

# MICHIGAN TRADESMAN

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Twenty-Ninth Year

GRAND RAPIDS, WEDNESDAY, JULY 10, 1912

Number 1503

## The Man Worth While

THERE are three kinds of men in this old world, and very likely they all have a place in the scheme of things. The hibernator, for instance, is the man who is satisfied to go on year after year in the same old way, doing the things he has done for years in the same way he has always done them, year in and year out, treading the paths his forefathers trod, eking out an existence in the same old way.

Another kind of man is the destroyer—he who wades in to make all the money he can as quickly as he can, thinking only of getting it without having to go to the penitentiary; caring nothing for morals, manhood, sympathy or self-respect. He is the chap who wants the money first, last and all the time, and who pulls up stakes and strikes out for pastures new whenever the old place gets too warm for him.

But the third kind of man is the builder—the man worth while. It is he who works with determination and foresight. His aim is to build up a character and a business at the same time—to establish that which shall erect his personality in the confidence and esteem of men, so that, whatever may befall him from without, he will always have that within him on which he can erect a new structure. The builder is the man who gives value received; whose business is a force in the community; who performs a service to other men. It is his aim to please and satisfy his customers and to deal justly and kindly with his employes. He grows up in the community in the spirit of service, and is known in his chosen field as a man who thinks first of being on the square, of giving dollar value for every dollar spent, and not until he is sure of treating the other fellow square does he think of his own interests. Such men are the builders and to them alone applies the law of compensation in a gratifying way, for it brings them success and contentment, the respect of others, and fortifies their courage with self-respect and confidence.—*L. H. Mory.*

## Let Them See the Light

I BELIEVE emphatically in religion. God made religion, and man made theology, just as God made the country and man the town. I have the largest sympathy for religion, and the largest contempt I am capable of for a misleading theology. Do not feed children on a maudlin sentimentalism or dogmatic religion; give them Nature. Let their souls drink in all that is pure and sweet. Rear them, if possible, amid pleasant surroundings. If they come into the world with souls groping in darkness, let them see and feel the light. Do not terrify them in early life with the fear of an after-world. Never was a child made more noble and good by a fear of Hell. Let Nature teach them the lessons of good and proper living, combined with an abundance of well-balanced nourishment. Those children will grow to be the best men and women. Put the best in them by contact with the best outside. They will absorb it as a plant absorbs the sunshine and the dew.—*Luther Burbank.*

THAT there is a difference between the average and the first-class man is known to all employers, but that the first-class man can do in most instances from two to four times as much as is done on an average is known to but few, and is fully realized only by those who have made a thorough and scientific study of the possibilities of men

This fact is as little realized by the workmen themselves as by their employers. The first-class men know they can do more work than the average, but they have rarely made any careful study of the matter. And the writer has over and over again found them utterly incredulous when he informed them, after close observation and study, how much they were able to do.—*Frederick W. Taylor.*

A prosperous agricultural interest is to a nation what good digestion is to a man.—*James J. Hill.*

**Fisk Advertising Service**  
Interlocking  
Schiller Building, Chicago

**Benson Says:**

State Center, Iowa, 6-17-12.

"Say, Fisk, you are a peach! My advertising troubles are over since I sent you that \$5.00. Keep coming!"

"Yours for success,"

(Signed) ELMER E. BENSON.

Every live merchant who takes the Fisk Service will feel as Benson does, even if he doesn't say so.

**Five Dollars Per Year—Once a Week—52 Issues**

Sold to Only One Dealer in a Town

**White House and  
Royal High Grade  
Coffee**

**Dwinell-Wright Co.**

**Boston, Mass.**

Roasters



**Judson Grocer Co.**

Distributors

**Grand Rapids, Mich.**

**WORDEN GROCER COMPANY**

**The Prompt Shippers**

Grand Rapids, Mich.

**How About Your  
PRINTING**

THIS question is a very pertinent one for business men, because every day Business Printing takes on added significance as **A FACTOR IN TRADE**.

Time was when any sort of Printing would do, because not much was expected of it, but nowadays Printing is **EXPECTED** to create and transact business. For this reason, good Printing is exceedingly necessary in every line of business.

We have been producing **GOOD** Business Printing for years. We have kept pace with the demand for the **BEST** in printing. As a consequence, our Printing business has grown splendidly. We have been compelled to enlarge shop facilities, to increase equipment quite regularly. We have the requisite mechanical equipment, and with one of the best equipped, as well as the largest Printing establishments in Western Michigan, we are in the very best position to give to the business man the highest standard of **GOOD** Business Printing.

This includes everything, from envelopes to the most elaborate catalogs.

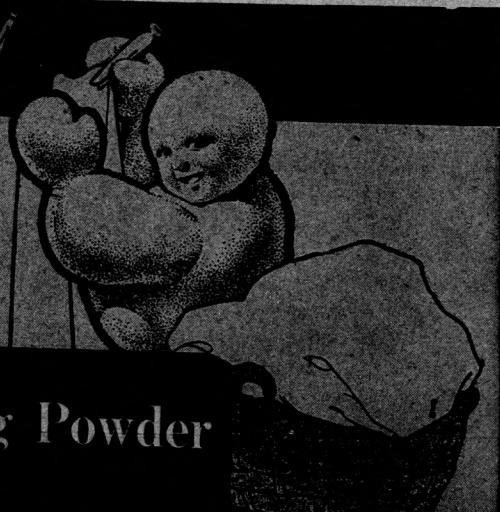
We respectfully solicit your patronage, giving the assurance that all orders will not only be **PROMPTLY EXECUTED**, but the Printing will come to you in that quality of excellence you desire and, withal, at as reasonable a price as it is possible for us, or anyone else, to deliver **GOOD PRINTING**.

Orders by letter or by phone will receive prompt attention, and if you desire, a qualified representative will wait upon you without delay.

**Tradesman Company, Grand Rapids**

next time  
Don't forget to include  
a box in your next order

Lautz **Snow Boy** Washing Powder  
*Lautz Bros. & Co., Buffalo, N. Y.*



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## OUR GREATEST MERCHANT.

### Side Lights on Career of Michigan's Largest Retailer.

The death of Joseph L. Hudson in London last Friday naturally brings to mind a number of interesting incidents in his early and successful career.

His first start as a business career was on June 10, 1861, when C. R. Mabley employed him as a clerk in his Detroit clothing store on a salary of \$8 per month. For five years he worked as a salesman, during which time the business of the store increased to upwards of \$100,000 a year and his own salary to \$25 a month and board at Mr. Mabley's house. In the meantime Mabley and the elder Hudson had opened a clothing store at Ionia. Joseph was now 19 years of age and already was Mabley's confidential man, showing remarkable ability for his age.

In February, 1866, Mabley sold his interest in the Ionia store to the elder Hudson and his son Joseph, and the latter took charge of the business. Limited capital was overcome by ability, push and industry on the part of the younger Hudson, and at the end of the first year the profits footed up \$4,000. Then began a period of expansion which resulted disastrously, the firm acquiring successively a stove mill, flouring mill and a tract of pine land which made money for them at first but soon began to be a losing investment. In February, 1873, Mr. Hudson's father died, leaving an estate valued at \$20,000, being one-half of the business, Joseph owning the other half. He continued the business, the heirs leaving their money in the concern.

Wrecked in Panic of '73.

This was just before the disastrous panic which swept this country from end to end in 1873 and which nearly stagnated the lumber trade of this state. The Ionia firm lost heavily on their pine lands and the flouring mill proving a total failure, and the clothing store was carried down with the general wreck, although young Joseph fought manfully against the fail-

ure until the spring of 1876. When the crash finally came and the smoke cleared away Mr. Hudson found he owed over \$68,000, of which \$20,000 was owed in Ionia, \$2,000 in Detroit and \$46,000 to eastern creditors.

It was a bad blow, but Hudson faced it bravely. He gathered together all his available assets and went east to see his creditors. Calling a meeting in Rochester, N. Y., he explained the situation and offered to pay 60 cents on the dollar and at the seaboard cities he made the same proposition and all of the creditors with one exception accepted it.

The one exception he paid in full without reduction, although the payment almost took his last cent. This took ten days' time and then he returned to Ionia and commenced to get back what he had lost. All of his old creditors were anxious to sell him and he thus started out anew.

The next few years was very hard work, but Hudson was a man who never knew defeat in any business matter and he worked morning, noon and night to pay off the old debts and in three years' time succeeded in getting out of the ruck.

During these years Mabley, his former employer, had had exciting times, but had prospered. Little Jake Seligman had started a store of his own at Pontiac and the rivalry between him and Mabley was intense, they going so far as to run excursions from all the larger towns in the state to Pontiac, throwing in free dinners as an extra inducement. This kind of business would soon break one or both of them and in 1870 the territory was divided, Mabley going to Detroit and "Little Jake" taking Saginaw.

### Joins With Mabley.

In Detroit Mabley soon was far in the lead of all his competitors and was building up an immense trade, but he was a man who would occasionally forget his trade for weeks at a time. Finally one day in 1877 Mr. Mabley said: "I want to go to Europe, Joe, and I would like it if you would come to Detroit two or three days a week and look after the business while I am away."

"I can do better than that, C. R.," said Hudson. "My brother James can run our business at Ionia and I can stay here until you return." The agreement was made and Mabley took his family to Europe and was gone two months. Then another bargain was made by which Mr. Hudson was to be paid \$50 a week during the six months ending Jan. 1, 1878, and also to receive a bonus, the amount of which was to be left to Mr. Mabley's discretion and the amount of profits during that period.

When the six months had terminated there was found to be a profit

of \$25,000. Mabley was so pleased that he handed a check for 10 per cent or \$2,500, to his faithful friend and employe, saying: "Now, Joe, I will give you a quarter interest and guarantee you \$7,500 a year for three years if you will stay with me for that time." Hudson agreed to this, and under his able management the business was more profitable than ever. Before the three years were up, Mr. Mabley was taken sick and again went to Europe, this time being accompanied by Prof. Richard Hudson, the elder brother of his partner, who is now at the University of Michigan, Ann Arbor.

During the absence of Mr. Mabley, the State Agricultural Association held its annual fair in Detroit in September, 1880, at their Cass avenue grounds. Mabley's elegant mansion was at the corner of Woodward avenue and the Holden road, and the gate of the fair grounds was but a short distance in the rear of his home. A large number of the fair visitors passed the side of the Mabley house, and Mr. Mabley had ordered a large advertising sign placed at the side of his house as in preceding years.

### His Break With Mabley.

His orders were carried out by Mr. Hudson, and a big board sign 60 feet long and 15 feet high was placed there ready to receive the lettering. At this stage Mrs. Mabley sent word to the store that the name of Mabley must not go on the sign. Mr. Hudson tried to reason with her, but no argument availed; the sign must come down.

Mr. Hudson finally compromised by placing the sign on the vacant lot adjoining the Mabley house. This suited Mrs. Mabley, and the sign was placed on Holden avenue directly in the rear of the house.

Next day word reached the store that the sign was down and chopped into kindling wood.

"Sign's down, Tracy," said Hudson to his advertising man.

"What will you do?" asked Tracy.

"Oh, I don't care," replied Hudson, assuming indifference for the purpose of testing the mettle of his employe. "I suppose I had better not bother any more about it, eh?"

"I wouldn't be beaten that way after the head of the firm had ordered it placed there," said Tracy. "I'd put it up again."

"Then go ahead, get it up and keep it up regardless of expense," said Mr. Hudson.

The sign was replaced and repainted at once and was guarded by two policemen by day and two citizens by night all through the fair.

It was from this apparently trivial affair that the separation of the two

great business men came. When Mabley returned from Europe his wife went to New York to meet him and told her side of the story and Mabley wrote a rather hot letter to Hudson. The minute that Hudson had read the letter he mapped out his future business course. He secured a five years lease of the first floor of the old Detroit opera house building and when Mabley reached Detroit about Christmas the partnership was closed, Mr. Hudson securing \$60,000 as his share of the profits for the three years and on Jan. 10, 1881, he stepped out of the store for good.

### Battle for Supremacy.

Then commenced the terrific fight for supremacy between the two houses. Barns, fences, rocks, in fact anything that could be painted on in the surrounding country for a radius of 100 miles, was decorated with either a Mabley or a Hudson sign and the stores on the days of big sales or "sacrifice sales," as they were called, were a sight to behold. During the big "sacrifice sale" in the last week of June, 1883, the two dealers fought like tigers for the lead. The clerks took their meals and would work all night clearing up the stocks so as to be in shape for the morning rush. Hudson on this occasion demonstrated his wonderful capacity for mental and physical endurance, he staying at the store nearly 20 hours a day for the entire week. The specialty of the sale was \$5 suits, and over 900 were sold the first day.

### Doesn't Forget Old Accounts.

In 1879 Mr. Hudson had paid his Detroit creditors the 40 per cent. balance due them from his failure in 1876, and in 1888 he did the same with his New York and other eastern creditors. Mr. Hudson was in no manner liable for this balance, all of his creditors having accepted a settlement at 60 cents on the dollar, but such was the honesty of the man that he not only paid the 40 per cent. balance, but added compound interest to the amounts, the whole amounting to about \$28,000.

In 1881 Mr. Hudson, in company with his brother, J. B., had bought the store of William Mabley in Toledo, and which is still owned by the J. L. Hudson Co. Mr. Hudson also started branch stores in Flint, Owosso and Saginaw, but these were discontinued when he entered larger fields of business. In 1884 Mr. Hudson bought the carpet store of Abbott & Ketchum, then located on Woodward avenue, and took in Campbell Symington as a partner, the firm becoming Hudson & Symington. On the completion of the present

(Continued on page thirty-two)

### THE FRUITVALE SWINDLE.

#### Tradesman's Exposure Sustained by Muskegon Supervisors.

Muskegon, July 9—Declaring that the Fruitvale summer resort scheme in Blue Lake township is the most gigantic land boozing fraud ever perpetrated in West Michigan, Supervisors Lee Trott and Tom Bolt, of the special Investigating Committee, stated last evening that they would probably call a special meeting of the Board of Supervisors for the purpose of devising ways to stop the deal.

Not only have the Chicago land boomers who engineered the scheme sold about 35,000 lots, most of which are utterly worthless for summer resort purposes, to gullible people, at \$3 apiece, but they are said to have originated a supplemental scheme through which they are mulcting each purchaser out of 50 cents additional on every lot disposed of.

This is done, it is asserted, through a tax scheme. The property embraced in the big summer resort deal is assessed as acreage. The assessment, which amounts to about 10 cents an acre, is paid by the promoters. They have levied an assessment of 60 cents on each lot sold, with a discount of 10 cents to those who pay within a month.

#### Getting Easy Money.

Each acre has been subdivided into sixteen lots. To pay the taxes on these the boomers assess the purchasers an aggregate of at least \$8. After paying the real tax, which amounts to 10 cents, they have \$7.90 left. As the property originally cost them but \$8 an acre, this levy against the lot purchasers almost pays the original purchase price.

In addition to learning this, the Investigating Committee of the Board of Supervisors ascertained yesterday that the original plat had never been approved at a meeting of the Township Board of Blue Lake. Instead, each member of that body signed it, and no record of the transaction was ever made by O. E. Yeoman, the clerk.

Several additional plats, which have been recorded, were never submitted to the township at all for approval, according to the statements of Supervisor Aaron Baker and Clerk Yeoman, of Blue Lake. These facts will be laid before Prosecuting Attorney Alex Sutherland by Supervisors Trott and Bolt.

#### Officers Ignorant of Plats.

"I signed the original plat last fall," said Clerk Baker yesterday. "Since then I have not seen the promoters, and have not looked at the additional plats. Had I known as much about the scheme last fall as I do now, I would never have endorsed the lot surveys."

"I have never seen any of the additional plats that have been filed this spring, and they were never presented to the Township Board for approval," declared Supervisor Baker. "The whole deal looks pretty rotten."

A trip through the vast tract of land which has been subdivided into 25x100 foot lots in "beautiful Fruit-

vale," failed to reveal any of the delightful summer residences, club house or hotels that have been so extensively advertised in Chicago by the boomers behind the scheme. The nearest point is six and a half miles to a railroad, while some parts are ten miles away. There is only one way to reach the property. That is over sand roads that are almost impassable.

#### Hotel a Rambleshack Building.

The headquarters of the land exploiting syndicate is located in a dilapidated old farmhouse, which has been designated as a magnificent club hotel. It is surrounded by sand hills covered with jack pine or rag weed. The nearest point with a water frontage is at White River, and there is but little of that in the subdivided section.

On the river another ramshackle old farmhouse has been secured by the company. This has been dubbed as a hotel and club house. No pretense is made at either place to accommodate summer tourists.

Altogether, a total of 65,000 lots have been placed on the market in Chicago, and it is estimated that about 35,000 of these have been sold at \$3 apiece. The prices of many of those remaining have been boosted to more than double this.

#### Many Come; Few Remain.

"An average of twenty-five people come here every day to look at their lots," said former Treasurer Davis, of Blue Lake township, "but mighty few remain. It is the biggest swindle that was ever sprung on the public. Eventually, all of the lots will probably be sold for delinquent taxes, and if this occurs the township will be swamped by the expense."

"How many people have located on lots bought by them?" was asked.

"Three that I know of. They are located in tents close to my farm. When they first came, they were delighted. When they learned that it was a couple of miles to the river, over a heavy sand road, however, they became disgusted.

"No water can be secured for drinking purposes, without sinking a hundred foot well. This will cost \$100, and when lot purchasers learn of this, that fact alone disgusts them. They just take one look at their purchase, and then start back for Chicago."

#### Thousands of Lots.

While the blocks in the gigantic subdivision embracing 65,000 lots have been laid out, no streets have been cut through the property, and the only thing to designate the layout of the land are flimsy street signs stuck up at intervals. They are placed along the regular township roads, and what are supposed to be boulevards and beautiful drives are nothing but jungle land, filled with a tangled mass of vegetation.

"This swindle beats any land boozing scheme that was ever perpetrated in the West during the palmy days of real estate sharks," declared Supervisor Lee Trott, after making a tour of the worthless land, far from water, which had been floated as beautiful summer resort property.

"After skinning the people on the purchase price for lots, the boomers even have nerve enough to go after the gullible ones again, and eucrue them out of 50 cents on each lot, through a snide tax assessment."

According to the statements of Supervisor Baker and Clerk Yeoman, of Blue Lake township, the only plat approved by the Township Board contained but about 4,800 lots. This leaves thousands of parcels that have been recorded as subdivision property, which the Investigating Committee is wondering over. They will make a thorough examination, to ascertain how it got on the records.

#### Bankruptcy Proceedings in Western Michigan.

July 3—in the matter of the Cookette Company, bankrupt, of Muskegon, the adjourned final meeting of creditors was held. The matter of authorizing the trustee to commence suit against certain stockholders for the recovery of alleged unpaid stock subscriptions was further considered, and it appearing that a large majority of creditors were opposed to using any of the funds of the estate in connection with such litigation, and considering the uncertainty of the results to be derived, it was determined that the trustee be not ordered to institute such proceedings. A final order of distribution was made, final dividend of 4 per cent. being ordered to ordinary creditors.

July 8—in the matter of William H Selkirk, bankrupt, formerly merchant at Cadillac, the final meeting of creditors was held. The final report and account of Fred M. Breen, trustee, was considered and allowed. The question of whether or not the referee should make a favorable recommendation as to the bankrupt's discharge was argued and submitted. It appearing in the records and files in this matter that the bankrupt did make a false statement in writing to certain of his creditors for the purpose of obtaining credit and that such credit was extended in reliance upon such statement; that such statement was materially false in that it did not show indebtedness of bankrupt aggregating \$4,000 and that the real estate referred to in such statement was not his property, but very largely that of his wife, it was determined that such favorable recommendation be

not made. It was also determined that the trustee be authorized to oppose the granting of a discharge to the bankrupt. The matter of declaring a final dividend was reserved and the final meeting held open.

A voluntary petition was filed by Simon Dosie, a merchant of Boyne City, and he was adjudged bankrupt by Judge Sessions, and the matter was referred to Referee Wicks. A petition was filed by certain creditors, praying that an active receiver be appointed, and an order was made by the referee appointing Gerrit J. Wissink, of Grand Rapids, as receiver, and fixing his bond at \$20,000. An order was also made calling a first meeting of creditors to be held at Boyne City, on July 23, for the purpose of electing a trustee, examining the bankrupt, proving claims, etc. The bankrupt's schedules show the following assets:

Real estate (mortgaged for \$5,000) .....	\$14,000.00
Cash on hand .....	35.00
Stock in trade .....	16,000.00
Debts due on open account .....	475.65
Stock (Boyne City Hotel Co. stock) .....	100.00
	\$30,610.65

The following liabilities are scheduled:

Secured.	
City of Boyne City, taxes ..\$	247.50
First Nat'l Bank, Petoskey, mortgage on real estate at Boyne City .....	5,000.00
Unsecured.	
Henry Sonneborn & Co., Baltimore .....	\$1,014.50
Thos. G. Plant Co., Chicago .....	1,552.25
Tablet & Ticket Co., Chicago .....	1.76
Otto Weber & Co., city..	622.68
R. C. Wittenburg, Chicago .....	332.75
Western Shoe Co., St. Paul .....	63.00
Welch Mfg. Co., city .....	54.00
Brown Shoe Co., St. Louis .....	496.95
Biberman Bros., Philadelphia .....	220.33
B. Marx & Son, Detroit .....	21.45
Carson, Pirie, Scott & Co., Chicago .....	710.92

#### Dandelion Vegetable Butter Color

A perfectly Pure Vegetable Butter Color and one that complies with the pure food laws of every State and of the United States.

Manufactured by Wells & Richardson Co., Burlington, Vt.

As result of being very much oversold on El Portana and other brands, the G. J. Johnson Cigar Co. called in all its salesmen three weeks ago for an indefinite length of time. The Company takes this occasion to beg the indulgence of its customers in regard to delayed shipments until such time as the factory capacity can be increased to meet all requirements, and also desires to announce that every effort will be made to ship the present back-orders as promptly as possible.

G. J. JOHNSON CIGAR CO.  
Per J. Dietrich, Sec'y-Treas.

Cohen Bros.' Co., Milwaukee	185.25	Special Features of the Grocery and Produce Trade.
Cluett, Peabody & Co., Chicago	434.88	Special Correspondence.
Gage Downs & Co., Chicago	481.04	New York, July 8—The spot coffee market has been overcome by the heat or something and is taking no undue exertion. The week has been extremely quiet and neither seller nor buyer seems to take any interest in the situation. Prices are about unchanged, but there is a rather heavy feeling. At the close Rio No. 7 is quoted at 14½c in an invoice way. In store and afloat there are 2,179,907 bags, against 2,209,233 bags at the same time last year. Milds have been little sought for and nominal quotations prevail. Good Cucuta, 16½c.
A. Goldenburg & Co., Chicago	161.00	Tea is steady and perhaps the situation is as satisfactory as could be expected. Sales are usually of small lots. Prices are fairly well maintained and concessions are rarely made. The local market is said to be comparatively below prima y points.
Max Goodman & Co., N. Y.	378.50	Stocks of refined sugar in the country are thought to be light and we are expecting to hear that orders are coming in with a rush. If such demand does not materialize our prophets will be without honor. Buyers have been getting along so far with comparatively small quantities, but a change for the better must set in. The quotation of 5.05 prevails.
M. Wile & Co., Buffalo	1,073.25	The demand for rice has been rather quiet, but the situation might be worse. Buyers are not taking supplies ahead of current needs, but orders have been numerous. Prime to choice domestic, 5¾@5¾c.
Whittemore Bros. & Co., Cambridge	12.00	Spices show no change. Orders are few and of small quantities. Quotations are absolutely as previously noted.
Landesman Hirsheimer & Co., Cleveland	1,096.50	Molasses in July is, figuratively speaking, "slower" than in January. Prices are firm. No change has taken place in syrups, which are still quoted at 25@28c for fancy.
C. W. Mills Paper Co., city	12.05	Spot canned tomatoes are in limited supply and few, if any, can be found below \$1.25 delivered here. Some packers hold for \$1.25 Baltimore. Futures have sold at 80c, but there seems to be a growing disinclination to part with holdings on this basis, and dealers are confident of an improving market if the intensely hot weather continues. Hardly any movement has taken place in corn, either spots or futures. Peas are bound to be a light pack in New York State. In fact, not a few packers will do well, they say, if they make 50@60 per cent. of deliveries on contract. Other goods are without change, but there is a fairly strong tone to the canned goods market generally.
The Korack Co., Cleveland	710.95	Butter is well held for top grades. Creamery specials are quoted at 27@27½c; firsts, 25¾@26½c; imitation creamery, 23½@24c; factory, 22@23c.
Kahn Bros. & Co., Chicago	177.25	Cheese is steady at 15@15¼c for whole milk.
Lahn & Jurow, New York	135.00	Eggs are firm. The hot weather is having a deteriorating effect on a good deal of stock and such must be taken with caution. Really desirable eggs of Western shipment are worth 22@23c and are tending to a higher level; but there is a lot of stock here at about 18@19c.
Majestic Cap Co., Detroit..	97.85	
L. Heilprin & Co., Chicago	139.50	
Endicott, Johnson & Co., Endicott, N. Y.	407.40	
Joseph & Feiss Co., Cleveland	1,484.50	
Phillips Jones Co., N. Y. ..	358.02	
Fried, Keller & Kahn Co., Cleveland	962.50	
Florsheim Shoe Co., Chicago	109.60	
Emsheimer Fishel Co., Cleveland	648.86	
J. W. Jackson Sons Co., Indianapolis	298.83	
Fremont Suspender Co., Fremont	35.75	
Guarantee Hosiery Co., Des Moines	63.92	
Hartman Trunk Co., Chicago	45.50	
Hart Bros., Chicago .....	382.75	
Herold-Bertsch Shoe Co., city	1,157.90	
Holters Cravlin Co., Cincinnati	160.80	
Jacob David Sons' Co., N. Y.	1,012.50	
A. H. Jackson Mg. Co., Fremont	91.67	
Max Goodman Co., N. Y..	443.75	
Geo. E. Keith Co., Campello	582.66	
Keith Bros. & Co., Chicago	1,110.75	
A. Krolik & Co., Detroit..	208.97	
Goldfield & Lachman, N. Y.	455.50	
Columbia Knitting Mfg. Co., Milwaukee	115.45	
Crowley Bros., Detroit....	127.90	
Present & Co., N. Y. ....	396.00	
S. Deiches & Co., Chicago.	117.87	
Duchess Mfg. Co., Pough-keepsie	486.50	
Val Duttonhofer Sons' Co., Cincinnati	658.70	
Boyne City Electric Co., Boyne City	99.51	
H. B. Rosenthal & Co., N. Y.	228.50	
Starner Copeland Co., Columbus	131.40	
R. P. Smith & Sons' Co., Chicago	1,021.85	
The Sala Co., Canton .....	225.50	
Smith Wallace Shoe Co., Chicago	560.90	
Francis T. Simmons & Co., Chicago	449.18	
A. W. Jefferis & Co., Chicago	2,000.00	
First Nat'l Bank, Boyne City	2,000.00	
	\$28,835.90	

Don't bite off more knowledge than you can chew, or you may have an attack of indigestion.

Do not be too modest. People never criticize an old hen after she lays an egg.

A diplomat is a knocker who can criticize things in a way nobody understands.

# Butler Service

## Talk No. 2—Protection

Our customers virtually carry an **INSURANCE POLICY AGAINST OVER-BUYING.**

Not that we can censor every order received, but we **DO** use all possible means **TO MAKE OVER-BUYING DIFFICULT.**

1. We employ no salesmen whose commissions depend upon the size of their orders. To the contrary, our catalogue a **SILENT** salesman, **INSISTS**, through the medium of its editorial pages, on **SMALL** buying. (Read those pages and you'll see.) Did you ever hear a road-man plead to have the size of your orders reduced?

2. We sell goods by the **DOZEN, OR LESS**, and so no customer is compelled to purchase more of one item than he can handle.

3. Our **ONE-PRICE DOCTRINE** keeps from our trade the temptation to overload, in order to secure price-concessions.

4. Our terms, even, are an air-brake on recklessness. A day of reckoning six months away is often an invitation to over-buy.

Your business needs the kind of protection Butler Brothers give, and you can get it by addressing a fair share of your order to one of the headquarters listed below.

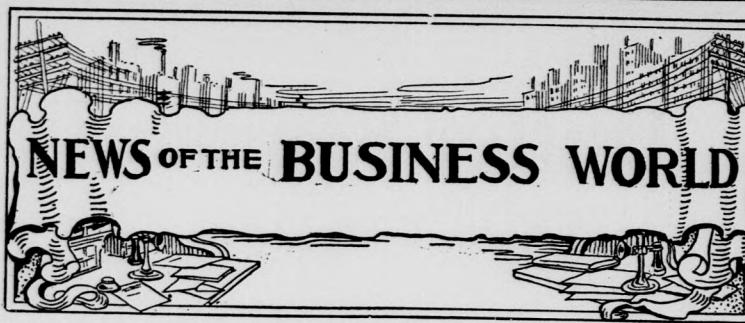
Buy from Butler Brothers, and **BE INSURED AGAINST OVER-BUYING.**

## BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

Chicago New York St. Louis Minneapolis Dallas

Sample Houses: Baltimore, Cincinnati, Kansas City, Milwaukee, Omaha, San Francisco, Seattle, Philadelphia.

**Movements of Merchants.**

Olive Center—John Deridder lost his stock of general merchandise by fire July 6.

Harbor Springs—J. T. Starr & Co. have added a line of groceries to their meat stock.

Ishpeming—C. A. Watson & Co. have engaged in the wholesale fruit business on First street.

Mancelona—L. F. Manon has opened a bakery in connection with his fruit and confectionery store.

Battle Creek—The Stern Clothing Co., of Kalamazoo, will open a branch store at 66 East Main street.

Sault Ste. Marie—A. H. Eddy is completing the installation of a cold storage plant in his grocery store.

Port Huron—W. A. McCarhar has opened a grocery store at the corner of Huron avenue and Park street.

Allegan—Willis E. Babcock has purchased the Roy Priest grocery stock and will continue the business.

Stanwood—Frank Reibow has opened a fruit and confectionery store in the building which he recently erected.

Battle Creek—The Charles Harbeck shoe stock will be removed from its present quarters, 59 West Main street, to the Sweet block.

Stanwood—Waddell Bros. have sold their stock of general merchandise to C. E. Schuster & Co., who will consolidate it with their own.

Elmira—A. Wickett and D. Lamais have formed a copartnership and purchased the Jordan & Son grocery stock and will continue the business.

Montgomery—A new bank has been organized under the style of the Montgomery State Bank, which has an authorized capital stock of \$20,000.

Bay City—The People's Credit Clothing Co. has sold its stock to A. J. Graham, who will continue the business under the style of A. J. Graham & Co.

Benton Harbor—The Collins Drug Co. has engaged in business with an authorized capital stock of \$5,000, of which \$3,500 has been subscribed and paid in cash.

Ellsworth—The Ellsworth Produce Co. has been organized with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and paid in cash.

Greenville—Earl Cole has sold his confectionery and fruit stock to Pearl Richards and George Keller, who have formed a copartnership and will continue the business.

Belding—Mrs. Nellie Millard has sold her millinery stock to Mrs. Edgar Stanton and Miss Allie Sabin,

who have formed a copartnership and will continue the business.

Cadillac—Bert L. Curtis has purchased the interest of his partner, Walter Truax, in the meat stock of Curtis & Truax and will continue the business under his own name.

Mears—Fire caused by lightning destroyed the store building and stock of general merchandise and a part of the warehouse of E. R. Averill July 5, causing a loss of \$50,000.

Gaylord—S. D. Quick, dealer in general merchandise, has sold his grocery stock to Leon and Harry Parmater, who will continue the business under the style of Parmater Bros.

Howell—Satterla-Scully & Co. have engaged in the general wholesale and retail clothing business, with an authorized capitalization of \$3,000, which has been subscribed and \$1,600 paid in cash.

Luther—George Osborn has sold his drug stock to Arthur Mulholland, of Reed City, and his son, Victor, formerly of Grand Rapids, and the business will be continued under the style of Mulholland & Son.

Traverse City—Julius Campbell has sold his hardware stock to George Nesbitt and Loren Downey, who have formed a copartnership and will continue the business under the style of Nesbitt & Downey.

Detroit—All Detroit groceries will be closed Wednesday, July 31, for the annual excursion of the Retail Grocers' association to Tashmoo park. The steamers Tashmoo and Wauketa have been chartered for the occasion.

Cheboygan—Hormedias Lemieux has been promoted from clerk to manager of the Klassen Co. store, in place of the former manager, Mr. Kressy, who is engaged in opening another branch store at Sheboygan, Wisconsin.

Marquette—Fire completely destroyed the Beacon block July 5, causing an estimated loss of \$100,000. The following merchants were most effected: L. Grabower, dry goods; D. Murray, grocer; A. L. Westlake, dry goods.

Owosso—M. C. Lathrop has purchased Mrs. J. E. Sherman's millinery stock. He will remove it to Flushing, where a relative will conduct the business. The building at 202 North Washington street, being vacated by Mrs. Sherman, will be occupied next week by Chapell's coffee ranch.

Muskegon—As a result of the purchase by the Stulp Hardware Co. of the property at the corner of Third street and Monroe avenue, now occupied by Thomas Wood, the Third

street business section will be improved within the next year by the erection of two splendid two-story brick buildings, to cost from \$5,000 to \$10,000.

East Lansing—A. C. Bauer, of Bauer & Higgs, grocers, Lansing, has engaged in the purchase and sale of groceries, provisions, books, stationery, periodicals and general drugs, under the style of the College Drug & Grocery, with an authorized capital stock of \$3,200, which has been subscribed, \$350 being paid in in cash and \$2,850 in property.

Flint—A general movement has been inaugurated in local mercantile circles looking to the establishment of a weekly half-holiday for the employes of retail business houses during July and August. The initiative was taken last week by the jewelers, who proposed to close their stores on Thursday afternoons. The dry goods merchants next joined the movement, and to meet their convenience the jewelers agreed to change the half-holiday to Wednesday afternoon. The grocers and shoemakers have taken the matter up and the prospects are that they will fall in line with the jewelers and dry goods merchants. The hardware dealers and clothing merchants are also becoming interested in the plan, but as yet have not taken definite action in the matter.

Saginaw—The Saginaw Hardware Co. is making plans for a large addition to the present quarters on Hamilton street, to be built in the rear on Niagara street, between Adams and Cass streets. The plans as drawn call for a brick building, three stories high, 120 feet by 50 feet, including driveways. The floors will be cement and the building will be occupied by the heavy hardware. A new railroad track will be built on an elevation along Niagara street so as to be even with the first floor, which will be considerably off the ground. The addition will be built to take care of the company's increasing wholesale trade. Since the organization of the new company, two years ago, the outside business has increased enormously, until the concern now ranks with the wholesale hardware houses of the State. The following officers have been chosen: President, E. F. Achard; Vice-President, Peter Herig; Secretary-Treasurer, William Seyffardt. These with C. F. Schoenberg and Fred Zehner compose the directors.

Kalamazoo—Morris Kent & Co., operating the G. R. & I. elevator in this city, and fourteen other elevators and buying stations in Michigan, has increased the capital stock of the company from \$10,000 to \$100,000.

Several experienced men of Kalamazoo and vicinity have been taken into the business, the greater part of the new stock being held by the Kalamazoo men. The rapid expansion of the business made necessary the increase in the capital stock. The company has taken over the Kalamazoo Milling Co., which is located three miles south of the city, and was formerly owned by C. C. Huston, who will continue to operate the

mill. At the present time the company operates elevators at Washeepe, Mendon, Climax, Richland, Augusta and Martin, and has buying stations on the South Haven branch of the Michigan Central Railroad, at Gobles, Kendalls, Pine Grove, Alamo, Allegan and Otsego. A new warehouse for grain and produce of 40,000 bushels capacity will be erected at Martin at an early date.

**Manufacturing Matters.**

Traverse City—A. H. Franklin has engaged in the manufacturing of ladders at 811 Webster street.

Mancelona—Z. W. Fear and D. A. Foote are organizing a stock company for the purpose of erecting and operating a flour mill here.

Kalamazoo—Fire, thought to have originated in defective wiring, caused a loss estimated at \$10,000 at the plant of the Kalamazoo Enamel Tank Co. July 4.

Kalamazoo—George Piggott has resigned his position as traveling salesman for the Menter-Rosenblom Clothing Co. to take the position of manager of the business.

Flint—The Flint Extension Light Co. has been organized with an authorized capitalization of \$10,000, of which \$6,000 has been subscribed, \$500 being paid in in cash and \$5,500 in property.

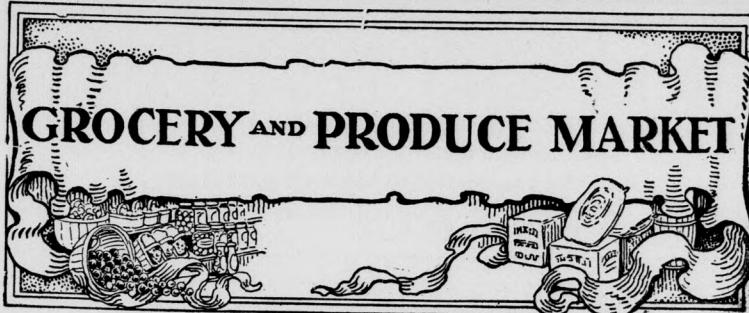
Gladstone—The plant of the Northwestern Cooperage & Lumber Co. was burned last Tuesday, causing a loss of \$15,000, partly insured. The fire included four warehouses filled with staves, hoops and seedings.

West Bay City—Bradley, Miller & Co. have received several million feet of lumber from other lake ports, and the planing mill and box factory are running with full crews. The business has the appearance of being above the average in volume.

Detroit—Reuben Mitchell, who operated a sawmill a number of years in Presque Isle county, later being connected with the Lobdell-Churchill Co., at Onaway, superintending the cutting late in the fall of 3,000,000 feet of timber for the Lobdell-Churchill Co. at the Gates mill, at Bay City, has removed to Detroit, where he will engage in the lumber commission business.

Belding—The Fargo Shoe Co., which went into the hands of a receiver a few weeks ago, has been purchased by a copartnership consisting of E. E. Fales, W. C. Spicer, Henry J. Leonard and W. S. Lamerton, all substantial business men. Mayor E. E. Fales will act as general manager. It is proposed to increase the capacity and put on a much larger force within the next few months.

Kalamazoo—The Dunkley and Celerytone companies, both of which are operated under the same management, will soon begin the erection of a new three-story factory building at Seminary avenue and the Michigan Central tracks. The new building will be of brick and fireproof construction. It will be 260x60 feet, and cost about \$40,000. In this building Celerytone and Celerytone Champagne, peach pitters and cherry pitters will be manufactured.



## GROCERY AND PRODUCE MARKET

### The Produce Market.

Apples—Western box apples, \$3.50 per box.

Apricots—California, \$1.40 per box.

Bananas—\$3.75 per 100 lbs.

Beets—35c per doz. bunches.

Butter—The weather conditions for the past few weeks have been very favorable for the make of butter, and the receipts are liberal. There is very good demand for both consumption and for storage purposes. The market is firm at the present quotations. The quality arriving is the best of the year and the make about at its height. The outlook for the coming week is for a firm market and unchanged prices. The general run of arrivals run more to extras than in past seasons. The call for packing stock is active, and is considered one of the best indications that the market will hold firm during the summer months. June extras put into storage is thought to be of about the same as in past years. Extras are now held at 26c in tubs and 27@28c in prints. Local dealers pay 18c for No. 1 dairy grades and 17c for packing stock.

Cabbage—\$2.25 per crate for new stock for home grown.

Carrots—25c per doz. bunches.

Cherries—\$1.85 per 16 qt. crate for sweet; \$1.50 per crate for sour.

Cucumbers—50c per doz. for hot house.

Eggs—The market continues firm on eggs and prices have advanced 1c per dozen during the week. Many dealers look for an easing off in prices, however, if the hot weather continues, as the demand for table use will show a decrease. Only a few eggs are going into storage at present, but a great many are shipped to non-producing sections of the country. Commission men state that retailers should ship every day during the hot weather if possible in order to save some of the losses caused by holding eggs. Local dealers are paying 17c, loss off.

Gooseberries—\$1.50 per 16 qt. crate.

Green Onions—12c per doz. for Evergreen and 15c for Silver Skins.

Green Peppers—50c per small basket.

Honey—18c per lb. for white clover and 17c for dark.

Lemons—California and Messina, \$5.

Lettuce—Leaf, 65c per bu.; head, 75c per bu.

Musk Melons—California Rockefords command \$3.50 per crate for 45s and \$2.50 for 54s.

Onions—Texas Bermudas are in ample supply at \$1.25 per bu. for

white and \$1.10 for yellow. Spanish command \$2 per crate.

Oranges—\$4.25@4.50 for Valencias.

Peaches—California, \$1.15 per box; Elbertas, \$1.75 per 6 basket crate.

Peas—\$1.50 per bu. for Telephones.

Pieplant—85c per 40 lb. box for home grown.

Pineapples—Floridas command \$3.50 for 24s, 30s and 36s and \$2.75 for 42s.

Plums—California, \$1.50@1.65 per box.

Potatoes—Old stock is in fair demand at 75c per bu.; new is in active demand at \$3.25 per bbl.

Poultry—Local dealers pay 18c for broilers; 10½c for fowls; 5½c for old roosters; 7c for geese; 8c for ducks; 10c for turkeys. These prices are for live-weight. Dressed the 2c higher.

Radishes—10c per doz. for garden grown.

Raspberries—\$2.25 for black and \$2.40 for red—16 qt. cases.

Spinach—75c per bu.

Tomatoes—Four basket crates, \$1; 8 lb. basket of home grown hot house, 75c.

Veal—5@10c, according to the quality.

Watermelons—35c apiece for Missouri stock.

Wax Beans—\$1.25 per bu. for home grown.

### New Bean Crop Looking Good.

Trading in beans is very moderate. There is very little demand for white beans, and practically none for red kidneys or other varieties.

The new crop of beans is looking very good in the country, and so far we have been favored with ideal growing weather. The Secretary of State shows the acreage planted this year at 102 per cent., as compared with last year's planting. The condition of the beans as compared with last year is 86 per cent. The general increase is most noticeable in the Northern counties. There is some trading in future beans, but the sellers are more in evidence than buyers right now.

E. L. Wellman.

The Kugel Manufacturing Co. has engaged in business to manufacture and deal in furniture and musical instruments, with an authorized capital stock of \$2,500, of which \$1,530 has been subscribed, \$23 paid in in cash and \$1,300 in property. The stockholders and the number of shares held by each are as follows: John Kugel, 130 shares; Julius A. J. Friedrich, 10 shares, and Edward D. Winchester, 5 shares, all of this city.

G. D. Hanna has opened a bazaar store at 1410 Plainfield avenue.

### The Grocery Market.

Sugar—The expected decline when the refiners started up Monday did not materialize. The demand is about the usual size for the early part of July. Daily reports from Europe state that the market continues to decline. The decline is said to be caused by the outlook, which is very satisfactory for the growing beet crop. The prospects of a crop in Cuba of not less than 1,900,000 tons is another reason why the market is weak, as the planter does not care to store any great amount of stock on the island on account of the large stocks already there.

Tea—First crop Japans are now marketed on a slightly firmer basis than last year. The picking of the second crop commenced a few days later than last year, due to the cold weather, and is now being marketed at firm prices. Medium first crop and baskets show poor style of leaf, although the cup quality is good. Some old Japans are being offered at low prices to close out stocks. The China Greens market has opened about three cents higher than last year, with quality fully equal. New Formosas have just arrived at prices about two cents higher. Buyers are holding off, hoping to force prices down to last season. China Blacks are strong and, with the high current exchange makes an advance of about two cents. Indias and Ceylons are active and strong.

Coffee—Reports from Brazil give reason to expect continued steadiness or strength. The demand is fair from both the country and city retailer. Prices on all grades of Rio and Santos are unchanged for the week. Milds are likewise unchanged. Java and Mocha are unchanged and dull.

Canned Fruits—Michigan canners have completed their strawberry pack, which is about the same in volume as a year ago. The pack of peaches will be smaller than usual. No changes have been made in the opening prices on California fruits so far, but as reported two weeks ago opening prices this season are from 15@35c per dozen less than in 1911. The demand for canned fruits in the cities is light on account of the large quantities of fresh fruit being used, but the country demand is good.

Canned Vegetables—The recent rains have changed conditions in some of the pea growing sections and packers in Michigan are looking for a normal pack if weather conditions continue favorable. Spot stocks are small and prices high. There was a better demand for canned corn during June than for several months past. Prices are extremely low and unless prospects bid fair for a good pack during the present season they will surely go higher. It is still too early, however, to know any thing definite in regard to the growing crop. There has been practically no change in the tomato market, either spot or future. While spot stocks are very light and prices are firmly held, there has not been the advance that has been expected. The growing crop is looking well and no packers are in-

clined to make concessions on this account.

Dried Fruits—The demand, which is better than during the winter when prices were much higher than at the present time, is not expected to increase on account of the increased supply of fresh fruits and the fact that prices are very reasonable. Present indications point to a very low market during the coming fall and winter as the carry-over is much larger than was expected by many of the packers.

Cheese—Receipts continue liberal and the consumptive demand is also very good. Under-grade cheese is very scarce and selling close to the price of the best grades. No change is looked for in the near future.

Rice—Prices are unchanged, but the market is very firm and nothing to indicate that prices will be any lower for some time. Stocks are being rapidly reduced.

Fish—Cod, hake and haddock are dull and unchanged. New prices on Columbia River salmon were made during the week the same as a year ago, except halves, which are 5c higher. There is no change in salmon or sardines. Mackerel are dull and as to Norways firmly held. New Irish mackerel are cheap.

Olive Oil—Bottled goods are meeting with a better demand than bulk, which may be due to the fact that many prefer bottled goods for picnic purposes, on account of their convenience. The use of olive oil for all kinds of salads and for other purposes has increased the consumption every year until at present very few families do without it. The market, in sympathy with the olive market, is firmer than some time ago, but prices are unchanged.

Provisions—Everything in the smoked goods line is firm at the same prices ruling last week. The stocks are about normal for the season. Both pure and compound lard are in fair consumptive demand and no change is likely to take place in any of the quotations for the coming week. Barreled pork, dried beef and canned meats are in increased consumptive demand, prices ranging the same as last week.

G. K. Coffey, Crown Baking Powder Co., writes that he is comfortably located at Mt. Clemens and proposes to remain there until the demon of rheumatism is entirely eradicated from his system.

Detroit—The B. & B. Candy Co. has been organized with an authorized capital stock of \$10,000, of which \$6,000 has been subscribed, \$1,000 being paid in in cash and \$5,000 in property.

B. A. Goff has engaged in the grocery business at Three Rivers, purchasing his stock of the Worden Grocer Co.

A. Krolick & Co. have removed their office from the Kortlander building to 3 North Ionia avenue.

J. J. Yaple succeeds K. A. Patch & Co. in the grocery business at 896 Division avenue south.



**Re-organization of the Phoenix Furniture Co.**

The important financial transaction of the past week was the taking over of the Phoenix Furniture Co. by a syndicate made up of Chas. H. Bender, Robert W. Irwin, James R. Wyllie, A. W. Hompe, Ralph P. Tietssort and Dudley E. Waters. The Phoenix is capitalized at \$500,000 and the controlling interest was held by Costello C. Converse, of Boston. Other large interests were held by Frank Smith, for many years Vice-President of the company, now retired and living in New Hampshire; Robert W. Merrill, who has been Secretary of the company since the Converse interests have existed, and the estate of the late David W. Kendall. These four interests represent a large majority of the stock and are to be taken over at par and other stockholders who wish to turn in their stock will receive similar terms or be permitted to take stock in the company as it will be re-organized. About 95 per cent. of the stock had either been turned in or assented to the plan before any announcement was made, and it is likely that it will all come in. If the stock is unanimous the deal can be completed by a stock transfer. Otherwise the formalities of a liquidation of the old company will be observed. The plans for the re-organization are not yet completed, but it will be on a conservative basis and the control will rest with the syndicate that has taken over the property. This syndicate includes three of the best known financiers in the city and three practical and experienced furniture men who have been notably successful in their business undertakings. It is understood the negotiations leading up to the closing of the deal were conducted by Mr. Bender.

The Phoenix Furniture Co. is one of the oldest and best known furniture companies in the city and has been foremost in the building up of this city's fame as a furniture center. The company was founded by the late Wm. A. Berkey in 1872 and later purchased eight acres of land for a factory site from the late James W. Converse at Fulton and Summer streets, on the West Side, and built a factory. In 1872 Mr. Converse took over the control of the property and until his death he was President of the company and directed its policies. Upon his death he was succeeded by his son, Costello C. Converse. It was James W. Converse who sent Mr. Smith and Mr. Merrill to this city from the East and engaged Mr.

Kendall as designer, and it was the splendid organization he built up that won for the Phoenix the long-continued success it enjoyed. Since Mr. Converse's death the old organization has gone to pieces and the disintegration has come within so brief a space that there has not been opportunity to build up anew. Frank Smith retired, then David W. Kendall died and, as the last straw, the health of Robert W. Merrill became so badly impaired that his physicians ordered him to quit. There are other old faithful men on the staff and young men have been coming forward of splendid promise, but an executive head was lacking and rather than himself undertake a re-organization such as conditions warranted Mr. Converse preferred to sell, and in selling he saw to it that all the others should receive the same terms.

The Phoenix has always been noted for its high grade furniture and, with David W. Kendall as designer, its product has had a wide-reaching influence on American furniture styles and construction. Under the re-organization the old staff will, undoubtedly, be retained, the veterans in the company's service and the young men who have been coming on, and practically the only difference will be in the general management and control. The new control will be of a character that will insure the continued success of the company.

The taking over of the Phoenix suggests that a strong community of interests is gradually growing up among the local furniture concerns. The time can be recalled when each manufacturer prided himself upon his independence and the relations among them were so lacking in harmony that when one manufacturer saw another coming he passed to the other side of the street rather than have a meeting. In those days one manufacturer would rather see an order go out of town than to have it go to a rival if he could not land it himself. The manufacturers to-day are friendly and work together for their common good and the good of the town and in many ways co-operate for their mutual advantage. The community of interest has been one factor in bringing about this change. The manufacturers are getting together, not only on friendly terms, but financially, and, instead of having cut throat competition, we are gaining what might be known in "big business" as dividing the territory. Robert W. Irwin, A. W. Hompe and Ralph P.

**We Offer and Recommend  
The Preferred Stock of Consumers Power Co.**

Largest Underlying Company of  
**Commonwealth Power Ry. Lt. Co.**  
Netting about **6 1/3%** and **TAX EXEMPT**

**A. E. Kusterer & Co.** 733 Michigan Trust Bldg., Grand Rapids  
Both Phones: 2435.

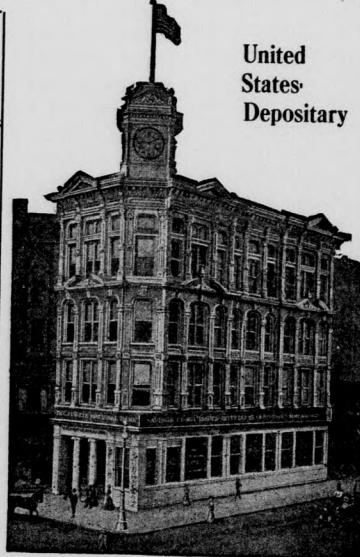
**2 1/2% Every Six Months**

Is what we pay at our office on the Bonds we sell.

**\$100.00 Bonds—5% a Year**

**THE MICHIGAN TRUST CO.**

# Fourth National Bank

<b>Savings Deposits</b>  <b>3</b> Per Cent Interest Paid on Savings Deposits Compounded Semi-Annually  Capital Stock <b>\$300,000</b>	 <b>United States Depositary</b>	<b>Commercial Deposits</b>  <b>3 1/2</b> Per Cent Interest Paid on Certificates of Deposit Left One Year  Surplus and Undivided Profits <b>\$250,000</b>
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# GRAND RAPIDS NATIONAL CITY BANK

**Resources \$8,500,000**

Our active connections with large banks in financial centers and extensive banking acquaintance throughout Western Michigan, enable us to offer exceptional banking service to

## Merchants, Treasurers, Trustees, Administrators and Individuals

who desire the best returns in interest consistent with safety, availability and strict confidence.

**CORRESPONDENCE PROMPTLY REPLIED TO**

Tietsort are the moving spirits in the Royal Furniture Co. They are also controlling factors in the Grand Rapids Furniture Co., formerly the New England; and now they are in a position of influence in the Phoenix. This same group is affiliated with the Macey through the new Grand Rapids Metal Office Furniture Co., of which Mr. Hompe is President and in which the Macey "crowd" is largely interested. The Grand Rapids Chair Co. and the Imperial Furniture Co. are closely connected and the Grand Rapids Chair Co. and the Widdicombe Co. have directors in common and through them a community of interest. The Imperial and the Davies & Putnam Furniture Co. have stockholders and directors in common. These four concerns ought to be friendly, and they are. The Berkey & Gay and the Oriel were for years separate institutions, but with a large stockholding interest in common, and this common interest led to the merger of the two companies less than a year ago. The Berkey & Gay and the Michigan Desk Co. are closely related and there is a strong community of interest between the Berkey & Gay and the Chas. S. Paine Co. This makes a combination of three concerns with strong incentive to work in harmony. The three groups named represent eleven of the city factories. This movement will, undoubtedly, continue, but there are no signs that it will be carried to such an extreme that the entire furniture industry will be under a single control or the control of a single group. It will or at least ought to go far enough, however, to make the industry in Grand Rapids united both for defense and offense. The get together movement will not necessarily destroy competition, but it will merely make the competition honest and wholesome and of the kind that stimulates prosperity instead of destroying it.

Arthur T. Slaght, of the Grand Rapids National City, attended the annual meeting of the Ohio State Bankers' Association in Toledo last week.

Heber W. Curtis, Vice-President of the Kent State, has been showing his faith in the institution by paying \$261 for a block of fifteen shares of the stock, the highest price thus far paid for it.

The name of the late Samuel P. Jenks is rapidly being eliminated from the city tax rolls. Since his death, a few months ago, his estate has sold the farm on East Fulton street in which he took much pride, his homestead at Washington and Terrace, his holdings in the Michigan Trust Company and a lot of unimproved real estate in the outskirts. The Herkimer Hotel property and a few other pieces still remain, but even these may be sold soon. It is understood to be the purpose of his family to put the estate in such form that it will require a minimum of personal attention and this will permit

time and opportunity for travel and recreation.

An inventory, showing that the estate of the late Samuel Lemon, wholesale grocer, is worth \$236,021.09, has been filed in Probate Court by Chas. Bender and Eugene D. Conger, appraisers. The real property is listed at \$7,000 and personal \$229,021.09. Of the personal property, there are 120 shares of Fourth National Bank stock, valued at \$21,600; 90 shares of People Savings Bank stock at \$20,-250; 100 shares of Commercial Savings Bank stock at \$14,000; 10 shares of Michigan Exchange Bank stock at \$1,000; 3,000 shares of Lemon & Wheeler Co. stock at \$30,000; 1,345 shares of Grand Rapids Show Case Co. stock at \$134,500; 20 bonds of the Holland City Gas Co. at \$6,000; 155 shares of Holland City Gas Co. stock at \$1, and \$1,670.09 cash on deposit in the Fourth National Bank.

Following upon the recently announced resignation of Howard J. Lesher, as Treasurer of the Detroit Trust Co., the Board of Directors has elected Ralph Stone a director and one of the Vice-Presidents of the company. Lawrence K. Butler was appointed Treasurer to succeed Mr. Lesher, and Charles P. Spicer, Secretary, in place of Mr. Stone.

Quotations on Local Stocks and Bonds.		
	Bid.	Asked.
Am. Gas & Elec. Co., Com.	82	85
Am. Gas & Elec. Co., Pfd.	46½	47½
Am. Light & Trac. Co., Com.	360	365
Am. Light & Trac. Co., Pfd.	108	110
Am. Public Utilities, Com.	53¾	55
Am. Public Utilities, Pfd.	81	83½
Can. Puget Sound Lbr.	2%	3
Cities Service Co., Com.	107½	109
Cities Service Co., Pfd.	88	90
Citizen's Telephone	95	96
Comw'th Pr. Ry. & Lt. Com.	62	64
Comw'th Pr. Ry. & Lt. Pfd.	91½	92
Dennis Salt & Lbr. Co.	95	100
Elec. Bond Deposit Pfd.	83	85
Fourth National Bank	200	203
Furniture City Brewing Co.	60	70
Globe Knitting Works, Com.	110	112½
Globe Knitting Works, Pfd.	100	101
G. R. Brewing Co.	200	
G. R. Nat'l City Bank	175	178
G. R. Savings Bank	185	
Holland-St. Louis Sugar Com.	10½	11
Kent State Bank	260	
Macey Co., Com.	200	
Lincoln Gas & Elec. Co.	40	42
Macey Company, Pfd.	97	100
Michigan Sugar Co., Com.	89	90½
Michigan State Tele. Co., Pfd.	100	101½
National Grocer Co., Pfd.	87½	91½
Ozark Power & Water, Com.	45	48
Pacific Gas & Elec. Co., Com.	61	62
Pacific Gas & Elec. Co., Pfd.	91½	92½
Peoples Savings Bank	250	
Tennessee Ry. Lt. & Pr. Com.	23¾	25
Tennessee Ry. Lt. & Pr. Pfd.	76	78
United Light & Railway, Com.	70	71
United Lt. & Railway 1st Pfd.	85	90
United Lt. & Railway 2nd Pfd.	75	80
Bonds.		
Chattanooga Gas Co.	1927	95
Denver Gas & Elec. Co.	1949	95
Flint Gas Co.	1924	96
G. R. Edison Co.	1916	97
G. R. Gas Light Co.	1915	100½
G. R. Railway Co.	1916	100
Kalamazoo Gas Co.	1920	95
Saginaw City Gas Co.	1916	99

Time To Stop Hum-Drumming.  
Don't know what hum-drumming means?

Well, did you ever watch a circus elephant pass the time away?

With eyes half closed, he wags his head, and sways his trunk with a monotonous, deadly sameness that varies not a whit from the way he did it a year, two years, three years ago.

And every third or fourth wag of his head is marked by a sway and swing of his body which ends with

an upward toss of his untethered hind-leg.

Did you ever see him do it?

Well, he's hum-drumming.

Now go back to the beginning and ask yourself that so-puzzling question:

Are you hum-drumming?

Is every move in your daily work a mere repetition of the way you did it last week, last month, last year?

Don't Let Habit Chain You.

Has it been repeated so many times that intelligence has all departed and habit alone remains?

Try once to inject a new feature, a new movement, a new method.

Ease has disappeared, hasn't it, and the work is done clumsily now? It even hurts a little to try the new method. Every operation does hurt a little, but it is better to lop off a useless, withered arm than to be hampered by its flapping helplessness.

Good habits are very helpful, but let habit and automatism gain control of you and your job and you are going forward no faster than the stationary engine, that, anchored down, merely revolves. Each plunge of the piston repeats a movement, but no forward progress is made.

Do You Really Know Yourself?

Get out your mental mirror. Look at yourself.

Is each day a step ahead, or are you merely revolving?

Have you reached the place where consciousness of motion is lost, and you don't know whether you are moving or not?

Then you are hum-drumming, and your only salvation lies in trying to do your work in a different way.

By comparing the old, habitual, easy way with the new and clumsy method, you may be able to see where the trouble lies.

Wake up. Cease being an automaton. If you can not do your work thinkingly, consciously, get another job.—Butler Way.

**Merchant's Accounts Solicited  
Assets over 3,000,000**

**GRAND RAPIDS SAVINGS BANK**

Only bank on North side of Monroe street.

## Kent State Bank

Main Office Fountain St.  
Facing Monroe

Grand Rapids, Mich.

Capital - - - - - \$500,000  
Surplus and Profits - - - - - \$300,000

Deposits

634 Million Dollars

HENRY IDEMA	- - - - -	President
J. A. COVODE	- - - - -	Vice President
H. W. CURTIS	- - - - -	Vice President
A. H. BRANDT	- - - - -	Cashier
CASPER BAARMAN	- - - - -	Ass't Cashier

3½ %

Paid on Certificates

You can transact your banking business with us easily by mail. Write as about it if interested.

We recommend the purchase  
of the

## Preferred Stock of the

## Cities Service Company

at prevailing low prices

**Kelsey, Brewer & Company**

Investment Securities

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Use  
**Tradesman Coupons**

Place your **Buy and Sell** orders with

**C. H. Corrigan & Company** Bell M-229  
INVESTMENT SECURITIES

341-343 Michigan Trust Building Grand Rapids, Mich.

They will be handled promptly and properly and only a commission charged you.

## SURPLUS FUNDS

Individuals, firms and corporations having a large reserve, a surplus temporarily idle or funds awaiting investment, in choosing a depository must consider first of all the safety of this money.

No bank could be safer than **The Old National Bank of Grand Rapids, Mich.**, with its large resources, capital and surplus, its rigid government supervision and its conservative and able directorate and management.

The Savings Certificates of Deposit of this bank form an exceedingly convenient and satisfactory method of investing your surplus. They are readily negotiable, being transferable by endorsement and earn interest at the rate of 3½% if left a year.

## THE OLD NATIONAL BANK GRAND RAPIDS, MICH.

New No. 177 Monroe Ave.

:::

Old No. 1 Canal St.



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OF BUSINESS MEN.

Published Weekly by  
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Grand Rapids, Mich.

**Subscription Price.**  
One dollar per year, payable strictly in advance.

Five dollars for six years, payable in advance.

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Sample copies, 5 cents each.

Extra copies of current issues, 5 cents; of issues a month or more old, 10 cents; of issues a year or more old, 25 cents.

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

July 10, 1912

#### THE COMPLETE SUITE IDEA.

The complete suite is very much the vogue in furniture just now, and this is being made to apply to every room in the house, even to the kitchen. We have always had the complete bed room suite, the bed, the bureau, the chairs and other pieces all of the same design and material and finish, but the complete suite for the dining room, the living room, the library, the hall and the den are of comparatively modern development. To the list of rooms the parlor might be added, but the modern home no longer has a parlor—it is the living room now and the best furniture, the most comfortable and the handsomest is for the room where the family gather and which is the center and heart of the home.

Ever since period furniture became so popular furniture buying for the best homes has been to make the furnishings of a room harmonious. If a room is to be furnished in Sheraton, for instance, all the furniture in it should be of Sheraton or something closely related. A Colonial room should be all Colonial in its furnishings. And if the style preferred be Early English and in oak, then it should all be Early English and oak. This produces a harmonious and attractive effect, while if samples of several different periods be put in the room will have the appearance of a junk shop or museum and each piece will "kill" all its neighbors. The manufacturers, as well as the dealers in and buyers of furniture, have long recognized the desirability of harmony, and the advertising literature has steadily advocated it, but only recently have the manufacturers made it easy for the ultimate consumer to observe the harmony which they all know ought to be observed. One manufacturer would manufacture tables, another chairs, another bookcases, and so on down the line, and when the customer wanted harmony it was necessary to pick his pieces from the product of many factories. Under such circumstances it was almost impossible to secure the perfect harmony sought for. The designs, even though in the same period, were not always the same, the color and finish would vary, there would always be something to offend in the matter of detail.

The first to follow the example of

the manufacturers of bed room furniture in making complete suites were the producers of dining room furniture. Complete dining room suites are no novelty, although they are carried to an extreme of detail unthought of a few years ago. It was formerly thought sufficient if the table, sideboard, chairs and serving table matched, but now the serving tray, the tea wagon, the china closet and even the candlesticks are made to match the other pieces in design, material and finish.

The latest development in the complete suite idea is in living room goods. It used to be that those who wanted harmony would have to hunt long and hard for it and perhaps even then be not entirely successful. Now the same manufacturers will offer tables, rockers, chairs, easy chairs, bookcases, desks, couch and even the foot stool and waste basket, all of the same design. The largest of these living room suites is of thirteen different pieces, and from this they run down to six, but the buyer can take as many pieces as he may desire or may need for the room he is furnishing. Making the complete suite is more of an undertaking than the average reader may appreciate. As the furniture trade has been developed it is divided into several specialties. The case goods manufacturers constitute a class by themselves. The chair maker, the table manufacturer and the upholsterer has been each a specialist and to such a degree that each has his own national association, affiliated with the others, perhaps, but distinct. Producing complete suites requires that all classes of goods, case, table, chair and upholstery shall be made in the same factory, and this is a very radical departure from old methods and practices. The Reting Furniture Co. was the first to bring out complete living room suites, and their first offering was of four suites displayed last January. The company this season is showing eight complete suites and several other manufacturers have taken up the same idea and are doing likewise, although not on so large a scale. The complete library suite is an easy transition from the complete living room suite, and it has been made. The complete library suite usually shows the rockers and chairs upholstered in leather and often they are large and easy. The other pieces are the bookcases, the library table and desk, but cabinets and book racks are often added. It is needless, perhaps, to record that the various pieces are in the same pattern, material and finish.

In kitchen furniture harmony is often secured by making the cabinet and the tables of the same design, in so far as these pieces have design and of the same material and finish. It may be oak, ash or maple, but different woods are avoided. In the high grade goods enamel may be used to a considerable extent, and the sink is enamel to match and there may be enamel as well in the refrigerator.

The typical den is usually furnished in Mission, Arts and Crafts or Early

English and of oak, and as these various patterns are closely related there may be some variety allowed, but even here good taste calls for a fair degree of uniformity, especially in the finish. There are almost as many shades of fumed and weathered oak as there are manufacturers, and when perfect harmony is desired goods from the same factory are taken.

The very latest development in suites is the complete suite for the business office. The time has gone by when the business man will be satisfied with any old thing. He is calling for artistic furniture and harmonious furnishings for his office, as well as for his home. The Stow & Davis Furniture Co., of this city, is meeting this demand with a complete suite for the office. The suite includes office and directors' tables, chairs, both straight and swivel, table for the telephone, bookcase, wardrobe, costumer, umbrella rack and waste basket—all in the same design. These goods are shown both in oak and mahogany, and it is stated the demand for mahogany is steadily increasing. Many of the large office buildings are now furnished in mahogany and the furniture is bought to match. These suites do not yet include filing cabinets and table for the typewriter, but these may come later.

#### HOT WEATHER HELPS.

The sweltering days can not but have a depressing influence upon trade despite our utmost endeavors, yet they can be mitigated if not banished. We all know that the customer who is jaded out by heat is bound to get only the necessities, and is not interested in things generally. An extra effort must be made to attract, to hold.

Comfort is the keynote to the situation. If we can in some way make the customer feel a bit fresher, satisfaction is more readily secured. If we can ourselves preserve vigor when languor is the rule, success is more readily attained. But it can not be done unless external things are at their best.

The hose is a wonder worker when properly applied. Let it be used often about the store and street. The cooler air resulting is not only a help in rejuvenating exhausted nerves but it tends to preserve perishable products as well as to assist in banishing dust. Cleanliness is always attractive, and its reverse is a pronounced defect in store advertising. The freshly cleaned windows and walk speak for a well cared for establishment.

If you can use the grass or seaweed shades which withstand water, there is in them a source of much comfort; for only those who have tried the experiment of hanging wet curtains at the window and allowing the breezes to play through them can imagine the cooling effect resulting from this evaporation.

A good drink of water is always appreciated. Provide an attractive tank and cup, although individual cups should be encouraged. Ice is now so inexpensive that its use will be found profitable; for the difference

between a poor drink of water and a good one is so great that people will make it their business to come your way if you excel in this feature. They may not always buy goods, but they will sometimes do it just in return for the cooling draught; and this is one way to get them to see what you have—a real advertisement of unquestionable motive.

#### AMONG THE BERRIES.

There are berries and berries, and the one who makes a practice of putting into the boxes only perfect fruit, of crowding them as full as possible without bruising the fruit, and of getting them to market as soon after gathering as possible is sure to be rewarded. We once knew of some children who had access to a patch of wild berries almost as large and more luscious than the cultivated varieties, who by these methods worked up an enviable trade, customers finding it more profitable to order from them than from the local dealer, while they, in turn, appreciated the difference between wholesale and retail prices as quite sufficient compensation.

But when once, through a misunderstanding, they found a crate on hand to be disposed of at the local store they were for some days after haunted by the reputation(?) which this deal might give to their berries. The crate was exposed on the sunny sidewalk, and the berries, which had been so carefully packed, soon became soft and mushy. Some were disposed of, but others lingered, and even after no one could want to buy them they were still in the crate, an eyesore to the fastidious little pickers, who were worried beyond measure because they were their berries.

If you have berry growers who do not put the best boxes in the upper row and who strive to supply the product in the best possible condition, rejoice in the fact and reward them properly. But do not think that the obligation is wholly on their side. It is yours to help by giving them the best possible care while in your hands. You owe this to the grower as well as to yourself. The hot sun, dust, the indiscriminate handling of the fruit by every child, all of these and the other little things which quicken the decay of the fruit may be avoided or at least mitigated if you so will. If people pass by and purchase elsewhere, look well into the matter and see if the fault is in the fruit or in yourself.

Cincinnati is about to begin an educational experiment which will attract attention throughout the country. It is the establishment of a night university, for which \$6,000 has already been appropriated and provision made for an additional \$15,000. Night schools have already furnished an opportunity for many persons whose work occupies the day, to secure an education by making use of a few hours each evening. The night university is but a logical development of this system and those behind the movement in Cincinnati anticipate its success.

**THE POOR GOODS.**

A local grocer overstocked on seeds a year or two ago, and as there was nothing in the faces of the seeds to prevent, he determined to save himself this year. Long rows of a favorite standard pea found their way into the garden of a patron; but it chanced that a second variety which he did not happen to have in stock was purchased at another place. Time passed, and the plants came thick and fast from the one packet of seeds, while those of the other came only here and there, despite the fact that both kinds were sown on the same day and under the same conditions. It is needless to say that the disappointed gardener has no more use for Blank's seeds this year or in the future.

It is not in the instance cited so much the value of the 40 cents spent in worthless seed as in the fact that the time and ground are also lost for the season; more, the luscious rows of tall peas upon which the grower and his family expected to feast have vanished like fog. Sown late, the seeding can not now be replaced. There is a family disappointment in the failure. There will be a loss to the dealer next year of much more than the value of those seed peas, to say nothing of the reputation given to his seeds throughout the community.

Damaged goods may be disposed of sometimes at a seeming save from loss. But there is only one way to be sure of doing this, and it is through a bargain sale for just what

they are. The moth-eaten rug may seem a bargain until the purchaser gets home, and then the fact comes to light. Even the wall paper of last year's pattern is no bargain to be remembered with pleasure unless a candid statement of the situation is made clear to the purchaser.

It is easy to save actual loss in most instances, and still make rather than break business friendships. The banana which has passed its best may still find a customer who likes them this way, especially when sold cheap. The man with more boys than funds will not object to the school suit of last season's cut if proper reduction is made in price; but he wants to know what is the defect when the purchase is made.

**THOUGHTS UNEXPRESSED.**

The family of a professor in one of our colleges was entertaining the newly elected President, his wife and small daughter. The latter proved a diminutive society maid with more frills than intellectual promises. The 5-year-old son of the host was brought in and asked what he thought of Miss Grace. He looked her over critically, with the shrewdness of a bright, romping lad. "I think she's a —— fool," was the frank reply. He was taken to the kitchen and the effect of the bad word removed with a liberal application of soap and water. "And now what do you think of her," was the demand when returned to the parlor. "I think just what I did before, but I'm not fool enough to say so," was the response.

Life is full of chances to say what we think, or to profit by the experience of the lad and refrain. Politics just now offers a glorious chance to offend without in the least accomplishing any good. There are times when one feels in duty bound to express an honest conviction; to defend a principle which has been misrepresented. But the every-day discussions which may commence in good part and end with malice are best avoided. There are ways of talking politics effectively without stirring up any ill feeling. But when we come to the place where there is liable to be trouble—it is time to quit.

Personal comment is bound to bob up everywhere. But the ignoring of it may more easily suppress it in your own house than any other method. There are those who by a dignified manner repress this curse to social intercourse without seeming to notice it. There is no courtesy shown, nothing which can give offense; but the very atmosphere is discovered as unfavorable to its development. We may think as positive thoughts, be as candid, and yet leave some of the unpleasant things unexpressed, with loss to no one and gain to all concerned.

**REMOVING THE KINKS.**

A child found the ribbon-tied cork to her perfumery bottle too short to reach, and so instead of stopping to removethe twist which had caused the contraction she left the bottle open. A few days later she was astonished to find the bottle empty. The

perfume had vanished because of the lack of straightening a bit of ribbon.

There are kinks and twists at every turn in life. The beast tethered to a tree or stake may soon wind itself around the post until it can neither eat nor lie down. There is but one thing to do—to retrace the steps. It may become dizzy through the process if it is all done at once, for the winding up was accomplished little at a time and not perceptible. There may be opposition to the circling process, but it must surely be done before comfort is attained.

Twists are bound to come in every business. There are times when we seem to be progressing while in reality we are only going round in a circle, and sooner or later we shall come to the end of the rope. We dislike to walk backwards. It is unpleasant to do over what we at the time deemed well done. But there is no alternative, and the sooner we make up our minds to gracefully undo the kink the sooner we may get started again.

It is the kink in the rope which makes the first weak place, the first break. It is where the chain kinks that the part will soonest come. It is the kinked ribbon which proves too short to reach its place. Knots and twists obstruct and cause friction. Even the tiny knot will make a rent in the fabric or cause a break in the thread. It is easier to keep the thread waxed than to pick out the snarl resulting from a reverse method. When things quit moving straight it is time to halt and hunt out the cause of the trouble.

## This is Our New Year

Our old year ended the 30th of June. Our New Year commenced the 1st of July.

Last year has beaten any year in our history for number of barrels of flour manufactured, sold and delivered.

We expect this New Year will go way ahead of last year.

We have increased our capacity 100 barrels per day. Had to do it to keep up with orders.

Last year we had to turn down many orders for Lily White, "the flour the best cooks use," because we couldn't make it fast enough, and we ran our mills night and day all through the year.

We are making the only exclusive **DOMESTIC** flour on the market. We sell only for consumer trade. We do not solicit other business.

We are milling **SPECIALISTS** for the **HOME**.

We aim to get the best home trade and when we get it for ourselves, we get it for our dealers.

We hope you will join us if you have not already done so. We believe you will find it profitable.

**Valley City Milling Company**  
Grand Rapids, Michigan



**Michigan Retail Hardware Association.**  
President—Charles H. Miller, Flint.  
Vice-President—F. A. Rechlin, Bay City.  
Secretary—Arthur J. Scott, Marine City.  
Treasurer—William Moore, Detroit.

#### Things To Do This Month and Next.

This is the month when the general merchant can do things with 5, 10 and 25 cent merchandise.

We wish we could set every merchant in America right on this popular-priced merchandise proposition. If we could there would be no hot weather problem, no retail mail order problem. All the other annoying features of competition would lose much of their force.

You will have to start something in July if you treat your business right. What is the matter with starting it with these goods?

#### Feature All-the-Year Toys.

Some strong featuring of all-the-year toys also is highly desirable this month.

There is a double value to pushing toys at this time. First, the demand will be good. School being out, the children will want toys. Wanting them is usually to get them in the average American home. They pay a good profit.

The second proposition is that you want to get people into the toy-buying habit. Teach them to regard your store as headquarters for toys. You will gain dividends on this policy through additional trade at Christmas.

Demand for picnic goods should keep up throughout July and August. You can increase this by using picnic goods windows. There is much in suggestion. People generally will decide they need a more elaborate equipment for their picnic when they see an entire window devoted to that class of goods.

#### Plan For the Holidays.

Then, you want to use part of July in looking ahead. Plan your fall and holiday buying.

August will be the big sewing month. This means that you can sell a lot of lace, embroidery, ribbon and notions. The regular fall and school sewing will be getting under way by that time. It would be well to use our ribbon, lace and embroidery window trim, or one of the lace and embroidery windows.

An important duty for August will be getting lined up for your Christmas trade. You will be interested to know in this connection that Christmas goods this year are better and more interesting than ever before.

An important feature for both July and August will, of course, be candy. The strictly summer brands should be featured strongly.

Activities in the Hoosier State.  
Written for the Tradesman.

Grossman & Lundy will open a women's furnishing store in South Bend in September.

Leading Indiana dairymen and manufacturers of dairy supplies will undertake to raise \$13,000 in the next two years for promotion of the dairy extension work at Purdue University.

The law of Indiana, requiring freight cabooses to be 24 feet long and to have two fourwheel trucks, has been sustained in the lower court at Indianapolis.

The Sanitary Canning Co. has been incorporated at Petersburg, with \$15,000 capital.

The Ad-Sell League of South Bend held its first annual outing at Hud-

son Lake, with an entertaining programme of speaking, sports and other diversions. Almond Griffen.

#### Keep Quiet.

General Fuytem—I don't hear of you making any speeches in the Senate these days.

Senator Buyem—in the face of all these investigations they're making now, I think it's best not to attract any more attention than is necessary.

**ROBIN HOOD AMMUNITION** (Not Made by a Trust)  
Ask for special co-operative selling plan. Big Profits  
**Robin Hood Ammunition Co.**  
Bee St., Swanton, Vt.

## Cream City Galvanized Ware

# The Ware That Wears

Look for  
The Red Band



## Michigan Hardware Company

Exclusively Wholesale

Ionia Ave. and Island St.

GRAND RAPIDS, MICH.

## Foster, Stevens & Co. Wholesale Hardware



10 and 12 Monroe St. :: 31-33-35-37 Louis St.

Grand Rapids, Mich.

**'Twas Ever Thus.**  
A man was trying to call a party over the telephone. The two girl operators were discussing clothes and what they should wear, when the man interrupted. The girl was angry and asked: "What line do you think you are on, anyway?" He said: "Well, it seems as if I am on a clothesline."

**The Lack of Courtesy Drives Away Trade.**

A young struggling physician opened the latest number of a medical journal, glanced at the articles, found them dull and uninteresting and turned to the advertisements.

A neatly worded advertisement, addressed to physicians just like him, caught his eye. The advertisement told of what an asset a completely equipped office is to a physician; how necessary it is, especially for the young physician, to have the best of surgical and medical instruments at hand.

The advertisement closed with an exceedingly cordial invitation to visit "our house" and "take all the instruments you need on easy payments," or something to that effect.

The advertisement sounded sincere and heartfelt. It talked to the young physician as an older brother or a father would talk to him. It made him feel that there was no shame in being poor, that most successful physicians started poor, and so on.

With a light heart the physician left the office and took a car to the house which invited him to call and look over their stock of instruments.

Told To See Credit Man.

"You will have to see the credit man," the clerk told the physician when the latter informed him of his intention to buy several hundred dollars' worth of instruments on the installment plan. The physician was shown into the credit man's office.

A dry, thin man with a face that seemed to have known no smile for years bade him sit down. The look of the man, his motions, froze the young physician's enthusiasm instantly. After some minutes the credit man motioned to the physician to come up to his desk, and he began firing questions at him in a voice which a district attorney reserves for a most notorious criminal. The physician sheepishly answered the questions for some moments. As he went on speaking the credit man's voice became drier and shriller. His face became more sinister. An executioner could not have frowned worse than he.

At the same time a change was coming over the young physician. His face gradually grew red and hot. Finally he jumped from his seat and told the credit man to cancel his order immediately. The credit man looked up at him puzzled, his dictatorial air leaving him by degrees.

Dishonesty Cost Customer.

"You advertise that you sell goods on credit, that there is no favor about selling goods that way," the physician said, "and here you make me feel as if I had committed the worst crime imaginable by asking for credit. Your advertisements are polite. You are a miserable and disagreeable brute. Cancel my order and I shall never look into your house again."

A young woman went into a store the other day to buy an oilcloth for her kitchen. A smart young man met her just as she came out of the elevator and took her to that part of the floor where the oilcloths are kept. It took the woman about ten

minutes to make her choice and conclude the bargain. The clerk looked and talked so superior, so condescendingly at her that she felt like leaving the store. But she had not so much nerve as the physician had. The result was that she ordered something she did not want and made up her mind that she would never enter that particular store again. She probably won't.

Whatever the reason for impoliteness on the part of clerks may be, the fact is that many a clerk is driving away trade by feeling superior to his job or else by "not giving a hang" about his job and making the customer feel so. Richard F. Vogle.

**The Figures on the Salary Envelope.**

The young man who is always afraid that he is going to do more work for his employer than he is paid to do, and is continually on his guard against being imposed upon, is making a serious mistake. He has a false idea of employment. He thinks that the less he gives in return for his salary the better off he is. He could not fall into a more serious error. Of course there are employers that will take advantage of willingness on the part of their help, but they are in the minority and are not the big successes. The successful man is looking always for the young fellow that can do more than he is doing. Good men are hard to find, and the success of big business depends on finding them in sufficient numbers. If you show that you are willing and able to do more work than has been assigned to you you will get more work and better work to do, and will be paid in proportion.

I know a young fellow that worked in a downtown office. There was a large force employed in the place. This young man never looked at the clock. He "ate up" his work, and was always hungry for more. You never saw him standing around during the noon hour with a toothpick and a cigarette in his mouth, leering at the passersby. If he did not have work enough to keep him busy during the luncheon recess he prowled around the office learning what he could about the business.

The other fellows laughed at him, inventing all manner of "wit" to apply to him. They told him he was being "worked;" they guyed him as an easy mark. He smiled good naturedly and went right ahead being an "easy mark."

He had not been there many months before a man was needed for more important work than he and his fun poking companions had. This young man was picked out of the lot and placed in the position, with an advanced salary. He "made good," and was further promoted at the next opportunity. Now, at the end of five years, he is in charge of a score or more of those who used to laugh at him. It is all because he was not afraid that he was doing more work than he was paid to do.

John A. Howland.

A man with a high aim in life seldom carries a gun.

**The Johnny Doers.**

For half an hour I had waited in a big and dingy office for a belated executive. And for want of a better thing to do I said to a freckled-faced boy at a nearby desk, "Are you the general manager of this institution?"

"No, sir," came the quick reply, "I'm the doer."

"The doer—what is that?"

"Do you see that big fellow over there behind that big desk? Well, sir, if he tells the man next to him to get a book, the man tells the dude in the gray hat, the dude tells that skinny fellow who has his coat off. Skinny tells the stenographer, the stenographer tells me—and I get the book. I'm the doer, sir."

I didn't wait to see the belated executive. And I'm inclined to believe that had I followed my inclination to take Johnny Doer along with me, I would have bankrupted the concern.

Johnny Doers! What institution does not need more of them? And how many men do you and I know who are fooling themselves in the be-

lief that they are real Johnny Doers?

Glen Buck.

He is a wise man who delivers the goods instead of waiting until he's caught with them on his person.

What busy men need is a scheme that will enable them to avoid people with schemes.

**Michigan Toy Company  
Grand Rapids, Mich.**

Makers of  
**High Grade Wheel and Aeroplane Goods**

Established in 1873

BEST EQUIPPED FIRM IN THE STATE  
**Steam and Water Heating  
Iron Pipe  
Fittings and Brass Goods  
Electrical and Gas Fixtures  
Galvanized Iron Work**

THE WEATHERLY CO.  
18 Pearl Street Grand Rapids, Mich.

**Ramona Theatre** WEEK STARTING JULY 8

Always Delightfully Cool in This Theatre

**CAMILLE OBER** The PARISIAN VOCALIST

**HESS SISTERS**

Late Feature of New York Winter Garden Co. and Follies of 1911.

**FIVE OTHER FINE ACTS**

Matinee at 3:00 Evenings at 8:30  
Prices—Matinee, 10c and 20c; Evenings, 10c, 20c and 35c; Few Seats 50c.  
Seats on Sale Downtown at Peck's Drug Store.  
Box Office—Citizens 1321. Bell M 350.

**Beautiful New Ramona Dancing Academy Open Evenings 8:00 to 11:00**

Enjoy a few Dances before and after the Show

**THE ONE BIG "HIT"**

Send Right Now—Everybody

**"THAT SUNBEAM SMILE"**

High Grade Waltz Song and Music Complete

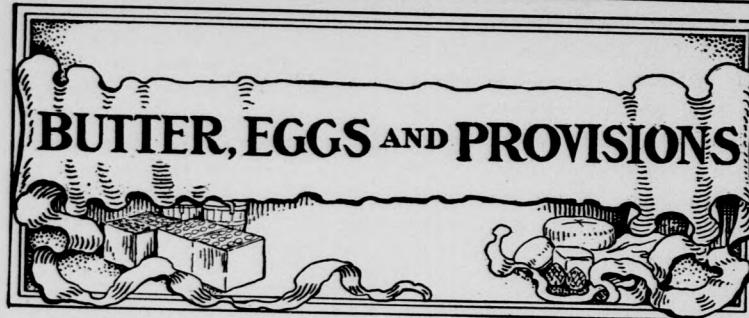
**FREE**

This splendid piece of music is full size, has beautiful colored title page, printed on fine paper, a swinging tune and catchy words. Written by Miles & Harris. Send 6c stamps to cover postage and packing; copy will be mailed at once. It's worth while.

**Brown & Sehler Co.**

Home of Sunbeam Goods

Grand Rapids, Mich.



**He Won't Be There.**  
Vacation days are here again—  
Our thoughts are of the shore;  
Of days out in the country green,  
Of mountain-tops that soar.

We think of waves a-rolling in,  
Of the clams that we will dig;  
We think of gems of country lakes,  
And the fish so fat and big.

There's garden sass awaiting us,  
There's cows to hand us milk,  
There's harvest apples on the trees,  
There's butter fine as silk.

There's quiet nights and loafing days—  
There's hammocks in the shade;  
There's buttermilk to beat the band,  
And maybe lemonade.

There's waterfalls and rocky dells,  
There's brooks that babble low;  
There's moonlight every single night,  
And romance isn't slow.

There's maidens fair to flirt a bit,  
There's straw-rides now and then;  
There's widows with a lot of cash  
Just waiting 'round for men.

All this is true—it breaks my heart—  
Alas, I cannot go!  
For I have tried and tried again,  
And cannot raise the dough!

#### Advantage of Buying Eggs Loss-Off.

The question uppermost in every egg shipper's mind—or at least the one that should be uppermost—is that of buying eggs on a quality basis. Several leading egg states this spring got their dealers together, and, while together, there was apparently a unanimous agreement to buy eggs strictly on their merits. Reports coming from these sections and from some of the men who agreed to buy loss-off after June 1 contain just a little bit more of a discouraging tone than we like to see, and, in fact, than we had expected. We realize the difficulty encountered in breaking over old rules—in trying to do business on a basis different from that previously followed. Some customers naturally resent the new method, but the trouble is more often with the egg men. They are afraid they will lose some business. But why not lose some unprofitable business? Why not do less business, if necessary, if that will make real money for us?

The situation in the "new" territory is perhaps best expressed by the following quotation from a letter written by a recent enthusiast over the matter of loss-off buying. He says: "We are meeting with lots of opposition and find our customers connecting up with buyers who will purchase their eggs straight current receipts. A good many who agreed to buy this way are not paying any attention to it whatever. They all seem to be afraid they will lose their

customers. We would sooner lose a few customers than lose some money. I think the merchants who take care of their eggs and see that they buy the right quality from the farmer will make more money by this system than by buying and selling straight current receipts."

It is not always easy to break over from a straight to a loss-off method of buying. But it can be done. And it pays to do it.

#### To Kill Dandelions on Lawns.

Iron sulphate or copperas as a spray solution for the eradication of dandelions has been tested by several experiment stations in the United States with more or less success, says R. W. Fisher, Horticulturist at the Agricultural College at Bozeman, Montana. When the spray solution is properly made and applied the dandelions can be killed without injury to blue grass or white clover, except that the leaves of the white clover may be spotted a little by the iron sulphate solution, rarely enough, however, to disfigure a lawn. By keeping the lawn closely cut and well watered the clover and blue grass will rapidly recover from any injury which might result from the spraying.

An automatic spray pump, of which there are several makes, will give the best results. The nozzle should be such that a fine mist can be made, because if large drops of the spray solution fall on the leaves they will run off and no injury to the dandelion leaves will result. When spraying with an automatic spray or hand pump, high pressure should be kept at all times, as only then will a fine spray mist be thrown.

One good spray pump will be sufficient for several lawns, as it takes only a short time to spray a lawn. The spray solution can not be successfully applied with a sprinkling can, as the large drops will not stay on the leaves. Spraying should be done on a day when the wind is not blowing, when the grass is dry and can be kept dry for twelve or twenty-four hours after spraying. The lawn should be well watered several hours before the solution is applied, long enough in advance to permit the grass leaves to dry and still have the roots in soil moist enough, so the lawn can go a day or two without water in order to give the spray solution a chance to do its work. If water is applied too soon after spraying, the iron sulphate will be washed off and no results will follow.

Spraying should be done about every six weeks or whenever the

dandelion leaves show a green color, and by keeping the leaves killed by spraying with iron sulphate whenever they start to grow, the roots can be entirely killed, as it is impossible for the roots to live more than one season without green leaves.

#### That Chunk of Ice.

Dobbs—Yes, sir; I found a hailstone as large as a goose egg on my back porch this morning, and—

Wobbs—Get out! You must have been dreaming.

Dobbs—Something like that. I discovered later that the iceman had left it.

The crop of walnuts on the Pacific coasts in 1911 is estimated at 12,500 tons, the biggest in the history of the State. In 1901 the production amounted to only 6,900 tons. A pound of walnut meats is equal in nutritive value to more than three pounds of

the choicest beefsteak. A pound costs less than a pound of steak. Here is the solution of the high-price-of-meat problem. Cut it out. Eat walnuts and other nuts.

Consider not the price, but the thing priced.

#### We want Butter, Eggs, Veal and Poultry

STROUP & WIERSUM  
Successors to F. E. Stroup, Grand Rapids, Mich.

#### All Kinds of Feeds in Carlots Mixed Cars a Specialty

Wykes & Co., Grand Rapids, Mich.  
State Agents Hammond Dairy Feed

#### Spring Wheat---Flour and Feeds

Mixed Cars a Specialty  
Reasonable Prices and Prompt Service  
Michigan Agent for SUCRENE Feeds

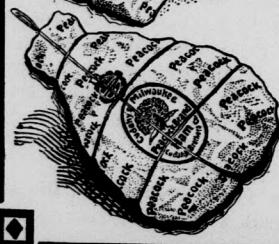
ROY BAKER

Wm. Alden Smith Bldg.

Grand Rapids, Mich.

—ESTABLISHED 1876—  
**MOSELEY BROTHERS**  
WHOLESALE FRUITS AND PRODUCE  
GRAND RAPIDS, MICH.

# PEACOCK BRAND



Mild Cured  
Hams and Bacon  
100 per cent. Pure  
All-leaf Lard  
Quality Our Motto

#### Summer Sausage

Each year the out-put of our sausage department has increased. This is owing to our living up to our motto.

**"THE BEST IN THE LAND"**

only must be used by Cudahy Bros. Co.

Only the choicest of meats and the finest of spices are used. Cleanliness in all departments is rigidly enforced. This is the secret of our success. If you are not one of our customers, write for quotations, which we shall be pleased to furnish you by return mail.

Cudahy Brothers Co.  
Cudahy-Milwaukee

**What Some Michigan Cities Are Doing.**

**Written for the Tradesman.**

Flint's Chautauqua will be held July 16 to 22 and the Board of Commerce has purchased 750 season tickets. Wm. Jennings Bryan will be the star speaker the night of July 19.

Over \$6,000 of the \$10,000 required for combining a convention hall with the proposed new armory on the Haymarket at Kalamazoo has been raised by committees of the Kalamazoo Commercial Club.

J. O. Gilbert, candy manufacturer and baker at Jackson, is building a modern factory, 66x132 feet, two stories and basement, on West Cortland street.

The old Corl piano plant at Battle Creek is being remodeled for occupancy by the Castle Lamp Co., manufacturer of automobile lamps, now located at Amesbury, Mass. The new company will begin operations Aug. 1, employing 350 men.

The Owosso Improvement Association secured 225 new members during the recent campaign. Annual dues are raised to \$12. It is estimated that seventy-five to 100 members will attend the weekly luncheons of the Association.

There is talk of an auto bus line, to be operated during the summer between Fennville, Douglas and Saugatuck.

Jackson grocers will close their stores Thursday afternoons during July and August. Officers of the Jackson Association are: President, Geo. E. Lewis; Vice-Presidents, G. W. Bartlett and J. Enos; Treasurer, Jacob Dawson; Secretary, W. H. Porter. Mr. Porter has held this office for twenty consecutive years.

Ionia's new \$70,000 Federal building is now in commission.

Mayor Furlong, of St. Ignace, has appointed a warden for the purpose of keeping cows off the streets. The cow nuisance is strongly entrenched there and the Boy Scouts attempted to cope with the situation, but failed.

Menominee has purchased a car-load of oil for use on its streets.

Retail milk dealers of Holland have raised the price of milk to 7 cents, on account of the new city ordinance. This action follows that of the milk producers in boosting their price to 4 cents.

Boyne City has a new heading factory, employing twenty-five men. Fred J. Leng is manager. Most of the output will go to Buffalo and New York.

The Adrian Industrial Association has started the work of raising \$100,000 to retain the Lion Motor Co. The Lion company has leased the Wing & Parsons plant for the purpose of resuming operations at an early date.

Charlevoix now has free mail delivery, with two regular carriers.

Petoskey's regatta, under the auspices of the Motorboat Club, will be held July 29 to Aug. 4 and will probably include aeroplane flights as well as aquatic sports.

Boyne City's population, according to the new school census, is over 8,000. This indicates a very steady and healthy growth.

The Interstate Commerce Commission has refused to grant the petition of the Escanaba Business Men's Association for a more equitable adjustment of freight rates for that city. It is held that since a car ferry does not enter the port of Escanaba, that city can not expect to enjoy a freight rate equal to that of cities having direct car ferry service; that the absence of such service does not require railroads entering Escanaba to compete with a water transportation rate. The Commission also bases its decision on precedent established in similar cases coming up from Green Bay and Ashland.

One of the first results of the recent trade extension tour of the Wholesalers and Manufacturers' Association of Saginaw through the northern part of the State is a movement for additional mail service from Saginaw to Gladwin.

Freeport has oiled its main street to keep down the dust.

The South Haven Council has adopted a milk ordinance, which goes into effect July 31. Almond Griffen.

**He Was Through.**

About the middle of June I ran across a farmer who was in town to see the sights, and after making some enquiries about buckwheat and turnips, I asked:

"Going to celebrate the Fourth this year?"

"Not by a durned sight!" was his vigorous reply.

"So you don't think it best to boil over?"

"Stranger, if this country needed my life she could have it, but I've learned my lesson about these Fourth of July blowouts. Mebbe you read something about me in the papers three years ago?"

"I don't recall that I did."

"It was all there, and a picture of me and my house and the air full of fragments."

"Fragments of what?"

"Well, I wanted a little Fourth of July right on the farm, and my wife backed me up. I went to town and bought two pounds of powder, and when I got back home I hollowed out a thundering big winter squash that had been left over and filled her up with the black stuff."

"A home-made bomb, eh?" I queried.

"She was that. On the morning of the Fourth I put a fuse to her and fired a sunrise salute. Haven't hardly seen the sun on my farm since."

"What did it do?"

"Better ask what it didn't do. I set her off in the yard, and while the fuse was sputtering away a cow and a calf, nine hens and a hog came running to investigate. They were part of the fragments mentioned in the papers. The rest were the window panes, my farm wagon, the well pump, three plum trees and four rods of picket fence."

"You don't say!"

"Broke every dish in the house, knocked the old woman down, brought down a chimney, and I could not hear it thunder for a hull year afterwards. The third and the fifth

of July are all right, but we've cut the Fourth out since that day. It's a leetle too patriotic for us."

**New Use For Waste Milk.**

A new and exceedingly profitable use has been discovered for the waste milk produced in such abundance by all creameries. There are places where this waste is used by the farmers who sell their cream, to fatten pigs, but then again there are districts where the milk, thoroughly skimmed and watery in character, is allowed to run down the drains. It has been found, however, that by mixing the milk with phosphate of lime a most efficient phosphate is produced. The phosphate of lime is placed in a hollow heap on the floor, the waste milk is run into the hollow, and a handful of yeast is added. In course of time the whole is turned and thoroughly mixed, after the fashion of mortar. After it has dried and is broken up it is a most excellent fertilizer, containing about 72.30 per cent. of phosphate and a little more than 1 per cent. of nitrogen. Unlike the manufacture of most phosphates, this process is not attended by any of the disagreeable smells and other nuisances so closely associated with the ordinary fertilizer factory.

**Led a Dog's Life.**

"Your husband says he leads a dog's life," said one woman.

"Yes, it's very similar," answered

the other. "He comes in with muddy feet, makes himself comfortable by the fire and waits to be fed."

Hot weather is due. The hotter the weather the poorer the eggs. Likewise the greater importance—yea, necessity—of buying loss-off. Start it to-day.

## Rea & Witzig

**PRODUCE  
COMMISSION  
MERCHANTS**

**104-106 West Market St.  
Buffalo, N. Y.**

**Established 1873**

Liberal shipments of Live Poultry wanted, and good prices are being obtained. Fresh eggs in active demand and will be wanted in liberal quantities from now on.

Dairy and Creamery Butter of all grades in demand. We solicit your consignments, and promise prompt returns.

Send for our weekly price current or wire for special quotations.

Refer you to Marine National Bank of Buffalo, all Commercial Agencies and to hundreds of shippers everywhere.

## Geo. Wager, Toledo, Ohio

Wholesale distributors of potatoes and other farm products in car loads only. We act as agents for the shipper.

Write for information.

## SEEDS

WE CARRY A FULL LINE.  
Can fill all orders PROMPTLY  
and SATISFACTORILY.

**Grass, Clover, Agricultural and Garden Seeds**

**BROWN SEED CO., GRAND RAPIDS, MICH.**

## Egg Packers Attention

Can furnish you with Whitewood, Sawed, Cold Storage or Gum Veneer Shipping Egg Cases; medium Strawboard Egg Case Fillers. Also Nails, Excelsior, Division Boards and extra parts for Egg Cases on short notice.

Write for prices.

**L. J. SMITH**

::

**Eaton Rapids, Mich.**

## The Vinkemulder Company

**JOBBERS AND SHIPPERS OF EVERYTHING IN**

**FRUITS AND PRODUCE**

**Grand Rapids, Mich.**



**A Bargain Sale That Destroyed Confidence.**

Written for the Tradesman.

Mrs. Friedman, who lives at 1500 B. Street, saw the flaming advertisement in the evening paper: Special Sale on Calicoes at Blossom's. Regular 6 and 7 cent Prints. All Standard Makes, only 4 cents the Yard. Nine to 10 o'clock Friday Forenoon. Everybody Come and Buy All You Want. Remember—Only 4 cents the Yard.

Mrs. Friedman remembered. She had reason to keep a sharp watch for bargains. Last winter was a hard winter for them. For some time Mr. Friedman, who is a plodding fellow at best and never earns very large wages, was laid off. Along in the spring one of the children was seriously sick for several weeks. Big doctor bill to pay. Although she economized to the utmost, it was June before she was square again with grocer and butcher and physician.

So this sale on calico specially appealed to her. She would have two new house dresses for herself and some aprons and several dresses for the little girls, and she wanted to recover some comfortables and fix up her bedding for next winter. She could use sixty yards very nicely and it happened she felt the money could be spared to make the purchase. She made up her mind as to what colors and patterns she would get, and congratulated herself on this chance to save a dollar and a half.

On Friday morning Mrs. Friedman hustled her work out of the way and set out. The street car was slow, but still she arrived at Blossom's a few minutes after nine and made her way toward the calico counter. There were perhaps fifty women ahead of her, but she got as close in as she could and thought she would not have to wait long. She could see the goods—they were standard prints and some very pretty patterns, and they were being sold at only 4 cents a yard.

She waited patiently and hopefully for perhaps ten minutes and then she and the crowd of women that were every moment thickening around her began to see through the game.

There was only one girl at the calico counter and only one place to measure the goods. This girl was slow by nature and had been made slower yet for this particular occasion by careful previous instruction. Very deliberately she counted the folds or measured off the yards. After she sent a purchase to be wrapped she waited until the parcel and the

change came back and were handed to that customer before she made the first move toward supplying the wants of another. There were plenty of girls at other counters doing absolutely nothing, but not one was called over to assist. The plan was plainly to serve not as many as possible, but as few as possible. It was practically the same old game that used to be played occasionally with granulated sugar—advertise a special sale on it at 2 or 3 cents a pound and then station just one small boy to sack and weigh it for the crowd.

Mrs. Friedman and her companions waited and waited. She had selected her pieces with her eyes and calculated there were only three buyers ahead of her, when the hour hand of the great clock reached 10, the slow girl sent the last purchase of 4 cent calico to the wrapper, and the sale was over.

Poor little Mrs. Friedman, tired, hot and disappointed, went straight to the street and boarded her car for home. She had not planned any other shopping and she must get back so as to have dinner promptly at 12 anyway. She thought bitterly to herself that she had been taken in by a trick in advertising, and that she was out her car fare and her morning's time.

Of the women who went to Blossom's to take advantage of this 4 cent sale of standard prints, it is safe to say that not one-fifth were waited upon. The rest felt they had been duped. Those who secured all they wanted of the coveted calico saw that it was only their good luck that they got it—it might easily have happened that they would not have been the fortunate ones to reach the counter.

Doubtless Blossom's advertising man calculated that this severe cut on a great staple would draw a large crowd. They wouldn't sell much calico—that was arranged—but they would get the people into their store and sell them a large amount of other goods.

But did they? After the sale was over a few of the women scattered about into other departments and made some purchases, but it was noticeable that they were not buying freely. A far greater number, like our Mrs. Friedman, left the store without spending a cent.

One and all knew they had not had the service they had a right to expect from a store that makes the pretensions that Blossom's does. A woman who feels she has been buncoed is not in a mood to buy.

Some few saw the funny side of the whole proceeding and were half

inclined to look on it as a joke. But not so most. The great majority of those who went on that Friday morning to get bargain calico were plain, hard-working housewives like Mrs. Friedman, who have to figure closely to make their husbands' incomes suffice to keep their families in comfort. The next time they see an advertisement of a special sale at Blossom's they will suspicion that there is something not quite on the square about it—some little trick somewhere—and they will be loath to bite again.

The advertisement writer at Blossom's is not deliberately planning to work up a reputation for sharp practices and double dealing. But he lacks the faculty of putting himself in the customer's place—of looking at things from her point of view.

It should be one great aim of every merchant to gain and hold the confidence of his customers. When you write an advertisement telling of a great bargain you are offering or of some special sale you are about to put on, read it over and consider just what idea it is going to convey to the mind of the customer. If you are ready to carry out just this to the letter, then go ahead. If you mean something different, change the advertisement. Only by plain, unvarnished truthfulness can you build up confidence.

Study to know how things look to your customers. Take some one like this Mrs. Friedman whom we have given as an example. Get her attitude of mind. A great part of your customers, like her, are people of small means. A bargain appeals to them provided it is a genuine bargain and they actually can get it and all they want of it when they take the trouble to go for it. And they take the matter seriously and do not soon forget about it if they are the victims of any treachery or deceit. In the long run a misleading advertisement does a store more harm than the business it brings can possibly do it good.

Fabrix.

**Root Cotton Found in Orient.**  
An interesting new tropical product is the "root cotton," described by S. Kusano, a Japanese botanist. It is a fibrous covering of the roots of *Fagara integrifoliola*, an abundant plant of the Philippines, and especially of Botel Tobago, an island near Formosa. The substance seems to be a kind of cork tissue, resembling the ordinary cork developed on the bark of trees. The fibers, of light straw color and silky luster, are very fine, soft and weak, and are easily pulverized to a waxy powder. They are less hygroscopic than ordinary cotton, having remarkable resistance to wetting by water. In Botel Tobago the natives use the root cotton for calking boats, and in the Philippines it is employed for such purposes as stuffing pillows. Not least of the advantages of this material as a possible article of commerce is the fact that it can be removed without injury to the roots, thus making cultivation simple.

**A Department Store Episode.**

"Mr. Wombat, I have been with you a long time, but my eyesight is failing now. I have been in several departments of the store—laces, silks, etc., and lost goods through shoplifters. I guess I'd better resign."

"Not at all, my boy," said the head of the department store. "You have been with me for years and you shall remain as long as you like. I'll put you in the grindstone department. I don't think you'll lose many goods there."

We are manufacturers of

## Trimmed and Untrimmed Hats

For Ladies. Misses and Children

**Corl, Knott & Co., Ltd.**  
Corner Commerce Ave. and Island St.  
Grand Rapids, Mich.

Our departments are in splendid shape to take care of

your immediate and future wants

in the line of

**Dress Goods, White Goods, Wash Goods,  
Outing Flannel, Flannels, Blankets,  
Battings, Notions, Laces, Corsets, Hosiery,  
Underwear, Shirts,  
Neckwear, Overalls, Pants, Etc.**

## GRAND RAPIDS DRY GOODS CO.

Cor. Commerce Ave. and Island St.

**GRAND RAPIDS, MICH.**

**MEN OF MARK.****C. E. Mapes, Candidate For Congress in This District.**

Hon. Carl E. Mapes was born on a farm in Kalamo township, Eaton county, Dec. 26, 1874. His father and mother were both descendants from the English. He attended the country school in the township where he was born and afterwards spent three years in a public school at Olivet, two years in a preparatory school and four years in Olivet College. He then entered the law department of the Michigan University, where he remained three years. After completing his course at Ann Arbor, he came to Grand Rapids, in 1899, and hung out a shingle as a lawyer. For four years he was an assistant in the office of the Prosecuting Attorney. In 1905 he was elected a member of the Legislature, serving one term in the House of Representatives. In 1909 he was elected State Senator and he was re-elected to this position in 1911.

Mr. Mapes was married August 14, 1907, to Miss Julia Pike. They have three children—two boys and a girl—and reside at 239 Morris avenue.

Mr. Mapes is a member of the Park Congregational church and has some other fraternal relations, but he is essentially a home man. He finds his greatest delight in the companionship of his family, of which he is naturally very proud.

For some months friends of Senator Mapes have been urging him to enter the race for the Republican congressional nomination, assuring him that there was need of a well known progressive on the Republican side if the party hoped to win back its representation in Kent, Ottawa and Ionia at the general election in November. Mayor George E. Ellis already has pledged himself to serve out his term as Mayor of Grand Rapids, leaving only State Land Commissioner Huntley Russell active in the field for the Republican nomination, though there has been some talk of Walter I. Lillie of Grand Haven and State Senator Horace Barnaby of Kent as candidates.

Senator Mapes has been slow to declare himself. He insisted upon first feeling out the situation and satisfying himself whether the reported demand for a progressive candidate was real enough to justify him in entering. During the last two weeks he has taken occasion to investigate the situation and the number of pledges of support, not only in his own county, but in both Ottawa and Ionia, it is said, led him to the announcement. His will be a personal campaign. Lacking a political machine and without any financial backing to guarantee his expenses, Senator Mapes is faced with the necessity of getting out in person and making as nearly as possible a house to house campaign in the country districts. He will endeavor to reach almost every voter in the district during the interval before the August primaries and his chief talking point will be that he stands for the people and will go to Washington

pledged to their interests, or not at all.

Senator Mapes' record in the legislature is considered his best justification. From the beginning he has been independent in the position he has taken on matters of legislation and refused to be drawn into any of the numerous combinations. Slighted in the choice of the Judiciary Committee chairman through the intervention of liquor interests he began the session fighting for recognition against the power that seemed in control in the State Senate.

He opposed every measure traceable to any of the interests and though differing from Gov. Osborn on many important issues won the Chief Executive's admiration and respect

though he failed to get it immediate effect, and the vote he gained in the Senate for the initiative, referendum and recall came as a surprise to those who knew the lineup against such measures in that body. He fathered the State civil service bill in the regular session and was floor leader for the State wide primary. In addition his knowledge of parliamentary rule gave the administration forces a fine asset that served more than once to stave off defeat.

There is a special reason why Mr. Mapes should be favored by business men and that is the effort he made in their behalf at the time the sale-in-bulk law was enacted several years ago. But for the painstaking effort



C. E. Mapes

for his courageous stand. When the Governor called the Legislature together for the special session and cast about for a strong man to lead the fight for his progressive measures it was to Carl E. Mapes he turned. Senator Mapes almost immediately became the most talked of man in the Legislature. The progressive measures sent to the Senate by the Governor were in exact line with the Grand Rapids Senator's ideas and he took up the battle against odds with a determination that was no small factor in the few successes that marked the administration's effort in the Senate.

He was on the right side of every progressive measure. He fathered some of the best bills of this character. His work had not a little to do with the success of the workingman's compensation bill, woman's suffrage, the passage of a presidential primary,

of Mr. Mapes, who devoted days and weeks to the measure, that law would probably never have been placed on the statute books.

**Keep Cool.**

There's a good deal of shouting going on, and it will not lessen until the November election day, but keep cool, gentlemen—keep cool.

There will be another raise or two in the price of meats.

The price of shoes won't go down a cent.

Your landlord is not going to reduce the rent.

String beads will continue at the same old figure.

Wall street brokers will get the usual number of suckers.

You will need a haircut once a month, same as before.

The hobble skirt will hobble right along.

There will be just as many signs of "Keep Off the Grass."

You won't find any change in buttermilk or pop.

The ice man will be just as honest as he ever was.

There can not be any more strikes than now, for we're all at it.

No increase in graft.

The price of coal will go up, but the price of buying a legislator will go down to match.

Thunder showers as usual. Mosquitoes same as ever. Same collector from the installment house.

No change in society. Family with an auto and a mortgage on the house will still be looked up to with awe.

Don Castro isn't coming back to Venezuela nor Aldrich to the Senate.

No change in the tariff to bother the man who wants a cent's worth of gum.

Say, we are all right as a country, as a nation and as Smith, Jones and other folks, and if a few people lose their heads and go to the lunatic asylums let the rest of us sit down in our shirt sleeves and be calm—very calm.

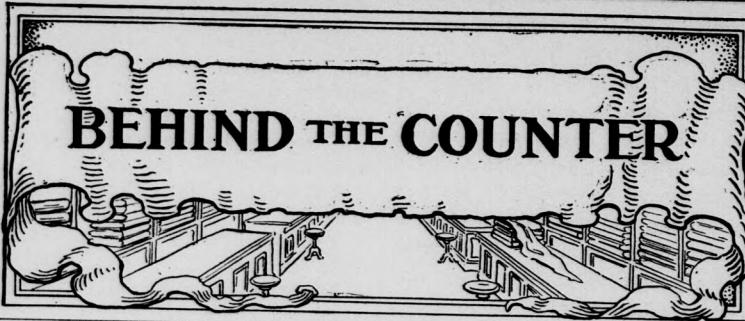
Joe Kerr.

**THE IDEAL CLOTHING CO.**  
TWO FACTORIES.  
GRAND RAPIDS, MICH.

For Dealings in  
**Show Cases and Store Fixtures**  
Write to  
**Wilmarth Show Case Co.**  
Grand Rapids, Mich.

**Large Stocks**  
**Prompt Service**  
**Right Prices**

**Paul Steketee & Sons**  
Wholesale Dry Goods  
Grand Rapids, Michigan



### What a Kansas Merchant Says About Hiring Clerks.

I have just come back home from a visit to Chicago and Kansas City. I saw a lot of fine stores, visited with a lot of good merchants and studied a lot of different store conditions. But, take it all together, I did not see a better lot of clerks than I have right here in my own store.

It has always been my theory that the character of a store is determined more by the kind of clerks employed than by the kind of stock carried.

This may be a theory with which other merchants will take issue. However, I run my business that way, and have never "busted" yet. And I have not always been connected with the same kind of stores. In fact, I have at different times been able to test out my theory with different stores.

#### "Clerks To Match."

There are many people who won't go into the fine, well-appointed department store, even though they may be certain of getting better prices there, and better assortment of goods. They do not like the big store because they do not feel at home there. The principal reason is that the clerks are hired and trained on certain lines and the customer can not feel comfortable with that kind of clerks.

The whole secret of hiring clerks is to hire clerks which are as much like the kind of trade you expect to get as possible. Cheap clerks can wait on cheap trade; if you are after better class trade you must have better class clerks.

#### My Own Store.

The store in which I am now interested is a dry goods store located in one of the fair sized towns of the West. It is not best for me to be specific, for it is just as well that my clerks should be in ignorance of the fact that I am writing my views so plainly. As you proceed to read this you will doubtless realize why I prefer to remain "incog."

Nearly all my employees are women, for the store caters largely to the trade of women. We aim to carry a class of goods which will satisfy the very best trade in our town, and at the same time to make the store perfectly homelike to the poorer classes of people. We do not have a lot of costly store fixtures, mahogany, and tapestries and velvet carpet, although our fixtures are all modern and substantial. Our goods, however, are as high class as those of any of our competitors, and we can satisfy people who have money to spend. It is

therefore necessary, in our store, that we have clerks of intelligence enough to handle high class trade, and at the same time not so "tony" that they ignore the poor customer.

#### What I Expect in a Clerk.

In the first place I must have a clerk who is reasonably well bred. She must talk fairly good English, and must have a pleasant bearing. I do not care whether she has much education or not if she can talk intelligently, and knows what to do with her hands and feet while she talks.

I have no use for a saleswoman who is slovenly. She must be neat and clean.

#### Pretty Clerks or Homely Clerks?

I want clerks who are reasonably good looking. I believe that other things being equal, good looks are a great help to a clerk. It is simply good business to hire pretty clerks. If a girl is homely, I can use her in my store provided she is neat, and has attractive manners, but she is handicapped in the race for a job with others who are better looking. Several of the girls now in my employ would be classed as exceptionally good looking. One of the jobs which the girls have in my store is to put on the garments for customers, so that customers may see what the clothes look like. They are "living models." Now if I put one of my fine \$50 coats on a homely, skinny, stoop-shouldered clerk, it is two to one that I spoil the sale of that coat. I want girls who have good figures, who stand straight, who have some style about them, so that I can put a coat on that girl, and produce such a nice effect that the customer will be perfectly satisfied to think that the coat will look the same way on her.

#### As To Dress.

I want clerks who are willing to take some pains with their dress. I have noticed that there is a lot of difference between the way some girls look when they come to apply for a job, and the way they look when they come to take it. I tell a girl who applies for a position that I expect her to dress neatly. I want her to take good care of her hair, her hands, her finger nails, her teeth, her shoes. Some of the girls who work in my store probably spend a good share of what they make on their clothes. I have one girl now in my employ who dresses too well. She is inclined to be too stunning. I shall have to warn her to tone down a little.

#### "Fresh" Clerks.

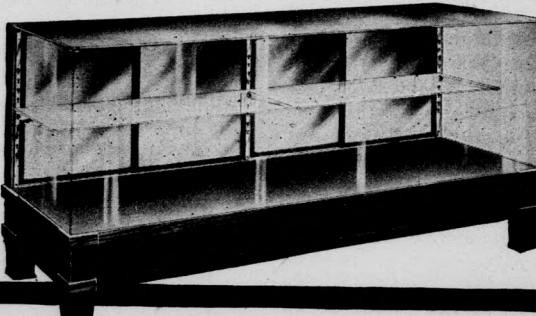
No "fresh" girls or girls who seem

to train with the wrong crowd can work in my store. Of course some of the girls in my store have admirers; some of them are engaged. That is all right, provided they don't let it interfere with business. But the girl who "gets fresh" or whose conduct is not always above suspicion, can't clerk in my store.

I know of stores where the better class of trade will not go, simply because the clerks are too flashy. They dress too well, too many flashing

rings, too much cheap jewelry. The really discriminating customer turns away in disgust from such a clerk, and from such a store. It is an example of how the kind of clerks influence the kind of trade.

In short, for a store of the kind I am running, I want good, clean, wholesome, sensible girls, and they do not need to have a great amount of book education to make first class clerks. I don't want snobs or gigglers, or girls who will snub a cus-



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**American Seating Company**

215 Wabash Ave.



CHICAGO, ILL.

GRAND RAPIDS

NEW YORK BOSTON

PHILADELPHIA

tomer who is not well dressed. I prefer girls who know something about the hardship of buying clothes when one is poor, as well as the luxury of wearing the best when you can afford it.

#### How I Pay My Clerks.

I pay no clerk less than \$5 a week. The higher priced clerks get \$15. I also have a system of paying the clerk a percentage on sales which is highly stimulating to their best efforts. During the busy seasons some of my clerks make over \$20 a week, and are worth it. I also have a regular weekly cash premium of not less than \$1 for the clerk who sells the most goods.

#### It Might Be Different.

Now if I were running a very exclusive shop, for the highest priced goods only, and the patronage of the rich, I would not hire the kind of clerks I have described here. Nor would I hire this kind of clerks if I were running a "popular priced" store.

I once ran a big cash department store in a big city. So I know something about hiring cheap clerks. We could hire all the clerks we wanted for \$3 to \$5 a week. We did not want girls who could talk very good English; we did not particularly care if they had the slang habit. As to dress, they were all required to dress in black, anyway, and we hired them with the deliberate purpose of getting girls from the poorer classes because it was the poorer classes who did most of the buying at our big store. We wanted our customers to feel perfectly at home—and they did. We cut out all the expensive fixtures and used lots of gilt paper and red silesia instead. And we had clerks to match. The store was a big success and made lots of money, and was finally sold to another still bigger concern.

#### The Chain Store Clerks.

The chain stores doing the 5 and 10 cent business, the chain stores of all kinds, I might say, are run much on this same plan, as far as clerks are concerned. Almost any girl can do the class of work which they require, and they hire the cheapest. They get the gum-chewers, the rat-wearers and also the girls who, although perfectly moral, are for some reason unable to get a job with the better class of stores. Some are merely young and inexperienced. Many girls work in these stores for two or three dollars a week as a stepping stone to something better. They are working largely to get the experience, and some day you will find them holding down good jobs in high class stores. Some of my best clerks have come from such stores. But while they are cheap clerks, they not only can handle cheap trade but they act as a positive stimulus to cheap trade. Cheap trade feels at home with such surroundings.

#### A Matter of Selection.

I find by investigation that I do not pay my clerks more than they are paid in stores of similar class in other towns. Yet I feel sure I have better clerks than the average. My clerks will measure right up with

any such stores in breeding, looks and selling ability. I believe that the reason for this is that I exercise discrimination in selecting the clerks. I believe that in constantly keeping in mind the kind of a store I am trying to run, and the kind of trade I am trying to get, I have picked clerks who are suited to my special needs. The organization of a strong force of clerks depends as much on the way the clerks are selected, and treated, as upon the wages paid. And upon the right selection of clerks depends much of the success of the store, and the character which your store has with the public.—Merchants Journal.

#### How One Employer Selects Clerk.

Old man Mellish had been looking over the applicants for places behind the counter.

"Lots of things make a difference about hiring clerks," he remarked. "Religion and what kind of a foreigner you are and lots of things make a difference. Now, I'm in a mixed neighborhood. There are Swedes west of me and Bohemians southwest and Germans all along the north, and Americans the rest of the way around. I have trouble all the time; all kinds of clerks to bother with. If I were in a Swedish neighborhood I wouldn't have any trouble; I'd hire only Swedes. A Swede understands the system of mental cogitation that affect Swedes and he can sell them goods. If I were in an American section I'd have only Americans, or German clerks for Germans.

"Church makes a lot of difference. A Lutheran clerk is worth more than two Roman Catholics to sell dress patterns to a Lutheran congregation. But he wouldn't amount to much in an Irish neighborhood. Methodists have predilections and enjoyment for Methodist Episcopal salesman; a high church Episcopalian will buy a shirt waist from one of her own churchmen that she would not look at for half the price in the hands of a United Presbyterian.

"This question of hiring help is a big one, full of psychology and importance. The clerks are about the most important persons in the business because they are the only part of the business the customer comes in contact with. If he comes in and finds a squat eyed mound builder, crouched behind the counter he does not glow with any system of encomiums. He goes to another store. I am not inclined to precipitation and haste in buying an applicant's time. I look him over with reservations and suspicion. I say, 'Nothing doing to-day, but you might come back day after to-morrow.' I look at him two or three times before I hire him. If he has any species of intellectual cataclysms in his constitution I try to entice it out. Some applicants who look good the first and second time, up and do something or say something the third time that shows they wouldn't do at all.

"The high school does not particularly harm a lot of good clerk material. When you need extra help there isn't anything better than a

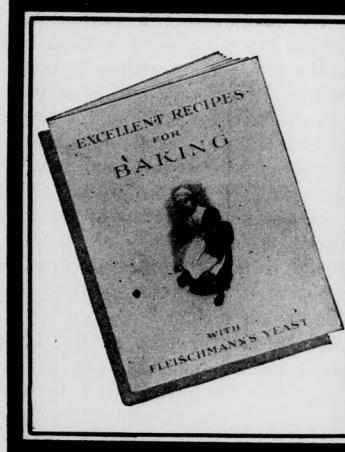
bright boy or a willing girl from the high school who wants to make a dollar or two. Saturday in a small town or in the city is assimilated with a rush of business to the store that calls for help. You can arrange for an earnest young student or two to give you as much time as you want. They take a pride in the store and in their first affiliation with a money making proposition. If they are known in the neighborhood they help trade. You can get them sometimes as cheap as 75 cents a day.

"If you get an average girl with brains she will be able to sell in a day from \$10 to as much as \$20. You can easily figure out the battalion of clerks you'll need from the average of your daily sales. If you are a good hustler yourself, and the

store sells \$80 a day, maybe you will need about three clerks. A stock of perhaps \$2,000 would call for, besides your own enlivening presence, about two or three girls. Do not have too many; clerks hanging around in clusters so the customer can not see the goods are an irritation. But, on the other hand, don't try to get along without enough. I know a man—he has a nasty disposition, but he has a family of six to buy for and the money to pay the bills—a man who walked out of my store because he didn't get waited on the first minute he came in, and I haven't seen him since except with some field glasses.

"As I said before, hiring clerks is nervous work. Clerks make a store. You can't be too careful."

Amos Andrews.



INCREASE your sales by requesting your customers to write for one of these books. They are absolutely free.

THE FLEISCHMANN CO.  
427 Plum Street,  
CINCINNATI, OHIO.

SUMMERTIME  
IS TEA TIME

# TETLEY'S

INDIA  
CEYLON

# TEAS



Fragrant  
and  
Delicious

Judson Grocer Company

Distributors

Grand Rapids, Mich.



**Unusual Experiences of Shoemen—  
Archibald Courtland's Story.**

Written for the Tradesman.

Off the main grill, in the Filson Club, there is a cozy den done in Flanders style. And when I say cozy, I mean cozy. There is a big, open fireplace, with a real wood fire roaring therein when the evenings are chill, and the quaint old andirons seem to have a sort of seventeenth century atmosphere about them. The casual visitor at the Filson Club is apt to miss this den, for it is a little out of the way, consequently less likely to be filled than other apartments of this justly famous rendezvous; and yet if you should at any time visit the Filson Club, fail not to have a peek at the Flanders den. In my humble judgment it is the most delightful place about the entire establishment.

It is not a large apartment by any manner of means; and when four or five congenial friends are seated about the open fire one somehow feels as if it were comfortably filled—although, of course, there would be plenty of room about the table for others. But where you have an open fire in a room the logical thing to do is to close in about the fire in a half circle; and that means that four or five—or at most half a dozen—people are all you really need to complete your half circle. If your people are rightly chosen, then you have the right sort of an atmosphere for a delightful evening.

Upon the occasion when these rather out-of-the-ordinary stories were related, it came about that conditions were just right. It was a wild, bitter night in late November, and even the main grill was almost deserted. Aside from the four men who had drawn their chairs up before the cheerful blaze in the fireplace there were none others in the room. And these men were on intimate terms. There was William G. Macfarland, the owner of a big metropolitan shoe store; Archibald Courtland, a shoe manufacturer (Courtland's women's shoes, retailing at from \$4 to \$6, are too well known to require extended comment in this place; if you are interested, consult their advertisements or, better still, write to the house); Tony Collins, a traveling salesman, and Bud Williams, the manager of an exclusive shop catering to men's better grade footwear-trade.

As almost inevitably happens when a bunch of shoemen get together, the conversation drifted into easy and familiar lines—namely, into matters connected with the shoe business. But, as it happened, the things un-

der discussion on the evening in which these stories were related were of an unusual character. Archibald Courtland, the manufacturer, perhaps gave the cue when he told the following story apropos of the value of trademarks:

"Yes, gentlemen, I am a firm believer in trademarks. The trademark is the manufacturer's guarantee. It can be made to mean just as much as the producer is willing to make it signify. Ever since one of my shoes was the direct means—and I may also add, the only available means—of tracing up a most atrocious murderer and bringing him to justice, I have been a staunch advocate of the trademark. As a means of detecting crime, if for no other purpose, we ought to so mark our goods as to be able to trace them."

Of course the fact of Mr. Courtland's mentioning that one of his shoes was the means of bringing a criminal to punishment immediately called out a small volley of interested interrogations. And so Mr. Courtland resumed:

"It happened six years ago. In the Ohio River there was found by some fishermen the body of a young woman who had been in the water for several weeks. The men were seining on a gravel bar when the ghastly find was made. The body was in a bad state of decomposition. And yet the decomposition had not advanced so far that identification might not have been possible, had it not been for a peculiar circumstance. The head and face had been burned and charred before the body was placed in the river. Every particle of the poor creature's hair had been burned off. Evidently a rag or cloth had been thrown over the head, saturated in kerosene, and ignited.

"The body had been held under the water by means of weights. It was clearly a case of murder. Who was she? Where had she lived? How had she met her cruel fate? Who and where was the fiend who had killed her and thrown her body into the river? From the clothes that clung to her it was evident that she was a young woman. The shoes particularly were a rather recent last still quite popular with young women; and fortunately they were new. When it comes to her shoes, here is where the detectives got their first clue. The shoes bore my well-known trademark.

"When they brought the shoes to me I immediately looked for the lot number, which was written on the lining with indelible ink, of course;

and was very legible after the muddy slime had been washed out of the fabric. With the lot number before us it was a very simple matter for us to look up our records and give the authorities the name of the retailer to whom the shoes were sold, the date of our shipment and the date upon which the goods arrived.

"The shoes were of a substantial sort—all leather throughout; the last



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## **Summer and Hot Weather Specialties**

**Oxfords      Pumps      Ankle Straps  
Barefoot Sandals      Tennis Goods**

Our fine line of the above specialties cannot be excelled anywhere and is still nearly complete.

We can fill orders promptly.

Ask for catalogue.

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MAKERS OF SHOES  
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## **Black Elk Outing Shoe**

**SOLID AS A ROCK  
FULL GUSSET**

Clean first quality selection of upper stock  
Wide and "roomy"



**Figure  
It Out  
For  
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Style No. 2610 @ \$1.80

**MAKE your money COUNT FOR YOURSELF**

10% discount if paid in 10 days  
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Net cash in 30 days

**Grand Rapids Shoe & Rubber Co.**  
The Michigan People      Grand Rapids

being, as I have intimated, a good seller not only at that time but for several years thereafter. They were of gun metal, sixteen buttons, with mat calf top, modified wing tip and flexible sole. You may remember the shoe. Bud—Yes; I thought you would. We had a big run on that shoe. It retailed at from \$3.75 to \$4.50.

"Well, with no clue other than that afforded by the shoes the poor girl wore, the authorities succeeded in locating the criminal, bringing him to trial, proving his guilt by a chain of circumstantial evidences that had not a weak link in it—whereupon the fellow broke down and made a confession. Now, don't you think shoe manufacturers ought to identify their goods just to help trace criminals, if for no other reason?" And Mr. Courtland settled back in his leather upholstered chair as if the whole story was through with.

"Yes, by all means," said William Macfarland, "but this story of yours is incomplete; you leave us in mid air. Tell us about the girl. Who was she? And this fellow that murdered her—who was he?"

"The human mind is a wonderful mechanism," laughed Archibald Courtland; "it won't be satisfied until it gets to the end of the story. Although you recite that part of the story which illustrates the point you want to make, we gobble the point then clamor for the finish. All right; it is simple and it will not take long to tell it.

"The girl's name, it seems, was Jane Eggleston, a domestic in the home of Roy Smoot, a young farmer of Tremont county. Smoot's farm lay back five miles from the river; and he was quite a well to do young fellow. He was married; had a nice little wife and two children—a boy of 9 and a little girl of 5. All was well with the Smoots until Jane Eggleston came into their home—and all might have been well thereafter if Smoot had been a true man. But—well, you know the old, old story—a wronged girl, the fateful hour when exposure is inevitable. Of all possible ways of solving his problem, poor Smoot chose the worst: he took her in a buggy one dark, rainy night, drove to the river, murdered her and threw her body into the river. It was about as prosaic and dastardly piece of business as one runs across in the annals of crime. But he was electrocuted in due form."

"That is almost parallel to the Pearl Bryan case," said Tony Collins. "It was Pearl's shoes that enabled the sleuths to get on the trail of her slayers, if you will remember."

"I have one of the shoes that Jane Eggleston wore at the time of her death," said Mr. Courtland, as he blew a light wisp of fleecy smoke, that spread out fanlike and floated away; "got it put away with a lot of curious relics in my safe. Some day I must have you fellows come down and look over my collection. Some of these curios are suggestive of interesting incidents and episodes."

"Tell us about them!" said Mr. Williams.

"Not to-night," replied Courtland; "I've told my story. It's Bud's time now. Come on, Bud; disannex yourself from something interesting."

Charles L. Garrison.

**Played Shop Window Poker.**

They are telling a story this season, at least the advertising men are telling a story, of a battle of brains between the clever advertiser and the clever customer, says the Cleveland Plain Dealer. It happened in a local shoe store.

The local shoe store aforementioned has been conducting a bargain sale in men's shoes. In each pair of shoes in the window there are three new \$1 bills and the sign reads, "Three of a kind take one pair."

The \$3 shoes have been going rapidly. Recently, however, a big young man entered the store and asked, "Do you sell these shoes according to poker rules, as advertised?"

"Yes, sir," answered the clerk, who had played a bit himself.

"Good. I wear a No. 9. Wrap me up two pairs of them."

He received the shoes and handed me \$3.

"Excuse me," said the clerk, "these shoes come to \$6. You took two pair."

"That's all right," said the young man, "but three of a kind beat two pair."

"I know that," responded the clerk, promptly, "but three of a kind don't beat four nines." The customer paid.

**A Family of Them.**

"So you are keeping the great day?" he said to the old man of 70 who was swinging his hat and uttering cowboy yells.

"You bet I am!" was the reply.

"You evidently came from a family of patriots?"

"Right you are. Granddad fell at Bunker Hill."

"Did, eh?"

"And my father at Yorktown."

"I see."

"And my brother Jim at Saratoga. Well, well!"

"And brother Bill at Trenton."

"Better and better!"

"And brother Sam at King's Mountain."

"You astonish me!"

"And brother Moses at Lundy's Lane."

"Is that all?" was asked.

"All but one, and that's me. I fell at Waterloo, and am not a durned bit ashamed of it either!"

Boston is all worked up because it can not discover who gave the Massachusetts Institute of Technology something like a million dollars. After Thomas A. Edison indignantly denied being the donor, the hunt has gone merrily on. Boston might do well to remember the remark about looking at the mouths of gift horses. Incidentally it would seem that a man might be allowed to give away \$1,000,000 if he chooses to—without giving his name and post-office address.



## Not an Ordinary \$3.50 Shoe But a \$3.50 Rikalog Welt

Which means all that is implied by the words, "solid shoe satisfaction."

Our shoes are not built to fit a price. The quality goes in before the price goes on. This means we neglect no detail in leather or shoe construction that makes for wear and fit. It means our shoes are worth the price you ask, and when your patron sees our trade mark he knows it.

Ridge, Kalmbach, Logie & Co., Ltd.  
Grand Rapids, Mich.

## Elkskin Outing Shoes

Black and Tan



Both High Cut and Low Cut in Stock.

These are ideal work shoes for the hot summer months.

Keep your stock sized up.

Your orders will be filled and shipped the day they are received.

Hirth-Krause Company

Hide to Shoe  
Tanners and Shoe Manufacturers  
Grand Rapids, Mich.



To the Girl Home For Summer Vacation.

Written for the Tradesman.

You have been away during the school year except a few days at holiday time and again a short recess at Easter, but now you have come home for the long summer vacation. To tell you the whole truth, which I do only in strictest confidence, I am a little sorry for you, for I know that after the first joy of seeing the home folks is over, this homestaying for several weeks' time holds for you many disagreeable little shocks and lesser unpleasantnesses that can not be dignified by so serious a name as shocks.

You have been breathing a different atmosphere from the home atmosphere, and if you have lived the college life and taken hold of the college work with the zeal that I hope you have, this last year has been a time of great mental growth and development for you. Strange as it may seem, for as good things as mental growth and development we have to pay a kind of penalty in the pain we experience when we come in contact with other minds, particularly those of the people who are very near and dear to us, who have not been traveling the same paths we have been going, nor making the same progress we have been making.

You are bound to sense this pain, and the brighter you are, the more real brains you have, the higher and finer and more sensitive your organization, the keener will be the pain.

You mean to be a dutiful daughter and give to dad and mamma the honor and respect which is their due, but still you do not find quite the pleasure and satisfaction in their society that you felt before you went away to school. Their opinions no longer seem to you the very embodiment of wisdom. Sometimes, before you think, you catch yourself silently criticizing their views.

Perhaps dad had no education to speak of—just a little "schoolin'" in the old district school and then a long course in the university of hard knocks ever since. Maybe mamma's opportunities were little, if any, better. Their pronunciation is faulty, they are reckless in the use of negatives and their general murdering of the king's English grates continually on your cultivated ears.

Possibly both dad and mamma are college graduates. The case is not so much better or easier for you if they are. It does not so much matter what rung of the ladder of culture they are on, there is bound to be some clash and jar between your ideas and theirs just now. The college of twenty-five years ago from

which dad and mamma graduated was a very different place from the institution of the present day. Very likely their notions appear crude, narrow and provincial—they seem to be in an intellectual rut—while the teachings you have been receiving seem broad and final and correct and up to date.

Do not take this chasm that is yawning between you and your own folks too seriously. Remember that what is now looked upon as the last word in things of the mind will be displaced by some other hypothesis a score of years hence, and so on and on. Take something else from me, too, and that is that after a few years have passed and you have tried your powers a little either in filling some position for pay or in managing a house of your own, dad's and mamma's abilities will shine in brighter luster before your eyes than they do now, and their deficiencies in scholarly attainments will not seem matters of so vital importance. You will wonder that mamma always has kept the household machinery running with such smoothness, and that dad never fails of having money in the bank so that he can put that funny, cramped, old-fashioned signature of his to the checks that mean so much in comfort and luxury to those dependent upon him. And after the years stretch along farther and farther, you will come to feel that the outlook and vision obtained at college, great as they are, are not so fundamental and important as the affection and homely sacrifices of family life.

Doubtless you have made friends at college and you have your own particular chum and your little coterie of intimate girl associates. Your friendships with these is based upon congeniality of temperaments, a likeness of tastes and aspirations and their society just now seems more worth while to you than almost anything else in the world. When dad is talking about the markets, and mamma is telling about her jams and jellies, and brother Sam is running on about baseball, and your younger sister Katie is giving a description of her last party—you long to get back to college and pour out your soul concerning the things that interest you to those friends who can understand.

These friendships are all right. They may be strong and deep and last as long as life itself. But because you are now finding them so satisfying, do not despise the bonds of blood. In any great grief or calamity it would be your own people to whom you would turn. They stand

the nearest. So while these other associations are pleasanter to you just now, still try to be all you can to your own folks. Show dad and mamma that you appreciate—a little—what they are doing for you.

No one wants you to make a martyr of yourself, or that you should not rest up and have a good time during your vacation. But help the others to have a good time, too. You dream of sacrifices, maybe think you would like to be a foreign missionary or devote your energies to some other great cause. But just here and now on these hot July mornings why not iron your own white waists and muslin dresses instead of leaving it for mamma to do? And when dad is home in the evening and wants some music, play and sing for him without any hanging back or excuses. It seems to me that many fathers must wish they had put their money into a good phonograph that never has to be coaxed, instead of into piano lessons for their daughters.

Play and sing for dad gladly and willingly, and do not insist on his hearing the way-up selections that you delight in, when what he wants is "I Will Take You Back, Kathleen," or "My Old Kentucky Home."

Just a word about another point, and I wish to touch upon this very gently so as not to wound your feelings. This is, do not try to ring in too many changes in the home life. Do not go to re-arranging the furniture, and remodeling mamma's housekeeping, and declaring that the clothes she has gotten for the summer are unbecoming or lacking in style.

A little piece of sarcasm appeared in one of the magazines a short time ago: "If the world does not suit you, go to the girl who is home for summer vacation. She is running it at present." Do not let this sharp little hit apply to your case. Because you are so secure in your place in mamma's heart, do not abuse your privileges. Just think how preposterous it would be if in two or three years, when Sam goes to college, he should come back and try to boss dad's business. Sam will never attempt that. It would be simply impossible, just because Sam is Sam and dad is dad. But because mamma is more yielding than dad, and because you are a better general than Sam and more skillful in getting your own way when you want it, do not distress mamma by upsetting things and running them an new lines. Please don't. Instead, try to see to it that mamma has some good times in her own way this summer—her way, mind you, not yours.

If you will take this homely little preachment to heart and try to put its precepts into practice, when you go back this fall to take up your college work you will not only have had a most enjoyable vacation, but you will also have learned some valuable lessons out of school. Quillo.

A man can acquire an awful grouch if his breakfast does not suit his fancy.

Satisfy and Multiply

Flour Trade with

"Purity Patent" Flour

Grand Rapids Grain & Milling Co.  
Grand Rapids, Mich.



B R O O M S

J. VAN DUREN & CO.

Manufacturers of  
High and Medium Grade Brooms  
Mill Brooms a Specialty  
653-661 N. Front St. Grand Rapids, Mich.



TRACE Your Delayed Freight Easily and Quickly. We can tell you how. BARLOW BROS., Grand Rapids, Mich.

Watson - Higgins Milling Co.  
Merchant Millers

Grand Rapids :: Michigan

Just as Sure as the Sun Rises

VOIGT'S CRESCEENT FLOUR

Makes the best Bread and Pastry

This is the reason why this brand of flour wins success for every dealer who recommends it.

Not only can you hold the old customers in line, but you can add new trade with Crescent Flour as the opening wedge.

The quality is splendid, it is always uniform, and each purchaser is protected by that iron clad guarantee of absolute satisfaction.

Make Crescent Flour one of your trade pulsers—recommend it to your discriminating customers.



Voigt  
Milling  
Co.

Grand Rapids  
Mich.

**COMMUNITY BUILDING.****Development of a Live and Ardent Public Spirit.**

Community development may be defined as an attempt to control social forces. It is an effort on the part of citizens to improve various phases of the social environment—industrial, economic, political, material and spiritual. It is, in short, an effort to make life better and more prosperous. The thing can be done; it has been done and is being done by scores of towns throughout the United States; and it should be done by all. No object could be more worth while.

But, needless to say, the thing is not easy; the result does not follow on the mere expression of a desire. A great deal of co-operative effort is required, and a great deal of determination, patience and foresight. The social environment of a town is a great and mighty thing; it is by all odds the greatest and mightiest thing in the town, and is not easily moved or altered. To set about altering it is a task comparable to building an Egyptian pyramid, and similar principles of management must prevail.

The first essential is a plan, a knowledge of what is desirable for the community to set out after and bring about. Does it want to invite new industries? Does it want to establish a building and loan association? Does it want to encourage home buying and oppose the mail order evil? Does it desire improved municipal facilities, such as electric lights, water works, sewage, car lines, pavements, etc.? Does it want to improve the municipal government and clean up politics? Does it want to secure a new railroad station or a branch line? Does it want to beautify the town and improve its public spirit? Does it want to start a commercial club or an organization of "boosters"? Out of the multifarious variety of things which can be done to develop a community, just which and how many does it desire to undertake? This matter should be decided quite definitely, because there can be no efficient, self-determined development unless the participants know what they are working for. Otherwise there will be much well-intentioned effort in conflicting directions and the result will be little better than nothing. One plan that falls somewhat short of perfection is better than half a dozen faultless ones, provided there is agreement on the one and conflict among the others.

Having decided on a plan, the next step is to choose a body of active workers and put some one in authority. It will not be difficult to find a number of community developers in any town when the prospective benefits, as measured by the experience of other progressive towns, are submitted to their consideration. The commercial and mercantile interests are always willing to entertain a proposition looking toward greater prosperity, and will be enthusiastic recruits to the cause. The bankers and professional men will also be inclined to lend a willing ear. The formation of a body of "boosters" will indeed

be the easiest feature of the undertaking. With regard to placing some one in authority, the best man should of course be chosen, if possible; but whether he be the best man or no, it is of prime importance that he have full authority. Here again, one moderately capable and conscientious man is more serviceable than several disputatious geniuses. Too many fine and worthy plans come to nought because there is a lack of central authority, and each subordinate factor begins to do things his own way, with consequent friction and disruption.

It was assumed in the beginning that the development idea had taken hold of but a comparatively few members of the community—the thinkers and leaders, the enlightened few with whom most reforms and progressive movements generally start. They communicated the project to a larger circle as outlined above. The next step is to inform the whole community, man, woman and child, of what is about to be undertaken. Tell them about it again and again until they know it as well as the multiplication table and the alphabet. The foundation and buttress and keystone of the whole scheme is popularity. No great community reform can be brought about without the knowledge and co-operation of all.

Right here the most important factor of the whole problem enters in—the creation of a spirit of popular enthusiasm and co-operation. Without it, nothing very important or extensive can be effected. As stated at the outset, community development is an effort to improve the social environment. The social environment is created by the whole people, and no effort to improve it can achieve its purpose unless the whole people, or at least a majority of them, are concerned in the project. If the people create the social environment, only they can alter it.

The main problem, then, becomes one of developing a co-operative "get-together" spirit among the body of citizens—a consensus on the part of all to go ahead and do something. At the beginning of the movement more care should be devoted to conjuring up this spirit than to any other factor. With an esprit de corps once aroused, things will go almost of themselves. The great problem is to move the inertia of the mass; once started it will not stop until great issues have been accomplished.

How will the enlightened few go about winning the co-operation of the mass? This is a problem in itself and bears about the same relation to community development that breaking and plowing the ground bears to the raising of crops. It is the indispensable preliminary, and the skill and care with which it is done will govern the success of the whole movement.

Merely announcing the community development enterprise and arguing its advantages from an abstract standpoint will not be sufficient to win the co-operation of the mass. Subtler appeals must be made; the appeals to

self-interest and pride and such other susceptible sides of human nature as may be manipulated to induce action. In many ways the public must be led like a child, and the enlightened leader who has community development at heart must not hesitate to play the role of demagogue, remembering that the demagogue when successful, is called a statesman. Manipulating the public will for its own good may be done with all honesty and honor.

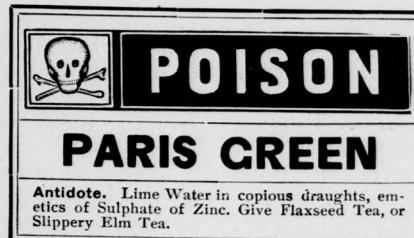
The object to be kept in view is the development of a live, ardent public spirit. In order to get the people interested in a common plan it may be necessary first to get them interested in each other. All the forces of sympathy, altruism and mutual understanding must be brought into play. Public entertainments, street fairs, industrial competitions, clubs, church societies, fraternal organizations, newspapers, school entertainments—all are useful in bringing the people together and developing mutual understanding and common desires. Such institutions, particularly the newspapers, are excellent hotbeds for the growth of local patriotism and the molding of opinion. These and all other organized social influences should be enlisted in the movement for community development.

When public spirit has been aroused and molded into shape for action, the battle is more than half won. Then specific plans for community development may be suggested, and

the army of citizens will march forward to achievement under the impetus of common motives and desires. The social environment then lies within the power of the citizens to do with it what they will. Having created the monster, it is theirs to control it. Intelligence and co-operation are the magic wand which transforms hard times and social stagnation into progress and prosperity. The "booster" spirit is like the faith that moves mountains; it is the great wonder-working genie of modern times and may be aroused in any community by a few wise leaders. When prosperity begins to shower its favors the leaders will have their reward.

A tale of heroism edged its way into the papers yesterday without a Chicago date line. Father William C. Egan, pastor of St. Clement's church in New York, led a party to rescue two men imprisoned in a ship's hold and dying there from poisonous gases. When their cries were heard, men started into the hold but were driven back by the fumes. The priest chopped through the deck, to form a vent for the vapors. Then he went down a ladder that was pushed through the hole, and brought one of the men up on his shoulder. Both were revived after a time, and they were told that they owed their lives to the courage of the priest. He had been summoned to administer the last rites of the church but his physical endurance and pluck made this unnecessary.

## Paris Green Labels



The Paris Green season is at hand and those dealers who break bulk must label their packages according to law. We are prepared to furnish labels which meet the requirements of the law, as follows:

100 labels. 25 cents

200 labels. 40 cents

500 labels. 75 cents

1000 labels. \$1.00

Labels sent postage prepaid where cash accompanies order. Orders can be sent through any jobbing house at the Grand Rapids market.

**Tradesman Company, Grand Rapids**

**NATIONAL ADVERTISING.****How the Country Merchant Can Profit By It.**

Of the more than half a billion dollars spent annually for advertising, the country merchants actually expend but a portion; yet the great bulk of this immense sum of money is intended, either directly or indirectly, to promote and benefit the retailers of all classes. It naturally follows, therefore, that the alert, up-to-date, progressive country merchant may derive his proportionate share of the benefits from all this half billion dollars of advertising money.

In this article we purpose considering one of the very important channels through which several millions of this half-billion advertising fund are expended. Just how many millions are invested in or expended annually by the nearly two thousand trade journals devoted to various special phases or departments of wholesale and retail merchandizing is quite impossible of estimating. Nor is this at all important; so long as we know that it is a very considerable amount of good money. But the important question for the country merchant is how he can take advantage of and profit by the money spent by the trade journals and the trade journal advertisers.

**The "Why" of the Trade Journal.**

Before taking up the how of the matter, let me put in a few words on the why side of it. In other words, let me make a few remarks for the benefit and, I hope, edification of those benighted country merchants who think that they "can't afford to waste time nor money on trade journals." The wide-awake, progressive merchants may skip the next few paragraphs.

According to my observation, it is a very significant fact that the merchant who has "more durn papers now than I've got time to waste readin' 'em," is, almost invariably, the same merchant who is always howling about hard times, cursing the mail order houses for stealing away his trade and nearly throwing a fit over the imminent prospects of the parcels post.

Let this same merchant get mixed up in any legal tangle and who will he seek as a lawyer? Will he take his case to old Jack Boozerino, the pettifogging old mossback who hasn't looked into a law book for the last ten years? You bet he won't. He will hunt up the attorney who has the reputation of being the "best read lawyer" in the community.

Yet the changes in legal affairs and the progress of laws in general are by no means more prevalent than the constant shifting of merchandizing conditions and the marked progress in methods of retailing. In other words, it is fully as important for the merchant to keep posted as it is for the lawyer to be well read and up-to-date.

**The Importance of Reading.**

Some mighty wise man—I think it was either Shakespeare or Ben Franklin—has said: "Tell me what

you read and I'll tell you what you are." I found in traveling about the country that I could apply this rule even more scientifically. In at least nine cases out of ten I could tell whether or not a merchant was a trade journal reader by the appearance of his store. If I could find a taker for my bets I could become rich by giving odds and betting that the keepers of every slovenly, slippshod, dirty or run-down store were not readers of trade journals. Of course, I might lose once in a great while, because those who read do not always heed, but I am sure that I would win nearly always.

After a fairly thorough study of trade journals of all classes, I am prepared to assert as my honest opinion that there is no investments that any merchant could possibly make in which there is so certain a probability of big, real money returns as can be had from the investment in a subscription to any good trade journal. Many a case could be cited where merchants have collected from a one or two dollar investment in a trade journal subscription, ideas which, when worked out, have produced hundreds of dollars in savings or increased profits.

**A Case in Point.**

Take for example something that occurred in a little village of the county in which I was born. There was old Uncle Jesse Brown's store which, through the genius and enterprise of the old man, became the largest general store in the county. That is what it was when I was a small boy. Uncle Jesse died and in a very few years his sons had "run the business into the ground." Then along comes a young school teacher, a regular book-worm. He gets hold of Uncle Jesse's store, subscribes for a lot of trade journals and begins to put into practice some of the precepts he finds in these trade journals. Right away the trade comes swinging back to the old store until, the last time I was back home, they told me that this young book-taught merchant was beating all the rest of them for miles around.

Maybe you remember how they used to despise and poke fun at the book-taught farmer some years ago when we were boys. The idea of any one attempting to find out how to raise crops or cattle by studying books! But in this day when the graduates of our agricultural colleges are buying automobiles, while the old fellows who raise crops "same way as grandpap did" are having hard work to keep out of the poor house, you won't find quite so much fun being poked at the book-taught farmers.

**Trade Books vs. Trade Journals.**

By the way, I would have no one misconstrue this. Bear in mind that I am advocating trade journals and not books describing merchandising methods. Not that I object to the books. Quite the contrary. Yet books, no matter how complete or practical, will never take the place of the regular weekly or monthly visits of the trade journal. Seven-

tenths of the value of the trade journal—even overlooking the questions of timeliness and up-to-dateness—lie in the fact that it stirs up the mind at regular intervals. You could—and some times you do—read a book which stirs you momentarily, but in a few days the impressions of the book are stored away gathering dust on the tablets of your memory, while you have gotten back into your old rut and are jogging along just as usual.

**House Organs Are Simply Advertisements.**

Let me likewise warn you against another pernicious substitute for the legitimate trade journal. I refer to the house organs or imitation trade journals put forth by some large wholesale merchandising or manufacturing concerns. I have no serious objection to such a bulletin or journal when it is confined to its legitimate channels, but when it pretends to take the place of a legitimate independent trade journal, no matter how clever the house organ may be, its influence is more evil than good.

From its very nature the house organ must be biased or prejudiced in favor of the house it represents. Consequently the merchant who depends upon such a biased organ for his information regarding trade conditions in his particular field or market will sooner or later fall behind his progressive brethren who keep

**Hart Brand Canned Goods**

Packed by  
W. R. ROACH & CO., HART, MICH.

**Michigan People Want Michigan Products**

**All Good Things Are Imitated****Mapleine**

(The Flavor de Luxe)

Is not the exception. Try the imitations yourself and note the difference.  
Order a stock from your jobber, or

The Louis Hilfer Co.,  
4 Dock St., Chicago, Ill.

Crescent Mfg. Co., Seattle, Wash.

**FOOTE & JENKS' COLEMAN'S (BRAND) Lemon and Vanilla**

Insist on getting Coleman's Extracts from your jobbing grocer, or mail order direct to  
FOOTE & JENKS, JACKSON, MICH.

**Candy for Summer****COFFY TOFFY, KOKAYS, FUDGES, (10 kinds), LADY LIPS, BONNIE BUTTER BITES.**

They won't get soft or sticky. Sell all the time.  
Ask us for samples or tell our salesmen to show them to you.  
We make a specialty of this class of goods for Summer trade.

**Putnam Factory, Nat. Candy Co., Inc.  
Grand Rapids, Mich.**

Distributors of J. Hungerford Smith's Soda Fountain Fruits and Syrups.  
Hires Syrup, Coco Cola and Lowney's Fountain Cocoa.

**Why Not Save 50% On Ice Bills?**

Is there any logical reason why you should use ice for refrigeration when there is a more economical, practical and simple method?

**Brecht's Enclosed Brine Circulating System**

of mechanical refrigeration is the up-to-date—the scientific way.

Let us tell you about the market men and others who are using The Brecht System and saving money.

Write us today for particulars.

Dept. "K"  
**THE BRECHT COMPANY**  
ESTABLISHED 1853

Main Offices and Factories:  
1201-1215 CASS AVE., ST. LOUIS, U. S. A.  
New York, Denver, San Francisco, Cal., Hamburg, Buenos Aires

posted by the independent, unbiased trade journals.

#### Makes Independent Trade Press Possible.

You are aware, of course, that these two thousand and odd trade journals are supported almost entirely by great national advertisers, manufacturers, jobbers, importers and other wholesale agencies. The little dollar or two that you pay for your subscription would not pay for much more than the plain white paper the journal is printed upon.

Yet in spite of this, every trade journal that is really worth more than the paper it is printed upon is edited and published, not for the advertisers who pay the freight, but first and foremost for the interests of its subscribers. There are a few exceptions to this which I advise you to avoid as you would a noisome pestilence. The trade journal which does not put its readers' interests foremost and above all others is deserving of every possible condemnation. It is far more pernicious in influence than the biased house organs. In other words, the advertising-subsidized trade journal, posing as an independent organ of trade, is far worse than the openly prejudiced house organ.

Fortunately, however, the trade press of America ranks high in integrity, even as it excels the whole world in its practical merits. Little advice is needed regarding the proper selection of trade journals for the country merchant. The vast majority of these journals are so practical and valuable that no merchant is likely to go wrong on them providing he subscribes for a sufficient number to cover all his various needs. There is no merchant in the country, no matter how limited his trade may be, who can not well afford to invest at least ten dollars per year in trade journals.

#### Keeping Up-to-Date.

In the first place, he must keep posted regarding the market conditions of his particular trade by consulting the right kind of a trade journal. Of course no newspaper can possibly give full and accurate reports regarding market conditions in all the different trades; and the absurdity and danger of depending upon a prejudiced house organ for market reports has already been pointed out. But there are numerous trade journals which go to great expense in order to assure their readers of absolutely reliable and complete reports as to the conditions of the market in every branch of trade.

By being accurately informed regarding market conditions any merchant will avoid hundreds of dollars of loss in "poor buying," or make corresponding gains by always "buying right." The few dollars invested in the trade journal which gives the accurate market report will, therefore, be returned a hundredfold every season.

#### Watching Manufacturers' Plans.

In conjunction with his study of the market reports, as set forth in his trade journal, the country mer-

chant should carefully scan the advertising pages and thus keep fully posted regarding the plans of manufacturers and wholesale dealers. Often he will find announced some widely advertised sales campaign about to be conducted by some manufacturer or wholesaler. The keen country merchant by co-operating in such sales campaign may thus appropriate to his actual financial advantage a portion of the money which the manufacturer or wholesaler spends in advertising.

#### Latest Kinks in "Service."

In addition to keeping posted regarding market conditions and trade news, the country merchant should search his trade journals for every possible suggestion which he can utilize in improving his service to his customers.

On account of his being able to keep in close personal touch with his customers, the country merchant has a distinct advantage over any department store or mail order house, providing he gives equal service to his customers.

Mind you that I did not say "the same service," which, of course, would be impossible. What I said was service "equal" in value and attractiveness to the service given by department stores and mail order concerns, which is well within the power of even the humblest country merchant to give.

Trade journals are overflowing with suggestions of inexpensive methods which merchants may adopt in improving their service to customers. And the country merchant, by utilizing some of these service-improving ideas, can put it all over his mail order or department store competitor, because he is able to back up his service by a tangible personality.

The trouble is that far too many country merchants never give this matter of service a second thought. They seem to think that the goods and the price are all the factors of merchandising. And there they make the mistake of their lives. Not that the goods and the price are not important. But service is even more important.

#### Stopping Up the Leaks.

Some trade journals are especially valuable because they contain numerous labor and time-saving devices and methods of handling merchandise or keeping accounts. Slip-shod systems of keeping track of stock and looking after accounts have doubtless been the means of ruin for more merchants than almost any other cause. Every country merchant should read regularly—even religiously—at least one trade journal which will keep him up-to-date in his systems of doing business. A single practical suggestion along this line is likely to be worth, in real round dollars, a dozen times the amount paid for a yearly subscription to the trade journal.

#### New Ideas On Selling.

By no means of least importance, although mentioned last, are the advertising ideas and other sales promotion plans found in nearly all mer-

cantile trade journals. While it may be true, as a general thing, that the average trade journal does not as yet consider the peculiar needs of the country merchant in suggesting advertising methods; yet it is quite possible for the wide-awake country storekeeper to find worth while ideas in advertising or selling plans designed more particularly for his city brethren.

Moreover, it is my observation that the tendency to ignore the country merchant is rapidly passing in most trade journals and a constantly increasing amount of attention is now being devoted to his especial needs. While, as we have already admitted, far too large a majority of the country merchants are behind the times in the matter of advertising, yet we have been pleased to discover here and there scattered about in various parts of the country certain country storekeepers whose up-to-date and, in some cases, unique, advertising methods are deserving of high praise and will bring profit to all other merchants who study these plans and act upon the suggestions contained in them.

Herbert Hungerford.

#### Eating Mastodon Steak.

"How would you like to have a steak 50,000 or 100,000 years old served up to you?" asks James Oliver Curwood, who, during a Northern trip, came across some Indians who had discovered the carcass of a mastodon exposed by the falling of a frozen river cliff. "The flesh," says Mr. Curwood, "was of a deep red or mahogany color, and I dined on a steak an inch and a half thick. My first taste of the flesh sent me back, I suppose, 50,000 years or more. The flavor of the meat was old—not unpleasant—but simply old and dry. That it had lost none of its life sustaining elements during those hundreds of centuries of 'cold storage' was shown by the fact that the dogs threw upon it."

Instead of hoping for the best, get busy and hustle for it.

#### OFFICE OUTFITTERS LOOSE LEAF SPECIALISTS

*The Tisch-Hine Co.*

237-239 Pearl St. (near the bridge), Grand Rapids, Mich.

## DELIVERY WAGONS

#### WE SELL—

Light—Delivery Wagons for

Medium—Delivery Wagons for

Heavy—Delivery Wagons for

GENERAL MERCHANTS  
GROCERS  
BUTCHERS  
BAKERS  
LAUNDRIES  
CLEANERS  
FLORISTS  
HARDWARE DEALERS  
PLUMBERS  
GAS FITTERS  
UNDERTAKERS  
CARPENTERS  
EXPRESSMEN  
MILK DEALERS  
MARKET GARDENERS  
BERRY MEN  
FRUIT GROWERS  
FARMERS

Are you buying wagons from us?

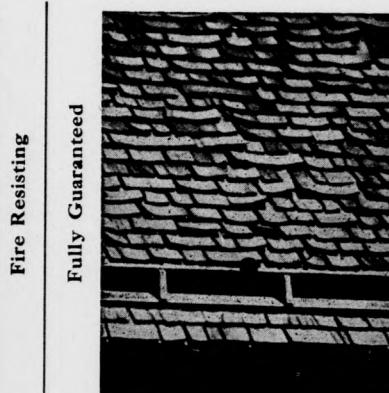
Sherwood Hall Co., Ltd.

:: Grand Rapids, Mich.

## REYNOLDS FLEXIBLE ASPHALT SLATE SHINGLES



Reynolds Slate Shingles After Five Years Wear



Wood Shingles After Five Years Wear

Beware of Imitations. For Particulars Ask for Sample and Booklet.

Write us for Agency Proposition. Distributing Agents at

Saginaw	Kalamazoo	Toledo	Columbus	Rochester	Boston
Detroit	Lansing	Cleveland	Cincinnati	Buffalo	Worcester
Battle Creek		Dayton	Youngstown	Syracuse	Jackson

H. M. REYNOLDS ASPHALT SHINGLE CO.

Original Manufacturer, GRAND RAPIDS, MICH.



**Michigan Knights of the Grip**  
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Secretary—Wm. J. Devereaux, Port Huron.  
Treasurer—John Hoffman, Kalamazoo.  
Directors—F. L. Day, Jackson; C. H. Phillips, Lapeer; I. T. Hurd, Davison; H. P. Goppelt, Saginaw; J. Q. Adams, Battle Creek; John D. Martin, Grand Rapids.

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#### Wafted Down From Grand Traverse Bay.

Traverse City, July 8—Remember our annual picnic, which will be held at Fouch resort, August 10. All U. C. T.'s are welcome. We understand there are some handsome prizes offered for the contestants of the games.

After thirty years on the road, Herbert Baker, Lemon & Wheeler's salesman, took the train at Central Lake one day this week and left his grip setting on the station platform. Well, Hub, we will promise not to say any more.

Amendments one to nineteen were not adopted at the Supreme session and our order will continue to operate on the assessment plan, as heretofore. Certainly this plan has been the most successful by all the prominent accident companies, and why should we change?

Fred Atkinson has started on his trip to the coast, telling the jobbers the good qualities of the Potato Implement Co.'s products. We certainly wish you success and a safe trip.

Most of our members spent a sane Fourth at our numerous summer resorts. Herman Hoffman tells the best fish story to date.

W. F. Murphy spent the Fourth in Milwaukee. This was Bill's initiatory trip to the house and we presume a profitable one.

A. L. Joyce, our popular soft drink bottler, has arranged to cover the Hart territory in the interest of his products. Seems good to see you out again, Al.

The baby show at our picnic will be one of the big attractions. Wheaton, Young, Bill Smith and Clyde Ayres kindly take notice.

Can any one explain why Ray Thacker and wife make such frequent visits to our palmist? Hope it is all true.

Every member is supposed to attend our next meeting, on July 27, as Senior Counselor Adrian Oole has a splendid report to render in reference to our last Grand Council meeting.

Adrian Oole has been appointed a member of our Railroad and Transportation Committee by our Grand Counselor, and any matters reported will have prompt attention.

Four wrecks the past week in our section and none of our members injured. Must be that most of the boys are taking their vacations!

It seems queer that Archie Waters, Manton's popular hardware man, should register Manistee when in our city. We realize that the soldiers' reunion will be held at Buckley this year, but at that Manton is still on the map.

Geo. Fosmore, of Cadillac, Hanselman's candy salesman, has been confined to his home with an injured foot, all because a large lady stepped on him while standing in the aisle of a passenger coach. We hope that you will experience a speedy recovery.

Ward Brothers, at Tustin, have added an automobile to their livery and most of the boys are riding first class now.

James Cawley, formerly of McBain, has moved to Cadillac. Jim has been promoted as manager of the Cadillac office for the Central Produce Co., of Alma. All kinds of success, Jim.

Atley Thomas is able to be out again after being at home owing to an injury to his eyes. The accident was of a serious nature.

No special admission to see the ball game at our picnic. Some featured plays will be pulled off, too.

Frank Cornell, of Howard City, took in the carnival at Cadillac this week. Frank was somewhat dizzy after the ride in the Ferris wheel.

Some of the agents along the railroad seem to think they are doing us a great favor by marking up the time boards of the stations, and if they are not marked up seem to think that we impose upon them if we enquire whether a train is late or on time. If they will take the time to look up the State law on this subject they will find that they must be marked up a certain time before the train is due. Any neglect of this kind reported to our committees will have prompt attention. The writer will be pleased to publish each week the names of any agent who has failed to comply with the law if you will only notify him, but be careful not to be too hasty.

We understand that there will be special coaches provided by the M. & N. E. to take the crowd to our picnic at Fouch, August 10. Why not get a special train?

Geo. Nesbitt and Loren Downey have purchased the hardware stock of Julius Campbell and will combine the two stocks and conduct a first-class hardware at the south side store. Mr. Campbell has been a very successful merchant and we are assured that his successors will meet with success. Mr. Campbell will devote his attention to the furniture business in the present location. Best wishes to you, boys.

Clement T. Lauer, since he made the appointment with one of our city belles and fell asleep and missed the appointment, now spends his Sundays in Grand Rapids. We can certainly appreciate your position, Clement, asleep at the switch again.

G. F. Faude, the popular Canadian Club cigar salesman, and wife are spending the summer at Bear Lake. G. F. always did appreciate these sections and we now extend to you and yours an invitation to attend our picnic.

A. F. Cameron certainly did himself proud wearing his new Past Senior Counselor's cap at the last convention. Archie always presents himself in full regalia.

Our Grand Counselor, John Quincy Adams, is spending his vacation at Gull Lake and in the mean time is preparing his message to the subordinate councils. Honest John will certainly be there with the goods and give us an administration that we will all be proud of. His home address is Battle Creek. Fred C. Richter.

#### In the Way of Business.

We had just got well out of Chicago when a well-dressed man with a grip in his hand entered the smoker and queried of the half dozen of us there:

"Gentlemen, permit me to ask if any of you have ever been scalped by the Indians?"

"That's a mighty funny question to ask," replied a fat man who was smoking a rank cigar.

"I acknowledge that it is, but I have a reason for asking. I myself lost my scalp about two years ago."

"The devil you did!" wheezed the fat man. "You wasn't regularly scalped, was you?"

"I was. See here."

And he removed his hat and showed a fringe of hair around a pate as shiny as a silver cup and as bare as a billiard ball. The fat man looked at it for a minute and then said:

"But there is no scar here."

"No, that's why I came here. I call your attention to my Universal Liniment, which I applied as soon as possible after losing my scalp, and the wound healed as you see. Not the slightest scar to be seen. No one would ever suspect I had been scalped. Warranted to do the same in all cases. Can't tell when you are going to be scalped, and a wise man will carry a bottle with him. Only 25 cents a bottle, and one bottle heals up two scalps. Take another

look at my poll and then buy a bottle."

Nobody made a move for a long minute, and then the fat man heaved a long sigh and replied:

"That's always the way in this world. When a man wants a corn remedy he's offered something to grow a new scalp. G'way and don't bother me!"

While the majority of us know a good thing when we see it, some other fellow usually manages to see it first.

Salesman, sell thyself.

**G. J. Johnson Cigar Co.**  
**S. C. W. El Portana**  
**Evening Press Exemplar**  
**These Be Our Leaders**



**BOYS! BOYS! BOYS!**  
Stop at  
**ARBOR REST**  
**PENTWATER, MICH.**  
New Beds Entirely Refinished—Individual Towels

**Up-to-date Stores use**  
**THE BEST DUPLICATING SALES BOOKS**

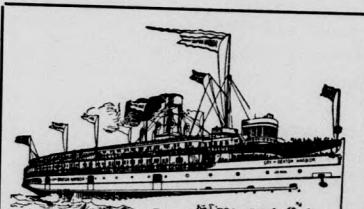
Made of good BOOK paper, not print  
15% OFF IN TOWNS WHERE WE HAVE NO AGENT. WRITE FOR SAMPLES TO  
MIDGARD SALES CO., STOUGHTON, WIS.  
Also manufacture Triplicate Books, Carbonized back Books, White and Yellow Leaf Books.

#### Chase Motor Wagons



Are built in several sizes and body styles. Carrying capacity from 800 to 4,000 pounds. Prices from \$750 to \$2,200. Over 25,000 Chase Motor Wagons in use. Write for catalog.

**Adams & Hart**  
47-49 No. Division St., Grand Rapids



**Chicago Boats**  
**G. & M. Line**  
**Every Night**  
**Fare \$2**

Holland Interurban Boat Train at ..... 8p.m.

**Chirpings From the Crickets.**

Battle Creek, July 8 — We have heard of people living in our own country even who have never seen such a thing as a steam railway, but we can hardly believe that two sane and well balanced salesmen can live in a civilized city and not know the difference between a fast train like the Wolverine and a common local train. But such seems to be the case, and as a result of this inadequate supply of information two members of our local Council, together with their wives, missed the races at Marshall last Thursday, as they boarded the Wolverine, and then had to ride on to Jackson, and come back to the desired point via trolley, arriving there too late for a full afternoon of sport. Do you think that it could have been the presence of the wives that made this error possible? Just ask Boyd Courtright or Will Masters; they, without doubt, could explain.

During the absence of the writer on his Indiana trip, Brother Norman Riste will chronicle the Chirpings from the Crickets as he hears them about his home.

Saturday evening we met Brother Steele on the street and he was looking weary in spite of the fine shower we had just experienced. He said that owing to the Fourth he had been obliged to work on Saturday. Too bad, but never mind, George this week will have but the regular five working days with no chance for overdoing on a National holiday.

We are looking for a meeting of special importance and interest the third Saturday night of this month, and we trust that the attendance will be large. Arrangements for the annual U. C. T. picnic will be one of the questions discussed.

"Let the other fellow worry."

We often hear the above quotation, and it sometimes strikes us with a shade of disappointment, as it seems to impart a carelessness on the part of the one who gives utterance to such a sentiment.

It is a common thing to worry a bit about something or somebody, but it is not a good thing. We should have greater faith and trust that if we do our part all will come about in the right way and in the proper time.

We must plan, but we may, if we will, give up a lot of this useless worry and fretting.

For instance, we have been having dry, hot weather, and the farmer feels the need of rain; crops must have it in order that the barns and grainaries may be filled. But stop and think what a bad habit it is to be forever grumbling about conditions over which no mortal has control.

We are not laying the finished art of grumbling upon the farmer alone. Salesmen have it, dealers get the "hook" and no class of business seems to be immune from attack.

The fact is, Old Earth usually gets about an average rainfall every season, and should we lose one crop we must learn to be ready to spring some other trick that will help us to "make ends meet."

When the farmer is discouraged with conditions of this nature, other kinds of business usually takes a slump, and manufacturers and business men have to bend every effort to make up for losses in seasonable goods and sales by some other means.

Allow us to quote from Riley:

It is no use to grumble and complain;  
It's just as cheap and easy to rejoice,  
When God sorts out the weather and  
sends rain—  
Why rain's my choice.

We have been blessed with a good shower, and let us trust that we have learned a lesson which will help us in years to come.

Salesmen as well as business men will have another chance to look for the bright side in the months to come. We refer to the campaign which is beginning at this present time. Do not let these little things get upon our nerves, but remember that the United States has suffered many changes and we are a greater and better country to-day than we have ever been before.

Another poet says:

Fish don't bite just for the wishin',  
Keep a pullin';  
Change your bait and keep on fishin';  
Keep a pullin';  
Luck ain't nailed to any spot;  
Men you envy, like as not,  
Envy you your job and lot!  
Keep a pullin'!

Charles R. Foster.

**Meeting of Supreme Council, U. C. T., at Columbus.**

Kalamazoo, July 9—John Q. Adams, Grand Counselor of Battle Creek, has mailed me your letter of June 25. He has gone to the lake on his return from Columbus, attending the Supreme Council, and asked me to answer it for him. Now, Brother Stowe, you have known me long enough to know that I am not a good correspondent, but will give you such information as I have regarding the Supreme Council and the Michigan delegation in general. The delegates attending this convention from Michigan consisted of John Q. Adams, Grand Counselor of Michigan; Mike Howarn, of Detroit; John Schram, of Detroit; Fred Clark, of Detroit; Supreme Sentinel Frank Ganiard, of Jackson; Fred C. Richter, Grand Secretary, of Traverse City; Herman Vassold, of Saginaw; A. T. Lincoln, of Hillsdale, and your humble servant.

It was a very busy session from beginning to the close. The session lasted into Saturday afternoon, nearly 5 o'clock, so that the Michigan delegates did not reach home until Sunday. It is very pleasant, indeed, to know of the esteem in which our friend and brother, Frank Ganiard, is held by the entire Supreme Council, and he was promoted at this last meeting to Supreme Page.

Michigan is certainly on the map, so far as its influence is concerned, and I hope that it will continue to send a good strong delegation in the future to support Brother Ganiard in his work.

The present administration honored Michigan again by appointing Mike Howarn on the Jurisprudence Committee—the most important committee of the Supreme Council. Matters passed very pleasantly during the

entire session and showed a very healthy growth of the order.

John A. Hoffman.

**The Clerk Who Watches the Clock.**

Neahawanta, July 9—I was in Traverse City the other day on a shopping expedition and at twenty minutes to 6 it occurred to me that I must yet purchase a lamp for my summer cottage, fourteen miles away. I soon succeeded in making a selection in the hardware department of the Hannah & Lay Mercantile Co. When I asked the clerk to have the lamp ready for me by 6 o'clock, he said that he would have to go to the top floor for a chimney and would leave the package for me in the drug department, which remains open evenings. He appeared to be greatly excited for fear he would not get the lamp assembled by 6 o'clock. I asked him if he could not get out of the store after 6 o'clock and he said he could, but that it was against his principles to work over time. When I got home I found the lamp was complete with the exception of the chimney, so I was obliged to drive fourteen miles the next day on account of the neglect of the clerk. He expressed regret that he had put me to so much extra trouble and expense,

but said he made it a rule not to work over time, whereupon I informed him, as plainly as I knew how, that he was one of the kind of men who would never get above a \$10 per week clerkship. I have made a careful study of the situation for thirty years and I have never known a clerk who demurred working a few minutes overtime to amount to anything, either for himself or his employer. The Hannah & Lay Mercantile Co. has always enjoyed the reputation of being exceedingly generous to its clerks. It pays them for many days every year for which it never receives an equivalent and any clerk who fails to respond to such treatment has only himself to blame if he does not advance as other clerks who scorn to accept an employer's money unless he has actually earned it.

S.

**Death of Jackson's Oldest Business Man.**

Jackson, July 8—George W. Baker, one of the city's most prominent and well known citizens, died at his home here last Friday morning. The de-

ceased had long been connected with the business and civic interests of the city and enjoyed a large circle of friends. The immediate cause of his demise was cancer.

Mr. Baker had been engaged in the grocery business in Jackson for forty-one years, retiring from active business life on the first of January, this year. He was born in Durham, Me., Nov. 2, 1837. When he was but a child his parents moved from their Maine home to Hamilton, Madison county, New York State. It was in the famous Colgate Academy (now University) in this town, that Mr. Baker was educated. He came to Jackson, January 1, 1871, and soon thereafter established the wholesale grocery firm of Birdsell, Baker & Co. Later the firm became Kellogg & Baker, then Clark, Baker & Co., and is now the Jackson Grocery Co. Mr. Baker is believed to have been the oldest business man in the city in years of continuous activity—forty-one years.

**Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.**

Buffalo, July 10—Creamery butter, 25@27c; dairy, 20@24c; poor to good, all kinds, 18@22c.

Cheese—Fancy, 15½@16c; choice, 15c; poor to good, 8@12c.

Eggs—Choice fresh, 20@21c; candied, 21@22c.

Poultry (live)—Turkeys, 12@14c; cox, 10@11c; fowls, 14½@15c; chicks, 25@26c; ducks, 14@17c; geese, 10c.

Beans—Red kidney, \$2.75; white kidney, \$3@3.10; medium, \$3.10@3.15; marrow, \$3.25; pea, \$3.10@3.15.

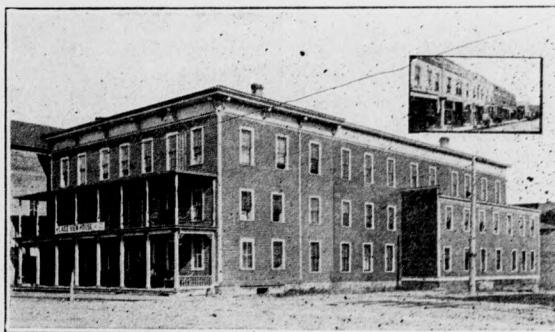
Potatoes—New, \$2.50@2.75 per bbl.

Rea & Witzig.

Frank L. Day, the Jackson traveler, recently undertook to repaint his residence, but was bluffed off the job by the good natured chaffing of his brother travelers, who insisted that he ought to relinquish the job to someone who could paint as well as Frank can sell buggies.

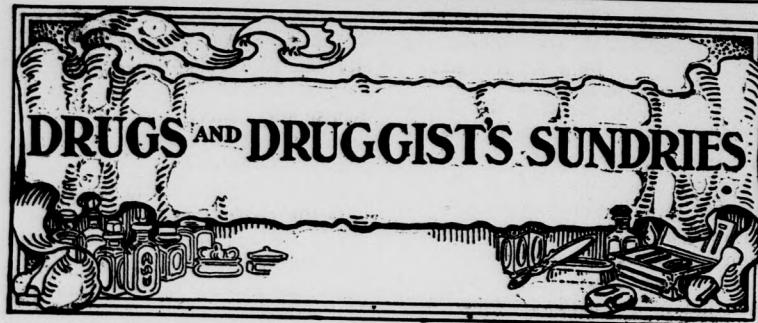
James M. Goldstein, of Ludington, was in town Tuesday on his way home from Detroit, where he was summoned to assist in the consummation of a large real estate transfer.

After a man is once elected to office he has the office-seeking habit the rest of his natural life.

**HOTEL FOR SALE OR RENT**

The Lake View House, at Elk Rapids, is offered for sale, or owner will sell stock of provisions, accept small payment on furniture and lease hotel on reasonable terms. House has 50 rooms and is only hotel in village. Excellent opening for experienced hotel man.

**A. Y. SHARP PROPRIETOR, ELK RAPIDS, MICH.**



**Michigan Board of Pharmacy.**  
President—Ed. J. Rodgers, Port Huron.  
Secretary—John J. Campbell, Pigeon.  
Treasurer—W. E. Collins, Owosso.  
Other Members—Edwin T. Boden, Bay City; G. E. Faulkner, Delton.

**Michigan State Pharmaceutical Association.**

President—E. W. Austin, Midland.  
First Vice-President—E. P. Varnum, Jonesville.  
Second Vice-President—C. P. Baker, Battle Creek.  
Third Vice-President—L. P. Lipp, Blissfield.  
Secretary—M. H. Goodale, Battle Creek.  
Treasurer—J. J. Wells, Athens.  
Executive Committee—E. J. Rodgers, Port Huron; L. A. Seltzer, Detroit; S. C. Bull, Hillsdale and H. G. Spring, Unionville.

**Michigan Retail Druggists' Association.**  
President—D. D. Alton, Fremont.  
First Vice-President—J. D. Gilley, Pompeii.  
Second Vice-President—G. C. Layerer, Bay City.  
Secretary—R. W. Cochrane, Kalamazoo.  
Treasurer—W. C. Wheelock, Kalamazoo.  
Executive Committee—W. C. Kirschgessner, Grand Rapids; Grant Stevens, Detroit; R. A. Abbott, Muskegon; Geo. Davis, Hamilton; D. G. Loo, Lowell; C. A. Bugbee, Traverse City.  
Next Meeting—Muskegon.

**Grand Rapids Drug Club.**  
President—Wm. C. Kirchgessner.  
Vice-President—E. D. De La Mater.  
Secretary and Treasurer—Wm. H. Tibbs.  
Executive Committee—Wm. Quigley,  
Chairman: Henry Riechel, Theron Forbes.

**Some Plans To Promote Prosperity of Pharmacists.**

I have had occasion several times lately to call at a drug store which I believe is run on lines that could be copied by many other pharmacies to their great benefit. This particular store is located in a quiet corner of a town that has for many years furnished a simile for anyone who wished to emphasize the moribund condition of anything. "As dead as—" has been for years a common remark. At any rate the location is one where I fully believe the ordinarily conducted drug store would long since have dried up and blown away—so to speak. But this store shows a good profit to its owner every month. It is a branch store in charge of a manager, a man of ability plus—as Fra Elbertus might say—a man of abounding good nature and much Yankee shrewdness. The stock while not large is clean and complete and well displayed. Every inch of room is used to get things where they will speak for themselves. Courtesy and accommodation are the watchwords of the establishment. I was there for nearly an hour the other day and during that time one of the ladies of the neighborhood came in with a check to be cashed and soon after another arrived with a twenty dollar bill to be changed. The first was accommodated, the second was handed five dollars, that the available change of the store might not be depleted too much, and she agreed to come in for the balance on her way home. As she was going somewhere

to play "bridge" for the afternoon perhaps it was just as well that she did not take it all with her! There was the usual enquiry for postage stamps and the directory was in good demand, but it was in a conspicuous and convenient place which did not require a guide to find it. All these things are done in many drug stores, but the way they were done at this store gave to me the strongest reason for the store's success. With the cashing of the check and the changing of the bill there went a bit of "jolly" that made the customer feel at ease. There was none of that air of "well, we will do it this time but for heaven's sake don't come again." In short, this manager has a way of making friends of all the people who come to the store and they like to come.

It is a store of side lines—you can leave your films to be developed or your razor to be sharpened. On my last call I was almost shocked to find one whole window given up to the display of baseball goods—bats, balls, gloves, catchers' masks, etc. But the neighborhood abounds in boys—and youth must be served. Dignity may be all right in its place but it is dollars you are after. Drug stores in the past have sold many worse things than baseballs and marbles. As Frank Farrington says: "When a man is trying to make a financial success of a drug store in a country village of 2,000 people he needs to sell almost anything that those people will buy at a profit to the store." Study your community, study your customers and by all means get rid of that austere manner and be delighted to do whatever you set out to do. If you are going to sell postage stamps, sell them as if there was 500 per cent. profit in them—there may be more profit in it than you think. Never try to "get back" at a troublesome customer—the effect on yourself is bad whatever else may come of it.

If the foregoing item seems a bit preachy I am willing to be forgiven. I have been haunting the drug stores for ten years or so on business bent. I have no fault to find with the business I have done with the druggist, but I am inclined to find fault with the business that he does for himself. He is disposed to complain that profits are not what they should be, that he has no time and that he leads a "dog's life" generally. (I do not know why we say a "dog's life." The average dog has a soft snap.) Well, take time, even if you have to close the store to do it. Take time to make yourself fit and to get a bird's-eye view of your business generally. I

believe it will gain by the process and not lose. If you are working eighteen hours a day and do not have time to eat or take the wrapper off your trade paper, it is a sure sign that there is a screw loose somewhere and you want to find out what it is.

Baseball is our national game and there is no community of any size that does not have its local "team." Here is abundant opportunity for advertising your store. You can, for instance, on days when special games are scheduled with visiting teams which you know will attract a crowd, give away a score card. Leave room at the bottom of the card for a few words as: "After the game call at the Practical Drug Store for a cool soda or college ice." On the reverse side I would talk about some one special drink. It is always a good plan to promote the idea that some one thing is served at your fountain better than anywhere else. It has advertising value not alone for that drink but for the fountain generally. People will get in the habit of coming there for that particular drink and when they wish to bring friends for a treat will come there instead of dropping in any old place. These score cards are inexpensive and will make a hit. Get the cards if possible the same color as the uniform of the home team.

Another idea would be to give a dozen soda or ice cream tickets to any player making a home run or who knocks the ball over the fence. If you wish to go still farther you can offer some sort of a prize to the team that wins the championship at the end of the season. Or a prize to the member of the home team making the most home runs or the least number of errors. Try and have these offers announced by the umpire at the beginning of the game. These are merely suggestions. Work the thing out in your own way to suit the exigencies of your town or locality. Almost everybody talks baseball and is interested to a greater or less degree. Get in on this interest and get some advertising and good will will out of it.

Another attraction which is almost universal is the moving picture theater. There ought to be a goodly number of ways to utilize this as an advertising medium. Here are several suggestions which will depend of course on the circumstances of your location and what arrangements you are able to make with the management of the theater. Perhaps you could arrange to have reserved seat checks printed on the reverse with some offer, as for instance:

"This coupon and 10 cents good for three glasses of soda or three college ices at the Practical Drug Store."

This offer could be made on occasional days without previous notice so that patrons would be attracted to the theater on the chance that it might be a "soda water day." In return for this the theater management

might be willing to provide the coupons free of charge. Or a certain limited number of coupons could be given out each afternoon or evening, good for one free glass of soda or a college ice. The fortunate holder of one of these coupons would usually be "jollied" by his companions into taking them all with him to your soda fountain so that the one free drink would be more than paid for. If this plan is used arrangements could perhaps be made to have flashed on the screen occasionally the words:

"Look on the back of your seat check. Compliments of the Practical Drug Store."

Or you might be able to co-operate with the theater management so as to offer a free soda to anyone saving and bringing to your store ten seat checks of different dates.

Other ways of utilizing the popular theater as an advertising medium will present themselves. Seats being cheap you could on certain days advertise that you would give a free ticket to every lady purchasing a jar of your massage cream. Or to every lady making a purchase of a certain amount up to 1 o'clock in the day. Ladies like to go to the theater—even the moving picture theater—and you may be sure that an offer of this kind made at frequent intervals will meet with much favor and bring your store increased patronage.

Come in Without Knocking  
and go out the same way.

Get the  
T. R.  
Idea  
Trade Right  
Trade Here.

Don't Go Home  
With a Brick in Your Hat!  
But take home a brick of our ice cream.  
It will make you doubly welcome and  
add a fine finish to your dinner.

A conference has been held in Brooklyn to devise, if possible, some means of preserving the files of daily newspapers. It was found that when files of papers printed within the past forty years needed rebinding many had begun to discolor and crumble to an alarming extent. Some of the files of New York papers printing colored Sunday supplements, had been attacked by worms and literally eaten up. Which is a rather surprising commentary on the taste of worms. A sample sheet made from 90 per cent. rag stock was shown and it was proposed that papers print several issues on this paper after running off the regular edition. There are objections to such procedure, however, particularly in the case of Sunday editions. Another meeting is to be held at which paper manufacturers, as well as many others interested in making newspapers, are to be present.

Sunday is the day of rest; but did you ever know a man who felt rested on Monday morning?

## **WHOLESALE DRUG PRICE CURRENT**

Acidum		Copalba	1 50@1 75	Scillae	@@ 50
Aceticum		Cubebae	4 00@4 50	Scillae Co.	@@ 50
Benzoinum, Ger.		Erigeron	2 35@2 50	Tolutan	@@ 50
Boracie		Evechthitos	1 00@1 10	Prunus virg.	@@ 50
Carbolicum		Gaultheria	4 80@5 00	Zingiber	@@ 50
Citricum		Geranium	oz 75	Tinctures	
Hydrochlor		Gossippini Sem gal	60@ 75	Aloes	60
Nitrocum		Hedoeoma	2 50@2 75	Aloes & Myrrh.	60
Oxalicum		Juniperia	40@1 20	Anconitum Nap'sF	50
Salicylicum		Lavendula	90@4 00	Anconitum Nap'sR	60
Phosphoricum, dil.		Limons	2 00@2 19	Arnica	50
Sulphuricum		Mentha Piper	3 75@4 00	Asafoetida	75
Tannicum		Mentha Verid	5 00@5 25	Atrope Belladonna	60
Tartaricum		Morrhuiae, gal.	1 10@1 25	Auranti Cortex	50
Ammonia		Myrcia	3 75@4 35	Barosma	90
Aqua, 18 deg.		Olive	2 50@3 25	Benzoin	60
Aqua, 20 deg.		Picis Liquida	10@ 12	Benzoin Co.	60
Carbonas		Picis Liquida gal.	@ 49	Cantharides	75
Chloridum		Ricina	98@1 25	Capsicum	50
Aniline		Rosae oz.	11 50@12 00	Cardamon	75
Black		Rosmarini	@ 1 99	Cardamon Co.	75
Brown		Sabina	1 75@2 00	Cassia Acutifol	50
Red		Santal	4 50@5 00	Cassia Acutifol Co	50
Yellow		Sassafras	90@1 00	Castor	2 75
Baccae		Spinapis, ess. oz.	@ 50	Catechu	50
Cubebae		Succini	40@ 45	Cinchona Co.	60
Junipers		Thyme	50@ 60	Columbla	50
Xanthoxylum		Thyme, opt.	@ 1 60	Cubebae	50
Balsamum		Theobromas	17@ 25	Digitalis	50
Copaiba		Tigil	1 0@1 70	Ergot	50
Peru		Bi-Carb	15@ 18	Ferri Chloridum	50
Terabin, Canad.		Bichromate	13@ 15	Gentian	50
Tolutan		Bromide	40@ 50	Gentian Co.	60
Cortex		Carb	12@ 15	Guilaca	50
Abies, Canadian		Chlorate	12@ 16	Guilaca ammon	60
Cassiae		Cyanide	30@ 40	Hyoscyamus	50
Cinchona Flava		Iodide	65@2 75	Iodine	1 00
Buonymus atro.		Potass'a Bitart	30@ 35	Iodine, colorless	1 00
Myrica Cerifera		Potass Nitras opt	7@ 12	Kino	50
Prunus Virginii		Prusslate	7@ 12	Lobelia	50
Quillaia, gr'd.		Sulphate po	23@ 26	Myrrh	50
Sassafras, po 30		Rheubarb	15@ 18	Nux Vomica	50
Ulmus		Radix	15@ 18	Opil.	2 00
Extractum		Aconitum	@ 37	Opil. camphorated	75
Glycyrrhiza, Gla.		Althaea	50@ 60	Opil. deodorized	2 25
Glycyrrhiza, po.		Anchusa	10@ 12	Quassia	50
Haematox.		Arum po	2@ 25	Rhatany	50
Haematox, 1s		Calamus	20@ 40	Rhei	50
Haematox, 1/2s		Gentiana po	15@ 15	Sanguinaria	50
Haematox, 1/4s		Glycyrhiza pv	12@ 15	Serpentina	50
Ferru		Hydrastis, Canada	7@ 00	Stromonium	60
Carbonate Precip.		Hydrastis, Can., po	@ 6 50	Tolutan	60
Citrato & Quina 1		Inula, po	25@ 30	Valerian	60
Citrato Soluble		Ipecac, po	2 25@3 00	Veratrum Veride	50
Ferrocyanidum S		Iris Flora	29@ 30	Zingiber	60
Solut. Chloride ..		Jalapa, pr.	40@ 50	Miscellaneous	
Sulphate, com'l.		Maranta, 1/4s	30@ 35	Aether, Spts Nit	
Sulphate, com'l. by bbl., per cwt.		Podophyllum po	15@ 25	U S P	45@ 50
Sulphate, pure ..		Rhei	75@1 00	Alumen, grd po	3@ 5
Flora		Rhei, cut	1 00@1 25	Anatto	40@ 50
Arnica .....		Rhei, pv	75@1 00	Antimoni, po	4@ 5
Anthemis .....		Sanguinari, po	18@ 28	Antimoni et pot	40@ 50
Matricaria .....		Scillae, po	45-60	Antifebrin	2@ 25
Folla		Senega	@ 90	Antipyrin	2@ 25
Barosma .....		Serpentaria	@ 90	Argenti' Nitratas oz	5@ 55
Cassia Acutifol,		Smilax, M. grd.	@ 25	Arsenicum	10@ 12
Tinnevelly .....		Smilax, offi's H. grd.	@ 45	Balm Gilead buds	40@ 50
Cassia Acutifol		Spigella	@ 90	Bismuth, Rus. No.	2 10@ 20
Salvia, officinalis,		Symplocarpus	@ 30	Calcium Chlor, 1s	@@ 8
1/4s .....		Valeriana	@ 25	Calcium Chlor, 1/2s	@@ 9
Uva ursi .....		Zingiber a	16@ 20	Calcium Chlor, 1/4s	@@ 11
Acacia, 1st pkd.		Zingiber j .....	25@ 28	Cantharides, Rus. Po	2 15@ 20
Gumm!		Semen		Capsici Fruc's af	@@ 20
Acacia, 1st pkd.		Anisum po	22@ 22	Capsici Fruc's po	@@ 25
Acacia, 2nd pkd.		Apium (gravel's)	35@ 35	Carmine, No. 40	@@ 30
Acacia, 3rd pkd.		Bird, ls	7@ 8	Carphylus	25@ 30
Acacia, sifted sts.		Cannabis Sativa	7@ 8	Cassia Fructus	@@ 35
Acacia, po .....		Cardamom	1 40@1 50	Centraria	@@ 10
Aloe, Barb .....		Carui po	12@ 15	Cera Alba	50@ 55
Aloe, Cape .....		Chenopodium	20@ 30	Cera Flava	35@ 42
Aloe, Socotri .....		Coriandrum	10@ 14	Crocus	10@ 15
Ammoniac .....		Cydonium	@ 1 00	Chloroform	34@ 44
Asafoetida .....		Dipteron Odorate	6@ 75	Chloral Hyd Crss	1 25@ 1 45
Benzoinum .....		Foeniculum	@ 30	Chloro'm Squibbs	20@ 25
Camphorae .....		Frumenti W. D.	2 00@2 50	Chondrus	20@ 25
Euphorblum .....		Frumenti	1 25@1 50	Cocaine	3 75@ 4 00
Galbanum .....		Junipers Co.	1 75@3 50	Corks list, less 70%	
Gamboge po .....		Junipers Co O T	65@2 00	Cretosum	@ 45
Gaucilacum po 45		Saccharum N E 1	90@2 10	Creta .... bbl.	7@ 2
Kino .....		Spt. Vini Galli	17@5 60	Creta, prep.	6@ 8
Mastic .....		Vini Alba .....	1 25@2 00	Creta, precip.	7@ 10
Myrrh .....		Vini Oporto .....	1 25@2 00	Creta, Rubra	@@ 10
Opium .....		Spiritus		Cudbear	@@ 20
Opium powder ..		Extra yellow sheeps'		Cupri Sulph.	6 1/2@ 10
Shellac .....		wool carriage ..	@ 4 00	Dextrine	7@ 10
Shellac, bleached		Florida sheeps' wool		Emery, all Nos.	6@ 8
Tragacanth .....		carriage .....	@ 4 00	Emery, po	5@ 6
Herba		Nassau sheeps' wool		Ergota, po 1 80	1 40@ 1 50
Absinthium .....		carriage .....	@ 4 00	Ether Sulph.	27@ 40
Eupatorium oz pk		Velvet extra sheeps'		Flake White	12@ 15
Lobelia oz pk ..		wool carriage ..	@ 2 75	Galla .....	@@ 30
Majorium oz pk ..		Yellow Reef, for slate use ..	@ 1 40	Gambler .....	3@ 9
Mentra Pip. oz pk		Nassau sheeps' wool carriage ..	@ 4 00	Gelatin, French	35@ 45
Rue oz pk .....		Velvet extra sheeps' wool carriage ..	@ 2 75	Glassware, full cs.	@ 80%
Tenacetum V.V.		Yellow Reef, for slate use ..	@ 1 40	Less than box 70% 10%	
Thymus V oz pk ..		Acacia .....	@ 50	Glue, brown .....	11@ 13
Magnesia		Auranti Cortex .....	@ 50	Glue, white .....	15@ 25
Calcined, .....		Forri lod .....	@ 40	Glycerina .....	22@ 30
Carbonate, K-M.		Rhei Arom .....	@ 50	Grana Paradisi .....	@ 25
Carbonate po .....		Seneca .....	@ 50	Humulus .....	50@ 80
Oleum		Smilax Offi's .....	50@ 60	Hydrarg Amno'l .....	@ 1 50
Absinthium .....				Hydrarg Ch. Mts .....	@ 1 30
Amygdalae Dulc.				Hydrarg Ch. Cor .....	@ 1 25
Amygdalae Ama				Hydrarg Ox Ru'm .....	@ 1 40
Anisi .....				Hydrarg Ungue'm .....	60@ 75
Auranti Cortex				Hydrargyrum .....	@@ 28
3 15@3 25				Ichthyobolla, Am.	90@1 00
Bergamili .....				Indigo .....	75@1 00
Cajuputi .....				Iodine, Resubi ..	3 75@ 4 00
Caryophilli .....				Iodoform .....	4 50@ 5 00
Cedar .....				Liquor Arsen et	
Chenopadil .....				Hydrarg Iod .....	@ 25
6 50@6 70				Liq Potass Aristol 10@ 15	
Cinnamomi .....					
1 50@1 60					
Conium Mae .....					
80@9 90					
Citronelia .....					
40@ 50					

Lupulin	.....	@ 2 75	Saccharum	La's	20@ 30	Oils
Lycopodium	....	60@ 70	Salacin	.....	4 50@ 4 75	bbl gal.
Macis	.....	80@ 90	Sanguis Drac's	..	40@ 50	85@ 1 00
Magnesia, Sulph. bbl.	.....	@ 1 ½	Sapo. G	.....	@ 15	Lard, No. 1
Magnesia, Sulph.	3@ 5		Sapo. M	.....	10@ 12	75@ 90
Mannit. S. F. F.	....	@ 85	Sapo. W	.....	15@ 18	Linseed pure raw
Menthol	.....	7 75@ 25	Seldlitz Mixture	20@	25	81 .....
Morphia, SP&W	4 80@ 05		Sinapis	.....	20@ 25	83@ 88
Morphia, SNYQ	4 80@ 05		Sinapis, opt.	.....	@ 30	Linseed, boiled 82 84@ 89
Morphia, Mal	4 80@ 05		Snuff, Maccaboy,	.....		Neat's-foot w str 80@ 85
Moschus Canton	.....	@ 40	De Voe's	.....	@ 54	Turpentine, bbls. @ 52½
Myristica No. 1	25@ 40		Snuff, S'h DeVoe's	.....	@ 54	Turpentine, less .56@ 62
Nux Vomica po 15	.....	@ 10	Soda, Boras	.....	5½@ 10	Whale, winter .. 70@ 76
Os Sepia	.....	25@ 30	Soda, Boras, po	.....	5½@ 10	
Pepsin Saac, H &			Soda et Pot's Tart	25@ 30		
P D Co	.....	@ 1 00	Soda, Carb	.....	1½@ 3	
Picis Lig N N ½			Soda, Bi-Carb	.....	1½@ 5	
gal. doz.			Soda, Ash	.....	1½@ 4	
Picis Lig qts	.....	@ 1 20	Soda, Sulphas	.....	1¼@ 4	
Picis Lig pints.	.....	@ 65	Spts. Cologne	.....	@ 3 00	
Pil Hydarg po 80	.....	@ 20	Spts. Ether Co.	.....	50@ 55	
Piper Alba po 35	.....	@ 20	Spts. Myrcia	.....	2 00@ 2 25	
Piper Nigra po 22	.....	@ 18	Spts. Vini Rect bl	.....	@ 22	
Pix Burgum	....	10@ 12	Spts. VI'I Rec't bbl	.....		
Plumb'l Acet	.....	15@ 18	Spts. VI'I R' 10 gl	.....		
Pulvis Ip'cut Opil 2	25@ 2 50		Spts. VI'I Rect 5 gl	.....		
Pyrenthrum, bxs. H			Strychnia Crys'1	1 00@ 1 30		
& P. D. Co. doz.	.....	@ 75	Sulphur, Roll	.....	2 14@ 5	
Pyrenthrum, pvs.	20@ 30		Sulphur, Subl.	.....	2 ¾@ 6	
Quassia	.....	10@ 15	Tamarinds	.....	8@ 10	
Quina, N. Y.	21 ½@ 31 ½		Terebenth Venice	40@ 50		
Quina, S. Ger.	21 ½@ 31 ½		Thebromiae	.....	55@ 60	
Quina, S P & W	21 ½@ 31 ½		Vanilla Ext	.....	1 00@ 1 50	
.....ubia Tinctorum	12@ 14		Zinci Sulph	.....	7@ 10	
			Whiting, white S'n	.....		



## **Our Home—Corner Oakes and Commerce**

We solicit your orders for

## **Soda Fountain Supplies      Crushed Fruits, Syrups, Etc.**

Also Tables, Chairs, Stools, Holders, Spoons, Glasses and Utensils. Our stock is complete.

Respectfully,

## Grand Rapids.

## **HAZELTINE & PERKINS DRUG CO.**

# Four Kinds of Coupon Books

Are manufactured by us and all sold on the same basis, irrespective of size, shape or denomination. Free samples on application.

## TRADESMAN COMPANY, Grand Rapids, Mich.



**Graham Crackers, Red**

Label	1 00
Lemon Snaps	.50
Oatmeal Crackers	1 00
Old Time Sugar Cook	1 00
Oval Salt Biscuit	1 00
Oysterettes	.50
Premium Sodas	1 00
Pretzellets, Hd. Md.	1 00
Royal Toast	1 00
Saltine Biscuit	1 00
Saratoga Flakes	1 50
Social Tea Biscuit	1 00
Sultana Fruit Biscuit	1 50
Soda Crackers N. B. C. T.	1 00
Soda Crackers Select	1 00
S. S. Butter Crackers	1 50
Uneeda Biscuit	.50
Uneeda Jinjer Wayfer	1 00
Uneeda Lunch Biscuit	.50
Vanilla Wafers	1 00
Water Thin Biscuit	1 00
Zu Zu Ginger Snaps	.50
Zwieback	1 00

**Other Package Goods**

Barnum's Animals ... 50

Chocolate Tokens ... 2 50

American Beauty ... 2 50

Ginger Snaps ... 2 50

Butter Crackers, NBC ... 2 50

family package ... 2 50

Soda Crackers, NBC ... 2 50

family package ... 2 50

In Special Tin Packages.

Per doz.

Festino ... 2 50

Minaret Wafers ... 1 00

Nabisco, 25c ... 2 50

Nabisco, 10c ... 1 00

Champagne Wafer ... 2 50

Per tin in bulk

Sorbetto ... 1 00

Nabisco ... 1 75

Festino ... 1 50

Bent's Water Crackers 1 40

**CREAM TARTAR**

Barrels or drums ... 33

Boxes ... 34

Square Cans ... 36

Fancy caddies ... 41

**DRIED FRUITS****Apples**

Evapor'd, Choice bulk 9

Evapor'd, Fancy pkg. 10 1/2

**Apricots**

California ... 14@15

**Citron**

Corsican ... 16

**Currants**

Imp'd 1 lb. pkg. ... 9 1/2

Imported bulk ... 9 1/2

**Peaches**

Muirs—Choice, 25 lb. b 10

Muirs—Fancy, 25 lb. b 11

Fancy, Peeled, 25 lb. 18

**Peel**

Lemon, American ... 12 1/2

Orange, American ... 12 1/2

**Raisins**

Connosier Cluster 1 lb. 17

Dessert Cluster, 1 lb. 21

Loose Muscatels 3 Cr 7 1/2

Loose Muscatels 4 Cr 8

L. M. Seeded 1 lb. 7 1/2@8

**California Prunes**

90-100 25lb. boxes ... @ 7

80-90 25lb. boxes ... @ 7 1/2

70-80 25lb. boxes ... @ 7 1/2

60-70 25lb. boxes ... @ 8

50-60 25lb. boxes ... @ 8 1/2

40-50 25lb. boxes ... @ 9 1/2

**FARINACEOUS GOODS****Beans**

Dried Lima ... 7 1/2

Med. Hand Picked ... 3 25

Brown Holland ... 8 25

**Farina**

25 1 lb. packages ... 1 50

Bulk, per 100 lbs. ... 4 00

**Original Holland Rusk**

Packed 12 rolls to container

3 containers (36) rolls 2 85

5 containers (60) rolls 4 75

**Hominy**

Pearl, 100 lb. sack ... 2 00

Macaroni and Vermicelli

Domestic, 10 lb. box ... 60

Imported, 25 lb. box ... 2 50

**Pearl Barley**

Chester ... 5 00

Empire ... 5 25

**Peas**

Green, Wisconsin, bu.

Green, Scotcl., bu. ... 3 00

Split, lb. ... 4 1/2

**Sago**

East India ... 6

German, sacks ... 6

German, broken pkg. ...

**Tapioca**

Flake, 100 lb. sacks ... 6

Pearl, 130 lb. sacks ... 6

Pearl, 36 pkgs. ... 2 25

Minute, 36 pkgs. ... 2 75

**FISHING TACKLE**

1/2 to 1 in. ... 6

1 1/4 to 2 in. ... 7

1 1/2 to 2 in. ... 9

1 1/2 to 2 in. ... 11

2 in. ... 15

3 in. ... 20

**Cotton Lines****Linen Lines****Poles****FLOUR AND FEED****Winter Wheat****Grand Rapids Grain & Milling Co.****Purity Patent****Seal of Minnesota****Sunburst****Wizard Flour****Wizard Graham****Wizard Gran. Meal****Wizard Buckwheat****Rye****Valley City Milling Co.****Lily White****Light Loaf****Graham****Granena Health****Voigt Milling Co.****Graham****Voigt's Crescent****Voigt's Flouroit****Voigt's Hygienic****Voigt's Royal****Worden Grocer Co.****Quaker, paper****Quaker, cloth****Spring Wheat****Roy Baker****Golden Horn, family****Golden Horn, bakers****Wisconsin Kye****Judson Grocer Co.****Ceresota, 1/2s****Ceresota, 1/4s****Ceresota, 1/2s****Wingold, 1/2s****Wingold, 1/4s****Wingo, 1/2s****Wykes & Co.****Sleepy Eye, 1/2s cloth****Sleepy Eye, 1/4s cloth****Sleepy Eye, 1/2s cloth****Sleepy Eye, 1/2s paper****Sleepy Eye, 1/4s paper****Meal****Bolted****Golden Granulated****Wheat****Red****White****Oats****Michigan carlots****Less than carlots****Corn****Carlots****Less than carlots****Hay****Carlots****Less than carlots****Feed.****Street Car Feed****No. 1 Corn & Oat Feed****Cracked corn****Coarse corn meal****FRUIT JARS.****Mason, pts. per gro.****Mason, s. per gro.****Mason, 1/2 gal. per gro.****Mason, can tops, gro.****GELATINE****Cox's, 1 doz. large****Cox's, 1 doz. small****Knox's Sparkling, doz.****Knox's Sparkling, gr.****Nelson's****Knox's Acidu'd, doz.****Oxford****Plymouth Rock, Phos.****Plymouth Rock, Plain****Clear Family****Dry Salt Meats****S P Bellies****Lard****Pure in tierces****Com. ou d Lard****80 lb. tubs****60 lb. tubs****50 lb. tins****20 lb. pails****10 lb. pails****5 lb. pails****3 lb. pails****2 lb. pails****1 lb. pails****Amoskeag****HERBS****Sage****Hops****Laurel Leaves****Senna Leaves****HIDES AND PELTS****Hides****Green, No. 1****Green, No. 2****Cured, No. 1****Calfskin, green, No. 1****Calfskin, green, No. 2****Calfskin, cured, No. 2****Tallow****No. 1****No. 2****Wool****Unwashed, med.****Unwashed, fine****Pelts****Old Wool****Lambs****Shearlings****Tallow****Per doz.****TRIPE****Kits, 15 lbs.****1/4 bbls., 40 lbs.****7/8 bbls., 80 lbs.****1/2 bbls.****1/4 bbls.****1/2 bbls.****1/4 bbls.****JELLY****51b. pails, per doz.****15lb. pails, per doz.****30lb. pails, per doz.**

# Special Price Current

12

13

14

Banner, 5c	5 96
Banner, 8 oz.	1 60
Banner, 16 oz.	3 20
Belwood Mixture, 10c	94
Big Chief, 2½ oz.	6 00
Big Chief 16 oz.	30
Bull Durham, 5c	5 90
Bull Durham, 10c	10 80
Bull Durham, 15c	18 48
Bull Durham, 8 oz.	60
Bull Durham, 16 oz.	6 72
Buck Horn, 5c	5 76
Buck Horn, 10c	11 50
Briar Pipe, 5c	6 00
Briar Pipe, 10c	12 00
Black Swan, 5c	5 76
Black Swan, 14 oz.	3 50
Bob White, 5c	5 65
Brotherhood, 5c	5 95
Brotherhood, 10c	11 00
Brotherhood, 16 oz.	3 39
Carnival, 5c	5 70
Carnival, 3½ oz.	3 39
Carnival, 16 oz.	40
Cigar Clip'g Johnson	30
Cigar Clip'g, Seymour	30
Identity, 8 & 16 oz.	30
Darby Cigar Cuttings	40
Continental Cubes, 10c	90
Corn Cake, 14 oz.	2 55
Corn Cake, 7 oz.	1 45
Corn Cake, 5c	5 76
Cream, 50c pails	4 60
Cuban Star, 5c foil	5 76
Cuban Star, 16 oz. pails	3 72
Chips, 10c	10 20
Dills Best, 1½ oz.	79
Dills Best, 3½ oz.	77
Dills Best, 16 oz.	73
Dixie Kid, 1½ oz. foil	39
Duke's Mix, 5c	5 76
Duke's Mix, 10c	11 52
Duke's Cameo, 1½ oz.	41
Drummond, 5c	5 75
F F A 2 oz.	4 95
F F A 7 oz.	11 50
Fashion, 5c	6 00
Fashion, 16 oz.	43
Five Bros., 5c	5 60
Five Bros., 10c	10 70
Five cent cut Plug	29
F O B 10c	11 50
Four Roses, 10c	96
Full Dress, 1½ oz.	72
Glad Hand, 5c	1 44
Gold Block, 1½ oz.	39
Gold Block, 10c	11 88
Gold Star, 16 oz.	38
Gall & Ax Navy, 5c	5 95
Growler, 5c	4 56
Growler, 10c	2 70
Growler, 20c	2 63
Giant, 5c	1 55
Giant, 16 oz.	33
Hand Made, 2½ oz.	50
Hazel Nut, 5c	5 76
Honey Dew, 1½ oz.	40
Honey Dew, 10c	11 88
Hunting, 1½ & 3½ oz.	38
I X L, 5c	6 10
I X L, In pails	32
Just Suits, 5c	6 00
Just Suits, 10c	11 88
Kiln Dried, 25c	2 45
King Bird, 7 oz.	25 20
King Bird, 3 oz.	11 00
King Bird, 1½ oz.	5 70
La turka, 5c	5 76
Little Giant, 1 lb.	28
Lucky Strike, 1½ oz.	94
Lucky Strike, 1½ oz.	96
Le Redo, 3 oz.	10 80
Le Redo, 8 & 16 oz.	38
Myrtle Navy, 10c	11 80
Myrtle Navy, 5c	5 94
Maryland Club, 5c	50
Mayflower, 5c	5 76
Mayflower, 10c	96
Mayflower, 20c	1 92
Nigger Hair, 5c	5 94
Nigger Hair, 10c	10 56
Nigger Head, 5c	4 96
Nigger Head, 10c	9 84
Noon Hour, 5c	1 44
Old Colony, 1-12 gro.	11 52
Old Mill, 5c	5 76
Old English Curve	1 ½ 02
Old Crop, 5c	5 76
Old Crop, 25c	20
P. S., 8 oz., 20 lb. cs.	19
P. S., 8 oz. per gro.	5 70
Pat Hand, 1 oz.	63
Patterson Seal, 1½ oz.	48
Patterson Seal, 3 oz.	96
Patterson Seal, 16 oz.	5 00
Peerless, 5c	5 70
Peerless, 10c	1 92
Peerless, 3 oz.	10 20
Peerless, 7 oz.	23 76
Peerless, 14 oz.	47 52
Plaza, 2 gro. cs.	5 76
Plow Boy, 5c	5 76
Plow Boy, 10c	11 00
Plow Boy, 14 oz.	4 50
Pedro, 10c	11 80
Pride of Virginia, 1½ oz.	77
Pilot 5c	5 76
Pilot, 7 oz. doz.	1 05
Pilot, 14 oz. doz.	2 10
Prince Albert, 10c	96
Prince Albert, 8 oz.	4 92
Prince Albert, 16 oz.	8 40
Queen Quality, 5c	4 48
Rob Roy, 5c foil	5 90
Rob Roy, 10c gross	10 20
Rob Roy, 25c doz.	12 10
Banner, 5c	5 96
Rob Roy, 50c, doz.	4 12
S. & M., 5c, gross	5 76
S. & M., 14 oz. doz.	3 20
Soldier Boy, 5c gross	5 95
Soldier Boy, 10c	94
Soldier Boy, 1 lb.	10 56
Sweet Caporal, 1 oz.	4 80
Sweet Lotus, 5c	6 00
Sweet Lotus, 10c	12 00
Sweet Lotus, per doz.	4 85
Sweet Rose, 2½ oz.	30
Sweet Tip Top, 5c	2 00
Sweet Tip Top, 3½ oz.	38
Sweet, 10c	10 08
Sun Cured, 10c	11 75
Summer Time, 5c	5 76
Summer Time, 7 oz.	1 65
Summer Time, 14 oz.	3 50
Summer Time, 16 oz.	10 50
Sweet Lotus, 2 oz.	2 00
Sweet Lotus, 3½ oz.	28
Standard, 7 oz.	1 68
Seal N. C., 1½ cut plug	70
Seal N. C., 1½ Gran	63
Three Feathers, 1 oz.	63
Three Feathers, 10c	10 20
Pipe combination	2 25
Tom & Jerry, 14 oz.	3 60
Tom & Jerry, 7 oz.	1 80
Tom & Jerry, 3 oz.	8 75
Trouth Line, 5c	5 95
Trouth Line, 10c	10 00
Turkish, Patrol	5 76
Tuxedo, 1 oz. bags	48
Tuxedo, 2 oz. tins	96
Tuxedo, 4 oz. cart	64
Tuxedo, 16 oz. tins	64
Twin Oaks, 10c	94
Union Leader, 50c	5 06
Union Leader, 25c	2 55
Union Leader, 10c	11 60
Union Leader, 5c	5 95
Union Workman, 1½	5 76
Uncle Sam, 10c	10 80
Uncle Sam, 8 oz.	2 20
U. S. Marine, 5c	6 00
Van Bibber, 2 oz. tin	88
Velvet, 5c pouch	1 44
Velvet, 10c tin	1 92
Velvet, 8 oz. tin	3 84
Velvet, 16 oz. can	7 68
Velvet, combination cs	5 75
War Path, 5c	5 95
War Path, 8 oz.	1 60
Wave Line, 3 oz.	40
Wave Line, 16 oz.	40
Way up, 2½ oz.	5 75
Way up, 16 oz. pails	31
Wild Fruit, 5c	5 76
Wild Fruit, 10c	11 52
Yum Yum, 5c	6 00
Yum Yum, 10c	11 52
Yum Yum, 1 lb., doz.	4 80
Cotton, 3 ply	21
Cotton, 4 ply	21
Jute, 2 ply	14
Hemp, 6 ply	13
Flax, medium	24
Wool, 1 lb. bales	6
White Wine, 40 grain	8½
White Wine, 80 grain	11½
White Wine, 100 grain	13
Oakland Vinegar & Pickle Co.'s Brands	
Highland apple cider	.18
Oakland apple cider	.14
State Seal sugar	.12
Oakland white pickling	10
Packages free.	
WICKING	
No. 0, per gross	.30
No. 1, per gross	.40
No. 2, per gross	.50
No. 3, per gross	.75
WOODENWARE	
Baskets	
Bushels	1 00
Bushels, wide band	1 15
Market	40
Splint, large	3 50
Splint, medium	3 00
Willow, Clothes, large	8 25
Willow, Clothes, small	6 25
Willow, Clothes, me'm	7 25
CHURNS	
Barrel, 5 gal. each	2 40
Barrel, 10 gal. each	2 55
Clothes Pins	
Round Head	
Barrel, 5 gal.	each
4 inch, 5 gross	45
4½ inch, 5 gross	50
Cartons, 20 2½ doz. bxs.	55
Egg Crates and Fillers	
Humpty Dumpty, 12 dz.	20
No. 1, complete	40
No. 2, complete	28
Case No. 2, fillers, 15 sets	1 35
Case, medium, 12 sets	1 15
Faucets	
4 inch, 5 gross	45
4½ inch, 5 gross	50
Exemplar	90
CIGARS	
Johnson Cigar Co.'s Brand	
SCW	
S. C. W., 1,000 lots	31
Cork lined, 8 in.	70
Cork lined, 9 in.	80
Cork lined, 10 in.	90

15

Worden Grocer Co.	Brand
Ben Hur	
Perfection	.35
Perfection Extras	.35
Londres	.35
Londres Grand	.35
Standard	.35
Puritanos	.35
Panatellas, Finas	.35
Panatellas, Bock	.35
Jockey Club	.35
Mop Sticks	
Trojan spring	.90
Eclipse patent spring	.85
No. 1 common	.80
No. 2 pat. brush holder	.85
Ideal No. 7	.85
12lb. cotton mop heads	1 45
Pails	
2-hoop Standard	2 00
3-hoop Standard	2 35
2-wire Cable	2 10
Cedar all red brass	2 25
3-wire Cable	2 30
Paper Eureka	2 25
Fibre	2 40
Toothpicks	
Birch, 100 packages	.20
Ideal	.85
Traps	
Mouse, wood, 2 holes	.22
Mouse, wood, 4 holes	.45
Mouse, wood, 6 holes	.70
Rat, wood	.65
Rat, spring	.80
Tubs	
20-in. Standard, No. 1	7 50
18-in. Standard, No. 2	6 50
16-in. Standard, No. 3	5 50
20-in. Cable, No. 1	8 00
18-in. Cable, No. 2	7 00
16-in. Cable, No. 3	6 00
No. 1 Fibre	10 25
No. 2 Fibre	9 25
No. 3 Fibre	8 25
Wopboards	
Bronze Globe	.25
Dewey	.15
Double Acme	.35
Single Acme	.15
Double Peerless	.35
Peerless	.25
Northern Queen	.35
Double Duplex	.30
Good Luck	.275
Universal	.30
Window Cleaners	
12 in.	.165
14 in.	.185
16 in.	.230
Wood Bowls	
13 in. Butter	.150
15 in. Butter	.200
17 in. Butter	.375
19 in. Butter	.600
Assorted, 13-15-17	.300
Assorted, 15-17-19	.425
WRAPPING PAPER	
Common Straw	.2
Fibre Manila, white	.3
Fibre Manila, colored	.4
No. 1 Manila	.4
Cream Manila	.3
Butchers' Manila	.24
Wax Butter, short c'n't	13
Wax Butter, full count	20
Wax Butter, rolls	.19
YEAST CAKE	
Magic, 3 doz.	.15
Sunlight, 3 doz.	.100
Sunlight, 1½ doz.	.50
Yeast Foam, 3 doz.	.15
Yeast Cream, 3 doz.	.100
Yeast Foam, 1½ doz.	.58
AXLE GREASE	
MICA AXLE GREASE	
STANDARD OIL COMPANY INCORPORATED	
1 lb. boxes, per gross	9 00
3 lb. boxes, per gross	24 00
BAKING POWDER	
Royal	
10c size	.90
¼ lb. cans	1 35
½ lb. cans	1 90
½ lb. cans	2 50
¾ lb. cans	3 75
1 lb. cans	4 80
lb. cans	13 00
lb. cans	21 50
EGG CRATES AND FILLERS	
Humpty Dumpty, 12 dz.	20
No. 1, complete	40
No. 2, complete	28
Case No. 2, fillers, 15 sets	1 35
Case, medium, 12 sets	1 15
Faucets	
4 inch, 5 gross	45
4½ inch, 5 gross	50
Cartons, 20 2½ doz. bxs.	55
Egg Crates and Fillers	
Humpty Dumpty, 12 dz.	20
No. 1, complete	40
No. 2, complete	28
Case No. 2, fillers, 15 sets	1 35
Case, medium, 12 sets	1 15
CIGARS	
Johnson Cigar Co.'s Brand	
SCW	
S. C. W., 1,000 lots	31
Cork lined, 8 in.	70
Cork lined, 9 in.	80
Cork lined, 10 in.	90

16

Tip Top, Blend, 1lb.	.....
Royal Blend	.....
Superior Blend	.....
Boston Combination	.....
Distributed by Judson	.....
Grocer Co., Grand Rapids;	.....
Lee & Cady, Detroit;	.....
Simmons Bros. & Saginaw;	.....
Brown, Davis & Warner, Jackson;	.....
Godsmark, Durand & Co., Battle Creek;	.....
Fleibach Co., Toledo.	.....
COCOANUT	
Baker's Brazil Shredded	

17

Big Master, 100 blocks	4 00

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# BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

## BUSINESS CHANCES.

**Garage For Sale**—One of the finest garages in the city. Located in the center of the business district. Representing well-known and popular cars. First year's operation paid 25% upon investment. Good established business, rent reasonable and storage and repair business big. Good reasons for selling. Address Garage, care Tradesman. 266

**For Sale**—Grocery and meat business in the heart of Oceana county fruitbelt. Good business. Will sell at discount if taken soon. Located in double stores. Can sell separately if desired. Now is your chance. G. VanAllsburg, Hart, Michigan. 264

Invest in fruit land in great and fertile Arkansas Valley, Colorado, 20 miles east of Pueblo. Tracts 10 acres and up. Railway facilities. Light power and telephone at door. Good terms. Don't fail to investigate. Come and see or write owner, H. F. Sutton, Pueblo, Colorado. 263

Owing to the death of L. S. De La Vergne, the De La Vergne & Co. shoe stock and fixtures are offered at a discount. Two story brick store for sale or rent. L. S. De La Vergne & Co., Ovid, Mich. 262

**For Sale**—Show cases, clothing cabinets, counters, tables, mirrors, etc. Reasonable prices. Enquire at once. Baxter Clothing Co., 116 Monroe Avenue, Grand Rapids, Mich. 261

**Auctioneers**—Fifteen years' experience has taught us how to close out any stock at full value. We go anywhere. Ferry & Caukin, 440 S. Dearborn, Chicago, Ill. During July and August address 1546 W. 51 Place, Los Angeles, Cal. 259

**Salesmen Attention**—For a special or sideline, send for a Northey refrigerator catalog No. 12, 170 pages. It has all kinds of refrigerators for every purpose and can be sold anywhere. Write today. Northey Manufacturing Co., Waterloo, Iowa. 258

**Theatre For Sale**—Owing to dispute of owners, this theatre was thrown into hands of receivers; must be sold within the next thirty days; just the opportunity for the right party; can be used as stock or vaudeville house; scenery, seats, lease and all other equipment; will bear investigation. Address Thomas Moss, South Bend, Indiana. 257

**For Sale**—A good shoe stock, inventories \$4,000, on account my manufacturing business will sell for \$1,800. Investigate. W. H. Metzger, No. 14, Quincy, Ill. 255

**For Quick Sale**—On account ill health, must close up-to-date drug stock, including 20th Century Fountain. All mahogany fixtures. Good trade in live local option country. Close to Grand Rapids. Will inventory \$3,500. To close quick, \$2,500 cash or terms with security. Address No. 265, care Tradesman. 265

**JULY CLEARING SALES**—Merchants planning on a big July clearing sale should engage expert sale conductors. How a sale is run makes all the difference in the world in results. Contract now with men who know how. A. E. Greene, 135 Grand River Ave., Detroit, Mich. 251

**For Sale**—Clean stock of shoes and groceries. Good town, best location. Fine farming country. If you want a business for business this is your chance. Lock Box 47, Colon, Mich. 252

**For Sale**—Clean stock of general merchandise in one of the best little towns in lower Michigan. Inventory about \$6,000. Good grain and stock market. Brick store, 24 x 100. Steam heat, individual lighting plant. Low rent. Long lease. Address Stock, care Tradesman, Grand Rapids, Mich. 253

**For Sale**—Very desirable bazaar stock. Will inventory about \$5,500 located in one of the best resort towns in the North. Harry Thomasma, 433-438 Houseman Bldg., Grand Rapids, Michigan. Citz. Phone 5375, Bell, Main 375. 244

House and lot in a good Southern Michigan town of 1,500 population, to exchange towards a farm. Address No. 242, care Tradesman. 242

**For Sale** and trade in one of the finest new sections of Eastern Colorado. A fine new stock of merchandise, hardware, implements, groceries and dry goods. Just the right size stock to make money. Will bear a rigid inspection. Will take part trade in real estate. Balance cash or parties must assume the whole sale accounts. Address Lock Box 2, Seibert, Colo. 241

**For Sale**—Chair factory, a large, complete plant, good location, two railroads, cheap lumber and labor. Capacity, 1,000 chairs per day. Penn Lumber Company, Beirne, Ark. 239

**Roofing ready to lay** 50c to \$2 for 1,080 square feet, free samples. American Roofing Co., 1224 VanBuren St., Chicago, Ill. 549

**Merchandise sale conductors**.. A. E. Greene Co., 135 Grand River Ave., Detroit. Advertising furnished free. Write for date, terms, etc. 235

**For Sale**—Stock and fixtures, ladies' ready-to-wear apparel and millinery. One of the best equipped stores in Michigan. A factory and resort town of 15,000. Well established trade of several years. Best location in city. Reason for selling, owner wishes to retire from business. Give good-will and sell reasonable for cash. Address J. B. S., care Michigan Tradesman. 250

**For Sale**—\$3,500 stock of general merchandise in best farming section in Michigan, 22 miles from Kalamazoo and Battle Creek; must be sold by Sept. 1. Address L. E. Quivey, Fulton, Michigan. 247

**Fine Warren County Farm for Sale**—One hundred and fifty-two acres, five miles from Macon; near church and school; cotton, corn, tobacco and fruits raised. Splendid water. Four thousand dollars improvements worth more than half purchase price. W. G. Egerton, (owner), Macon, N. C. 248

Farms in exchange for general merchandise, one farm for hardware stock. Grass and farm lands to sell for cash at bargain prices. Some of them on terms to suit the purchaser. Address Four Square Land Office, Colony Kan. 245

\$10,000 stock general merchandise for sale. Good business, good location, good reasons for selling. A bargain. Address at once, A. H. & M. H. Barnes, Metamora, Mich. 236

**I pay cash for stocks or part stocks of merchandise. Must be cheap.** H. Kaufer, Milwaukee, Wis. 92

**For Sale**—Established bakery, confectionery and ice cream business, located in best city of 5,000 in Michigan. Sales \$30,000 yearly. Rent \$55 a month. Will sell for \$5,000 cash. Address No. 237, care Tradesman. 237

**Merchants**—Plan to have rousing 10 day sale in July or August. Clean up on your summer merchandise. W. N. Harper, Port Huron, Mich. 234

**For Sale**—Only hotel in village 2,000. House, lot, furniture and stock or will rent or lease house and sell stock and furniture. Good summer business. Alex. Y. Sharp, Elk Rapids, Michigan. 219

**For Sale**—A good clean stock of variety goods, invoicing about \$2,500. Located in southern part of state. Population 6,000. Shops employing about 1800 men. A live town. Good reasons for selling. Address S., care Michigan Tradesman. 222

**Young Men and Women**—High grade proposition, whole or spare time. Something different and worth while. Constant demand. Exclusive territory. Big duplicate orders the year round. Send 2c stamp full particulars. Lock Box 276-R, Camden, N. Y. 226

**Klar's Good Health Flour** relieves constipation and stomach trouble. Agent wanted in every city. A. B. Klar, Food Specialist, Canal Dover, Ohio. 215

**For Sale or Exchange**—Shoe stock and building, country town. Address No. 211, care Michigan Tradesman. 211

**Have good home in Colorado to exchange for stock of merchandise.** Please give full information in first letter. Address Lock Box L, Seibert, Colo. 199

**For Sale**—By a manufacturer who has gone into another line of business, 500 triple extension clothing cabinet carriers. Will be sold in lots to suit purchaser. These carriers are made of the very best material, but will be sold at cost. Wessborg Manufacturing Co., Saginaw, Michigan. 210

**Popcorn Crispettes**—Stop here. Write me a letter for the story of my success with popcorn crispettes. It's a great reading. The great big pictures illustrating my story are interesting. No matter what you are planning or what advertisements you've answered, get my story anyhow. Unless you can make better than \$500 a month, you'll be mighty glad you sent for it. H. W. Eakins made \$1,500 first month in Louisiana on my proposition. The crispette business is a great thing—a wonderful moneymaker. Now is the best time to start. I tell you how—show you how to get in right. Write me now—just a line. You'll never regret it. Address me personally. W. Z. Long, 67 High St., Springfield, Ohio. 138

**Safes Opened**—W. L. Slocum, safe expert and locksmith. 66 Ottawa street, Grand Rapids, Mich. 104

**For Sale**—At invoice, \$1,200 stock of hardware and groceries in country on railroad. Doing fine business. Wish to sell at once. Address No. 172, care Tradesman. 172

**Auctioneers**—We have been closing out merchandise stocks for years all over this country. If you wish to reduce or close out, write for a date to men who know how. Address Ferry & Caukin, 449 South Dearborn St., Chicago, Ill. 134

**Cash for your business or real estate.** I bring buyer and seller together. No matter where located if you want to buy, sell or exchange any kind of business or property anywhere at any price, address Frank P. Cleveland, Real Estate Expert, 1261 Adams Express Building, Chicago, Illinois. 984

**Will pay cash for stock of shoes and rubbers.** Address M. J. O., care Tradesman. 221

**For Sale**—One of the freshest stocks of groceries in Michigan and located in the best town in the State. For further particulars address Lock Box 2043, Nashville, Mich. 976

## HELP WANTED.

**Wanted**—A registered pharmacist. Also a registered druggist. Address No. 260, care Tradesman. 260

**Partner Wanted**—An excellent opening for a young man with push and energy to engage in the hardware and general merchandise business. We know of no better. State amount you can invest, for attention. Hardware & Supply Co., 718 E. 63rd St., Chicago. 256

**Wanted**—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 242

Want ads. continued on next page.

**Office Stationery**  
LETTER, NOTE AND BILL HEADS  
STATEMENTS, ENVELOPES, COUNTER BILLS,  
**TRADESMAN COMPANY**, GRAND RAPIDS

## You have had calls for

# HAND SAPOLIO

If you filled them, all's well; if you didn't, your rival got the order, and may get the customer's entire trade.

**HAND SAPOLIO** is a special toilet soap—superior to any other in countless ways—delicate enough for the baby's skin, and capable of removing any stain. Costs the dealer the same as regular SAPOLIO, but should be sold at 10 cents per cake.

**OUR GREATEST MERCHANT.**

(Continued from page one)

store the carpet firm moved there and occupy the fourth floor now.

In January, 1885, Mr. Hudson bought out Stein, Hirsh & Co., Cleveland, a large clothing concern, which is still owned by the J. L. Hudson Co. He also secured stores in Buffalo, St. Paul and St. Louis, which were still under his management at the time of his death.

**Predicted His Failure Then.**

When the Detroit opera house was remodeled in 1886 he moved to the Woodward avenue stores now occupied by Sanders' and Holton's store, where he remained until the building of the mammoth store on Gratiot avenue. When Mr. Hudson announced his intention of leaving Woodward avenue for a side street, many predictions of failure were made, but the success of the big store from the start was a striking illustration of Mr. Hudson's foresight in business affairs.

From handling only men's clothing he branched out until at the present time one can buy almost any desired article at the big store. In 1885 Mr. Hudson, finding the strain of looking after his many business interests becoming too heavy, he formed a stock company for the Detroit store, the stockholders all being employes, who had been with him for years. The new corporation was known as the J. L. Hudson Co., and later his stores in Toledo, Buffalo and Cleveland were treated in a similar manner.

**Again Hard Hit.**

Mr. Hudson was a heavy stockholder and a director in the Third National bank in 1893, and after the failure he was made receiver with Henry Stephens and wound up the affairs of the bank. This failure cost him a lot of money and was responsible for the temporary embarrassment of the J. L. Hudson Co. in 1896, but such was the confidence of his creditors that they voluntarily extended the time on their bills, and in a few months' time he was able to get back on his feet again, and was a very wealthy man at his death. Since 1896 the business has grown until the yearly business of the Detroit store amounts to several millions.

About a year ago Mr. Hudson succeeded in securing a long-desired Woodward avenue frontage with the completion of the Stevens Land Co. of the 11-story addition to the store on Gratiot avenue. He held the building under lease from the Stevens Land Co.

By this means Mr. Hudson effected access to the main building from Woodward avenue. Permission was granted for building the entire structure solidly over the alley above the first floor, thus leaving the passageway clear, while forming practically a solid structure straight through to Farmer street. He had all the frontage in the block on Gratiot avenue with the exception of the Rolshoven corner, the highest price piece of real estate in the city.

The erection of the addition in this way at enormous expense was necessary on account of the failure of Mr.

Hudson's negotiations with the Schwartz heirs for possession of their property occupied by the Rolshoven jewelers. They refused to dispose of the property at any price, though Mr. Hudson offered \$500,000 for the 20 feet of frontage.

In politics Mr. Hudson was a Democrat, but generally disregarded party lines in local affairs. He voted for McKinley, never at any time believing in the silver movement. Mr. Hudson never sought any political office, though several times urged to run for mayor of the city by the Democrats, but steadfastly refused. He was a member of the water board for one term and was also a member of the first board of public lighting commissioners, where his superior business ability made him very valuable in the hard work necessary during the building and establishment of the plant.

Mr. Hudson believed in the Henry George single tax theory. He was always an uncompromising foe of the liquor traffic. He had been the chief financial contributor to the Michigan Anti-Saloon league for many years and the president of the state organization since the death of E. T. Gilbert two years ago.

Mr. Hudson was a Methodist, being a member of the Central M. E. church, to which he gave liberally. To all charitable and benevolent societies Mr. Hudson was a generous and cheerful giver.

**His Motto.**

In the private office of J. L. Hudson there hangs this motto: "If there's a way I'll find it; if there is none I'll make one." Nothing could better express the principle upon which Mr. Hudson succeeded.

**GUESSES AS TO EARTH'S AGE.**

Reviewing the guesses at the age of the earth that have been made, Prof. J. Bosler, at a meeting of the French Astronomical Society, mentioned first that the rate of the sun's heat emission, supposing it to depend entirely on contraction under gravitation, gives evidence that the present radiation has continued not more than 20,000,000 years. This calculation, which is made very uncertain by the unknown effect on solar heat of radioactivity, would limit the age of the earth to a similar time. Turning to the rock strata, the total thickness of the sedimentary deposits is found to be about fifty miles and, at the sea's present rate of depositing material—two and a half inches a century—about 80,000,000 years must have elapsed since the deposition of rocks on the earth began. The salinity of sea water has given Prof. Joly, of Dublin, the basis for another estimate. The salt in the ocean would entirely cover the continents to a depth of nearly 300 feet, and as this has been all washed from the land by rain, the present rate of addition shows that the process has been going on about 100,000,000 years. The presence of helium has given rise to estimates of age, ranging from 7,000,000 years for an oligocene rock to 710,000,000 years for a specimen of archaic times.

**PURE FABRIC AND LEATHER.****Drastic Law Proposed by Energetic Greenville Merchant.**

Greenville, July 9—I have given the matter of a pure fabric and leather law a great deal of consideration, and have made a number of investigations which proved conclusively that the public is being dealt with illegally by the manufacturers of such products as are listed in my bill. I realized at the outset that the only possible way that I could bring prestige enough to bear would be by bringing the public into the deal with a tremendous appeal to their congressman, from every section of the United States, and through my customers I have finally succeeded in securing the services of one or more men in each congressional district in the United States to handle my petitions, which appeal direct to their congressman for his assistance in the support of this bill when it is presented to Congress.

I am enclosing a copy of the petition which I send out, and I am sure when I am able to present signed petitions from the voters of every congressional district in this country the pressure will be so strong that the bill will become a law. I have watched these petitions as they have been coming in for the past year, and have reports from my customers who are handling the petitions for me, and never yet have we had a single objection coming from any source. Usually they present them to their business men first, and we have the signatures of all classes of business men attached to our petitions, so I know from the attitude of the merchants that they are in favor of a bill of this nature.

The great difficulty a merchant has to contend with in holding his trade is the fact that when a customer receives an inferior article from him, instead of the customer going back to the merchant and giving him an opportunity to make good, he goes out and tells his friends how the merchant has deceived him, and if a law of this nature were enforced the public would know when they purchased an article under a Government label that if the article proved to be of different quality than they had paid for there would be no hesitancy in their returning it to the merchant. Consequently, the merchant would retain the confidence of his customer.

One of the worst features which I discovered in my investigations was that of certain cloth woolen mills which are manufacturing their products from old rags. I always knew this to be a fact, but I always supposed that they mixed their old rag yarns with a certain amount of new sheep's wool, but I have positive evidence that there are mills which have conducted a successful business for a number of years, and I have been unable to find where they have ever purchased a pound of new wool, yet the prices they received for their goods by the yard were practically the same as we pay from mills which make goods from first quality, and that accounts for the inferior quality

of a pure wool suit. Their goods are pure wool, but the quality is lacking, so under those conditions the fact that you buy a pure wool suit does not signify that you always get value received, and I maintain that by the passing of a pure fabric and leather bill that it would necessitate the mills which are manufacturing cloth fabrics from old rags to specify on the Government label that their cloths are made from inferior quality of wool.

The fabrics made from rags in the finished product have every appearance of the genuine article, both in looks and feeling, and the average dealer is unable to detect the difference between the inferior and the genuine, and surely when the dealer who is devoting his whole time to the purchase and sale of goods is unable to judge values, then what can we expect of the consumer? Of course, a bill of this kind would not eliminate the manufacture of inferior qualities by any means, but it would give the honest merchant an opportunity to sell his goods for exactly what they are.

Cloth, as you know, is sold by the pattern to a great extent, and as soon as the worsted patterns are decided on for the following year, there is a syndicate of Jews in New York City who immediately copy the pure wool patterns into cotton garments and through their improved machinery they are able to take the cotton threads and produce a finished fabric that the consumer can not tell from the genuine worsteds. The honest merchant buys a line of those new pattern suits, puts them in his window, marks them at a legitimate profit, and down the street a little farther you will find the illegal dealer with the counterfeited pattern in his window, marked perhaps \$6 or \$8 cheaper. The customer forms his opinion from the prices he sees marked on the goods. Consequently, the merchant who is doing an honest business, handling genuine goods, is oftentimes condemned through just such unscrupulous methods as that. The inferior article has the same appearance and the same style, but the quality of the goods is different and the inability of the average consumer to judge values gives him absolutely no protection for his money.

F. O. Lindquist.

Hermansville—One of the finest sawmills in the country is that which is being erected by the Wisconsin Land & Lumber Co., at this place, to replace the mill which was destroyed by fire a year or so ago. The new mill is equipped with the latest and best sawmill machinery and the most modern conveniences and appliances for the manufacture of lumber. It will greatly increase the sawing facilities of the Wisconsin Land & Lumber Co., one of the largest concerns of its kind in Michigan.

Even the office towel is not as black as it is colored.

**HELP WANTED.**

Wanted—An experienced dry goods and ladies ready-to-wear goods salesman. None other need apply. W. R. Sellick, Paw Paw, Mich. 267

## Profit Percentage Chart—And How to Use It

To find the selling price for an article on which you wish to make a given per cent. of profit on the value sold, find the cost price in left hand or center column marked "cost." Then trace to the right through the profit percentage columns until you arrive at the column marked for the profit you wish to make, and the figure in this column and horizontally in line with the cost price is the price per pound, quart, bushel, etc., you must charge to make a certain per cent. of profit on each dollar's worth you sell at that price.

Cost Price	A 5%	B 10%	C 15%	D 20%	E 25%	F 30%	G 33½%	H 50%	Cost Price	A 5%	B 10%	C 15%	D 20%	E 25%	F 30%	G 33½%	H 50%
3	3 1/4	3 1/2	3 3/4	4	4 1/4	4 1/2	4 3/4	6	15	16	17	18	19	20	22	23	30
3 1/4	3 1/2	3 3/4	4	4 1/4	4 1/2	4 3/4	5	6 1/2	16	17	18	19	20	21	23	24	31
3 1/2	3 3/4	4	4 1/4	4 1/2	4 3/4	5	5 1/4	7	17	18	19	20	22	23	25	26	34
3 3/4	4	4 1/4	4 1/2	4 3/4	5	5 1/4	5 3/4	7 1/2	18	19	20	22	23	24	26	27	36
4	4 1/4	4 1/2	4 3/4	5	5 1/4	5 3/4	6	8	19	20	21	23	24	26	27	29	38
4 1/4	4 1/2	4 3/4	5	5 1/4	5 1/2	6	6 1/4	8 1/2	20	21	23	24	25	27	29	30	40
4 1/2	4 3/4	5	5 1/4	5 1/2	6	6 1/2	6 3/4	9	21	22	24	25	27	28	30	31	42
4 3/4	5	5 1/4	5 1/2	6	6 1/4	6 3/4	7 1/4	9 1/2	22	23	25	26	28	30	32	33	44
5	5 1/4	5 1/2	5 3/4	6 1/4	6 1/2	7 1/4	7 1/2	10	23	25	26	27	29	31	33	35	46
5 1/4	5 1/2	5 3/4	6 1/4	6 1/2	7	7 1/2	7 3/4	10 1/2	24	26	27	29	30	32	35	36	48
5 1/2	5 3/4	6 1/4	6 1/2	6 3/4	7 1/4	7 3/4	8 1/4	11	25	27	28	30	32	34	36	37	50
5 3/4	6 1/4	6 1/2	6 3/4	7 1/4	7 1/2	8 1/4	8 1/2	11 1/2	26	28	29	31	33	35	37	39	52
6	6 1/2	6 3/4	7	7 1/2	8	8 1/2	9	12	27	29	30	32	34	36	39	41	54
6 1/4	6 3/4	7	7 1/4	7 3/4	8 1/4	8 3/4	9 1/4	12 1/2	28	30	32	33	35	38	40	42	56
6 1/2	7	7 1/4	7 3/4	8 1/4	8 3/4	9 1/4	9 3/4	13	29	31	33	35	37	39	42	44	58
6 3/4	7 1/4	7 1/2	8	8 1/2	9	9 1/2	10 1/4	13 1/2	30	32	34	36	38	40	43	45	60
7	7 1/2	7 3/4	8 1/4	8 3/4	9 1/4	10	10 1/2	14	31	33	35	37	39	42	45	47	62
7 1/4	7 3/4	8	8 1/2	9	9 1/2	10 1/2	10 3/4	14 1/2	32	34	36	38	40	43	46	48	64
7 1/2	8	8 1/4	8 3/4	9 1/4	10	10 3/4	11 1/4	15	33	35	37	39	42	44	48	50	66
7 3/4	8 1/4	8 1/2	9 1/4	9 3/4	10 1/4	11	11 1/2	15 1/2	34	36	38	40	43	46	49	51	68
8	8 1/2	8 3/4	9 1/2	10	10 1/2	11 1/2	12 1/4	16	35	37	39	42	44	47	50	53	70
8 1/4	8 3/4	9 1/4	9 3/4	10 1/4	11	11 3/4	12 1/2	16 1/2	36	38	40	43	45	48	52	54	72
8 1/2	9	9 1/2	10	10 1/2	11 1/4	12 1/4	12 1/4	17	37	39	42	44	47	50	53	56	74
8 3/4	9 1/4	9 3/4	10 1/4	11	11 1/2	12 1/2	13 1/4	17 1/2	38	40	43	45	48	51	55	57	76
9	9 1/2	10	10 1/2	11 1/4	12	12 3/4	13 1/2	18	39	42	44	46	49	52	56	59	78
9 1/4	9 3/4	10 1/4	10 3/4	11 1/2	12 1/4	13 1/4	13 3/4	18 1/2	40	43	45	48	50	54	58	60	80
9 1/2	10	10 1/2	11 1/4	11 3/4	12 1/2	13 1/2	14 1/4	19	41	44	46	49	52	55	59	62	82
9 3/4	10 1/4	10 3/4	11 1/2	12 1/4	13	14	14 3/4	19 1/2	42	45	47	50	53	56	60	63	84
10	10 1/2	11 1/4	11 3/4	12 1/2	13 1/4	14 1/4	14 1/4	20	43	46	48	51	54	58	62	65	86
10 1/4	10 3/4	11 1/2	12	12 3/4	13 3/4	14 3/4	15 1/4	20 1/2	44	47	49	52	55	59	63	66	88
10 1/2	11 1/4	11 3/4	12 1/4	13 1/4	14	15	15 3/4	21	45	48	50	53	57	60	65	68	90
10 3/4	11 1/2	12	12 3/4	13 1/2	14 1/2	15 1/2	16 1/4	21 1/2	46	49	52	55	58	62	66	69	92
11	11 3/4	12 1/4	13	13 3/4	14 3/4	15 3/4	16 1/2	22	47	50	53	56	59	63	68	71	94
11 1/4	12	12 1/2	13 1/4	14	15	16	16 3/4	22 1/2	48	51	54	57	60	64	69	72	96
11 1/2	12 1/4	12 3/4	13 1/2	14 1/4	15 1/4	16 1/2	17 1/4	23	49	52	55	58	62	66	70	74	98
11 3/4	12 1/2	13	13 3/4	14 1/2	15 1/2	16 3/4	17 1/2	23 1/2	50	53	56	59	63	67	72	75	100
12	12 3/4	13 1/4	14 1/4	15	16	17 1/4	18	24	51	54	57	60	64	68	73	77	102
12 1/4	13	13 1/2	14 1/2	15 1/4	16 1/4	17 1/2	18 1/2	24 1/2	52	55	58	62	65	70	75	78	104
12 1/2	13 1/4	13 3/4	14 3/4	15 1/2	16 1/2	17 3/4	18 3/4	25	53	56	59	63	67	71	76	80	106
12 3/4	13 1/2	14 1/4	15	16	17	18 1/4	19 1/4	25 1/2	54	57	60	64	68	72	78	81	108
13	13 3/4	14 1/2	15 1/4	16 1/4	17 1/4	18 1/2	19 1/2	26	55	58	62	65	69	74	79	83	110
13 1/4	14	14 3/4	15 1/2	16 1/2	17 1/2	19	19 3/4	26 1/2	56	59	63	66	70	75	80	84	112
13 1/2	14 1/4	15	15 3/4	16 3/4	18	19 1/4	20 1/4	27	57	60	64	68	72	76	82	86	114
13 3/4	14 1/2	15 1/4	16 1/4	17 1/4	18 1/4	19 1/2	20 1/2	27 1/2	58	62	65	69	73	78	83	87	116
14	14 3/4	15 1/2	16 1/2	17 1/2	18 1/2	20	21	28	59	63	66	70	74	79	85	89	118
14 1/4	15	15 3/4	16 3/4	17 3/4	19	20 1/2	21 1/2	28 1/2	60	64	67	71	75	80	86	90	120
14 1/2	15 1/4	16 1/4	17	18	19 1/2	20 3/4	21 3/4	29	61	65	69	73	77	81	85	89	124
14 3/4	15 1/2	16 1/2	17 1/2	18 1/2	19 3/4	21	22	29 1/2	62	66	70	74	78	82	86	90	128

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N. B.—The above percentages are all figured with the percentage on the **Selling Price** and not on the **Cost Price**.



## Your Figures Don't Show the Profits You Have Lost

You know how much is in your cash drawer, but you do not know how much there should be.

Your book shows the total sales charged, but you cannot tell if any have been forgotten.

This is because your system does not give you a positive check on the business of the day.

A National Cash Register shows how much should be in the cash drawer and stops forgotten charges.

It records the total business done by each clerk, the charge sales, bills paid and money received on account. From its adding counters and printed sales-strip you can secure positive information about every transaction of the day.

It is the only system which will stop mistakes and losses and insure your getting all your profit.

**The National Cash Register Company**

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**Dayton, Ohio**