

MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS

\$1 PER YEAR

Twenty-Ninth Year

GRAND RAPIDS, WEDNESDAY, JULY 17, 1912

Number 1504

"IF"

If you can keep your head when all about you
Are losing theirs and blaming it on you;
If you can trust yourself when all men doubt you,
But make allowance for their doubting, too;
If you can wait and not be tired of waiting,
Or being lied about don't deal in lies,
Or being hated, don't give way to hating,
And yet don't look too good nor talk too wise;

If you can make one heap of all your winnings
And risk it on one pitch-and-toss,
And lose, and start again at your beginnings
And never breathe a word about your loss;
If you can force your heart and nerve and sinew
To serve your turn long after they are gone,
And so hold on when there is nothing in you,
Except the Will which says to them: "Hold on;"

If you can dream and not make dreams your master;
If you can think and not make thoughts your aim;
If you can meet with Triumph and Disaster
And treat those two imposters just the same;
If you can bear to hear the truth you've spoken
Twisted by knaves to make a trap for fools,
Or to watch the things you gave your life to, broken,
And stoop and build 'em up again with worn-out tools;

If you can talk with crowds and keep your virtue,
Or walk with Kings—nor lose the common touch,
If neither foes nor loving friends can hurt you,
If all men count with you but none too much;
If you can fill the unforgiving minute
With sixty seconds worth of distance run,
Yours is the earth and everything that's in it,
And—which is more—you'll be a man, my son.

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 salesman 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.

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

Toledo Scale Company Under Bond

THE Toledo Computing Scale Company at this moment, are manufacturing their Cylinder or Barrel Shaped Scales under bond required by the United States District Court, Northern District of Illinois, to protect The Computing Scale Company of Dayton, Ohio, in its awarded title to the ownership of the patents, and claims for damages thereunder.

The patents held valid by this decision are infringed by all manufacturers of Drum or Cylinder Shaped Scales and the users of such scales are liable as well as the manufacturers.

**The Computing Scale Co.,
Dayton, Ohio.**



Has A World-Wide Sale

Other breakfast foods sell "in spots."

Shredded Wheat Biscuit

sells in every habitable portion of the globe. Its consumption is world-wide. You can buy it in Tokio, Japan, or in Havana, Cuba. It is the one universal breakfast food. Because of this fact it is the best paying breakfast food you can handle. For a warm, nourishing, satisfactory meal serve it with hot milk.



Shredded Wheat is now packed in neat, substantial, wooden cases. The thrifty grocer will sell the empty cases for 10 or 15c. each, thereby adding to his profits.

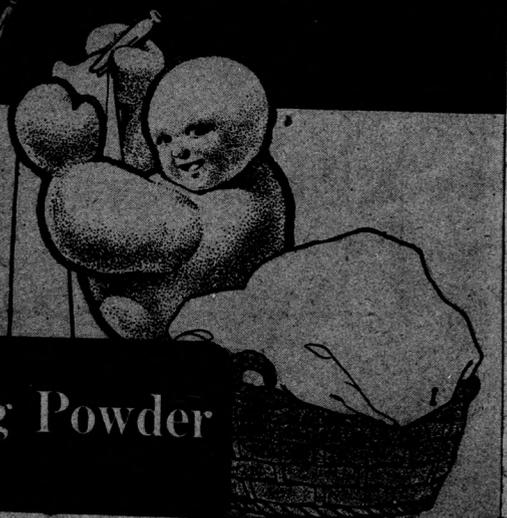
**The Shredded Wheat Company
Niagara Falls, N. Y.**

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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WAS SHORT FOLKS.

"He is a good fellow, but he is short folks."

This is a Southern expression. It will be heard down in Texas and elsewhere on the other side of the line. It means that the party referred to is of excellent intentions, that he starts bravely upon his undertakings, but stops just short of actual performance. As we would say in the North, he is not a lander.

There may be a suspicion that the Grand Rapids Association of Commerce last week was short folks. The Association had a splendid opportunity to render a useful public service. It had a fine chance to gain experience that would be valuable next fall when the State Teachers' Association brings its 5,000 or 6,000 members to Grand Rapids. It made a good start toward meeting its opportunity. It quit just before arriving. It was short folks. This was in the matter of seeing to it that strangers coming to Grand Rapids last week were properly cared for.

It has been known for weeks that the second week in July would be a week of badly congested hotels. The second week in July means the height of the furniture season, with 400 or 500 outside manufacturers and salesmen and 500 or 600 buyers in town from all parts of the country. This alone would congest the hotels and, on top of the furniture crowds, came the opening of the Grand Circuit races, bringing a swarm of horsemen to still further complicate the situation. The Association of Commerce knew what was coming and appreciated the seriousness of the situation. It advertised in the city papers and otherwise secured a list of rooms in private houses where strangers could get lodgings. It neatly tabulated the list and let the hotels know that such a list existed. And then its zeal for the accommodation of the strangers in town lagged. If strangers wanting rooms in private houses called at the office during business hours they could look over the list and do their own house hunting, but those who arrived after office hours or on the

night trains, they had to hustle for themselves as best they could and, in many instances, they had to hustle hard before finding a place to sleep. During one of the hottest and most uncomfortable weeks of the summer five or more in a room was not uncommon, and the man who asked for a room with bath was looked upon as a joker.

What the Association of Commerce should have done was to have compiled its list of rooms available and then opened an information bureau where it would be easy for the strangers to find it. This information bureau should have been open not only during business hours, but until the last night train came in to insure proper accommodation for all who might arrive and there should have been attendants constantly on hand to direct the strangers where to go if what the hotels had to offer them was not what they wanted. This would have given the strangers the impression that Grand Rapids was really trying to take care of them and they would have come nearer to being satisfied. The conditions gave the Association of Commerce a fine opportunity to do something for its own glory and the good of the city. But in this instance the Association proved to be "short folks."

LAWYERS AS LAWMAKERS.

There is a decided notion, more and more generally entertained, that there are too many lawyers in the national and state legislatures. That so many of this calling are there is doubtless due to the fact that many of them are pretty good talkers and they realize that the quickest way to build up a practice is to secure as large an acquaintance as possible. Making a canvass for the nomination and conducting a campaign for the election is very helpful in this direction, and win or lose, they know more people at the end than at the beginning. Many of them can leave their business better than those in charge of manufacturing concerns, wholesale or retail establishments, and better even than those in almost any other vocation. There are not as many lawyers in public life as formerly, because more men in all employments are well educated and well informed on current events which prompts an interest in public affairs and a desire to have a part in regulating them. The time was when it was not thought worth while for a young man to go through college, unless he intended to enter one of the so-called learned professions, but that is true no longer. The percentage of college graduates going into business increases every year.

There is no disposition to say, or even suggest, that there is anything about the legal profession which absolutely prevents a man from being a good legislator and there are many of that calling who have rendered excellent service in helping to make the laws of the country. There are, however, some traits and characteristics incident to the profession which are a hindrance rather than a help. It is a common criticism that lawyer legislators make too many laws, and it is a matter of common opinion that this, or any other state would get along a great deal better if it had fewer new statutes every year. Multiplying laws is multiplying business for the lawyers. But laying that popular criticism aside, the fact remains that the lawyer is much more given to formalities and circumlocution than a business man, who goes straight at what he wants and not only gets at it, but gets it. He spends less time than the lawyers splitting hairs, but arrives at the result just as effectively. Many of the statutes nowadays have reference to business affairs, and it naturally follows that business men understand them practically and actually, while lawyers, of necessity, have a more theoretical knowledge. If there were fewer lawyers in the legislatures, there would be less talk about the law's delay. There would be fewer frills on the statutes, but in the parlance of the street, they would get there just the same, and by shorter and less circuitous routes. It is undoubtedly an advantage to have some of the legal profession among the law-makers, but it is better if there can be a variety of vocations represented. The tendency is manifestly in that direction, and is very generally approved.

PUTTING UP THE BARS.

The proposal now before the License Committee of the Common Council, providing for the taxing of country merchants who drive to the city with butter and eggs and dispose of them to other retail merchants to be re-sold to the consumer, has a somewhat sinister appearance and is likely to result in much loss to the jobbing trade of this market. It has been the custom from time immemorial for country merchants within a radius of thirty miles of Grand Rapids, doing business in towns removed from the railroad, to drive in once a week or such a matter, with a load of butter and eggs, which are sold to mercantile customers. The money so obtained is used to replenish their stocks of general merchandise and the jobbing houses at this market reap the benefit. There are few wholesale dealers

in butter and eggs at this market and none of them are paying enough attention to the business to justify special recognition at the hands of the Common Council, but they have worked up a sentiment to destroy this business and divert the handling of butter and eggs into their own hands altogether. If they had modern facilities for the handling of these goods, there might be some reason for their action but, under existing conditions, the agitation is due wholly to selfishness and narrowness and ought not to have any weight whatever with the members of the Common Council. If the License Committee insists on enacting such a measure and the Common Council enforces it, it will result in diverting many thousands of dollars business from this market to other competing markets which have not yet been induced to build a stone wall to keep out the men who have done no small part in the upbuilding of our wholesale trade.

The London Lancet, one of the oldest medical publications in the world, advocates the use of the word "mock" in describing imitations. A recent writer says that it would be much better to say "mock butter" than oleomargarine; "mock flannel," instead of flannelette. The adoption of the word "mock" forming a compound with the genuine word would give the public exactly the information wanted, and it is probable that the compound term would in time carry little or no prejudice with it. The question of definition would without doubt be considerably narrowed if it were decided to insist upon all substitution being qualified by the word "mock."

Bryan needs no press agent. He is so important a figure that he compels attention without the use of any agencies to stimulate artificial enthusiasm. He has acquired considerable publicity during the past few weeks, however, as reporter for a syndicate of papers, being paid \$1,000 a day for his stories, it is stated. Although getting a big price for his work, he had to take a "call" from several managing editors the other night when he did not file his day's report early. He had some excuse, however, for he was the subject of most of the stories filed that night, seeing that he was the man who was keeping the convention deadlocked.

Because a telegraph company sent the message, "I love you forever" as "I leave you forever," an engagement was broken and the company is being sued. The young man should have written a letter.

BANKRUPTCY MATTERS.

Proceedings in Western District of Michigan.

July 10—In the matter of W. J. Pike & Son, bankrupt, formerly merchants at Newaygo, a special meeting of creditors was held. The first report and account of Chas. F. Rood, trustee, was considered and allowed and a first dividend of 10 per cent. declared and ordered paid to ordinary creditors.

In the matter of Harry M. Hinshaw, bankrupt, formerly doing business at Leland as Hinshaw & Son, the schedules of assets and liabilities were received and an order made by the referee calling the first meeting of creditors to be held at his office on August 27, for the purpose of electing a trustee, proving claims, examining the bankrupt, etc.

The following assets are scheduled: Real estate, (claimed exempt as homestead) \$1,500.00 Stock in trade 5,200.00 Household goods 250.00 Machinery, tools, etc. 1,000.00 Debts due on open account 250.00

The following creditors are listed: Elmer E. Chandler, Leland, \$1,900.00 (Holds chattel mortgage on stock of goods and fixtures to secure promissory note for \$2,800, upon there is a balance due of \$1,900.)

- Manistee Flouring Co., Manistee \$135.76
T. C. Mattress Co., Traverse City 46.46
Musselman Grocer Co., Traverse City 212.32
Straub Bros. & Amiotte, Traverse City 212.52
Saginaw Beef Co., Traverse City 99.62
Arms & Cole, Traverse City 2.79
John Fitch & Co., Traverse City 26.09
Eclipse Motor Co., Traverse City 8.60
Sherman & Hunter, Traverse City 27.65
Hamilton Clothing Co., Traverse City 26.92
Armour & Co., Traverse City 51.08
Tweedle & Boyd, Traverse City 50.00
Best & Russell Co., Chicago 94.08
Foster, Stevens & Co., Grand Rds 434.33
Standard Oil Co., Grand Rapids 47.50
Fisher Brothers, Chicago 135.48
Case Mfg. Co., Little Valley, N. Y. 69.04
Kuppenheimer Cigar Co., Grd Rpts 39.00
Great Western Oil Co., Grd Rpts 11.33
Julius Andrews & Sons, Milwaukee 21.70
J. P. Seymour Co., Grand Rapids 66.06
Chandler Pump Co., Cedar Rapids 61.52
McNamara Bros., Detroit 32.50
G. E. Bursley & Co., Fremont 49.32
G. E. Bursley & Co., Ft. Wayne 113.09
Best & Russell Co., Chicago 41.44
L. R. Sogge, Suttons Bay 87.16
Union Wire Mattress Co., Chicago 17.16
Leelanau Co., Savings Bank, Suttons Bay 200.00
Wm. Harting, Leland 50.00
Meridian Creamery Co., Maple City 31.00
Herold-Bertsch Shoe Co., Grd Rds 417.00
Fannie Hinshaw, Leland 500.00

On petition filed by creditors an order was made by Judge Sessions adjudging the Van L. Commercial Car Co., of Grand Rapids, a bankrupt, and the matter was referred to Referee Wicks. An order was made by the referee directing the officers of the bankrupt to file schedules of its assets and liabilities on or before July 22. On receipt of these schedules first meeting of creditors will be called.

July 11—A voluntary petition was filed by the Brink Shoe Store, a corporation of Grand Rapids, and an order was made by Judge Sessions adjudging it bankrupt and referring the matter to Referee Wicks. An order was made by the referee appointing Albert A. Frey, of Grand Rapids, as receiver and fixing his bond at \$1,500, and appointing Paul Hoekstra, David Stoll and Henry Lindenschmidt, all of Grand Rapids, as appraisers. The first meeting of creditors has been called for August 28. The following assets are listed:

- Stock in trade \$ 700.00
Fixtures, etc. 575.00
Debts due on open account, est. 200.00
\$1,475.00
The following creditors are scheduled:
City of Grand Rapids, taxes \$ 35.37
A. J. Bates Shoe Co., Webster 182.35
The Boss Leather Co., Grd Rapids 26.98
G. C. Baisch, Grand Rapids 12.50
Beecher, Peck & Lewis, Detroit 15.46
Burlay & Stevens, Newburyport 112.20
Chicago Rubber Co., Chicago 80.00
Chas. A. Coye, Grand Rapids 12.50
Com'l. Savings Bank, Grd Rapids 538.02
Citizens Telephone Co., Grd Rds 15.20
J. S. Crosby & Co., Grd Rapids 6.25
Ell Cross, Grand Rapids 4.40
Furniture City Printing Co., Grand Rapids 13.50
G. R. Water Works, Grd Rapids 1.25
G. R. Gas Light Co., Grd Rapids 2.74
G. R. Muskegon Power Co., Grand Rapids 10.09
P. J. Harney Shoe Co., Lynn 110.05
T. J. Kiely & Co., Lynn 74.75
LaSalle Shoe Co., Chicago 142.34
Menihan Co., Rochester 95.15
C. W. Mills Paper Co., Grand Rapids 5.10
Mishawaka Woolen Mfg. Co., Mishawaka 280.00
E. F. Reid, Chicago 80.50
Rice & Hutchins Co., Chicago 53.35
J. P. Smith Shoe Co., Chicago 100.00

- Stearns Rubber Co., Chicago 43.68
Fred S. Todd Shoe Co., Rochester 56.20
Union Shoe Co., Chillicothe 40.50
Wetzell Bros. Printing Co., Milwaukee 51.50
Western Shoe Co., St. Paul 58.80
Wood & Johnson Co., Rochester 40.00
Western Union Tele. Co., Grand Rapids 2.93
Wagener Bros. Shoe Co. 143.00
Wholesale Collection Bureau, Stillwater 59.90
Berrien & Son, Vassar 9.20
Rindge, Kaimbach, Logie & Co., Grand Rapids 1,800.00
\$4,215.76

July 13—In the matter of William H. Selkirk, bankrupt, formerly merchant at Cadillac, the adjourned final meeting of creditors was held, and the final order for distribution made, a final dividend of 4% per cent. being ordered paid to ordinary creditors. This makes 14% per cent. in all.

July 15—In the matter of Walter E. Tuttle, bankrupt, formerly merchant at Petoskey, the supplemental final report and vouchers of the trustee, E. E. Gilbert, showing compliance with the final order of distribution were received, and an order was made closing the estate and discharging the trustee. A certificate was made by the referee recommending that the bankrupt receive his discharge.

In the matter of Willard C. Gregory, bankrupt, a Pere Marquette conductor of Grand Rapids, an order was made by the referee calling the first meeting of creditors to be held at his office on September 3, for the purpose of electing a trustee, proving claims, examining the bankrupt, etc.

- Allen B. Clarke, a telegrapher of Grand Rapids, was adjudged a bankrupt on his own petition and the matter referred to Referee Wicks. The only asset scheduled is \$35, salary due from the Pere Marquette R. R., which has been assigned to his attorneys. The following creditors are scheduled:
A. H. McGuire, Grand Rapids \$ 15.00
Star Restaurant, Grand Rapids 6.00
A. L. Stebbins, Grand Rapids 36.50
H. Schmitt, Grand Rapids 7.00
Houseman & Jones, Grand Rapids 7.50
Bennett Fuel Co., Grand Rapids 13.00
Y. Berg, Grand Rapids 29.00
A. J. Stryker, Grand Rapids 65.00
H. DenHerder, Grand Rapids 8.00
M. Deyser, Grand Rapids 5.00
Geo. E. Stetee, Grand Rapids 4.00
M. N. Parris, Grand Rapids 3.71
A. Wooden, Grand Rapids 35.00
C. H. Hull, Traverse City 50.00
Barrett & Scully, Ionia 90.00
Webber Hardware Co., Ionia 3.50
Geo. Batson, Ionia 3.00
Ionia Coal & Gas Co., Ionia 12.00
R. L. Redemsky, Ionia 18.00
J. C. Beattie, Ionia 15.00
T. R. Buck, Ionia 3.25
Smith & Smith, Ionia 7.00
T. H. Carten, Ionia 15.00
W. H. Whorley, Ionia 22.00
Robbs & Reed, Ionia 46.00
E. Yeomans, Ionia 22.00
Mich. State Tele. Co., Ionia 3.75
Thomas Hemenway, Plymouth 5.00
Wm. Kage, Petoskey 18.00
P. R. Phelps, Toledo, Ohio 30.00
\$597.71

The referee has delayed the calling of the first meeting of creditors until money for the expenses is advanced by the bankrupt.

Ralph E. van Kuiken, of Grand Rapids, doing business as the Novelty Wood Works, was adjudged a bankrupt on his own petition by Judge Sessions and the matter referred to Referee Wicks. An order was made by the referee, appointing Chas. S. Davies, of Grand Rapids, as custodian, and appointing Geo. K. McMullen, Charles Dregge and Adolph H. Brandt, of Grand Rapids, as appraisers. The first meeting of creditors has been called for August 30.

- The following assets are listed by the bankrupt:
Real estate, (homestead and claimed as exempt) \$1,000.00
Stock in trade 50.00
Household goods 100.00
Machinery, fixtures, etc. 4,770.65
Debts due on open account 163.07
\$6,083.72

- The following creditors are scheduled:
Martin DeVries, Grd Rpts, labor \$ 194.56
Frank Mack, Grand Rapids labor 54.31
Charles Pitch, Grd Rpts, labor 14.05
A. E. Fish, Grand Rapids, labor 855.76
G. R. Wood Carving Co., Grand Rapids 45.25
J. W. Fox Excelsior Co., Grand Rapids 79.74
Nichols & Cox, Grand Rapids 5.32
Alden & Judson, Grand Rapids 29.25
A. Coye, Grand Rapids 17.44
G. R. Upholstering Co., Grd Rpts 545.65
Herman Dosker, Grand Rapids 3.45
C. B. Clark, Grand Rapids 35.00
Lyon Furn. Agency, Grd Rapids 1.36
West Side Iron Works, Grd Rapids 5.00
Ritzema & Oltman, Grand Rapids 21.84
G. R. Furniture Record, Grd Rds 1.76
G. R. Foundry Co., Grand Rapids 6.75
Champion Refrigerator Co., Cleveland 9.95
A. L. Holcomb & Co., Grd Rapids 44.25
Marquette Lumber Co., Grd Rds 100.00
G. J. Johnson Cigar Co., Grand Rapids 2.00
Heystek & Canfield, Grand Rapids 1.00
Colonial Furniture Co., Grd Rapids 7.50
David Stoll, Grand Rapids 7.50

- Sliter Brothers, Grand Rapids 18.00
Radcliffe Co., Grand Rapids 6.10
Everitt Van Kuiken, Grand Rapids 350.50
Martin De Vries, Grand Rapids 194.56
Kent State Bank, Grand Rapids 970.00
J. W. Fox Excelsior Co., Grand Rapids 580.00
Nichols & Cox, Grand Rapids 300.00
G. R. Cord Wood Co., Grd Rapids 35.00
\$4,441.85

July 16—In the matter of Lawrence Hanna, bankrupt, of Grand Rapids, an order was made by the referee calling the first meeting of creditors to be held at his office in September for the purpose of electing a trustee, proving claims, examination of the bankrupt, etc. The bankrupt's schedules show no assets excepting wearing apparel, claimed to be exempt.

Special Features of the Grocery and Produce Trade.

New York, July 15—With weather that is literally killing, there is no activity in any of the markets and coffee is no exception. Brokers are away and the trade may be characterized as "gone a fishing." New crop coffees, which are now awaited, will probably stimulate matters, but meantime only a routine performance is going on. In an invoice way Rio No. 7s are held at 14 3/4 @ 14 1/2 c. In store and afloat there are 2,209,347 bags, against 2,173,174 bags at the same time last year. Milds have been even duller than Brazilian and possibly some concession might be made. Good Cucuta is nominally 16 1/2 c.

There is a steady demand for sugar and supplies the country over are thought to be very light. The price hovers around 5c.

Teas are steady, but individual calls are for small quantities. Formosas seem to attract most attention, and this by reason of more attractive rates.

In spices, firmness is reported in nutmegs and pepper, with supplies not especially large and the tendency to a still higher level. Other goods are quiet, but there is some movement all the time.

Rice is steady, but orders are for little lots, as a rule. However, these come frequently and, altogether, the week showed a good total. The crop is said to be making very favorable progress. Prime to choice domestic, 5 1/2 @ 5 3/4 c.

Molasses is moving slowly. The weather has been too hot for the article and neither buyer nor seller takes much interest. Good to prime centrifugal, 26 @ 34 c.

In canned goods we have a strong market for future tomatoes, which are working out at an inside rate of 82 1/2 c. Spots are held at \$1.25 f. o. b. Baltimore for goods that will stand the test. It is generally thought that old stock will be more closely cleaned up than for a number of years. Peas are surely of very short pack and prices are firmly held. Sellers are not anxious to let go at \$1. Corn is firm. There is little, if any, change in other goods.

Butter shows some weakness, especially on grades other than the best. Strikes have delayed deliveries and the market has a sort of "upset" appearance. Creamery specials are held at 27 @ 27 1/2 c; firsts, 26 @ 26 1/2 c; imitation creamery, 23 1/2 @ 24 c; factory, 22 @ 23 c.

Cheese is firm, with whole milk grades worth 15 1/4 c.

Eggs are well sustained for grades which will stand the test, but the supply of such is limited. On the other hand, there is too much of an inferior supply and the market has shown some decline. Western whites run from 19 @ 23 c.

Royalty in Business.

Not a few of the rulers of the Old World are prosperous business men. The most conspicuous example is the Kaiser, who includes among his interests a porcelain factory. The general conduct of it is based upon rules and regulations laid down by the Emperor himself. Indeed, it is said, the Emperor is not above engaging employes himself, adjusting their wages, and even designing certain of the wares turned out.

The Emperor is a model employer, anxious as to the comfort of his men, who have been provided with cottages and pensions and given a share in the profits, which are reported to approximate \$50,000 a year.

It is a matter of common knowledge that the Prince of Lippe-Detmold is a dealer in butter and eggs, while he has as a side line a busy brick factory that adds materially to his income.

The King of Wurtemberg is the proprietor of two hotels within his domains which are reported to be worth something like \$45,000 annually to him.

The Emperor of Austria-Hungary, like the Kaiser, operates a china factory. This establishment, situated near the Austrian capital, is said to employ more than a thousand skilled workmen. The King of Saxony, too, has business interests of this character although on a smaller scale.

Perhaps the most unconventional of the royal business men is the King of Serbia, who, in addition to several shops doing general trade, is said to promote the sale of a patent medicine and to run a motor car agency.

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

Buffalo, July 17—Creamery butter, 25 @ 27 c; dairy, 20 @ 24 c; poor to good, all kinds, 18 @ 22 c.

Cheese—Fancy, 15 1/2 @ 16 c; choice, 15 c; poor to good, 8 @ 12 c.

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

Poultry (live — Turkeys, 12 @ 14 c; cox, 10 @ 11 c; fowls, 14 1/2 @ 15 1/2 c; chicks, 25 @ 27 c; ducks, 14 @ 17 c; geese, 10 c.

Beans—Red kidney, \$2.65 @ 2.75; white kidney, \$3 @ 3.10; medium, \$3.10 @ 3.15; marrow, \$3.25; pea, \$3 @ 3.10.

Potatoes—New, \$2.35 @ 2.50 per bbl. Rea & Witzig.

The Ready Theorist.

Scientist—You see, house flies are dangerous because they carry germs on their feet.

Theorist—Ah! Then the remedy is simple. All you need to do is to make them wear overshoes, and leave them on the porch when they come in.

It is hard for a man to mind his own business unless he has both a mind and a business.

SUCCESSFUL SALESMANSHIP.**It Requires the Hardest Kind of Work.**

[When Dennis Kelly began work as a cash boy for Mandel Bros., of Chicago, at the age of 13 years he received a weekly salary of \$2. He is now general manager of that house. By studying at night he fitted himself for the high position he now holds. Working all day long and poring over school books in the evening does not appeal to the nature of average boys. But Dennis Kelly was not an average boy. He was determined to make the most of himself. That is why, after mastering arithmetic, grammar, spelling and the ordinary school branches, he spent seven years studying literature, the arts and law. And all this was accomplished at night, after days of hard work, and is the more valuable because it is largely based on his own experience. "It requires the hardest kind of work to be successful in any line of business," says Mr. Kelly, "and salesmanship is no exception. If a young man has an average degree of intelligence, combined with such necessary qualifications as honesty, truthfulness, perseverance and ambition, he is bound to succeed as a salesman."]

Some merchants believe that the best salesmen are born. However, as all good salesmen do not enter this world endowed with that "something" that makes for good salesmanship, it must be possible to acquire the art. The first question is, "What is salesmanship?"

I can best answer this question by quoting from some of the rules laid down by our own efficiency bureau, that has to do with the training of salespeople:

"We aim to have our people understand that salesmanship is the art of disposing of an article to some person who may or may not wish to purchase, but can be persuaded to do so.

"The salesman is advised to remember that he represents the house when dealing with the prospective buyer, and must have in mind that the one sale may be the forerunner of future business, and that honesty of purpose and a thoroughly satisfied customer are equally as important to the house as the actual sale of the article under consideration. It therefore follows that the right kind of impression must be made on the mind of the buyer.

"It is generally recognized that 'competition is the life of trade,' and that the average article can be had in most first class stores at about the same price. It then remains for salesmanship to convince the customer that his store is the one in which purchases can be made to the best advantage."

Start in Stock Room.

The most successful retail salesmen are those who start in at the bottom as stock boys and learn the business from the ground up. In that way they become acquainted with every detail of the work and are better fitted to sell goods than the youth who takes his place behind the counter with little or no knowledge of the merchandise he is expected to sell.

The majority of our department managers started that way and gradually worked their way up through all the different branches of the store. I have watched many young men go through the mill and have come to the conclusion that the stockroom is the real refinery of a big department store. If an employe does not demonstrate his capability there, he seldom amounts to much later on.

One day I was walking through the stockroom while a consignment of new goods was being unpacked and made ready for distribution to the various departments.

"What makes this suit of clothes cost more than that one?" I heard one of the boys ask.

"If you look at it carefully you will see that the material is much finer and is more closely woven than in the other suit. It has also been better tailored," replied the stock man. "That is where the extra cost comes in. Both are good suits, but one is considerably better than the other."

Forceful Selling Arguments.

That boy is starting out right to become a successful salesman, because he takes enough interest in his work and the merchandise he handles to ask questions about them. One of the most forceful selling arguments a salesman can present to a customer is complete and truthful information concerning the goods he is handling. And the only way he can obtain those facts is by keeping his eyes and ears open, and by making a careful study of every detail of his work. The modern shopper buys intelligently and it requires a high degree of intelligence on the part of the salesman to meet the patron's requirements.

A successful salesman is capable of giving expert advice to his customers. He is an authority in his particular line. When a person needs legal advice he goes to a lawyer; when he is sick, he consults a physician. Why? Because he has confidence in their ability. Exactly the same principle applies to the relationship that exists between a successful salesman and his customers. They have confidence in him and the firm he represents. The real essence of successful salesmanship is ability to hold the confidence of one's customers and the secret of success for any firm or salesman lies in having satisfied customers.

Some of the most successful salesmen of to-day are men who started in the stockroom at an age when most boys should be in school. But that did not prevent them from acquiring an education. They not only studied business methods by day but utilized the evenings to improve their minds.

Salesmanship Crucial Test.

After he graduates from the stockroom an employe is usually promoted to the sales force. This is the crucial test, and if he "makes good" there is practically no position in the store to which he is not eligible, although many successful salesmen prefer to remain in the selling end of the business.

The salesman must study his stock

even more closely than he did as an employe of the stockroom. Styles are constantly changing and he must be familiar with every detail in order to answer any question a customer might ask.

The most successful salesman is the one who has a thorough knowledge of the merchandise to be sold. Unnecessary persuasion and senseless chatter will not be half so convincing as a few short, terse phrases, showing a full knowledge of the facts, and which are usually more convincing arguments than any others that could be employed.

The salesperson who is everlastingly at it and has a desire to acquire knowledge of his merchandise—one who keeps abreast of the times by reading trade papers; who asks questions of the department manager or buyer, who has to do with the purchase of goods; who watches styles and is ever on the alert to acquire selling arguments, this man is bound to succeed.

The salesman should measure up his customers, placing them in the right category, so as not to lose them by offering an article that is too high in price, or to offend by first presenting an inexpensive article.

Good nature is another fruitful source that can be drawn upon by those who would become good salespeople. A customer can not be other than pleased to be served by one with a cheery, pleasant disposition, and will only buy in an emergency from a salesperson with a cold, disagreeable or unpleasant personality.

Make Patrons Feel at Home.

Customers should be made to feel at home and be treated with the same spirit of hospitality that would be shown them in one's own home. The salary interest is not the only one that should be reckoned with. Many good salesmen lose sight of this fact and when, in their judgment, they are not going to make a sale, they get rid of their customer in the shortest possible manner.

If unable to make a sale the thought should be uppermost in one's mind that a good impression is of as much importance as a sale, for the reason that if a customer is not prepared to buy on the day on which she is looking she certainly will go back to the salesperson who has made her feel that he is the proper person to go to when in need of something in his line.

Many salespeople overlook their personal appearance, which counts for so much. Many houses place an extra value on salespeople who are neat and tidy in appearance without being overdressed. It is for this reason that most stores require their salespeople not to wear flashy clothing. It will be harmful to sales if the salesperson is overdressed or dressed in a manner that might cause the customer to feel that she was not the right person to call upon for an inexpensive article.

Honesty the Foundation.

Salespeople must be careful not to misrepresent the goods that they have to dispose of. They, or the

house that they represent, can not hope to remain in business with profit to themselves if untruthfulness or exaggeration is allowed to creep into the transaction.

The foundation of all successful business houses has been built on absolute honesty, as honesty to the customer means honesty for the house. It therefore follows that under no circumstances should merchandise be misrepresented.

I have known of good salesmen who go so far as to tell customers that, while the goods that are being offered are beautiful, ornamental and in fashion, that their wearing qualities can not be guaranteed. It is best to make some such statement, rather than have the customer make the purchase only to find that, however beautiful the goods are, their usefulness is short lived. Most people prefer to spend their money with a full knowledge of the goods that they are purchasing—the price is not always the important factor with them—the style and novelty being the first consideration; yet these same people will be disappointed if they are not told of the wearing qualities of the article that is made only to meet fashion's fancy.

The salesperson who is always "on the job"—ahead of times instead of being tardy—is more apt to be called upon when need presents itself than the one who is just too late. One of the first maxims of a good salesman is to remember that his time belongs to his employer from the opening to the closing hour, and for this reason he should have nothing but his employer's business in mind during that period. A salesman can not be successful who carries his personal affairs to the salesroom with him.

To sum it up, a man or woman who is personally honest, truthful, painstaking, cheerful, cleanly in mind and body, is bound to succeed as a salesperson, especially when such qualifications are accompanied by the average degree of intelligence.

To get to the top requires every qualification that is necessary to succeed in any business. D. F. Kelly.

Hard Luck, Indeed.

Dobbs—Tough luck Bronson had Wobbs—What happened?

Dobbs—In order to keep his cook he told her she might have the use of his touring car two afternoons a week.

Wobbs—Well?

Dobbs—Yesterday she eloped with the chauffeur.

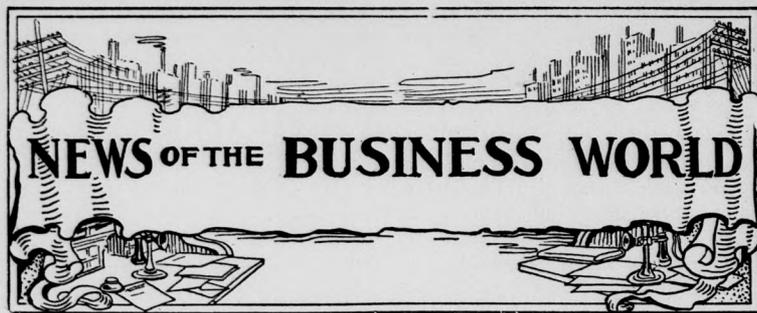
It is difficult for a man to get a suit of clothes to fit him—if he doesn't have the price.

Some people never learn anything because they begin by thinking they know it all.

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.



Movements of Merchants.

Allegan—Ed. Rockwell has opened a flour and feed store here.

Ballards—N. Koopman succeeds Ezra Brown in general trade.

Negaunee—Forsander & Robinson have opened a jewelry store here.

Allegan—B. W. Barker succeeds W. Beach in the tea and coffee business.

Hastings—F. B. Livermore has opened a men's and boys' shoe store here.

Maple Rapids—Floyd Crook will shortly engage in the jewelry business.

Mt. Pleasant—Holmes & Francis have taken over the Independent elevator.

Portland—William H. Earle succeeds Smith & Higgins in the meat business.

Bay City—Louis Lord has removed his bakery from Pinconning to this place.

Iron Mountain—Peter P. Dandona has opened a hardware store on West Hughitt street.

Fenton—L. E. Swan, who conducts two grocery stores in Detroit, has opened a branch store here.

Deckerville—The State Bank of Deckerville has increased its capitalization from \$20,000 to \$25,000.

Allegan—C. Tracy has sold his grocery stock to Jay Prescott, who will consolidate it with his own.

Albion—C. K. Bedient has opened a grocery store in the building formerly occupied by Fischer Bros.

Owosso—J. L. Seelhoff has sold his grocery stock to Edgar D. Horne, who will consolidate it with his own.

Detroit—The Kendel & Naylor Co., dealer in mill supplies, has increased its capital stock from \$5,000 to \$10,000.

Edgetts—Faye E. Wenzel has closed out his business and sold the remainder of his stock to E. Minzie & Co., of Luther.

Jones—Clarence J. Timm and brother, Floyd W., have opened a general store here under the style of the Farmers' Store.

Marquette—The Stafford Drug Co. has taken over the stock of the People's Drug Store and will continue the business as a branch store.

Ionia—The Ionia Bean Co. has been organized by K. R. Smith, Sr., T. B. Preston and E. E. Prescott for the wholesale handling of beans.

South Lyon—Edmond W. Fitzgerald has sold his grocery stock to Edward Wallace, formerly of Pontiac, who will continue the business.

Ionia—The Ionia Bean Co. has engaged in business with an authorized capital stock of \$5,000, all of which

has been subscribed and paid in in cash.

Pontiac—J. W. Blackburn, of Jacksonville, Ill., has leased a store building on Saginaw street and will occupy it with a stock of dry goods about Sept. 1.

Albion—Owing to ill health John Tice has sold his drug stock to his former clerk, Harry Millman, who will continue the business at the same location.

Montrose—The Montrose Bank has been incorporated into a State Bank under the style of the Montrose State Bank, with an authorized capital stock of \$20,000.

East Jordan—Austin Bartlett is closing out his stock of meats and groceries and will remove to Everett, Wash., where he will engage in similar business.

Detroit—The F. B. Ensley Stove & Supply Co. has been organized with an authorized capital stock of \$10,000, which has been subscribed and \$5,000 paid in in cash.

Dowagiac—Harry Smith and W. E. Cory have formed a copartnership and purchased the Martin & Tuttle grocery stock and will continue the business at the same location.

South Haven—Henry Zeedyk has sold his stock of general merchandise to Joseph Bosch and son, Edmund, who will continue the business under the style of J. Bosch & Son.

Grand Ledge—Sheridan Simons has sold his meat and grocery stock to Burton Gates and Val Lawrence, who will continue the business under the style of Gates & Lawrence.

Reed City—H. R. Niergarth has retired from business, having sold his clothing stock to J. W. Patterson and his dry goods stock to the Gerhardt Co. and W. R. Niergarth, of Boyne City.

Detroit—Otto Laderach & Co. have engaged in the general wholesale and retail boot and shoe business, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Cadillac—Ed. Drury, who has been connected with the Drury-Kelly Hardware Co. for eighteen years, has withdrawn from the company and will seek a new location to engage in the hardware business.

Detroit—The H. R. Leonard Furniture Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in cash.

Marquette—The J. H. Foster Co. has purchased the salvage stock of A. L. Huetter, dealer in women's clothing and furnishings, who suffer-

ed a loss in the fire which recently destroyed the Bacon block.

Allegan—The property of the Allegan Mirror Plate Co. has been sold at auction to F. I. Chichester. The stock of the company and its equity under the contract with the Board of Trade of Allegan was sold for \$3,892.43.

Ludington—Dr. Frank N. Latimer, who has conducted a drug store here for the past thirty-five years, has sold his stock to Ray Stram and Carl Seward, who have formed a copartnership under the style of Stram & Seward and will continue the business.

Detroit—J. Henry Smith has sold his interest in the General Grocer Co., which was organized to take over the wholesale trade of Peter Smith & Sons, to Sidney B. Cohn, who has been connected with Austin, Nichols Co., of New York, for many years. Mr. Smith will devote his entire attention to the credit business. The General Grocer Co. was incorporated Nov. 7, 1911, and the capital stock of the company is \$100,000.

Birch Run—Marsalin Colon, aged 75, proprietor of the first store ever opened in Birch Run, is at a Flint hospital suffering from elephantiasis, which is said to be exceedingly rare in this part of the world, being uncommon even in the tropical countries, where it originated. Colon's feet and limbs are greatly swollen and have taken on the color and general appearance of an elephant's skin. His feet measure 18 inches around the lower part. Physicians from considerable distance have been attracted and will watch the action of the peculiar malady.

Manufacturing Matters.

Detroit—The Zenith Carburetor Co. has increased its capitalization from \$10,000 to \$30,000.

Northport—William and Silas Gagnon have purchased the Gagnon flour mill and will operate it under the same style and open a feed store in connection.

Ewart—The American Logging Tool Co. has been organized with an authorized capital stock of \$200,000, of which \$100,000 has been subscribed and paid in in cash.

Jackson—The Seator Machine Manufacturing Co. has engaged in business with an authorized capitalization of \$50,000, of which \$34,700 has been subscribed and \$25,000 paid in in property.

L'Anse—The Marshall Butters Lumber Co. has been organized with an authorized capital stock of \$300,000 common and \$225,000 preferred, all of which has been subscribed and paid in in property.

Detroit—The Detroit Regular Co. has incorporated to manufacture and deal in power plant supplies and machinery, with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Detroit—The G. & G. Manufacturing Co. has engaged in business to manufacture tools, automobile parts of every kind, name and description and machinery, with an authorized capital stock of \$7,500, of which \$3,750

has been subscribed and \$1,000 paid in in cash.

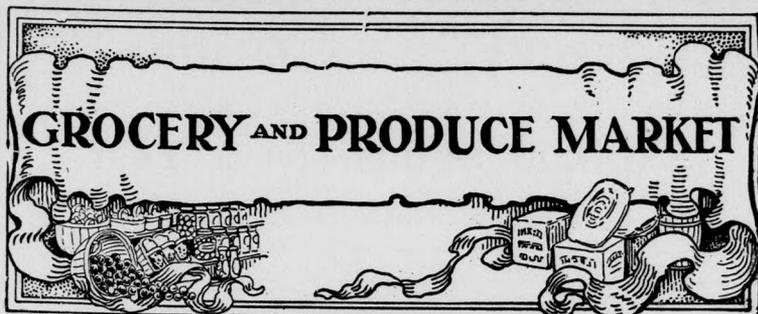
Detroit—The Schoenborn & Cowles Manufacturing Co., machinist, has merged its business into a stock company under the style of the Schoenborn-Cowles Manufacturing Co., with an authorized capital stock of \$15,000, of which \$10,000 has been subscribed, \$1,000 being paid in in cash and \$9,000 in property.

Flint—A new company has been organized under the style of the Flint Manufacturing Co. for the purpose of manufacturing and selling drugs and the compounding sale and general advertising of chemicals, toilet and proprietary articles, with an authorized capital stock of \$6,000, of which \$3,000 has been subscribed and \$600 paid in in cash.

Albion—Creditors of the Cook Manufacturing Co., the concern which was run into the mire by H. M. and P. M. Dearing, and which closed its doors on the same day the Albion National Bank failed, January 2, are soon to receive a dividend of two per cent on the amount of their claims against the company, according to word from Detroit. Referee in Bankruptcy Lee E. Joseyln, of Detroit has authorized the paying of the dividend, and the money will be paid out soon through Receiver John Rathbone. As the defunct Bank is practically the only creditor of any consequence, \$190,000 of the total of \$192,000 indebtedness being due that institution, the creditors of the National will come in for the greater part of the benefit to be derived from the dividend. The remaining \$2000 indebtedness is divided among a number of small creditors, none of whom held any very large bills against the company when it failed.

According to the New York Times a serious blow to the vegetarian cult has been struck by a paper read before the Academy of Sciences by the well-known savant, Dr. Edmund Perrier, who considers that he has proved beyond question that a meat diet is the best from a strictly scientific point of view. Dr. Perrier detailed a curious series of experiments on a number of ducks with different diets. A large brood of ducks hatched at the same time were distributed in several pens and each lot was supplied with a different diet. Some had fresh water fish, others grubs or flies, others bread, maize, cabbage and other vegetable food. Each week the ducklings were weighed and the results were tabulated. At the end of two and a half months the birds fed solely on meat had attained full size and weighed 1,500 grams, while the unfortunate vegetarians had only attained a weight of 600 grams, or two-fifths the weight of the meat-eaters. No doubt an interesting experiment, but most men will continue to live on a meat and vegetable diet.

When the ordinary man gets into financial difficulties it is because he is improvident or a poor manager. When a banker gets into financial difficulties it is because the currency is not sufficiently elastic.



The Produce Market.

Apricots—California, \$1.40 per box.
 Bananas—\$3.75 per 100 lbs.
 Beets—35c per doz. bunches.
 Butter—The demand has been of sufficient size to keep most stocks cleaned up. Quotations on creamery extras hold at about 1c per pound higher than the market of a year ago. The New York market is holding at about 2c per pound above Grand Rapids quotations, but Chicago prices have been practically the same as quotations issued by the commission men during the week. Extras are now held at 27c in tubs and 28@29c in prints. Local dealers pay 19c for No. 1 dairy grades and 17c for packing stock.
 Cabbage—\$2 per crate for new stock for home grown.
 Carrots—25c per doz. bunches.
 Cherries—\$2 per 16 qt. crate for sweet; \$1.50 per crate for sour.
 Cucumbers—50c per doz. for hot house.
 Eggs—Eggs are in active consumptive demand and the market is firm on the best grade of eggs at 1/2c per dozen over a week ago. The continued hot weather has affected the arrivals to some extent, and the percentage of fancy eggs is light. No change in the situation is looked for in the near future. Local dealers are paying 17 1/2c, 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 have advanced to \$6 per box.
 Lettuce—Leaf, 65c per bu.; head, 75c per bu.
 Musk Melons — California Rocky-fords command \$3.50 per crate for 45s and \$3 for 54s. Georgia stock is sold at \$2.50 per crate for 45s and \$2 for 54s.
 Onions—Texas Bermudas are in ample supply at \$1.25 per bu. for white and \$1.10 for yellow. Spanish command \$1.85 per crate.
 Oranges—\$4.25@4.50 for Valencias.
 Peaches—California, \$1.15 per box; Elbertas from Georgia command \$2 @2.50 per bu.
 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 de-

mand at 75c per bu.; new is in active demand at \$3.00 per bbl.

Poultry—Local dealers pay 18c for broilers; 10 1/2c for fowls; 5 1/2c 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, 85c.

Veal — 5@10c, according to the quality.

Watermelons—35c apiece for Missouri stock.

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

The Grocery Market.

Sugar—The market is gradually strengthening and since last Friday the price has been marked up 10 point. All the refineries are now quoting 5.10 on 30 day contracts and the Federal is accepting orders at 5.05 for spot shipments. Stocks in Cuba are said to be 230,000 tons greater than in 1911, with many mills still grinding. The prospects in Europe were never better for a big crop yield than at present.

Tea—There is no particular change in the market. Sales are regular and active. New Japans are not as good style as formerly, but the cup quality seems to be up to standard. The change from hand finished to machine made teas is claimed by tea men to be detrimental to both style and cup quality—notwithstanding the claim to sanitaryness and reduction in cost of making. Ceylons and Indias hold at steady prices, the fine, flowery, high-grown trees being in greater demand and supply not plentiful. Javas seem to be gaining and the public sales in Amsterdam report an advance of 2c or 3c in quotations. New Chinas are being marketed and the crop is plentiful at low prices.

Coffee—All grades of Rio and Santos are about 1/8c weaker. This has not induced much buying, however, and trade is dull. Milds have been in very light demand at ruling prices. Java and Mocha are dull and unchanged.

Canned Fruits—Reports from the Coast are to the effect that packing operations have begun in some districts of California. The future business, however, according to these reports has been light as most wholesalers will not buy until they are sure that the market has reached bottom or at least as low as prices

can be and give the packer a fair margin of profit. Apples are unchanged and dull. Small Eastern staple canned goods are in light demand and unchanged.

Canned Vegetables—Some authorities declare that not in many years has the new tomato packing season opened with such a close cleanup of old goods. In spot as in future tomatoes, however, very little buying is being done at present by the trade in this part of the country. Advices from Maryland indicate that the growing crop is progressing finely. Although crop conditions for corn are reported to be anything but favorable, and the market has a hardening tendency, there is no increase of buying interest to be noted on either spots or futures. Other canned vegetables closed dull and unchanged. Very few peas are offered from any packing quarter, particularly at prices within the limits of buyers' views. There is no doubt that a large business could be done in standards at \$1, but it seems to be almost impossible to get any packer to accept that figure. Crop conditions are unchanged, and from all accounts the season's output will be decidedly short, although it is too soon yet to give definite estimates.

Dried Fruits—Apricots are firm, reflecting advices from the Coast, where growers are refusing to accept anything less than 8 1/2c basis for choice. New crop peaches continue to offer at low prices for shipment from the Coast, but little, if any, business results. Quotations f. o. b. Coast are based on 5c for standard, with the usual differentials on the other grades. Prunes are inactive, although the spot market seems to be firm. Spot currants are firmer, in sympathy with cable advices of unfavorable crop conditions due to recent heavy rains. In some quarters it is asserted that under the most favorable circumstances the current season's output will not exceed that of 1911, while should the rains continue and become general, there would be a material decrease in the crop. The raisin market is somewhat unsettled by rumors of low offerings from some quarters. In Chicago the Farmers Union is reported to have made sales recently at 5c f. o. b. for fancy in 16 ounce cartons, and that price was mentioned on Saturday as possible to buyers here on contracts covering first half of October shipments.

Cheese—The consumptive demand is very good and the make is about normal for the season. There is a continued speculative demand for fancy cheese and the outlook is for a possible slight advance in the near future. Under grades of cheese are in ready sale at relatively lower prices.

Starch—Bulk goods and best package goods have declined 10c per 100 lbs.

Syrups and Molasses—Corn syrup has declined 1c per gallon. Compound syrup has declined 4 scales.

Fish—Cod, hake and haddock are quiet at ruling prices. Salmon is unchanged and fairly active. Domestic

and foreign sardines are in fair request at unchanged prices. New Irish mackerel are still ruling very cheap. New Norways are also coming forward, but they are not very good, and the demand is for the old fish, which are firmly held.

Provisions — Smoked meats are firm. Pure and compound lard are steady and unchanged. Barreled pork, canned meats and dried beef are unchanged and in fair consumptive demand.

Frantic Appeal From Fremont.

Fremont, July 16—We want you, your wife and all the children to be with us at the first annual Home Coming celebration at Fremont, week of August 1, 1912. About the only landmark left is the old P. M. depot—it won't burn, it is made of asbestos. Jim Palmer has retired, but from habit meets all the trains. He will be there to tell you this is Fremont. You will not have to walk up town in the mud, for the street is paved; stone roads leading out from town north, south, east and west; big stores, fine churches, real homes have taken the place of the old wooden buildings; no vacant lots as when you were here. Johnny De-Haas and Amos White made so much money they took their wives and made a trip around the world. Jacky doesn't run the hotel, but is seen nearly every day about the place. He sometimes wears a coat and hat. Jack Ketchum is still at the old place—he was at the postoffice last week. Frank Smith, George Raider and Gerrit Hain are still at the old stands. Drs. MacNabb and Nafe say it's too healthy here, haven't much to do. John Cole, Charlie Stone, Frank Hart, the Gerber boys, Uncle Tom Stuart, Bert Garrison, Charlie Forman, Lew Addison, John Jacklin, Will Hilton, Charlie Buck and a host more of the old pioneers are here and will welcome and show you a good time. So "put on your old grey bonnet with the blue ribbon on it" and be with us for a few days.

August 1 will be the big day—picnic at the lake—ball games, band concerts, merry-go-rounds, air ship—"Beachey," the noted bird man, will have his biplane on exhibition all day. After dinner he will make two flights; you will want to see them, sure. The town is dry, but the city fathers have ordered an extra pump, which will be installed by that time. You want to come home once more. We want you to come. Drop us a card saying you will be here. Then we'll both be happy.
 D. D. Alton, President.

Waddell Bros. Still in Business.

Stanwood, July 15—We note in the Michigan Tradesman that Waddell Bros. have sold their entire business to C. F. Schuster & Co. This is an error. Waddell Bros. are still in business, but the stock of Waddell Bros. & Co. was sold to C. F. Schuster & Co. Please correct in this week's paper.
 Waddell Bros.

A man is no sooner elected to office than he begins to kick because it is not more remunerative.



Danger Confronting Banks From Note Brokerage Houses.

During the past fifteen years the business of trading in commercial paper has developed from an infant to a full-grown industry, the larger cities each having many commercial paper or note brokerage houses.

A bank can not, even under ordinary conditions, loan all its capital, surplus and deposits, excepting the amount required for reserve, to customers who expect to use the money, not as temporary but permanent capital, necessitating the renewal of their notes. The greater percentage of a bank's deposits is payable on demand, and it therefore is desirable, and we might say imperative, that it have some sort of quick assets as part of its investments, which in time of stress can be used for raising money without disturbing the obligations of its clients. Commercial paper is one form of quick assets.

During my banking experience I have been connected with banks dealing largely in the purchase of commercial paper, and I have found on several occasions the wisdom of having this class of security in the bank's assets. In time of stringency, a bank's deposits, especially the commercial deposits, are certain to show a decrease, because business men can not make collections, and must use their bank balances to meet maturing obligations. At these times, for a bank to be of service to the community in which it is located is no small matter, and I claim that carefully selected commercial paper most readily furnishes such means. This class of paper should always be bought, only after as carefully selecting the note broker as the paper itself. For the country bankers, it is always good judgment to have one of their city correspondents pass upon the paper for the reason that in these larger banks men are employed who make this branch of the bank's business a specialty and this, in a manner, reduces the risk. Good business is the taking advantage of opportunities, with the least possible chance of loss. Statisticians claim that over five billion dollars worth of commercial paper is being discounted by National banks alone each year. I have not attempted to verify these figures, but presume they are correct and am only quoting them to convince you of the magnitude of the commercial paper business.

Much can be said of what kind of paper to purchase, whether it be single name, two name, secured or unsecured, but I am attempting to view this subject from the standpoint of

a country banker, who really relies on the judgment of the broker, and the city banker, in the selection of his class of paper, so will refrain from dwelling on that phase of the argument, except to say to you, never buy the paper of an individual, firm or corporation who offer their notes for discount through two or more brokers.

It seems needless for me to go into any further details as to the merits of commercial paper, believing we are all agreed that it is one of the best quick assets a bank can have, but now comes the perplexing question, how are we going to make this good form of asset better? Business conditions have changed the past ten years, and the safeguarding of every form of business is being resorted to. While the sale of commercial paper has grown from a meager amount to the almost inconceivable figures mentioned, and the number of houses dealing in this class of payables now are numbered in the hundreds, nothing has been done to protect the purchaser, and I believe the time has arrived for action. Not that this business is bordering on dangerous lines, but its magnitude at present, unguarded, leaves an opening for dealings which might not stand strict scrutiny. How are we to safeguard commercial paper? I believe the registration of such paper the only practicable way. For instance, when a firm or corporation desire to discount their paper, they first present the same for registration to some bank or trust company, which should be selected by the American Bankers' Association to act in such capacity. It is then delivered by the maker to his broker to be sold. It would only be a short while before every banker, before buying any commercial paper, would insist on its being registered, and if it was not, he would refuse to purchase. This procedure will, I believe, tend to restrict the excessive borrowing now being carried on by many makers of commercial paper. The system of registration of commercial paper has been adopted by several large concerns, they using one of their banks as a registrar. The contention of those that are using this form is that it extends to the maker and to the purchaser a degree of safety not otherwise afforded them. On the other hand, many representing banks and corporations will argue that it is bad form, and that it opens the avenue of publicity of one's business to the public. I believe this argument is the most consistent one advanced in favor of registration, and anyone sell-

2½% Every Six Months

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

\$100.00 Bonds—5% a Year

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We Offer and Recommend

The Preferred Stock of Consumers Power Co.

Largest Underlying Company of
Commonwealth Power Ry. Lt. Co.

Netting about 6½% and **TAX EXEMPT**

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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

Fourth National Bank

Savings
Deposits

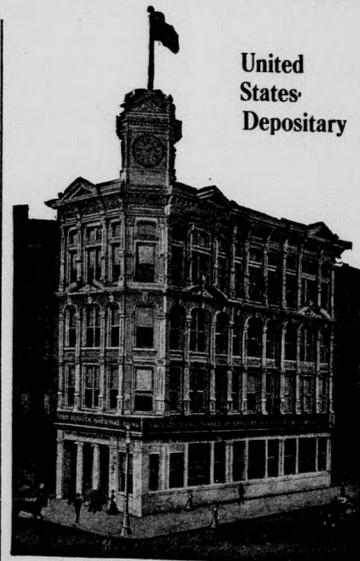
3

Per Cent
Interest Paid
on
Savings
Deposits

Compounded
Semi-Annually

Capital
Stock
\$300,000

United
States
Depository



Commercial
Deposits

3½

Per Cent
Interest Paid
on
Certificates of
Deposit
Left
One Year

Surplus
and Undivided
Profits
\$250,000

ing their paper to the public must expect to keep the public advised as to their financial condition. This is an age of publicity, and when refusal of such publicity confronts you, you should refuse to buy

Another argument that is being advanced against registration is that with the enormous amount of paper sold each year the loss is practically at a minimum. For the sake of argument, I grant this, but ancient history does not make future history, so why not, while the horse is in the stable, lock the door and use every caution to prevent his being stolen. This argument of minimum loss was formerly used in favor of cotton bills of lading, until some forgeries were perpetrated and large losses made by banks. An effort, I believe, is soon to be made by the American Bankers' Association to safeguard this class of securities. To justify my contention as to how little may be known under present conditions by either banks or note brokerage houses of the paper bought or sold by them, I will give you some personal experiences: A couple of years ago I was in New York, and while in conversation with the President of one of its largest banks, was asked if the bank I was with carried any paper of New York business concerns, and I mentioned several names that we were carrying at that time. One of the names mentioned was described by this banker, and using his own language, "None better, we are carrying a great deal of the same." I left New York two days later, and before arriving in Chicago secured a morning paper and the first thing that greeted my eyes was the notice of a receiver having been appointed for the "none better" concern. Another time, while in Chicago, my bank wired me to purchase some "paper." I went to one of the Chicago most reliable commercial paper houses and selected the amount of paper we desired, when the broker said, "You have not selected one of the best pieces of paper we have for sale." I accepted his recommendation, adding that to my other selections. Two weeks later a receiver was appointed for the "best piece of paper" concern. In both of these cases, it developed afterward that the exact amount of paper these concerns had discounted was not known to anyone but to themselves, and not to those who should have known. Registration will take care of this condition. Take a recent failure of a large wholesale house in one of the larger Northwestern cities. Their paper was scattered from Maine to California and from Canada to the Gulf of Mexico, and believe some two hundred or more banks held this paper, ranging from \$1,000 to \$25,000. While strongly advocating the registration of commercial paper, I am not unmindful of the fact that it is not for me to say that this is the very best scheme to be adopted, but I do believe that nothing has been suggested that provides as an efficient safeguarding of commercial paper as registration.

There is one more phase of this subject that I wish to bring to your

attention: I have attempted to, in a brief way, impress upon you the excellent character of commercial paper as a quick asset, and also to make plain my argument how to circumscribe this asset with safety, but we bankers of the smaller cities and towns have a danger confronting us which we must look squarely in the face. The time is not far distant when note brokerage houses will be offering for sale the paper of our high-grade customers at a much less rate than these customers now are paying us. The banks of the larger cities will be your competitors to the extent that they will control your loaning rate, and eventually we will see a uniform rate of interest, extending all over the United States, but how are the banks doing business outside of the large centers going to meet these conditions? Our expenses are higher, our field is limited and our risks greater. It is a serious problem, but one that is standing on our threshold armed with commercial weapons and arguments. Are we going to contest it, and, if so, how?

N. E. Franklin.

Good Barometer of Character of Community.

If a banker is mean then it is meanness thrust upon him by his patrons. Banking morals have improved with other business morals.

A bank is no longer a one man institution. This is true even in the small town bank.

The average bank is now really managed by a board of directors drawn from those active in the manufacturing and mercantile interests of a community.

The one man in the active management of a bank, and under a board of directors, is one trained in banking from the position of messenger boy up.

The present average type of banker is a young man, while his predecessor, as a type, was an old man who went into a bank as a place of retirement from more active life.

Like all institutions a bank is dependent on good will for its patronage.

The fact that banks, even country banks, are beginning to advertise is a sure sign of a higher moral observance; for advertising is nothing but the medium for the extension of good will, and when they spend money for advertising it is an indication that they are learning the value and cost of good will.

Almost every institution has become honest or is becoming honest for selfish reasons—because it pays—rather than for the purpose of keeping out of a lower region in after life.

Advertising has not only made business institutions more honest but more efficient; for advertising as an economical means of seeking business is dependent for its permanency upon delivering goods of real merit.

The banks of a community are a very good barometer of the character of a community.

The banks of a community are the clearing houses for the business ethics of a community.

This is particularly true since the bank has ceased to be a one man institution. By its board of directors being drawn from men of general business activity the character of the community is the more reflected in the bank.

The easiest way to get acquainted with a town is to know the banks and bankers.

If anything the man at the head of a bank, any bank, is usually in advance of those of his community, because he not only comes in contact with the more active in his own community, but the bankers of other communities. For instance, the country banker meets the city banker, the city banker meets the metropolitan banker, who in turn meets the European banker.

Frank Stowell.

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.	391	398
Am. Light & Trac. Co., Pfd.	108	110
Am. Public Utilities, Com.	53¾	55
Am. Public Utilities, Pfd.	81½	83½
Can. Puget Sound Lbr.	2¾	3
Cities Service Co., Com.	108½	110
Cities Service Co., Pfd.	89	90½
Citizens Telephone	95	96
Comw'th Pr. Ry. & Lt. Com.	62	64
Comw'th Pr. Ry. & Lt. Pfd.	92	93½
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.	109	112
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.	95	97
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.	60	61½
Pacific Gas & Elec. Co., Pfd.	91½	92½
Peoples Savings Bank	250	
Tennessee Ry. Lt. & Pr., Com.	23¾	25
Tennessee Ry. Lt. & Pr., Pfd.	78½	79½
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 97
Denver Gas & Elec. Co.	1949	95 97
Flint Gas Co.	1924	96 97½
G. R. Edison Co.	1916	97 99
G. R. Gas Light Co.	1915	100¾ 100¾
G. R. Railway Co.	1916	100 101
Kalamazoo Gas Co.	1920	95 100
Saginaw City Gas Co.	1916	99

July 16, 1912.

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



Only bank on North side of Monroe street.

We recommend the purchase of the Preferred Stock of the Cities Service Company at prevailing low prices

Kelsey, Brewer & Company
Investment Securities
401 Mich. Trust Bldg., Grand Rapids, Mich.

Kent State Bank

Main Office Fountain St. Facing Monroe

Grand Rapids, Mich.

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

Deposits
6¾ 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.

Use
Tradesman Coupons

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 indorsement 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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INVESTMENT SECURITIES

341-343 Michigan Trust Building Grand Rapids, Mich.

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



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Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

July 17, 1912

MUST STAND TOGETHER.

At this writing the indications are that nothing will be accomplished by the advocates of parcels post at this session of Congress except the appointment of a commission to investigate the subject and report at the next session.

With a plank in the platform of both political parties calling for a parcels post, we shall likely get something in the next session of Congress, and it must be clear that in order to get a fair, square deal we must still continue in the fight and assist in writing the law, in order to prevent the retail merchants of the country from being put out of business.

The Tradesman is of the opinion that if the work is kept up and that if each does his duty, we may get something near a fair law. At least, we shall be able to prevent the retail mail order houses from writing on the statute books a law for their sole benefit.

LOWER EXPRESS RATES.

From the retailer's standpoint probably the most important feature of the sweeping reductions in express rates and reforms in methods of operation and practices, which have just been ordered by the Interstate Commission, is the effect which the order will have on proposed parcels post legislation. If the reforms had been ordered, say a year ago, parcels post would likely have died a natural death. Congress has always wanted to dodge the issue, but the advocates of an extended postal service succeeded in forcing the issue, with the result that the House did pass a parcels post bill and now the Senate must take some action, one way or the other.

The order of the Interstate Commerce Commission makes one thing very clear—the United States does not need a parcels post. There is no reason for Uncle Sam going into the express business any more than there is need for him going into the railroad business or the steel business or the shoe business.

Regulation of express companies and express rates was what was needed. That has come. Now, what is the use of the Government entering the same field over which it holds a supervisory and regulative hand? True,

the reduction in express rates may help the retail mail order houses to some extent. This was to be expected, but there is probably not a retail merchant in the country who does not see the equity in the situation and realize that the reductions will help him, too.

For years the small merchant has been more or less at the mercy of the express companies. Take a jeweler in a small town, for instance. Necessarily, he can not carry stock to accommodate all of his customers. Almost every day he must order something from the silverware or other manufacturer—perhaps a single article at a time. He has to pay the expressage, and often that expressage almost equals the profit. And this applies in many other lines.

The greatest reductions noted in the order is that for small packages—parcels which weigh less than twelve pounds. Rates on packages of more than twelve pounds were found to be more reasonable than those on small parcels. The new rates are based principally upon a minimum charge of 21 cents for a one pound package. The charges increase in ratio to the increase of weight and distance, at rates varying from 3-10 of a cent a pound to about 12 cents a pound—a most equitable and fair basis for all concerned. According to the conclusions of the Commission, 12 cents a pound is approximately the highest rate per pound for the greatest distance possible for a parcel to be carried wholly within the United States, exclusive of Alaska.

Here is where the mail order people come in: In most instances they "pay the freight." Of course, the consumer really pays it, but the express charges are often included in the sale price of the article. The resolutions are not likely to be big enough to warrant the mail order people in reducing the price of their goods—that is, the houses that advertise "charges prepaid"—and they will simply add the increased earnings to their already enormous dividends.

What effect the ruling of the Commission will have on proposed parcels post legislation, of course, is a matter of conjecture, but the matter has gone so far that it is doubtful if it will have much effect on the legislators. Some kind of a report on parcels post is expected from the Senate almost any day.

The investigation into the business of the express companies was conducted by Commissioner Franklin K. Lane and consumed the greater part of three years. The Commissioner expedited matters as much as possible, but it was not practicable that a report be made at an earlier date. Besides the taking of testimony at public hearings the investigation involved examination of more than 600,000,000 express rates, in addition to examination of documents relating to the financial operations of express companies.

Briefly stated, here is what the order provides:

Average reduction of 15 per cent. in all express rates.

Great reduction in number of rates by dividing the United States into blocks fifty miles square.

Complete organization of direct routes for shipments, eliminating circuitous business war routes of the past.

A vigorous attack is made on the methods of the express companies in the report as follows:

"It is the product of years of shrewd manipulation, has no justification in the minds of the expressmen themselves, and is the richest example yet brought to our attention to a tariff based exclusively upon the theory that the charge should be what the traffic will bear."

The Commission also found that "while these companies operate separately and compete with one another for traffic, the express business may be said to be almost a family affair. An interesting genealogical tree, in fact, might be drawn showing a common ancestry in all of the larger companies. And while many names may be used to designate these companies, it is within the fact to say that aside from the operations of the minor and distinctively railroad express companies, the express business of the United States is managed by not more than three groups of interests."

The most radical innovation perhaps is the recommendation of the so-called distance tariff. The present charges of the express companies are in many instances the same for fifty pounds as for 100 pounds between the same points, and in some instances as much for thirty pounds as for 100 pounds. The decisive effect of the order is shown in a table included in the report comparing rates between Washington, D. C., and several cities South. The present rate on a one pound package between Washington and Bedford City is 25 cents. The proposed rate is 21 cents. On a twenty-five pound package the rate is now 80 cents; the proposed rate, 46 cents. On a fifty pound package the rate is \$1; the proposed rate, 79 cents.

Packages weighing two pounds, for by which his property shall be carried from New York to Chicago—for 24 cents; 2,000 miles—from New York to Denver—for 31 cents, the present rate being, respectively, for each 35 cents. A three pound package will cost 27 cents for 1,000 miles and 37 cents for 2,000 miles, the present rates being, respectively, each 45 cents. A ten pound package may be transported 1,000 miles for 42 cents, and 2,000 miles for 77 cents, as against the existing rates of 75 cents and \$1.25, respectively.

One of the principal reforms is the requirement that all of the express companies shall join in the establishment of through routes by the quickest line of communication between all express offices, and shall publish through rates to apply between these points. The same provision gives the shipper the right to name the route instance, may be shipped 1,000 miles—ried.

The problem of reducing the enormous

volume of rate schedules to a genuinely practicable compass is one of which Commissioner Lane devoted most serious attention. He has evolved a method whereby the rates from any point in the United States to all other points may be printed on a single sheet or card about one-fourth the size of a newspaper page.

This was accomplished by dividing the country into blocks, each approximately fifty miles square. Rates are proposed between each of these blocks, treating all cities and towns within each block as common points. To every express station within each of these blocks the rate is the same from any other given block. Thus the rate is stated between blocks rather than between cities. The Commission believes this method will avoid the great volume of complaints arising from overcharges and also under charges.

The Commission has also indicated a new set of labels and way bills in different colors which the carriers are required to use, and in the event the shipment does not bear any label, it is to be delivered to consignee without collection of any charges, the carrier bearing the burden of discovering where the mistake lies. The Commission found during its investigation that the large number of double collections of express charges was due to the fact that a package which has been prepaid does not bear sufficient evidence of this fact.

There is still some doubt as to whether Roosevelt is the biggest fool or the most dogged fighter in politics. It depends largely on whether the doubter is a friend or opponent of the Colonel. But the nomination of Wilson seemed to many to offer Roosevelt a good chance to step down and out of his latest position favoring another party. T. R., however, claims the plans of the party were not contingent upon the action of the Baltimore convention and he intends to go ahead. There seems to be a widespread opinion, however, that the Democratic nomination has put a tremendous obstacle in the way of those who hoped to make the Progressive party a real power in national politics.

Christian Science can find much for argument in the case of a woman who has been in a Syracuse hospital several days while physicians made radiographs of her throat to prove to her that there was no metal or glass lodged therein. She was eating a bun last week, when seized with such symptoms that she actually appeared to have some foreign substance lodged in the oesophagus. So thoroughly convinced was she that this was the case that she could not eat. When the pictures showed the absence of any foreign substance, her delusion passed off and she ate. But the feeling is understandable. After eating some buns one might believe a flat-iron had been swallowed.

There is more than one brand of smokeless powder that is dangerous to mankind.

CRIME ON THE RUN.

Moral Effect of Sternness of Judge McDonald.

Judge John S. McDonald, of the Kent Circuit Court, is making crime quite unfashionable within his jurisdiction. He is doing it by dealing with the criminals who come before him along the lines of good old fashioned justice. And the course he is pursuing is rendering a public service deserving of more than passing notice.

A couple of young fellows recently armed themselves with revolvers, stole a lantern, stationed themselves on a bridge on the South Division street road and, when an automobile stopped at the danger signal, in true bandit style they ordered the occupants to deliver up their cash and collateral and to do it without delay. The holdup was proving an entire success when somebody in the party being robbed gave one of the bandits a jolt behind the ear which sent him into the creek, and thereupon his pal fired a couple of shots and fled. The robber in the creek was captured and landed in jail, and when he pleaded guilty Judge McDonald handed him a life sentence, the extreme penalty of the law. The second robber was captured a few days later, stood trial and was found guilty and the jury seemingly concurred in the sentence of the first by recommending a life sentence for the second, and this was the sentence imposed.

Such sentences were tough on the young men and, perhaps, they are deserving of some of the sympathy expressed for them as first offenders. But is it likely there will be any more cases very soon of automobile or any other kind of holdup within Judge McDonald's jurisdiction? The young men went into the bandit business with their eyes open and revolvers in their hands and must take their medicine, but the important point is not so much what has happened to them as it is the moral effect upon others of their kind. Ninety days in jail might have had a sufficiently reformatory influence upon the actual criminals, but the real protection to society comes from the stern punishment of criminals. A few sentimentalists, including deluded women and fool preachers, undertook to criticize the actions of the Judge, but he went back at them in the public prints in a way that showed them where they got off and held the preachers up to public scorn and ridicule in such a way that they will not undertake to cross his path for a generation.

Another instance of the right kind of justice is found in the sentences handed Nick Fink, the keeper of a notorious wayside tavern at Mill Creek. Fink has long been in business at Mill Creek and he has long been exceedingly careless in the observance of the law, selling to minors, to old soldiers, to women and to anybody else with the price on Sundays and week days and after hours as well during the hours permitted by law. Fink was arrested on two counts, for selling after hours and for

selling on a holiday. He was convicted on both charges and for the first the penalty imposed was \$100 fine and for the second ninety days in jail without the privilege of paying a fine. A still further penalty for his offending is in the State law which provides that a second conviction invalidates the license. This may be tough on Fink, but in all Kent county will there be anybody in the liquor business who will want to take chances on facing Judge McDonald? This sentence will act as one of the greatest reformatory influences on the liquor business in rural Kent that could be devised and the entire county will be benefited in its moral tone.

In recent years the tendency has been to regard the criminal as an err-

Queer Facts About Sleep.

All the organs of life rest in some way or other. The heart has an interval of rest between each combined act of contraction, and expansion and the beginning of a fresh act. Between each expiration of the lungs and the succeeding inspiration there is a period of repose. Physiologists have calculated that the heart reposes during about one-fourth of the time. Certain of the other organs suspend their activity in part during sleep. Old physiologists supposed that sleep was caused by the pressure of the blood on the brain. But modern physiology, with a tendency to regard the brain as the organ of all force and of all functions of the body, inclines to the view that sleep is caus-



John S. McDonald,
Kent county's courageous Judge, who is handling crime with a heroic hand and unerring justice.

ing brother—as one who should be dealt with gently and on lines of moral suasion. This tendency has been carried to such an extreme that criminality has become something of a joke and the penalties of crime no longer dreaded. Judge McDonald is bringing us back to first principles. The laws are for the protection of society against crime, and the best way to protect society is to enforce the laws in a way that will make crime unhealthy. And this is what Judge McDonald is doing, and he is doing it well.

The man who steals a watch ought to wind up in jail.

You are what you are only when no one is looking.

ed by a withdrawal of blood from the brain. A curious trait has marked men of large brain—that of sleeping at will. Bonaparte used to throw himself on the ground and go to sleep within a space of two minutes. Pitt was a sound sleeper, and slept night after night in the House of Commons while his colleagues watched the debate and roused him when it was necessary that he should speak.

A silly man is easily convinced that he possesses more wisdom in one day than the late Mr. Solomon did in all his years.

It takes nerve to enable a man to achieve success—and a lot more to enable him to explain satisfactorily why he didn't.

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Manufacturers of
High and Medium Grade Brooms
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Satisfy and Multiply
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"Purity Patent" Flour
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Just as Sure as the Sun Rises

VOIGT'S CRESCENT 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.

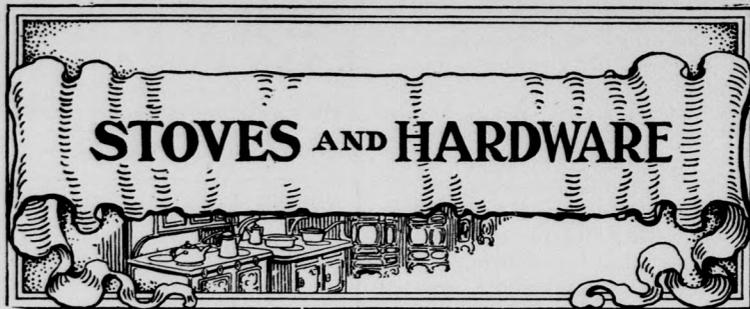
The quality is splendid, it is always uniform, and each purchaser is protected by that iron clad guarantee of absolute satisfaction.

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



Voigt Milling Co.

Grand Rapids Mich.



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.

DEMON OF INDIFFERENCE.

What It Costs the Merchants of Michigan.

Written for the Tradesman.

While you are racking your brain to figure your cost of doing business, do you include one item that costs the merchants millions of dollars each year—the indifference shown by a large number of retail merchants throughout our State and Nation to the several State associations which seek to do them good and make their conditions better in every way, asking nothing but justice to all, regardless of party affiliations, regardless of occupation, regardless if you are a small dealer in a small country town or in a large department store in our larger cities.

In figuring your cost you are presumed to figure all expense items which enter into the sale of merchandise, but do you?

Some merchants figure that all items of expense must be included, to which the matter of profits are figured according to the desire of the merchant who figured same.

Now pardon me, reader, for departing from my original subject to here state that figuring selling cost should not consist of adding figures to your cost of doing business, and if you find that you are losing money on certain articles, it does not consist in simply marking that article higher, but good merchandising consists in figuring to reduce the selling cost, without taking away from the quality of the goods, that you may be in a position to give the goods to your customer at a lower price with a larger margin of profits to yourself by cutting down many of the unnecessary expenses, such as unnecessary telephones, telegraphs, unnecessary express, unnecessary office expenses, etc., and many other items usually charged in the expense account that could be avoided with a little care.

Now to my original subject, what indifference costs the merchants, or part of them, who seem to be so wrapped with self that they can not see, read or hear the warning cry that has been sent to them by the many State associations whose ranks are made up of men who do realize what indifference costs and who are trying to seek the co-operation of you, Mr. Merchant, to change them.

Every trade journal published in the interest of retailing has warned you

of the coming conditions and has pointed out the only safe way to overcome them, but still you are indifferent.

You still sit back and wonder what your troubles will be next.

There are about 15,000 retailers of merchandise of various kinds in Michigan, all or nearly all of whom carry some fire insurance.

There are within this State associations representing nearly every line of merchandise sold and most of them have arrangements to carry their own members' insurance, at greatly reduced rates, nearly one-half of the regular board rate, as fixed by the underwriters. Now the average policy carried by merchants is about \$3,000 on stock and at the average board rate, large and small towns, of 1½ per cent., this means an average cost to each merchant of \$45, or a saving to members of \$22.50 on each, or a saving to the merchants of Michigan on stock insurance alone of \$367,500 annually.

Quite an item to charge to indifference, don't you think?

But listen further: During the last twenty years a catalogue business of one and one-half billion dollars each year has been taken from the tills of the retailers of the United States. Taking the pro rata for Michigan, this means, according to population, another cost of five million dollars or \$333½ worth of trade from every merchant of every kind in our State each year.

Figure your average profits on this extra business and see what indifference costs. All associations are working and founded on the principle of protection along the line of justice and had you co-operated loyally with them from the start, you would have no trouble in at least curtailing the vast amount of business now flying to the cities and saved it for your own till.

Again, parcels post has been pointed out by the associations as a means of further increasing the mail order business. You have been asked to co-operate by the officer and the trade press in keeping this from taking place, but on every hand we hear and see the indifference which is costing many a dollar that rightfully belongs to you as the home merchant.

But, you say, I don't care. They will get it anyway and the associations can not stop it. But let us see. Let us again go into figures and see what your indifference costs:

In the last report of the Postmaster General the expense of the Postoffice Department was about \$237,-

000,000 and second class matter furnished 65 per cent. of the paid tonnage and that the publishing of second class matter contributed less than 4 per cent. of the above expense, or less than \$9,000,000, and caused a loss to the Department of over \$66,000,000, while first-class matter (your letters) furnished a profit of about \$62,000,000. In other words, it took all the profits of your first-class mail to make up the deficiency created by carrying the magazines of a few hundred publishers, who are growing rich at your expense and making others richer by the juicy receipts of manufacturers, who were determined to force sale of their goods to consumers and their columns were filled with catalogue house advertisements

at the expense of the regular trade journals, who were working in harmony with the various State associations.

Take your pencil and just figure your expense item here: With every sealed letter that you send out you are contributing nearly one-half to help the big periodicals get their goods to consumers at the expense of the Government. Selling space to those who are trying to put you out of business!

Charge this up to indifference for the one cent letter postage. Associations, through the many State associations, have been trying for months to get every merchant interested in a movement to allow you to send letters at actual cost to the Govern-

Foster, Stevens & Co. Wholesale Hardware



10 and 12 Monroe St.

::

31-33-35-37 Louis St.

Grand Rapids, Mich.

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.

ment and make the great magazine publishers pay their rightful share.

In pointing out some of the costs of indifference, we have not attempted to show you many of the benefits derived by co-operation through associations nor do we attempt to tell you that you can not run your business without co-operation. You have no one to thank but the workers in the many associations and the trade press who have put a crimp in the lion's tail. They have kept parcels post in a pigeon hole for over eight years without you. One of the gravest dangers to the small merchant and small towns and a movement conceded by all who are in close touch with the situation to be fostered by the catalogue houses of which you complain and as has been acknowledged by one catalogue house, who is selling stock to consumers and who use it as a selling argument, that with the advent of parcels post the catalogue house business will multiply fifty times.

Shall we charge this extra growth to your indifference or will you throw off your yoke and join with your fellowmen in changing conditions for the retail merchants who must fight their own battles if they stay in business. By more co-operation, by more loyalty to the one common cause, the retail trade to and through the retail merchant in his home town with a motto whom no one need fear, "Our Town, One for All and All for One."

The National Federation of Retail Merchants is a clearing house for all the merchants in our land. The Michigan Federation is an affiliation of all State associations and whose work will be to correct some of the evils now existing and place merchandising on a higher plane, with a reduction of costs, that for years past must be charged to your indifference. Some of these conditions can be changed. Others, can be checked by your co-operation.

May we hear from you? We have some facts that will astonish you as to what results you will have by joining the State Association representing your particular line.

I trust that this short article may be taken in the spirit in which it is intended. F. M. Witbeck.

Our idea of a misguided individual is one who thinks his friends are as glad to have him visit them as he thinks they are.

Many a poor man is mistaken for a genius when all that ails him is biliousness.

Repressive Legislation To Banish the Perilous Match.

The manufacturers of illuminating matches are said to have practically reached an understanding with the National Board of Fire Underwriters on the form and substance of a bill for uniform enactment in the states, providing for the elimination of the hazard of the dangerous parlor match. The recent annual meeting of the Diamond Match Company, in Chicago, is said to have taken the subject up and ascertained that the difference in the cost of the manufacture of the non-poisonous match, in comparison with the dangerous or white phosphorus match, is about 7 per cent. greater. The manufacturers, however, are believed to be fully in accord with the underwriters in the general public policy of suppressing the hazardous match, believing that the increased cost will be compensated by augmenting the public safety.

The Esch bill, introduced in Congress last fall, aimed to prevent the use of the white phosphorous match by placing a prohibitory tax on its manufacture and sale. The bill was also intended as a safeguard of public health, as the disease of necrosis, or "phossy jaw," is directly traceable to contact with substances used in the manufacture of the white phosphorous match. The disease, however, is rare, and by far the greater damage traceable to the use of the ordinary parlor match is its prevalence as a cause of fires, no less than 20 per cent. of fires being attributed to that origin.

The common parlor match which strikes anywhere is a white phosphorous match, and is the chief cause of fire trouble. The double-dipped match with the white phosphorus only on the tip of the head is much less hazardous, while the ordinary safety match, lighting only on the box, although more dangerous than is generally supposed, is the least dangerous of those now commonly used, as it is not so apt to be scattered about. It is proposed to prohibit the use of parlor and double-dipped white phosphorus matches and it is proposed to substitute the use of a match headed with sesqui-sulphide, which contains no white phosphorus and is the least dangerous from the standpoint of fire hazards.

The elimination of white phosphorus will do away with 75 per cent. of the match fire risk. The parlor white phosphorous match being taken as 100 per cent. of risk for the hazard of ignition under foot, the double-

dipped white phosphorus match has only 25 per cent. of hazard, the sesqui-sulphide parlor match 10 per cent., while the sesqui-sulphide double-dipped match can not be ignited by pressure under foot. With matches handled in bulk, the hazard arises largely from the falling of boxes and cartons in wholesale and retail groceries, or from heavy articles falling on the boxes, igniting by friction and concussion.

Experiments have shown that where a small box of white phosphorus parlor matches will ignite with a five foot drop, the double-dipped match will stand a twelve foot drop and the sesqui double-dipped match withstand a twenty foot drop. Another hazard of all matches used to date has been due to sputtering, scattering blazing particles into inflammable material. The sesqui head contains a larger proportion of glue, holding the combustible materials together, so that there is much less danger from this cause with the sesqui match than there is even with the safety match. The sesqui match is also said to be free from the rat-and-mice hazard, as they can gnaw it without igniting it.

We've Got To Graft.

"Sir," said the Englishman to the American tourist when they met at Naples, "I am sorry that I can not compliment your country."

"No? What's wrong with my country?" was asked.

"You seem to have become a nation of grafters. It appears that every man is reaching out after money, and has no care how he gets it."

"Yes, there's a heap of grafting going on; but you Europeans are entirely to blame for it, and have no right to criticize."

"And how do you make that out?"

"Why, your lords and dukes and counts want our daughters for wives, but won't take them unless they have \$4,000,000 or \$5,000,000 apiece. We have to keep grafting to raise the cash. See?"

"I had not taken that view of it," said the Englishman, after a moment's thought.

"And that's where you are up a tree. For instance, I'm a grafter. I am stealing everything myself, and digging for more; but it's solely because I have a red-headed daughter who can marry one of your lords if I can raise enough cash to pay his debts and run his house for the next few years. Plain as the nose on your face. We steal the money, and you have all the use of it!"

Matches and Fire.

Each year there are manufactured in the United States about \$6,000,000 worth of matches. In addition, the imports amount to \$370,000. It is probable that 99.9 per cent. of those matches performed the duty for which they were made and then became harmless. The remaining 0.1 of 1 per cent., or \$6,370 worth, may be held accountable for probably \$60,000,000 worth of damage caused by fires resulting from careless use of matches. They may also be held indirectly accountable for \$250,000,000 worth of damage caused by fires annually in the United States, not to mention an equal amount expended annually in the United States for fire protection and fire insurance. The returns on this investment of \$6,370 are probably greater than on any other similar investment which we make, aggregating, as they do, probably \$80,000 for each dollar invested. The dividends, however, the negligible.

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.



SUNBEAM

Trunks, Bags
Harness, Whips
Collars

The world's best values—get in touch.
Catalogs on request.

Brown & Sehler Co.
Grand Rapids, Mich.



ROBINHOOD AMMUNITION

NOT MADE BY A TRUST

No other ammunition ever gained greater popularity. Our sales have increased in leaps and bounds. You should be getting your share of this trade. Write for catalog, prices and co-operative selling plan. Do this today. ROBIN HOOD AMMUNITION CO., Bee Street, Swanton, Vt.



FROM THE INSIDE.

How Joseph Hudson Impressed an Old Employee.

E. J. Hickey, the Woodward avenue clothier, who was a cash boy in C. R. Mabley's store in 1879 when Mr. Hudson came to Detroit to become the manager of the Mabley establishment, and who subsequently for twenty years was a trusted employe of Mr. Hudson, writes the Tradesman as follows:

Detroit, July 15—I was much pleased to read your tribute to the memory of Joseph L. Hudson in the last issue of the Tradesman. With your permission, I would like to add a few words to the subject:

Mr. Hudson's ability to decide almost instantaneously on the course he would pursue with relation to any given business situation and then to bring almost abnormal energy and application to the execution of the plan along the lines he had laid out, had much to do with his pre-eminence in the business world.

Coupled with this was a rare ability to read human nature and pick the right kind of employes. To these employes Mr. Hudson's monumental capacity for work served as an inspiration. There were never any laggards working for J. L. Hudson, and his employes' loyalty and faith in him were something beautiful to witness. Still another element in the success of Mr. Hudson was his faith in the business future of Detroit. This caused him to take what were considered reckless chances at the time, but which were subsequently justified by a success that attracted the attention of the entire business world.

Mr. Hudson could see through a business proposition quicker than any man I ever saw, but his tremendous capacity as a worker overshadowed everything. In the life of his store he was the human dynamo.

Quick To Make Changes.

I well remember when he came to Detroit in June, 1879, to become the manager of the Mabley establishment. With his coming, Mr. Mabley went to Europe and remained abroad a year so that his new manager should not be hampered in the slightest degree in carrying out his own ideas for the resuscitation of the business. While the Mabley store then had the reputation of being the most successful ready-to-wear clothing store in the country, it was not making money. There was plenty of business, but the expense of operation was too great. It was to the reduction of this unjustifiable operating expense that Mr. Hudson first addressed himself. Favorite employes of Mr. Mabley whose earning capacities were not commensurate with the amount of their salaries, were let out and the personnel of the store soon revolutionized. By the time Mr. Mabley returned the business was on a very profitable basis.

Then, as in after life, Mr. Hudson was very intolerant of any change in methods that he had personally outlined. It was this characteristic that resulted in the severance of his busi-

ness relation with Mr. Mabley. It was during the State Fair of 1881 and Mr. Hudson had caused a big sign advertising the Mabley store to be erected near the Fair grounds at Cass and Holden road. The Mabley residence was in the vicinity and Mrs. Mabley complained that the sign obscured her view of the Fair grounds. So she ordered workmen to cut the sign down. No sooner was this done than Mr. Hudson ordered it put up again. Mrs. Mabley then communicated with her husband, who was in England, and he wired back, discharging his manager. When Mr. Mabley returned from Europe he wanted to rescind the discharge, but it was then too late. Mr. Hudson had already perfected plans for going into business for himself and took with him to his new store on the site of the present Detroit opera house, many of the Mabley employes, myself among the rest.

Mr. Hudson in those days never left his work except to eat. He even slept on the job, having a room in the store and taking his meals at the old Russell House.

Far-Sighted in Choosing Sites.

Mr. Hudson was always strong in the selection of location for his stores. From the Detroit opera house site he moved his men's wear establishment to the site of the present Sanders' candy store. It was in September, 1891, that he branched out into the dry goods business and removed to the present store at Farmer and Gratiot. At that time his business had wonderfully expanded and he had good sized stores in Toledo, Cleveland, Sandusky, Buffalo, Grand Rapids, St. Paul, Minn., and St. Louis.

Then came the panic of 1893, and out of this grew the financial embarrassment of Mr. Hudson which resulted in his asking extension of credit in 1896. Never did a man's reputation for business integrity prove a better asset than it did to Mr. Hudson in those days. In '78 he and his father had failed in business and Mr. Hudson subsequently paid a hundred cents on a dollar, even looking up the heirs of deceased creditors and informing them that he owed them when they were absolutely ignorant of it.

This exhibition of sterling honesty had been followed by the rescue of the old Third National Bank from failure during the panic of 1893. Although he owned only \$5,000 worth of shares in the bank, it cost Mr. Hudson \$250,000 to save the institution. The expenditures he made in saving this bank and many others from ruin during this time had much to do with the subsequent embarrassment of Mr. Hudson's own business in 1896. We have Mr. Hudson's own word for this in the published interview he gave at the time, outlining the causes leading up to the request for extension of credit. "Up to the beginning of 1893," said Mr. Hudson at this time, "I made money very rapidly. This store, which many feared would be a failure, was a great success. We did a splendid and very profitable business, but from the commencement of

the panic of '93 and since the failure of the Third National Bank, in which I lost a large amount of money, things have gone against me. Notwithstanding the general business depression we have done a fairly good business here, but some of my outside ventures have turned out very badly. In the three years past I have also lost a large amount of money by my friends. They say that when things go against a man the road seems greased for the occasion, and it has seemed so for me the past three years."

Notice of Trouble.

The notice that the J. L. Hudson Co. was financially embarrassed and the request for extension of credit is still extant and is a cherished memento of the company at the present time. It reads as follows:

Detroit, April 30, 1896—I inclose statement of the affairs of the J. L. Hudson Co., of this city. I regret that although the surplus is large, it is ab-

solutely impossible to turn it into money soon enough to meet obligations as they mature. If the amount of indebtedness must be realized quickly, the shrinkage will be tremendous.

I ask the indulgence of our creditors, and offer for all claims in excess of \$300, notes at 3, 6, 9, 12, 15, 18, 21 and 24 months from May 1st, with interest at 6 per cent. from due date of invoice, less discount. For all amounts under \$300 and in excess of \$100, three and six months' notes. All amounts under \$100 will be paid in May. We wish to make the notes on or before, as we hope

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.

Ramona REED'S LAKE

L. J. DeLamarter, Resort Manager

The Pleasure Place
of
Grand Rapids

Bigger, Better, Brighter than Ever

Always a First-class Refined Vaudeville Show

Dancing every evening except Sundays in the carefully conducted Ramona Dancing Academy.

Everything popular priced.

REYNOLDS FLEXIBLE ASPHALT
SLATE SHINGLES

Reynolds Slate Shingles After Five Years Wear



Wood Shingles After Five Years Wear

Fire Resisting

Fully Guaranteed

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	Scranton	Jackson

H. M. REYNOLDS ASPHALT SHINGLE CO.

Original Manufacturer, GRAND RAPIDS, MICH.

to pay all of them long ere they are due.
The J. L. Hudson Co.s. at Cleveland, Buffalo and St. Louis are not in any way affected. They will all pay their indebtedness at maturity.
I hope to have your early reply accepting this settlement, with which kindly mail statement of account.
Joseph L. Hudson.

Never was an appeal more generously responded to. The day after it had been sent out by mail, the office was flooded with telegrams from all over the country, granting the requested extensions and volunteering more if there was need of it. There was any amount of credit for the man who had paid his creditors a hundred cents on the dollar in 1878 and had saved the banks of Detroit at the expense of his own business in 1893.

I remember it was the clothing manufacturers of Rochester, N. Y., who were especially kind to Mr. Hudson at this time. It was repayment of special kindnesses they had received from him at the time of the great strike in the Rochester shops a few years before.

Proud of Physical Strength.

Just a day or so before the extension of credit was asked we had opened the grocery department on the seventh floor of the store. There was a band of music, decorations, etc., to mark the occasion. I well remember that Mr. Hudson seemed in gloomy spirits for such an occasion and remarked that the music sounded to him like a dirge.

Mr. Hudson was very proud of his physical endurance and found a way to punish anyone who questioned it. I remember that one day when we were in Chicago buying goods, Mr. Hudson slipped on the marble steps of the Auditorium Annex, and I laughingly remarked to Mr. Tannahill, who was with us, that "The old man is getting weak on his pins."

Mr. Hudson overheard the remark, and evidently he mentally resolved to "show me." After that he would insist on walking up seven or eight stories instead of taking the elevator, and when we got back to the hotel at night he suggested a walk after dinner. By that time I was thoroughly exhausted and had just strength enough left to say that if he wanted to take a walk he would have to go it alone.

The love of Mr. Hudson for Detroit was very intense and his faith in its future absolutely sublime. When he moved off of the beaten track of trade in Woodward avenue and built his great store in the environment of Farmer and Gratiot, it was freely predicted that he would be a business failure in six months.

Just at this critical time when the company was straining every nerve for success, Mr. Hudson came out with a bold declaration in favor of prohibition of the liquor traffic. Many of us who were with him at the time feared that the interview would have a very bad effect on business and wired Mr. Hudson to New York, where he then was, to back water on it. Here is what Mr. Hudson wired back to us:

I am in the business of selling dry goods, not principles. I was correctly quoted and the interview stands as it is.
J. L. Hudson.

Help To Young Men.

Mr. Hudson was always a great help to the young men in his employ and we all thought him the finest man that ever lived. I named my first boy for him. I fear the business circles of this city will never look on his like again.
E. J. Hickey.

Why Store Papers Are Good Advertising Mediums.

Written for the Tradesman.

The name "newspaper" tells why it succeeds.

It succeeds because it deals in an ever-popular staple.

Its stock in trade contains two germs of immortality—human interest and novelty.

That is why newspapers are, by and large, more successful than magazines.

Successful newspapers outnumber successful magazines five to one.

Unsuccessful magazines outnumber newspapers five to one.

A newspaper, therefore, has twenty-five chances of success to the magazine's one, and principally because of the reason given above.

There is still another factor, however:

Both media deal in fiction and in fact. So far they are identical. The difference comes here:

The newspaper's fiction and fact is highly localized. It is largely confined to the district in which its readers live.

Investigators claim that local news is the profit-maker of the newspapers; that this feature is read more than all the others combined.

What concerns your next door neighbor is of more importance than the affairs of a man on the other side of the world. Everyone is interested in the "doings" of home folks. You don't care a straw if Monsieur Gaston de Nobody was married in Paris yesterday, but the chances are that you would be much interested by a news item which told of the marriage of your next door neighbor.

For the same reason a local thunderstorm is of more interest to all of us than a typhoon in China.

Therefore, we may say that the foundation of newspaper popularity is this: It deals in today's doings of one's home-folks. Most of us would drop any kind of magazine to read a newspaper squib about neighbor Jones or neighbor Brown.

The reason for the store paper's success is the same as that which accounts for the rise of the newspaper if it is a real store paper and deals in news which possesses local interest.

No other form of retail advertising does this. No other form of retail advertising fills anything that might be termed an actual human need. But the store paper does.

Perhaps some one will laugh when we say that "news" is a human need.

News is a need as surely as human companionship is a need, and we believe that no one will deny this statement.

All other forms of advertising are more or less artificial.

They do not really appeal—they prod. They are nothing but stimulants.

The store paper is not.

Hear what a Kansas merchant says about his own paper: "My trade regards my paper as a sort of necessity, and if one of them happens to miss a number, I am sure to hear of it."

Did you ever hear of a customer reminding a merchant that the latter's form-letter or handbill failed to arrive?

A store paper is not out of place, even in a district where regular papers are published, for the reason that no territory is thoroughly covered. There are always some people, particularly in the country, who are always deprived of the news.

As an advertisement the store paper is the one form that its recipients look forward to; the one kind they are glad to receive.

It succeeds because it is a natural advertisement and not an artificial good.

Are you using it to strengthen the ties that bind you to your trade?

A letter or card addressed to the writer in the care of the Michigan Tradesman, will bring by return mail a booklet containing all the instruc-

tions necessary for any merchant to learn how to run a successful store paper. The booklet covers every phase of the subject and shows how to secure the "filler" matter which has bothered many store-paper publishers.
Anderson Pace.

Thank God every morning when you get up that you have something to do that day which must be done, whether you like it or not. Being forced to work, and forced to do your best, will breed in you temperance and self-control, diligence and strength of will, cheerfulness and content, and a hundred virtues which the idle will never know.—Charles Kingsley.

OFFICE OUTFITTERS
LOOSE LEAF SPECIALISTS

The Tisch-Hine Co.

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

Hart Brand Canned Goods

Packed by
W. R. Roach & Co., Hart, Mich.

Michigan People Want Michigan Products

FOOTE & JENKS' COLEMAN'S (BRAND)

Terpeneless Lemon and High Class Vanilla

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

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

Brecht's Twin Compressor



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

Klingman's Sample Furniture Co.

The Largest Exclusive Retailers of Furniture in America

Where quality is first consideration and where you get the best for the price usually charged for the inferiors elsewhere.

Don't hesitate to write us. You will get just as fair treatment as though you were here personally.

Corner Ionia, Fountain and Division Sts.
Opposite Morton House **Grand Rapids, Michigan**



A Customer's Commendation of a Store.

Written for the Tradesman.

Miss Norton, the stenographer in the law office across the hall, who only lately took this position and is new to the city, was consulting Mrs. Martin, who conducts a photograph gallery on the same floor

"I want to buy one or two white waists. Where is the best place to go?"

"I usually go to Ballman's to do my shopping," replied Mrs. Martin, "because I find there the best values and the greatest variety in desirable medium-priced goods from which to make selection.

"Generally I can find what I want right there without having to tramp about from one place to another hunting for what will please me and answer my purpose."

In this reply of Mrs. Martin's, given simply, naturally, sincerely, and with no other object than to aid the newcomer in making her purchases easily and satisfactorily, there is much food for thought. Any merchant may well consider whether intelligent, thoughtful women like this Mrs. Martin are saying such things about his store, for unconsciously she paid the Ballman establishment some very high compliments.

As the result of many comparisons of their goods and prices with those of other places, she gave it as her candid judgment that there one can get the best values. This means several things. One is that the buying for Ballman's is done carefully, wisely, judiciously—that when his buyers go to market they do not spend his money heedlessly for goods handled by their personal friends, but instead lay out every dollar to the best possible advantage, with the skill born of expert knowledge and experience.

"Best values" means, too, that proper economy is used in carrying on the store, so that running expenses are kept within reasonable limits: for rent, clerk hire, advertising and all other outgoes must be paid out of the margin between buying and selling price.

"Best values" at Ballman's means that the manager of that store, who, by the way, is Mr. Ballman himself, is up to date in his ideas and has the modern conception of business. He understands that the day of large net profits is over. He is satisfied with small margins, but knows that he must have a large volume of sales.

The second clause in Mrs. Martin's commendation of this store, "the greatest variety in desirable medium-priced goods from which to make se-

lection," stands for almost or quite as much as "best values."

It shows that Mr. Ballman believes that the best, the most permanent and the most profitable patronage that a store can have is the great host of middle-class buyers. They are the people to cater to—he wants this class of customers to get to coming and to keep coming to his store.

He handles some expensive goods and enjoys a share of the most fashionable patronage. But he never has deemed it wise to make his store one that bids for the trade of none but the wealthy. In the very large city there is a chance for the exclusive shop, and occasionally a merchant makes a great success of conducting that kind; but in a city of the size of that in which Mr. Ballman is located, he thinks it best to make his strong appeal to families of moderate means.

He has found the very wealthy lady "uncertain, coy, and hard to please" as a customer. One season he may sell her large bills of goods. The next, for no reason except that it suits her fancy or convenience, she is just as likely as not to pick up and go to Chicago or New York or even to Paris to do her shopping. She can go where she will, and if she chooses to do her buying away from her home city, he can not hope to throw out inducements that will retain her trade. What is true of one wealthy woman is true of another, so Mr. Ballman invests the greater part of his money in medium-priced goods.

He handles large quantities of low-priced and popular-priced articles, but none of the very cheapest. Goods that have no genuine merit whatever, whose only attraction is the very low price at which they can be sold, detract from the appearance of a stock, and give to the casual observer the impression that no goods of any merit are to be found in that store. The Ballman leaders and bargains are good staple articles sold for less than regular prices. A worthless article never serves to build up a trade, no matter how cheap it is sold.

The Ballman store has a large following of customers who are poor people, for many who have little to spend have learned that they get the best value for their money in medium-priced rather than in very cheap goods.

In her recommendation of Ballman's, Mrs. Martin said she found there "the greatest variety in desirable medium-priced goods." Variety is a strong point. Sometimes you will see a large stock of goods that does not present a proper variety. In a

given line all the articles look very much alike. No effort has been made to get things that have individuality and distinction. Some stocks could be improved by carrying fewer kinds, if only each kind meant something. One style of women's house dresses may have features that especially appeal to one customer; another style will seem more desirable to another. Do not tie up money in lines that have nothing in particular to recommend them.

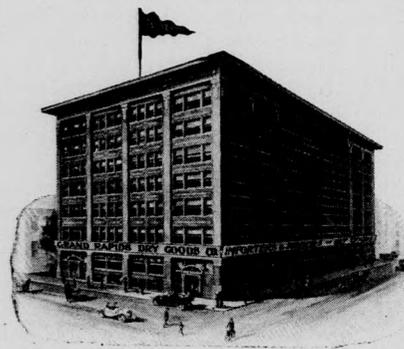
In closing these comments on a bit of well-earned praise which one store received from an appreciative customer, perhaps it ought to be remarked that whether with set purpose or unconsciously, such a store as the described Ballman's meets the needs of such women as Mrs. Martin very nicely, and these women form a large and growing class. They are the women who have some regular occupation to which they must give a certain number of hours each day, and so have very little time for shopping. When

they find it necessary to replenish their wardrobes or buy things for their homes, they must get away from their customary duties. Often this is difficult to do. Besides, their time is money, so they like a store where they can supply their needs quickly and easily. If they know a place where the goods please them and the prices are always reasonable, they are not inclined to go from place to place in order to make comparisons.

Every merchant has always in mind the bargain-hunting woman, who has all kinds of time for doing her shopping. Bait is thrown out constantly for her trade. This is all right. You want your share of her patronage. But seek also to please the woman who will not leave your store until she has completed every item on her purchase list, if only your goods and your service are according to her liking. Fabrix.

Most of the things we get for nothing soon find their way to the dump.

NEW STOCK OF PURSES



WHOLESALE ONLY

Bill
Folds
Pocket
Books
and
Hand
Bags



Just arrived

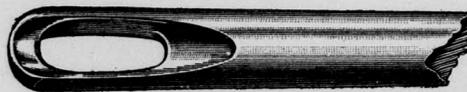
Our men are showing the samples

GRAND RAPIDS DRY GOODS CO.

Cor. Commerce Ave. and Island St.

GRAND RAPIDS, MICH.

Excelsior Gold Eye Needles



Large Round Eyes
Put up in Attractive Wrappers
100% profit



Stewart's Duplex Safety Pins

Best Quality
Extra Heavy Wire
Superior Nickel Finish

Write to your jobber for samples
and prices



HOT WEATHER SALES.

What a Manager Learned By Hearing Customers Talk.

Written for the Tradesman.

The weather was sizzling hot. I was on the edge of writing corking hot, but, come to think of it, "corking" does not mean anything in this connection. "Sizzling" makes you think of a hot kitchen, swarming with flies, and odors from a pan of rancid bacon frying down to a crisp on the stove.

Anyway, it was a sizzling hot day. The sun had risen like a hot brass bowl, so far as appearances went, and, at 11 o'clock, stared malevolently down into streets that came pretty near being hot enough to boil eggs. I am telling you how hot it was so you will understand the situation exactly.

On this hot day, when the open squares were hotter than the crowded streets because there was no shade and no breeze, when any foul odor which had found its way into a business place declared its presence but refused to be chased out, when the exertion of swinging a fan manufactured more heat than the resultant breeze cooled, on this worst day of the whole season, Roberts sat at his desk wondering why his advertising brought so few sales.

Roberts was manager of the Howell Dry Goods Emporium, and he knew that he was likely to get canned if he spent a lot of money in unproductive advertising. This being the canning season, it may be as well to say here that Roberts was not in fear of being boiled up in a large kettle and poured into a glass jar and sealed in with a circle of near rubber, if his advertising did not bring in the necessary cash. "Canned," as used in this highly truthful tale, means to bounce, to push out with the toe of a strong shoe, to amputate from the payroll, to pry one loose from his job. So Roberts wondered and estimated the cost of moving his family to some other town.

Roberts had advertised a white goods sale. The store was packed to the ceiling with white waists, and white skirts, and white stockings, and white handkerchiefs, and white everything, so he had planned to get this portion of the stock into form convenient to the First National Bank on the next corner but one.

It had been a bad season for white goods. Up to the middle of July overcoats and furs had been the best sellers. White goods had had no show at all, and so the manager had decided to cut prices and clean out the stock while the hot weather lasted. Hence the advertising.

People were there in the store, all right. They packed the aisle running down through the middle, and the side aisles, and the narrow lanes in the annex. The newspapers had done their duty, but the chief business of the visitors seemed to be to muss the goods, block the aisles and snarl and grumble at the clerks. The large cash register in the little balcony over the private office did not show money

commensurate with the crowd, the prices and the abuse of the clerks.

"I'd give a dollar, right now," Roberts soliloquized, watching unopened pocketbooks crowding out of the front door, "to know just what is the matter. The goods are just as represented, the sizes are full, the prices are right, now, why don't these folks buy?"

This is a question that many a proprietor, many a manager and many a salesman has asked himself without finding any more answer than Roberts found that hot morning. As a rule, the people who wonder why visitors at sales do not buy end by laying the blame on the newspapers, or the advertisement writer, or the advertising manager.

But Roberts knew better than to answer his own question in that way. The newspapers had filled his store with prospective buyers, and he could hardly expect the publishers thereof to send reporters along with them to take their money away from them and hand it over to the cashier. He knew there was something else the matter, so he walked out behind the counters and lingered in the shelter of heaps of goods, listening. What he heard was a plenty. Here is one of the dialogues:

"Hello, Gladys! You're an angel of light to appear just at this time! Here's a suit that was \$45 marked down to \$31.97, and here's one that was \$50 marked down to \$36.79. I like them both, but this last one looks like one Dora Hill wears with that horror of a hat. Tell me what to do, dear."

Roberts peeped around the corner of a stack of prints and saw two of the swell girls of the city perspiring in the heart of a mob of non-buyers. He wanted to get out there and show the goods in correct manner, for the clerk seemed stupid and listless, but he remained to listen.

"Never! Never in the living world! I wouldn't select a handkerchief in this crush. I came in to buy one of these suits, but it is hot, and the ventilation is unspeakable, and people crowd so, and the clerks are impudent, and I know very well that anything I choose in the mess will look wrong, and cheap, and mean to-morrow. I've been trying for half an hour to get out. Come along!"

And the girls left, carrying the price of those two suits with them. Roberts would have torn his hair if he had had any to spare. As it was, he moved along to another counter and listened again. There was a crush at this counter, but the cash-carrier wasn't kept any too busy.

"I can't decide," a lady's voice declared. "I thought I had my mind all made up when I came in here, but I just can't think! My, how hot it is! To speak in the language of the alleged cartoonists, never again for me. I believe half these clerks are asleep."

"Never saw anything like it," another voice said. "It smells like a dye house in here. I'm just wringing wet! And I've spent the whole morning without buying what I want, too. I am going home! Come along!"

And two more ladies went out with-

out making the cash-carrier run hot-foot up the gallery where the disgusted cashier sat prespiring like a man in a stoke room.

Roberts had not the strength to push his way through the crowd after that. He saw that the clerks were doing business perfunctorily, that the near customers were irritable and insulting, that there was not enough pure air in the whole store to keep a fish alive!

"So," Roberts told himself, as he returned to his desk, "it requires more than really truly bargains to bring about sales! The merchant who seeks the money of his townspeople must also manufacture a buying mood. Now, I'll see if I can't remedy this thing!"

There was a vacant lot back of the store and two windows and a wide door looked out upon it. That is, it was the intention of the builder of the building that they should look out on the vacant lot, but, as a matter of fact they did not look out on anything, the sashes and doors being closed and the shutters up. The previous manager had inoculated the owners of the store with the notion that the sun would fade the goods if permitted to have a look in.

Roberts called the janitor and told him to open up in the rear. The janitor went away looking irresolute, and came back in a moment to report that the hinges on the iron shutters were rusty and would not permit the proposed opening.

"Anyway," he added, "I have positive orders from Mr. Howell never to open them. He says the light is bad for the goods."

So Roberts, desperate by this time, for the crowd was going away with all the money of which it was possessed, went to the basement and got an ax and hewed the iron shutters to the door and windows open. The janitor looked on with the general appearance of a man in a fit.

Then it was discovered that the sashes would not lift, so Roberts sent his ax through the glass, making such a racket with his ax and the jingle of broken glass that the visitors came rushing back to see if the whole building was going to crash down upon their heads.

Mr. Howell, the principal owner, came back with the first rank and took Roberts by the arm.

"There, there!" he said. "I know it is hot, but you mustn't let the weather affect you so! I'll order a carriage, and you go home and take a cold bath, and in the morning you'll—"

"In the morning," Roberts replied, through his set teeth. "I'll chop down this rear wall if we can not find some means to ventilate this store. It smells like a dye pot in here, and there is not enough vitality in the room to keep a bee alive. What's the use of spending our good money to bring people here and then maintaining an atmosphere that not only makes them irresolute but actually puts them to sleep! Why, half the clerks are poisoned to the idiotic stage now. Why don't you have a few attendants at the door to chloroform the customers?"

"There, there!" said the proprietor. "I'm not a candidate for the foolish house," Roberts went on. "I'm telling you right now that people lose their nerve in the absence of pure air. What they want just as soon as they get in here is to get out. This atmosphere would kill a cat in one night!"

Howell sat down on the counter and sniffed at the slight breeze which was coming through the open doors and windows. It was still hot in the store, but the air was changing constantly, and clerks as well as customers were waking up.

"The idea of bringing people here to spend their money and then putting them to sleep!" said Roberts. "I'll take off the roof to-morrow if some system of ventilation is not decided on! If you want a summer sale, Mr. Howell, count on three things: Right goods, right prices and right atmosphere—VENTILATION!"

"Go as far as you like!" Howell said, turning away with a smile. "I begin to feel like buying something myself."

Don't pack your customers into a room minus fresh air. If you do you ought to employ attendants to keep the clerks away and to extract the money from the pocketbooks of the visitors. Roberts was right. In summer sales put ventilation with right goods and right prices.

Alfred B. Tozer.



Large Stocks
Prompt Service
Right Prices

Paul Steketeer & Sons
Wholesale Dry Goods
Grand Rapids, Michigan



Folly of the Too-Intimate Friendship.

Written for the Tradesman.

It was in March that the Clyburns moved into the cottage next to the Churchills. It happened that the two women knew each other slightly before, being members of the same lodge, so the way was paved for closer acquaintance.

The closer acquaintance came swiftly. Mrs. Churchill was very thoughtful and kind while the Clyburns were settling. The weather was cold and something was the matter with the furnace at the Clyburn cottage, so that for half a day the fire had to be put out while two repairers with much trotting up and down the basement stairs and leaving the outside kitchen door wide open, remedied the difficulty. During this trying time Mrs. Churchill had Mrs. Clyburn bring the baby and stay at her house.

The Clyburns are not people to take favors without returning them. They did their share in making friendly advances. The next week Mrs. Churchill was called from home three or four days to attend the funeral of a cousin in another state. While she was gone Mrs. Clyburn insisted that Mr. Churchill should take his meals with them.

Favor followed favor on both sides, and so it came about, naturally enough it all seemed, that by the middle of May Mrs. Clyburn didn't pretend to go down town unless Mrs. Churchill were going, they ran in and out of each other's houses like sisters; afternoons they sewed together and forenoons—well, a sarcastic neighbor observed that she "could not for the life of her see when either of those two women got her dishes done, for they spent so much time talking, one standing on one side and one on the other of the little fence that divided the two lots."

They were "thick as hops;" for it happened that both are temperamentally inclined to run to extremes in everything. So, feeling very friendly toward each other, to use an old-fashioned expression, "they wanted to eat off the same plate."

They told each other everything.

All of Mr. Clyburn's financial difficulties and embarrassments, and he is having a very hard time to pull along just now, all of the hundred and one humiliating economies that Mrs. Clyburn is compelled to resort to in order to make ends meet—a detailed account of every last one of them was poured into Mrs. Churchill's sympathetic ear.

The Clyburns have been experiencing a bitter sorrow which they feel as a cutting disgrace. Mrs. Clyburn's only brother, who is married to Mr. Clyburn's younger sister, was a bank cashier, and was tempted to speculate with the bank's money. He was found short in his accounts last winter, the bank prosecuted, and the poor boy is now serving out his sentence. It all happened away out West—there is no need that anyone in the city where the Clyburns live should know anything about it; but, of course, Mrs. Clyburn had to tell Mrs. Churchill the whole miserable story from beginning to end.

Mrs. Churchill, too, has troubles. Mr. Churchill sometimes gets out with the boys of an evening and becomes too hilarious. His employers have heard rumors of his dissipations and have twice taken him to task quite severely. He has a responsible position which they feel ought to be filled by a steady, reliable man.

Naturally Mrs. Churchill has been greatly worried this spring. Being on such intimate terms with Mrs. Clyburn, she has not refrained from telling her of Mr. Churchill's late homecomings, nor of her own fears and apprehensions as to where his course is leading.

The Churchill-Clyburn friendship came to a sudden and unhappy ending about the middle of June. The immediate occasion was the way a certain tiny slip for the Clyburn baby should be trimmed. Perhaps it ought to be explained to the reader that Mrs. Churchill, woman though she is of a thousand good qualities, is a little inclined to want to manage the affairs of other people. And, really, it would seem a pity if she were to expend all the energies of her active mind and vigorous body on so trifling a proposition as the labors of her own small household.

For a number of weeks previous to the ruction she "ran" practically everything at Mrs. Clyburn's. Mrs. Clyburn is a god deal of a leaner, avoids all responsibility, and seemed to like to rest the decision of her many small affairs on Mrs. Churchill's strong, positive judgment. But, strange to say, Mrs. Clyburn, who usually couldn't tell how she wanted to do anything, had made up her mind very firmly just how she wanted to make this little dress for the baby. Mrs. Churchill planned it all out in a different way, and when she tried to sweep aside Mrs. Clyburn's childish and absurd ideas, they did not sweep. Instead, that little woman, usually so facile and yielding, flew angry, and to the amazement of Mrs. Churchill, bluntly declared that she "guessed she'd have a little something to say as to how her own young one should be dressed."

Mrs. Churchill left abruptly and of course the friendship is all off. They speak when they meet face to face, but that is all. When Mrs. Clyburn wishes to borrow an extra flatiron or a drawing of tea she goes to some other neighbor, not to Mrs. Churchill.

The affair of the baby's dress has been given as the occasion of the disruption of the intimacy between the two women, and such it was. But, more accurately, the friendship may be said to have broken off of its own weight. The crash was bound to come. If the matter of the baby's slip had not brought on the finish, something else would. It simply is not in human nature to stand the strain of an over-close friendship.

Why will women, grown women with the responsibility of husbands and children on their hands, be so foolish? We expect school girls to form hasty

attachments, to be inseparable for a short time, to share their very thoughts one with the other, and then to fall out. Their lives are so simple and transparent, it really does no harm. But a woman of mature years should know better.

Of these two women, Mrs. Churchill and Mrs. Clyburn, probably neither will be dishonorable and tattle to outsiders of matters told her in strictest confidence. Both have too high standards for that. But each wishes most heartily that she had not exposed the skeletons of her closet to a friend no longer. After one of these hastily formed and unwise intimacies there always are bitter regrets.

Only the friend who has stood the test of time should be trusted with the secrets of our inmost hearts. Even with those who have proved steadfast through good and ill we should avoid rather than court too constant association. We tire of the society of the most congenial chum—and she of ours. A wholesome reserve makes for strength and dignity of character.

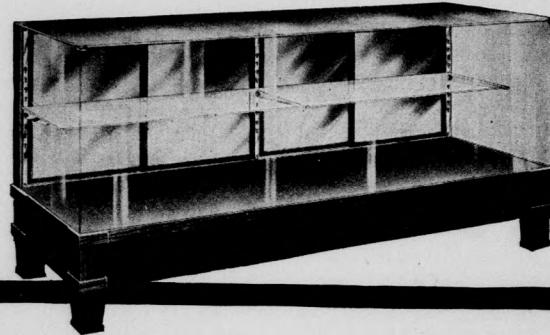
Quillo.

The Goddess of Justice may be blind, yet she occasionally winks the other eye.

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Published by Fisk Publishing Company
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There is No Other Advertising Service Like This in the Whole World

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\$5 per Year—Published Weekly
Cash with order. Sold to only one dealer in a town.

Necessity of Team Work Among Merchants.

What kind of a hotel has your town? That is mighty important. It means much in the good name of your town abroad.

What kind of a salesman are you? Yes, yourself. Enthusiastic and interested, or indifferent? As you are, so are your clerks. Are you setting the right pace? It is up to you, and if you like your business you can make good.

You and the editor of your local paper may differ on politics and some other things, but that should never keep you from working together for the good of your town.

Are you joining the pack in the cry, "Eliminate the middleman?" Sounds fine, doesn't it? Mail order houses and the politicians are yelling it, too. They mean YOU.

There will always be some poor towns, but yours does not need to be one of them. You can do a lot to stir things up. Are you doing it?

Have you noticed how closely the big papers and the big merchants of the big cities work together? That is the way things must be done in your town if you keep business coming your way.

You are going to hear a lot about the cost of living during the next six months. It is to be one of the great issues of the campaign. Very convenient, of course, for politicians to pass the blame on to the retailer. Make sure that your community gets the facts straight through your local papers.

"Our town. One for all, and all for one." That is the spirit which will win. It is practical. It will increase your business.

The biggest tax that you pay as a go-ahead merchant is the cost of poor roads. Anything that keeps any number of farmers from visiting your town as frequently as they would like to is a tax on your business and your prospects.

One of the purposes of every good retailer with red blood under his skin should be to rapidly decrease the number of congressmen and members of state legislatures who refer to retailers as "parasites and barnacles on our economic system."

You will be visited by various and sundry clever gentlemen this fall who desire to go to congress. They want your support. How long will they remember what you want after election? That depends upon how you put it up to them before election.

Reports from a certain Western state say that a certain leading politician who ran for an important office in that state some years ago is trying to come back. During his former campaign he sought to make himself strong with the farmers by referring to traveling salesmen as "herring peddlers and parasites." The traveling salesmen heard about it. He found the snowdrifts very deep in that November election. Simply another illustration of how foolish it is to stick the tongue against a real live buzz saw.

Your interests are in your home

town. It is your home. Your children are better off there than they would be in a large city. You want them to have opportunity and advantages right at home. The home town is a cause worthy of your best efforts. We can help you.

The smaller towns and cities are the backbone of the business prosperity and progress of this country. No link in the national business system is as important as those smaller business communities which are the first step in exchanging the products of the soil for those of the manufacturer. The tendency of legislation is to add to the advantages of the big center at the expense of the smaller cities and towns. The merchants of this country can stop that tendency if they will unite to do it.

Did you ever hear a stripling of an advertising man who never saw five country stores in his life deliver an "address" on "The Inefficiency of the Country Retailer?" If not, you have missed one of the really amusing features of life in a large city.

It may be expected that the national conventions this year will declare for a parcels post. The politicians think parcels post is really a popular issue. When you get down to it, are they really to blame for thinking so? Consider the tremendous campaign that has been made for this very purpose. Then consider what has been done to offset it. True, some of the leading retailers' organizations have done mighty good work in arousing a protest against parcels post, but think how much more can be done when retailers in all lines unite.

Senator Bourne says that his proposed parcels post law will not harm the retail merchant or the small town. The recent primary election in Oregon shows that the retail merchants of Senator Bourne's state disagree with him. The Senator has been retired to the side lines. It is a fair guess that the Senator would not now be on the political scrap heap were it not for his advocacy of a measure which vitally affects the smaller towns and smaller business men of the country. Most men in political life either misunderstand or intentionally overlook the interests of the smaller business communities. Senator Bourne heard from them when the Oregon returns came in.

Resolutions of trade associations help. They show where the members stand. But in these times it requires more than resolutions to achieve things. The time is here when retailers must act and in some important things retailers in all lines must join hands to secure the needed results.

Some Good Hot Weather Thoughts.

One of the greatest helps to keeping cool in hot weather is a peaceful mind.

Nothing will give a person a peaceful mind quicker than to know that one is doing his best.

Do not do your best for a week or a month or you will fail; but just for one day.

One day's problems and perplexities are enough for the wisest man; only

fools live their troubles before they come.

If your best is discouraging; leave the rest to God.

When the day's work is over close the door of your mind to its many worries and divert your thought to other channels.

Peace is not found by he who would go far and wide in a vain search; but by a quiet content with our present surroundings.

You can always brighten the place where you are, but your light will look ridiculously small if you try to send it over all the earth.

If we spent as much time doing small things as we spend trying to do big things, our lives would count for much more.

In all our strivings for business success let us not forget our brother just a little bit farther down.

The mean things we do look smaller and meaner as time goes on, but the kind and noble things we do sweeten our lives and the lives of others all down through the ages.

The mean treatment we receive from unprincipled people to whom we sell goods should teach us a lesson to not enter that class ourselves where we deal with others.

We often wish we were out of

business and rid of its worry and grind—the more the reason for staying in.

If the grocery business does not develop a man's back bone, he hasn't any.

There is a rumor abroad that the grocers' road is to be more thorny than ever the next few years—that road may never be opened up.

Merchants' troubles are like almost everybody's else, brought on principally by laziness and imagination.

During the hot days keep cool. They are hot enough without you making them any hotter.

A patient man works harder than an impatient one and to better advantage.

If you "bust up" doing your best, you have made a mistake in your calling; so don't think you are a dead one.

When hope dies in a man the day of his funeral does not mark his demise. He really died years perhaps before that event.

This is an age when we must all stand together, or go to pieces trying to keep to our own sweet selves.

Frank Scott.

Patience is a virtue—and virtue is its own reward.

Proof

ALL trading is based on confidence. The power of selection or preference is responsible for the success or failure of many a business. A woman wants trade marked goods because she believes in them. And she believes in N. B. C. goods because they prove out. Proof is never imaginary. It is a cashable asset that comes without cost to every grocer who sells N. B. C. products. It is inside every N. B. C. package, and the housewife knows that it is quality that carries this proof. The housewife who always finds a full line of N. B. C. goods in the famous In-er-seal Trade Mark packages and the handsome glass-front cans on your shelves, finds proof that you are indeed a modern grocer.

NATIONAL BISCUIT COMPANY



Unusual Experiences of Shoemen— Bud Williams' Story.

Written for the Tradesman.

Chapter II.

"I have just been thinking of one circumstance connected with the tragic story of Roy Smoot and Jane Eggleston, as told by Mr. Courtland," began Bud Williams; "now I will venture Roy was a pretty good fellow until he met Jane, wasn't he Courtland? Yes; I thought so. And Jane, she was a nice sort of a girl until she came under the influence of young Smoot? M'hm; just as I thought. And that brings me to the point I have in mind, namely, what a seemingly slight thing—some circumstance apparently almost trivial in its character—can play the very deuce with us." And here Bud paused to contemplate the little twisted column of smoke that arose from his cigar—and paused so long that the looks directed towards him by other members of the group were of the nature of a mingled interrogation and command. But before anybody had the heart to urge Mr. Williams to proceed, he began of his own accord.

"Sometimes I am inclined to think the individual is entitled to very little praise, as he is to very slight censure, no matter what happens. Maybe this is not a very wholesome doctrine, verging, as it does, on fatalism—especially if you carry it out to its logical consequences; but I am going to recite a little story showing how a very little thing—just a mistake that is apt to occur anywhere in the world and in any kind of a store under the sun—changed the whole course of a man's life.

"I know a shoeman," and here Bud Williams paused again, but this time for effect, "who is now well on towards middle life, and still unmarried—"

"I know him, too," said Tony Collins. "His name is Bud Williams. Eh, Bud?"

"I decline to incriminate myself," said Bud. "Anyhow this young man was at one time deeply, desperately, madly in love."

"Oh, monsieur!" exclaimed the irrepressible Tony Collins.

"Confound you, Tony!" said Bud, "if you don't quit your everlasting cutting in, I'll cut out." Whereupon Tony departed himself as one utterly crushed; and said in an undertone, "Pray go ahead, Bud; I'll be good, honest."

"At the time of this fateful incident," resumed Bud Williams, "the young man to whom I refer was, as I have said, very deeply in love; or at all events he thought he was—which

amounts to the same thing. It was a case of love at first sight. He was the head clerk in a big exclusive shoe shop carrying a swell line of shoes for stylish young women; and she was a stylish young woman who came there for her shoes. This young clerk became, as I have already intimated, very much interested in this particular customer. As to the extent of the customer's interest in the head clerk has often been to him a matter of speculation. To this day he confesses he does not know. And as this incident occurred nearly ten years ago, it seems that he is becoming all the while less likely to know.

"The girl was one of those vivacious, changeable creatures, partly serious and partly frivolous, but altogether adorable. She had dark brown eyes, a trim, pretty figure, and a wealth of hair just a shade or two darker than her splendid eyes. There was a charming mixture of friendliness and sauciness upon her lips, her little eyebrows had a way of arching that belongs in a booklet all by itself, while the manner of her throwing out that little chin and pouting—not a real, Simon pure pout, mind you; but just a little play pout—was a thing to make one want to say endearing things to her even in the presence of a third party. Yes; and I might add, even in the presence of a storeful of people. She was a fine girl," and Bud seemed to be regaling himself upon the vision of some presence there in the fleecy, cirruslike wisp that floated upwards from his burning Mi Favorita. In the silence that ensued, we could hear the little carved wall clock, hanging with its pendulous weight well down towards the top of the carved mantelpiece, ticking away the moments. Don't you loathe a story-teller who has the execrable habit of pausing abruptly and lengthily just at the psychological moment when everything in you is clamoring for the rest of the story? I do. And that's why I get so pestered with Bud Williams; he is always keeping one waiting.

"At length," resumed Bud, "it happened?"

"What happened?" demanded Macfarland; while the rest of the company looked their concurrence.

"Oh, I mean the mistake happened that queered me with the girl," and Bud smiled as if there were something irresistibly funny about it in spite of its being so evidently serious. "It was Christmastime. I meant to send the girl a Christmas gift. Being a shoeman, I, of course, proposed to send her something out of our store. Among quite a lot of

The MICHIGAN DAIRYMAN'S Shoe OAK SOLE
Goodyear Welt



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Gambier
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For the
Man who
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Are YOU making the BEST use of your MONEY?
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Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

A Trade Repeater



This is our Oregon Calf seamless boy's shoe made blucher a bal cut and is constructed to stand hard knocks on a boy's feet. Their style and appearance pleases the boy and the extra wear they contain satisfies the parent who pays the money.

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.

special stuff we had in that winter were some extremely nifty carriage boots, and we had them to retail at \$6, \$8 and \$10 a pair. As the girl's father had recently purchased a big, fine automobile, it occurred to me that a pair of carriage boots would be just the thing. So I decided to send Miss Alice a pair of the kind we retailed at \$10.

"Now, as it happens, I also had at that time an aunt named Alice. Aunt Alice died some three years ago. I was awfully fond of Aunt Alice; and always remembered her at Christmas-time. On this occasion I decided to send her a pair of old ladies' slippers—Aunt Alice was rather heavy and her feet gave her a great deal of trouble in her declining years. You may be sure I selected slippers that were ample in capacity, soft and pliant. Along with the slippers, in their Christmas carton, I sent a little note that read something like this: 'To My Alice; as a token of love from one you love; to add some little comfort and joy if it may be, to the long winter evenings when you sit by the fireside living over again the scenes of other years; and with, I beg to assure you, the compliments of this glad, festive season, I send you these slippers. Your very own Bud Williams.'

"Now what evil genius it was that caused that devilish kid to get the cartons mixed, taking my aunt's present to Miss Alice, and Miss Alice's carriage boots to Aunt Alice, I know not. Anyhow it happened. And you can imagine how Alice, the younger, took the matter. She went decidedly up in the air; and as far as I am concerned, she is still there. Explanations and apologies would not go. And after a first, futile, flabbergasted effort, I subsided utterly chastened and squelched. Thereafter it was altogether off in so far as our innocent little friendship was concerned. I lost the girl, and the store lost a valuable customer. The boss never knew why, although he more than once asked me if I knew any reason why Miss Alice should have quit our store. 'Absolutely none so far as I know,' I replied, with as innocent a face as ever a cheerful liar wore."

"Do you mean to tell us that you permitted a little thing like that to keep you from getting the girl you loved?" enquired Archibald Courtland.

"You have heard the story," replied Bud; "you can draw your own inferences."

"Well then I infer that you are the mogul paramount of faint hearts," retorted Mr. Courtland.

"Ah, but you don't know the girl," replied Bud Williams.

"No, and I don't want to know the little snob; I'll—"

"Hear, hear!" said Bud, good-humoredly interrupting his friend, Courtland, "none of that. This girl was not a snob, and I can not stand to have her fair fame slandered by such a word." And then Bud blew smoke rings and seemed to be living over the scenes of other days. "As I

said," he resumed, "I tell this story merely to illustrate how a very little thing can make a big difference. If that blame kid that delivered my parcels hadn't have gotten them mixed, I might have been a benedict. Of course I don't know positively as to that; but sometimes I fancy I might."

"Will you answer us one question, Bud?" asked Tony Collins.

"That depends," replied Bud. "What do you want to know?"

"Suppose that kid of ten years ago—I mean the kid that mixed your cartons—were still a kid, and here to-night, what would you do to him; kick the seat of his pants or hand him out a piece of money?"

"I refuse to answer," said Bud, smiling.

"You have already answered, Bud-die, me boy," retorted Collins.

"How so?"

"Those smoke-rings; no broken-hearted swain ever blew rings like those." Chas. L. Garrison.

Political Plot To Sidetrack the Lindquist Measure.

Greenville, July 16—I presume you have noted that a bill has been introduced in the House of Representatives prohibiting the adulteration of textile fabrics. This is undoubtedly a political plot to sidetrack the people of the Eleventh District of Michigan, which I have so thoroughly canvassed in the interest of the Lindquist pure fabric and leather bill. You will notice that this is a desperate attempt along the lines which I advocate, and has already been taken up by the professional politicians who are of course antagonistic toward my attitude.

This article, you will see, pertains to silks only, while the professional politicians are trying to lead the people to believe that this bill covers the entire field of the common necessities worn by the people. I believe sincerely that my efforts in circulating my petitions throughout the United States the past year, and the fact that I have gone into the field as a prospective candidate for Congress, for the purpose of passing the Lindquist pure fabric and leather bill, have brought about the introduction of this similar bill in Congress, at the last moment previous to their adjournment.

There is no question but what it is a political dodge to lead the people to believe that there is already a bill in Congress similar to the one I advocate, and that there is no necessity of electing me into office to further the interest of a bill that has already been presented to Congress. A greater portion of the congressmen have had my petitions presented to them by myself, and I believe that the majority of them have had my petitions sent direct to them by their constituents. F. O. Lindquist.

The Maid and the Weather.

A Kalamazoo woman has in her employ a colored cook who has managed to break nearly every variety of article that the household contains. The mistress' patience reached its limit recently when she discovered that the dusky servitor had broken

the thermometer that hung on the house porch.

"Well, well," sighed the lady of the house, in a most resigned way, "you have managed to break even the thermometer, haven't you?"

The maid in a tone equally resigned, "Yessum; and now we'll have to take de weather just as it comes, won't we?"



Use
Tradesman Coupons

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.

The "Bertsch" Goodyear Welts

Now Unquestionably One of the Big

Lines on the Market

The question is, are you going to be the dealer in your town to take advantage of this growing line and turn it into a profitable and increasing business?

If you have not seen the Bertsch line lately we will have our salesman who is in your locality stop and show you his samples, or shall we send catalogue? A card will bring either.

THEY WEAR LIKE IRON

HEROLD-BERTSCH SHOE CO.

GRAND RAPIDS, MICHIGAN



Displaying Goods Appropriate To the Picnic Season.

This is a trim particularly well adapted to the summer trade.

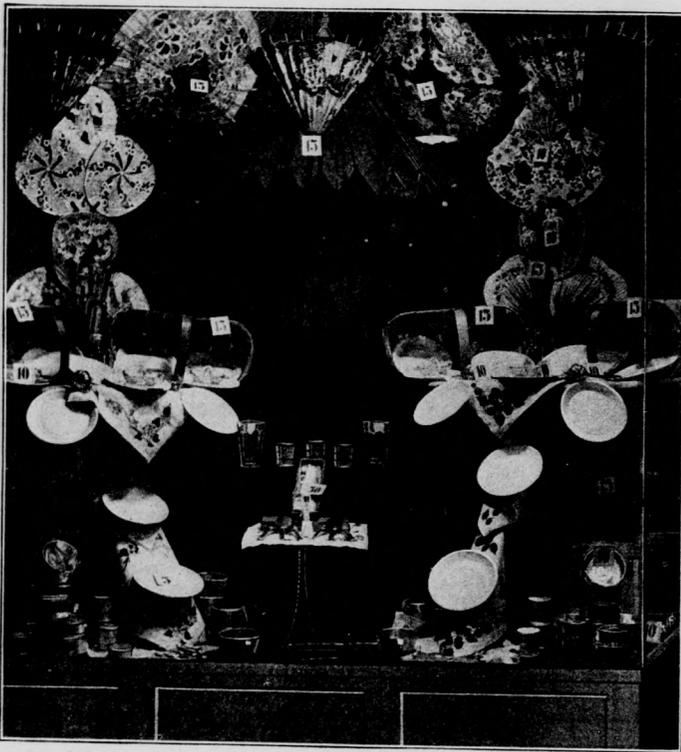
There probably is not a city in the world that does not have at intervals some big public picnic and a host of small ones.

Ordinarily people do not care to take their good table linen and sil-

- 1 dozen aluminum collapsible cups.
- A lot of paper napkins.
- 2 dozen paper plates.
- ½ dozen lemon squeezers.
- ½ dozen lemon extractors.
- 2 dozen common knives and forks.
- 2 dozen common spoons.

Fixtures:

- 2 halves of barrel heads.
- 3 wooden boxes.



The Display Photographed.

verware for fear that it may be lost or damaged. Neither do they want to carry around a lot of stuff that they have to take back.

Anybody who has been to a picnic knows that it is not so hard to carry a basket as long as it contains something to eat. After the eating, however, it is a burden to have to carry around empty dishes, soiled table linen, and so on.

This is where the merchant who sells picnic goods has a chance and the way to take this chance is to show them prominently in the window.

What You Will Need in Merchandise and Equipment.

Merchandise (about \$10 worth):

- 5 Japanese parasols.
- 1 doz. Japanese fans.
- 1 large hammock.
- ½ dozen good sized baskets.
- 1 dozen tin covered pails.
- 1 dozen tumblers.

- 2 wooden strips, 30 inches long.
- 2 boards, 12 inches long.

- 6 rolls of white crepe paper.
- A paper of pins.

A few nails.

Plenty of price tickets.

First cover the background with white crepe paper, or if your background is white and clean, let it go at that. Then hang five Japanese parasols on the top of the background, using small screw hooks. Then cover the center of the background with the hammock, letting it extend down to the floor.

Take a small wooden box and put a board over it for a shelf and cover them both with blue or green crepe paper.

At each end of this board pile three or five tumblers, and in the center make a pyramid of collapsible cups. In front of this unit, and on the floor, put a glass vase and on top of it put

a short board, as shown by the drawing, and on it arrange a couple of boxes of the cheap cutlery which naturally would be used for a picnic.

Well, we are getting along rapidly this time and have our window nearly done. Looks almost good enough to quit, right now.

Stop a minute and look and give it the few little finishing touches that are necessary to make the thing look right and be sure plenty of price tickets are where they belong.

Making the Big Left Unit.

Now for the big unit on the left. Take one of the taller wooden boxes and on it put a half of a barrel head covered with green paper. Over the edge of the barrel head in front pin two paper plates, and a paper napkin, as shown on the photograph. On top of the board lay two medium-sized baskets with paper plates inside, four lemon extractors and a lemon squeezer. Between the baskets pile three large tumblers. At the back of this

In giving you the directions for this trim we have told you first of the left unit. You may, of course, want to trim the right unit first. It all depends on the construction of your window. Of course the trimmer has to arrange some way to get out as he can not jump through the glass. Therefore, the last unit you put in either right or left will have to be made from the back as you will be standing at the door at the time waiting to get out.—Butler Way, published by Butler Bros.

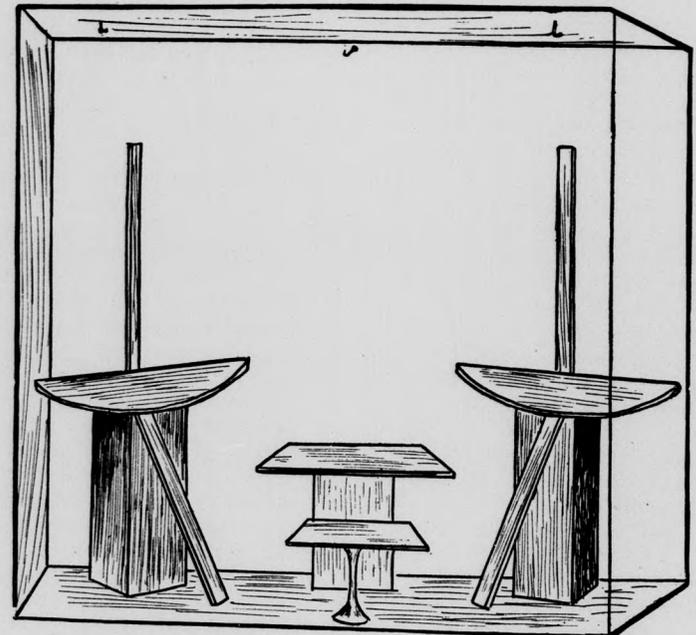
Words of Wisdom.

The living, rather than the dead, walk in a world of phantoms.—Gerold de Nerval.

The wine of life goes into vinegar, and folks that hugged the bottle shirk the cruet.—Douglas Jerrold.

Life is a tragedy wherein we sit as spectators awhile, and then act our part in it.—Swift.

Nature has good intentions, but can not carry them out.—Aristotle.



Ready For the Merchandise.

box nail a small wooden strip and to it pin six Japanese fans, as we have done.

Next put a board in front of the unit reaching to the floor. Cover this with decorated napkins. Pin to it two paper plates.

The unit at the right is made exactly as the unit at the left, with the same or similar merchandise.

At the extreme left on the floor pile a pyramid of six or eight tin pails and next to that a pyramid of collapsible cups, then a pile of spoons. Next comes a pyramid of tin cups, then a couple of lemon squeezers, another tin cup, a pyramid of collapsible cups, and, lastly, at the right another pyramid of covered tin pails. Back of each pyramid of tin pails on the floor, put a large market basket.

Don't Forget the Price Tickets.

Be sure that you have plenty of price tickets on each and every item or assortment of items in the trim, and your work is done.

You waste time to make money. You can not heap up years as a treasure.—Palladas of Spain.

Action is not life, but a way of spoiling something.—Arthur Rimbaud.

Life is a perpetual changing of something that wishes to stand still.—Henri Bergson.

Whoever is right the persecutor must be wrong.—William Penn.

Valor is the enemy's first battalion.—Calderon.

Work makes the cowards.—Goethe.

To see beauty is not to be beautiful.—William Hazlitt.

Prosperity is a feeble reed.—Daniel D'Ancheres.

Toc many expedients may spoil an affair.—La Fontaine.

It is not reason that governs love.—Moliere.

One should wash his soiled linen in private.—Napoleon.

The only way to have a friend is to be one.—Emerson.

No man can serve Mammon and books.—R. De Bury.

BE UP AND DOING.

Word of Warning From Secretary of Michigan Federation.

Lansing, July 15—What father or mother who had humane hearts would fail to look out for their child's welfare when in danger? What father who loved his son would say go forth to your destruction when a word from him might prevent disaster.

Fathers, it is up to you to shape the future destiny of your child. It is up to you to surround him with environments that will place him above danger.

With the growing greed and selfishness of the American nation, with the great evolution now taking place in the commercial world, the danger lies in the great movement to centralize in the large cities brought about by mail order houses, who by their growing advertisements, deceptive illustrations and underweight goods, have extracted millions of dollars of trade from your home town merchants, that the larger business centers might prosper at the expense of your town; and when the business goes, the people are sure to follow.

Take Chicago, the central city of the Middle West. Note the rapid growth of the mail order business in twenty years. Also note how rapidly the population has increased in that time.

Take particular note of the newspapers from this city at the great increase of crime. Murders, highway robberies, forgeries and everything unholy which follows in the wake of large congested cities which breed crime and starvation. Look over the crime record and see the ages of those whose crimes have been brought to light. Boys and girls from 16 to 25 years! Somebody's dear ones whose lives have been blighted by unholy environments.

Do you, as a father, wish to allow these conditions to grow and become worse, or will you lend a helping hand to check this growing evil and by education and co-operation keep the boys and girls in their home town, surrounded by conditions which they will in after years bless you for? A clean life, a character above reproach, with love for that one place, immortalized by John Howard Payne, "Home, Sweet Home."

You are a busy merchant. You have no time to stop and investigate the changing conditions. You have no time to think for the future. Your struggle as a retail merchant is growing harder and harder each year. Your sales and profits become smaller and smaller, as centralization grows, as mail order business increases, as the Government becomes common carriers for mail order houses through the adoption of parcels post measures which can only make their business multiply and your danger increase.

Think of this and ask yourself, What shall this mean to my child? What kind of a legacy am I leaving for his or her future? What kind of inheritance shall you expect to leave them with the sale of merchandise centralized in the hands and control of a few greedy corporations, located

in the large cities, whose only hope lies in the destruction of your business and the merchants of all the small towns, whose only care is large dividends for its stockholders?

Parcels post is but a stepping stone to a more complete centralization and annihilation of your town.

Your father and grandfather planted the trees that you might eat the fruit.

What are you planting for your child's future? What conditions are you leaving him to battle for existence?

Time was when you could fit him for the world by trade or profession. But what shall you give him to-day? Time was when there were several classes of business that he might enter—agriculture, banking, merchandising, manufacturing, professions or mechanics. To-day we have only three classes—the poor farmer, the poor working man and the politician. This is all you can hear. When does commerce come in? When do business men come in? Do you see any mention in the newspaper of the poor merchant who has furnished means to develop the country through furnishing credit to the pioneers who settled same? No. Do you hear of the poor banker or the poor manufacturer who furnish through the bank's assistance employment to millions of workingmen who consume the product of the farm? No. You do hear that the small retail merchant is a robber, because his system is different, because he has not educated himself as well as the mail order people have educated his customers. Now, Mr. Merchant, what are you going to do? Will you allow these conditions to grow and multiply.

Parcels post will be the keystone which will complete the arch between centralized business, in a few hands, and the consumer.

Wake up to the situation. Plant the seed for your posterity. That will check the growing danger. Join the thousands who realize what it means and leave a heritage for your child in a chance to grow up in his home town, with such environments that you know are to his or her advantage. Through such co-operation, as will check the flow of millions to the mail order barons and leave it in your home merchants' till, to build up a prosperous country.

The Michigan Federation of Retail Merchants was organized Feb. 8, 1912, by representatives of the several State mercantile associations, that all retail merchants who make the units of power might by agitation, education and co-operation furnish a medium through which some of the dangers mentioned might be controlled or entirely eliminated, by keeping the distribution of merchants in the towns and villages where it rightfully belongs; that the home merchant may and should be recognized as the only logical distributor of merchandise in his home town.

I am ready to co-operate with you to this end. May I hear from any merchant who reads this article. I have some valuable information to give him. F. M. Witbeck, Sec'y.

Wilmarth Show Case Co.

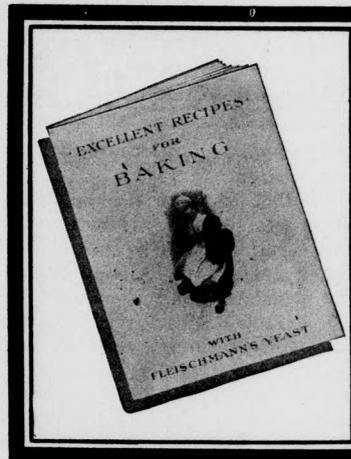
**Show Cases
And Store Fixtures**

Take Division St. Car Grand Rapids, Mich.

G. J. Johnson Cigar Co.

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These Be Our Leaders



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

THE FLEISCHMANN CO.
427 Plum Street,
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Good Things to Eat



Mr. Pickle of Michigan

- Jams Jellies Preserves Mustards
- Fruit Butters Vinegars Catsup
- Table Sauces Pork and Beans
- Pickles—OF COURSE

HIGH GRADE FOOD PRODUCTS
Made "Williams Way"

THE WILLIAMS BROS. CO. of Detroit

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Pick the Pickle from Michigan

We Manufacture



Public Seating



Exclusively

Churches We furnish churches of all denominations, designing and building to harmonize with the general architectural scheme—from the most elaborate carved furniture for the cathedral to the modest seating of a chapel.

Schools The fact that we have furnished a large majority of the city and district schools throughout the country, speaks volumes for the merits of our school furniture. Excellence of design, construction and materials used and moderate prices, win.

Lodge Halls We specialize Lodge, Hall and Assembly seating. Our long experience has given us a knowledge of requirements and how to meet them. Many styles in stock and built to order, including the more inexpensive portable chairs, veneer assembly chairs, and luxurious upholstered opera chairs.

Write Dept. Y.

American Seating Company

215 Wabash Ave.



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GRAND RAPIDS

NEW YORK BOSTON

PHILADELPHIA



The Color of Yolks of Eggs.

Is there any connection between the color of an egg yolk and its nutritive qualities? The general popular impression is that the darker yolks are the richer, but there seems to be no exact experimental evidence either for or against this view. Two recent opinions are quoted by the Revue Scientifique. Says this paper: "Every one has noticed how the coloration of the yolks varies from one egg to another, shading from very pale yellow to reddish orange. The literature treating of hen's eggs is very large, yet few writers have been attracted by this question of coloration. Noticing, several years ago, that the observed differences of color are without any effect on the intrinsic qualities of the yolk, which remains equally nutritive and equally valuable in reproduction, Morris attributed the initial cause of the color to the nature of the food.

"Starting with the fact that it is paler in winter and with hens living in unscientific quarters, he inferred from this that the more intense coloration of the yolks of eggs laid by hens living at liberty was due to the coloring matter of the green plants, and of the insects that these fowls eat in large quantities. After complex chemical transformations these pigments from the foodstuffs reach the ovary, whose fatty cells fix it, owing to a special affinity. * * * Consequently hens should be placed in better conditions of life, by giving them spacious grassy runways, and during the winter supplying them, in the absence of fresh food, with grain, salad, cabbage, beets and carrots, crushed or finely chopped."

This advice seems to be good, says the reviewer, but why make an effort to give the eggs colored yolks if, as asserted, these are no more nutritious than the pale ones? The general impression, he says, certainly is that the yellower yolks are better, and this has been neither disproved nor proved. He goes on:

"Apropos of this question of coloration L'Acclimatation tells us that, after repeated complaints from their customers, certain associations of English breeders have drawn the attention of producers to the desirability of obtaining yolks of a higher color, and hence more nutritive, by placing the hens in proper conditions of hygiene and nutrition, and by giving them water having iron in solution, twice a week. This thesis, which is very different, as may be seen, from that of Mr. Morris, attributes to the coloration of the yolks an influence on their nutritive power,

and recognizes as its cause their content in iron.

"Neither of these two opinions is based on precise experiments, but both lead, fortunately, to the same practical measures. Giving healthful and abundant food to hens, and placing them in sanitary surroundings, will assure them the strength necessary to good layers; consequently, the egg, which is nothing else but the totality of the alimentary reserves placed at the disposal of the chick during its embryonic life, should logically be more nutritive."

Some of the Uses of Sugar.

Improvements in the processes of refining sugar have led to an extension of the use of this material in many directions. A number of these were indicated at a meeting of the French Association of Sugar and Distillery Chemists by Dr. Vivien.

1. As a preservative, in the preservation of fruits and vegetables, of condensed milk; it is mixed with flour to preserve it, as well as with tea and with coffee. It is used in preserving flowers, and even of wood. It is sometimes used for diluting aniline colors. Its most familiar use is, of course, as a condiment in many food preparations, such as cakes, confectionery and carbonated beverages. It must be remembered, however, that sugar is of value apart from its agreeable taste; it is a 100 per cent. fuel food.

2. As a matrix or medium for extractive processes, as in the case of phosphate of lime from dolomite and clamine, as well as in the liming of hides.

3. As a factor in various compounds, sugar enters into the manufacture of Chinese cement and of various explosives.

4. As a reducing agent, it is used in the manufacture of carbon monoxide and sulfurous acid, and in the manufacture of mirrors.

5. As a raw material sugar is used in many industries, such as the manufacture of alcohol, artificial ciders, vinegar, whey, a number of organic acids, such as acetic, lactic, metacetic, formic, butyric, levulic, tartaric and saccharic. In the synthetic production of a number of compounds sugar serves as the starting point; some of these are acetone, acetic saccharose, arsenic saccharose and hexabenzic saccharose.

6. In the preparation of various kinds of sealing waxes, copying inks, hektograph inks, liquid glue, transparent soap, cloth finishes, leather dressings and other materials in common use, sugar plays an important part.

In forty years, from 1870 to 1910, the world's consumption of sugar has increased from less than two and a half million tons to over seventeen million tons.

Value of Mushrooms as Food.

There are in this country more than one hundred edible species of mushrooms. The popular distinction between mushroom and toadstool is one of name only. Many of the supposedly inferior specimens have proved on careful examination to be harmless, whereas some of those which bear an extremely close family resemblance to favored articles of diet are the carriers of danger in the form of exceedingly powerful poisons. Let him, therefore, who lacks the training requisite for the unfailing detection and identification of species carefully refrain from excursions into a field of uncertainty so fraught with danger.

Mushrooms form an unusually nu-

tritious and sustaining diet. A well-known botanist says that mushrooms might properly be called vegetable meat and used as a substitute for animal food.

It is doubtful, however, if this is true. The more we learn of mushrooms the more it becomes apparent that they are scarcely different as regards dietary virtues from the general run of the green vegetables which have never achieved the distinction of any unique or superior nutritive properties. They belong rather to that large group of food materials which we consume for reasons quite apart from the yield of nourishment which they have to offer to the body.

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

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Successors to F. E. Stroup, Grand Rapids, Mich.

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WHOLESALE FRUITS AND PRODUCE
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Spring Wheat---Flour and Feeds

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Reasonable Prices and Prompt Service

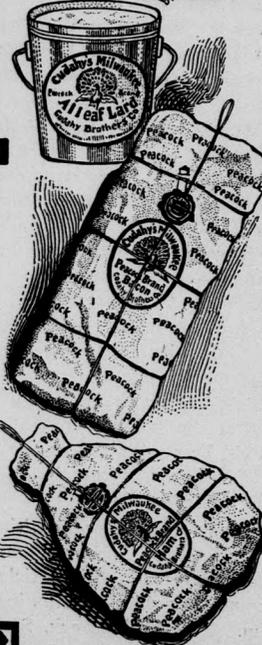
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Mild Cured
Hams and Bacon
100 per cent. Pure
All-leaf Lard

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.

Muskegon has a fine asset in the Hackley Art Gallery, which was recently opened to the public. This institution is attracting people from distant states and from other lands.

Escanaba has opened its municipal bath house and the public is admitted to the cooling waters from 7 a. m. until 9 p. m. daily.

Fenton has adopted a curfew ordinance.

Sheriff Curran, of Escanaba, says that since the bawdy houses there were put out of business the number of prisoners in the county jail has decreased more than one-half, showing that these places attracted a criminal class to the city.

Most of the fountains in the city parks at Battle Creek will be rebuilt in the interests of a more beautiful city.

Kalamazoo has voted for a tuberculosis and detention hospital, but the next question is where to put them. The Board of Health finds that there will be trouble in securing sites.

The four banks of Battle Creek have decided to open Wednesday evenings for business from 6:30 to 8 o'clock during the next three months.

The City Council of Benton Harbor has voted to support the Board of Health in its efforts to clean up the city. The garbage ordinance will be enforced and every home must be equipped with receptacles for rubbish.

Benton Harbor has added to its chain of parks by purchasing the Campbell property, Pipestone street and Britain avenue.

Cesspools at Battle Creek hereafter will be cleaned only at night, the licensed scavengers having been so notified by the health officer.

Jackson police officers made 161 arrests during June and eighty of these were arrests for drunkenness in public places.

South Haven is investigating the offer of the Eady Shoe Co., of Otsego, to establish a branch factory in that city.

Reed City will entertain the Tri-county Fair, including Osceola, Lake and Mecosta counties, Sept. 24-27.

After a warm debate over sites Lansing has voted to locate its new abattoir in the southeast section, near the Hugh Lyons factory. Nobody wanted the abattoir.

Bay City will try two new kinds of street pavement this year, the granitoid and mineral rubber.

The shoe dealers and milliners of Flint have joined other merchants in the Wednesday half holiday movement.

The Commercial Club of Marquette is making plans for boosting that city. A handsome booklet will be issued and practically free sites will be offered manufacturers, with cheap electrical power. "Marquette, Gem of Cloverland," will be the slogan.

The Committee composed of citizens of Benton Harbor and St. Joseph, appointed to look into the matter of proposed consolidation, ad-

vises among other things the selection of a new name, a commission form of government, also that each community pay its own indebtedness and that the public buildings be located between the two towns. The City of LaSalle is suggested as a name, in honor of the great explorer whose small craft put in at St. Joe harbor four centuries ago.

The Marquette Commercial Club will undertake to secure a legislative appropriation of \$100,000 to complete the State normal school there.

Many building improvements are contemplated at Harbor Springs and the city is prosperous.

Baldwin wants a grist mill, offering as inducements ample shipping facilities, abundant water power, a growing community and prosperous territory.

Iron Mountain has voted \$10,500 for building four new sewers.

Almond Griffen.

Women Do Not Know Enough To Vote.

Written for the Tradesman.

How does that look to you level-headed men of Michigan? Is it a square deal? Male children have a chance to outgrow their disability. Aliens also may, if they wish, become American citizens and that, too, without waiting twenty-one years as the native-born American boy must do.

Are women always to be classed with the insane, idiots and criminals? If such condition is to obtain much longer, then indeed the women themselves are idiots to endure it and the men criminals to allow it, and there is no one who can logically carry on the Government.

It has been said that all women do not want to vote. We admit it, but neither do all men, and it has never been suggested that the men who do want the vote should be disfranchised on account of those who do not. The late Golden Rule Mayor of Toledo once said: "As the perfect family can not be produced except by the equal co-operation of the father and mother, so no scheme of government will ever be just that does not build upon that principle." A government can not be well balanced unless all departments are represented, and the women's part or it—the housekeeping—is by no means the least important. If the home is the foundation of society, let the home-maker, the woman, have every tool to make it the best possible, and protect its every interest. Since it is so well known that nearly twice as many girls as boys go through the grade and secondary schools, very few venture the once often-heard statement that women are not intelligent. It was a foreign born voter who recently in a Michigan postoffice was trying to fill out a money order blank. Seeing that he was having some difficulty, a well known suffragist came to his rescue and showed him how to do it. He was properly grateful and said he wished he might do something for her, too. "You can, if you are a voter," was her immediate response. "At the election

in November vote to give women the right to vote." "Oh, I can't do that," was the reply, "women do not know enough to vote."

Quien Sabe? Alde L. T. Blake.

An Improved Cup of Coffee.

A recent German patent had for its object the preparation of a coffee beverage which is perfectly clear and entirely free from any foreign tinge in its taste. The coffee is first boiled up in the usual way with water. The sediment is then allowed to settle on a fine meshed sieve for about six minutes, whereupon the infusion is filtered through this same sediment. The fine particles always present in the infusion of coffee are deposited in form of a slimy film on the surface of the sediment. Claim is also made of a larger yield of the extract by this method than is usually obtained by any other methods of preparing this beverage. This method (or at least a very similar one) is used in Turkey and Roumania for preparing Mocha coffee.

A famous divine on being asked on which side of godliness cleanliness should be placed, wisely replied, "On both sides."

Better, often, be an extremist and mean it than an in-betweener with cold feet.

Set 'em up and the crowd is with you. Go broke and you go it alone.

Hammond Dairy Feed

"The World's Most Famous Milk Producer"

LIVE DEALERS WRITE

WYKES & CO. Grand Rapids, Mich.
Michigan Sales Agents

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COMMISSION
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104-106 West Market St.
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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.

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SEEDS WE CARRY A FULL LINE.
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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

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Eaton Rapids, Mich.

The Vinkemulder Company

JOBBER AND SHIPPERS OF EVERYTHING IN

FRUITS AND PRODUCE

Grand Rapids, Mich.

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.



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 Grand Page—W. S. Lawton, Grand Rapids.
 Grand Sentinel—F. J. Moutier, Detroit.
 Grand Executive Committee—John D. Martin, Grand Rapids; Angus G. McEachron, Detroit; James E. Burtless, Marquette; J. C. Saunders, Lansing.

Wafed Down From Traverse City.

Traverse City, July 14—Joseph Perkins, of Grand Rapids, received the sad news by wire at Ludington that his mother had met with a serious accident in Canada. We extend to you sympathy, Joe, and hope that she may enjoy a speedy recovery.

W. F. Murphy is requested to drop into the P. M. eating house here and deposit 25 cents for cigars purchased some time ago.

We can hardly agree with the management of the Ludington bus line that they are using the boys on the square when they will not issue 25 cent return tickets if you are obliged to ride from the hotel to the station. They charge us 25 cents from the hotel to depot and no return ticket, while they will issue a return ticket from the depot to hotel. The distance certainly is no greater and before any serious trouble arises we hope that they will reconsider this rate.

Jack Gilchrist, one of Musselman's salesmen, is laid up by an accident. Here's hoping, Jack, that you will soon be out.

Miss Emma Engvall, saleslady for the Manistee Milling Co., has been called home from Bear Lake by wire owing to the death of her brother. Kindly accept the heartfelt sympathy of the fraternity.

W. W. Smith has made his debut as a traveling salesman and now sells flour for the Hannah & Lay Milling Co. We hope that he will be well received by the trade, as he is one of our home boys, and we certainly wish him success. He will cover the entire territory from here to Williamsburg and Kingsley. Congratulations, Bill.

Thanks to the City Hotel, at Fife Lake, and to the Walton Inn, at Walton, for introducing individual towels. The management of these hotels aims to please the public.

John R. Wood, of the Michigan Railway Guide, of Detroit, was seen in these sections in the interests of his guide and he contemplates giving one of the best guides in this country. You are always a welcome visitor, John.

Remember our picnic will be held Saturday, Aug. 10, at Fouch, and the Committee has arranged to give liberal prizes to the winners of athletic sports. We understand that Bill Sheeler, of Jackson, will be with us, so all you fat men get in practice.

W. A. White, of the S. B. & A. Candy Co., has been taking his vacation, and has visited several of the famous watering places of Northern Michigan, and we understand can now swim under water with his eyes closed. Getting ready for our picnic, eh, Wilkie?

E. M. Allen, of Lake City, salesman for the S. B. & A. Candy Co., is passing out cigars, all because a new arrival has put in its appearance at his home. Congratulations.

James Moore, better known as "Jimmie," of Burham, Stropel & Co., of Detroit, was seen on top of a load of trunks going into the interior from Kalkaska at 4 o'clock in the morning. Mr. Moore has traveled this territory for over thirty years and is by no means a spring chicken, but at that he will make some of the boys a great deal his junior sit up and take notice when it comes to hustling and getting the orders. Come again, James.

The following members from out of town visited the circus last Saturday: Bert Bartlett, of Grand Rapids; Bill Vandermede, of Kalkaska, and Pat Behan, of Petoskey. Some had their family with them.

The following boys of our city attended the circus Saturday afternoon: John Novak, H. Hoffman, Jay Young, L. D. Miller, Earl Case, W. E. Bennett, Harry Hurley, H. Griffith and Fred Boughey, and all sat in the reserved seat section. One of our popular(?) candy salesmen also went to the circus.

We would suggest that Abel Swanson, of Tustin, and Mr. Harmer, the genial manager of the Tustin House, check themselves when they get on the train and then they would not be obliged to walk back in town about two miles, all because they did not get off the train. Surely the two young ladies who were obliged to walk from Cadillac last spring will appreciate this joke on Mr. Harmer. Cigars, Harmer.

W. G. Wyman, of the Osborn division, attended the circus in the eve-

ning with his family. Looks all right to us.

Mrs. A. E. Ford is spending a few weeks in Detroit. Most of our ladies insist upon taking their husbands with them.

Joe Zimmerman, our wholesale meat salesman, is confined to his home with an injured arm, all because he fell off of a bicycle. We would suggest you take a bus hereafter, Joe. Speedy recovery.

Lee Messenger and wife have returned after an extended trip to Summit City, the guests of Farmer Jap. Weese. No chance to bowl down there, Lee. Fred C. Richter.

What Successful Salesmanship Means.

A salesman is the center of activity in any retail business.

He is the visible representative of the store, and stands between the management and the customer.

Stores are judged by the impression created by individual salespeople.

A successful salesman knows his business so thoroughly that he has the respect and confidence of his customers, speaks with authority, and commands the situation.

Unless a capable salesman is connected with the proper sort of concern his capability will never develop into real breadth.

A good salesman endeavors to make sales that will be permanently satisfactory to the purchaser.

He must be genial, attentive, and respectful, but not subservient.

Good health is one of the most important requisites of successful salesmanship.

Every salesman needs recreation, but it must be sane recreation—the kind that will add vitality, and not sap it.

In addition to all this every successful salesman must have intelligence, honesty, faithfulness, good nature, tact, courtesy, and patience.

Joseph Basch.

Standing Committees of Grand Council.

Battle Creek, July 15—President Adams has announced the following standing committees for the Grand Council of Michigan, U. C. T.:

Legislative—John A. Hach, Jr., Coldwater; L. P. Tompkins, Jackson; Burr Wilbur, Hillsdale.

Railroad and Transportation—T. F. Follis, Marquette; John M. Shields, Petoskey; Adrian Oole, Traverse City.

Hotel, Bus and Baggage—W. B. Holden, Grand Rapids; A. W. Stevenson, Muskegon; H. D. Murray, Detroit.

District Deputies—John A. Hoffman, Kalamazoo; James F. Hammell, Lansing; Fred C. Richter, Traverse City.

The owners of a French vessel who were seriously handicapped by the strike of seamen at Havre appealed to the French government for assistance in having the ship make its regular trip to New York. The head of the Navy Department dispatched 240 men, taken from battleship, to Havre, where they were placed aboard the Provence. According to the pas-

sengers the uniformed sea fighters worked with great credit and the delay caused during the voyage was due only to the fact that the men were unfamiliar with the machinery. Ensign Demartes, who had been married only three days, was rejoiced when he was ordered to report aboard, the Provence, and as a wedding gift the French company presented his bride with a round trip ticket to New York and return. In appreciation of their good work the company has allowed the men nearly every privilege and has given them plenty of time ashore to visit the sights of New York.

Champion Breaker.

Wife—John, our cook has become engaged to the milkman.

Husband—Well, engagements are breakable, and you know Bridget.

BOYS! BOYS! BOYS!

Stop at

ARBOR REST

PENTWATER, MICH.

New Beds Entirely Refinished—Individual Towels



Up-to-date Stores use

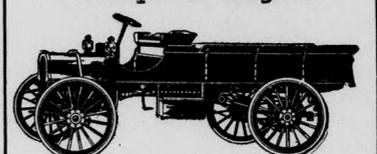
THE BEST SALES Duplicating BOOKS

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.

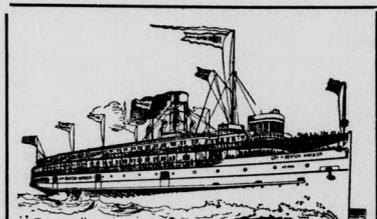
Chase Motor Wagons



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

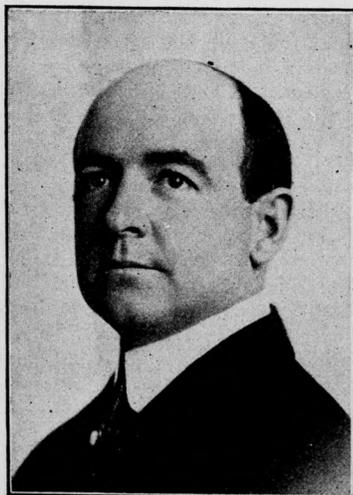
Fare \$2

Holland Interurban 8p.m.
 Boat Train at

SUCCESSFUL SALESMEN.

James B. Shaughnessy, Representing Michigan Hardware Co.

James B. Shaughnessy was born on a farm five miles north of Flint, on October 30, 1876. His parents on both sides were of Irish descent. Two years later the family removed to a farm near Grand Blanc, where Mr. Shaughnessy lived until he was 20 years of age, attending the district school summers and the Flint public schools during the winters. In October, 1896, he went to Holly, where he secured employment with the Elliott & Nicholson Hardware Co. as clerk. He remained with this house three and a half years, when he was offered a clerkship in the retail store of Morley Bros., at Saginaw. Four years later he was tendered a position on



the road and for the past eight years he has covered Northwestern Michigan for Morley Bros., retiring from that house on June 1 to make a new connection with the Michigan Hardware Co., of this city, in which he is interested as a stockholder and director.

Mr. Shaughnessy was married June 11, 1902, to Miss Lulu Copp, of Holly. They have three children—two boys and a girl—and reside in their own home at 1216 Bemis street.

Mr. Shaughnessy says he has no hobby but work. He attributes his success to close application to business. He has a genial disposition and makes friends easily and holds them strongly. He is one of the few traveling men who do not think it necessary to finish his trip Thursday night or Friday night of each week. He invariably stays out until Saturday morning, which gives him an extra evening with his trade, and to this fact is probably due, in no small degree, the remarkable success he has achieved as a traveling salesman. Mr. Shaughnessy is fond of his children and seldom leaves home, outside of business hours, unless his family is with him. He makes it a rule to take long walks with his children every Sunday.

One of the pleasant features of Mr. Shaughnessy's life is his love of everything Irish. He is naturally partial to green and this accounts for the fact that his house, in deciding on the shade of labels, etc., almost in-

variably selects a green color "to please Shaughnessy."

Mr. Shaughnessy enters upon the duties of his new position with much hope and courage. He believes that Grand Rapids is the natural location for a wholesale hardware business of large dimensions. He believes that he can do his part in building up a business of that character and it goes without saying that the coming to Grand Rapids of such a man, with such a determination, is a noteworthy feature which cannot fail to work to the permanent advancement of this market.

Now a City of Progress.

Jackson, July 15—Four years ago when a traveling man from Jackson spoke of his home town with any degree of pride, and was overheard by anyone from the many thriving cities throughout the State, he usually heard a remark, "You have been dead over in Jackson about twenty years," or some other expression along these lines, and every Jackson man was obliged to submit to the insult, as he felt that it was too true, and these, and similar remarks have brought about a most wonderful change in the conditions of our city, until today, every traveling man out of Jackson can refer to his home town with genuine pride, as not one of the most progressive cities of the State, but the best and most progressive city of its size in Michigan.

And what has brought about this most wonderful change? In the first place the members of the United Commercial Travelers, feeling the urgent need of some move being made, inaugurated a series of what was known as "get together" meetings in order to bring together the business interests of the city. The first meeting was addressed by E. A. Stowe, of Grand Rapids, who started the ball rolling as no other man in Michigan could have done. Immediately following these meetings, these commercial ambassadors organized the first industrial fair of Jackson, at which everything manufactured in our city was exhibited, and always with the watchword "Do It For Jackson." The outcome of this work was our Chamber of Commerce, composed of the very best young business men in Jackson, who have not, or are not now using any brass bands to advertise their achievement, but with silent deliberation and push have and are doing more for our city than was ever accomplished before, and as a close observer of all the conditions and changes that have taken place, we owe a great deal to the newspapers of our city who have so loyally supported every move worthy of consideration, and our building and loan associations have made it possible for many a man to build a home that, without this assistance, would be paying rent today.

For the past three weeks the writer has had an opportunity of driving in every part of our city and the change that has taken place in the last three years is most remarkable. The many beautiful homes that have been built the last year especially are a credit to

all of us. The many and up-to-date improvements that have been and are sure of being made in the near future are indications of a sure, solid and substantial growth, and all these things have been accompanied by a steady and healthy increase in the volume of business done, and now every citizen can well feel proud because Jackson, the best and most progressive city in Michigan, is his home. Let the good work go on and hear every member of the United Commercial Travelers boost.

U. C. T.

Chirpings From the Crickets.

Battle Creek, July 15—Friday evening, July 12, occurred an informal, old fashioned season of getting acquainted in celebration of the new street lighting extensions and of the other good things that are to come for Battle Creek when the Battle Creek spirit gets in touch with further opportunities. There were music and athletic sports in abundance and the crowd was variously estimated between 15,000 and 20,000. The lights are something of which Battle Creek may be justly proud. They are fitting jewels in the diadem of the Queen City of Michigan.

Brother Ed. Schoonmaker and family are enjoying the pleasure of an outing at Gull Lake. We knew that Ed. will enjoy his well deserved vacation.

Grand Counselor John Quincy Adams has appointed Brother Chas. R. Dye as Grand Chaplain for the ensuing year. Battle Creek Council is proud of her representation in the Grand Council. This is a pair that can't be beat.

Brother L. D. Johnson has left to join his family, who are guests of Brother and Mrs. Cap. Roberts. Their summer home is on the cooling shore of the Straits of Mackinac.

Grand Counselor John Quincy Adams has appointed the following deputies: J. A. Hoffman, J. F. Hammel and Fred C. Richter. With these able assistants our Grand Counselor will be able to keep in close touch with the workings of all subordinate councils and will materially aid him in making his administration a most successful one.

Brother Geo. Steele spent his "fifth" week in Battle Creek. George says the increasing duties of Secretary and Treasurer require it.

Saturday, July 20, is our next meeting night. All members are urgently requested to be present. Brother John Quincy Adams will tell us all about the Supreme Council meeting at Columbus.

What we saw:

We observed a little 2-year-old baby playing with her doll. She profusely covered its face with kisses and then grasping it by the feet vigorously proceeded to break open its head.

Of what it reminded us:

The style in politics.

Our able correspondent, Brother Chas. R. Foster, is now supplying the Hoosier State with perfumes and extracts. Charley can do her.

Something the boys all know, but we like the way Ruskin puts it:

"He who has the truth in his heart need never fear the want of persuasion on his tongue." J. N. Riste.

An Interrupted Message.

"In working a certain Michigan Town," said the drummer for a Chicago millinery house, "I formed the acquaintance of an angel in a retail store. It was no flirtation on my part. I was head over heels in love. I had to go to another village twelve miles away, and, while there I stepped into a grocery to telephone to my love and assure her that I was still faithful. There was no booth, and all could hear what was said, I had just got my message started when I was taken by the back of the neck and run outdoors and thrown off the platform. The man who did it was a farmer, and I was getting ready to go for him, when the grocer seized me by the arm and whispered:

"Don't raise no fuss! It's simply a curious co-incidence."

"But he assaulted me!"

"I know, but you can't help co-incidences."

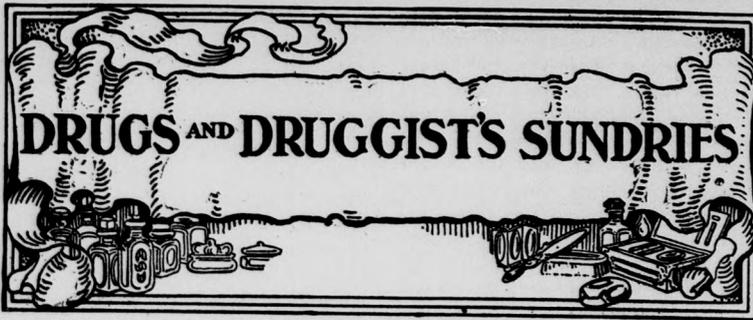
"Blast you co-incidence! What is it?"

"Why, the man who gave you the hump happens to be the father of your angel over at Sometown!"

The great American industry of shoe manufacturing, which now amounts to \$500,000,000 annually, appears to have had its beginning in Salem, Mass., when Thomas Beard and Isaac Rickerman, the first shoemakers of record in this land, settled there after the Mayflower had brought them over on her second voyage. They were adjudged so valuable an addition to the little colony that the selectmen voted to furnish them board and houseroom free. The shoemakers who first came to this country were most welcome men, for in the earliest settlements of New England boots and shoes were altogether an imported stock, and the rough land of the new country wore out even the strongest boots in short order. The growth of the shoe industry in the United States has kept pace with other lines of manufacture and America manufactures the best shoes of any nation in the world.

A Jackson correspondent writes: Joseph Bischoff, 33, was drowned in Grand River Sunday afternoon. Bischoff, who was unable to swim, went in bathing with his two brothers-in-law. Both of them could swim. They swam across the river and when they reached the other side could not see Bischoff. His body was recovered by one of the men half an hour later. It is believed he tried to wade across and stepped in a deep hole. He leaves a widow and three small children. He was employed by the Indiana Silo Company as traveling salesman. The body will be taken to Indiana.

Frank Warner (Lemon & Wheeler Company) has purchased a runabout and will hereafter do his driving with gasoline power instead of with horses.



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. Gillo, 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. Look, 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.

Advantage of Handling Nationally Advertised Goods.

Written for the Tradesman.

"Yes, one of those La Standbys if you please," as I paid my nickel to the druggist, he turned hastily, with a "pardon me a moment." He went over to a woman who evidently had something serious in her mind.

They talked together for several moments earnestly, then she left with a smile on her face. The druggist came back and leaned over the counter.

"There's an illustration of the satisfaction of handling guaranteed advertised brands," he said, jerking his thumb toward the retreating figure of the lady. "She bought a tooth brush in here last night. It was an advertised brand, the guaranteed sort. This morning the bristles happened to work loose, defective some way, doesn't happen often. But I changed it for her in a moment and she was satisfied."

"Wouldn't you exchange one out of your regular stock, under the circumstances," I queried.

"Sure, but then it would have been up to me. In this case I lose nothing, because the maker stands behind the article. I used to fight shy of advertised goods as much as possible. That was before I had my eye teeth cut. I looked on the extra profits to be made on bulk goods and stuff I put up myself as beating the other fellow's game. But the longer I sell goods the more I realize the benefits of the advertising.

"I can spend my time in front of

the prescription counter, greeting customers and injecting the personal element into my business. I am not buried in some mess of manufacture—letting the clerks look after the customers.

"The advertised packages are always attractive, clean and handy and lend prestige to a store. Folks who see a well displayed assortment of the best known brands prominent in the store are sure to judge the entire stock by the lines displayed.

"In fact, handling the advertised brands helps sell the bulk stuff, for high grade package goods give confidence. The customers feel if your own individual stock is on a par with the advertised grades it must be O. K."

Just then the phone rang. "Hello, yes, this is Frye, the druggist. Yes, we have it. I will send it over, surely, right away, thank you."

"Not much to that sale," he grinned, as he wrapped up a package of soap, called the boy and told him to chase over to Mrs. Manning's with it. "But do you know I secured a dandy trade with that family when they first moved in the neighborhood by making a special delivery.

"I had never seen the lady before and was not aware the family was a good sized one or that they were good drug customers recently moved into the neighborhood.

"Late one evening, just before closing time, I was alone in the store when she called up and wanted a quarter's worth of a certain drug. I made six cents on the sale, if I remember rightly. She asked if it were possible to deliver it.

"At first I hesitated, then said I would, going out of the way three blocks to deliver it myself and closing a little early. She was very grateful—their trade is about the heaviest I have from one family now. Pays to handle folks right. But to get back to advertising

"I tried some newspaper advertisements and they cost so much I cut them out. They were given a big general circulation, and I had to pay for advertising which went out of the city and in localities I never could hope to draw from.

"I knew if advertising was good for the chaps who make and sell the patents, popular drinks and cigars, it should help me. How to do it effectively and economically was the problem.

"Finally I hit on a plan and went to Cutts, the butcher, and Graw, the grocer. We went in cahoots, got a chap who was writing for a wholesale concern to do the writing nights, and

we had 5,000 8x10 neighborhood papers printed. These we had distributed for several blocks around, twice each month. There was no waste circulation; they went into the homes we could handle to advantage, each of us had an equal amount of advertising space and we each paid our proportion of the expense. It has not been near so expensive as newspaper, and results have been fine to date. I have tested it with special offers and the come-back has cinched it for me. Other lines in the neighborhood are interested and we figure on enlarging it to make it a stronger deal all around."

Hugh King Harris.

Chemical To Extinguish Gasoline Fire.

A gasoline fire is very difficult to extinguish and we do not know of any chemical that will do it alone. The great thing is to cut off the supply of air and the application of plenty of sand is the means usually resorted to. Water is worse than useless as it simply spreads the fire over a greater surface.

Some of the dry powder fire extinguishers, whose action depends on the liberation of carbon dioxide, might be of some avail and formulas are as follows:

1. Sodium chloride 6 parts
 Sodium bicarbonate 8 parts
 Ammonium chloride 6 parts

2. Sodium chloride 8 parts
 Sodium bicarbonate 6 parts
 Sodium sulphate 2 parts
 Calcium chloride 2 parts
 Sodium silicate 2 parts

If the fire is on a small scale it can be extinguished by covering it over with a fine meshed wire net. In the same moment when the netting is laid upon the burning surface, the flame is extinguished because it is a glowing mass of gas, which the iron wire quickly cools off so that it can not glow any more.

Retires as Head of Michigan Drug Company.

Detroit, July 15.—After more than sixty years of active participation in the business that has been his life work, William G. Williams, dean of Michigan drug men, has announced his retirement as president and director of Williams-Davis-Brooks & Hinchman Sons, proprietors of the Michigan Drug Co., of Detroit and the Saginaw Valley Drug Co. Mr. Williams, who is 73 years old, has not been in the best of health for some time, but he has continued active work. Now, however, his physicians have prescribed absolute rest and his withdrawal from the business was formally consummated at the election of officers of the firm this month.

The name of Mr. Williams has been closely linked with the history of the drug trade in Detroit. Born in North Wales in 1839 he came to America and to Detroit in 1851 and obtained employment at once with the drug company, which had been organized in 1819, and which is now the Michi-

gan Drug Co. In 1859, at the age of 20 years, he was taken into full membership in the firm and he has actively directed the business ever since.

Snake Oil.

What is known as snake oil is usually a combination which is handed out by the dealer to satisfy the demand of some credulous customer. A genuine oil of course is that which is obtained by "trying out" the fat of a snake, usually the rattlesnake, and to preserve their faces druggists sometimes employ a small proportion of such oil in preparing the weird mixtures dispensed by them.

A factitious "rattlesnake oil" is said to be made as follows:

- Camphor 1 oz.
- Oil cedar 4 drs.
- Oil Sassafras 4 drs.
- Oil linseed, raw 1 qt.

If any reader has a formula for so-called snake oil which has given satisfaction to his customers we would be pleased to have him contribute it to this department for the benefit of his brother druggists.

Toothache Mastic.

The following is an excellent formula for a toothache essence, the novelty being the employment of carbon bisulphide in place of chloroform:

- Mastic 20 drops
- Clove oil 5 parts
- Carbon bisulphide50 parts
- Powdered amber 10 parts
- Opium 10 parts
- Tannic acid 5 parts

The mastic is first dissolved in the carbon bisulphide and then the other ingredients are added. It is stated that the carbon bisulphide gives an instantaneous calming effect to the toothache drops, and that its odor is masked in a great measure by the clove oil.

Carlsbad Tooth Paste.

It is claimed that mineral salts have an excellent solvent effect on dental tartar, and for this reason they are suggested for incorporation in tooth pastes. The method is shown in the following recipe:

- Carlsbad salts 25 grams
- Precipitated chalk 25 grams
- Powdered orris root 10 grams
- Powdered soap 15 grams
- Peppermint oil,
- Lemon oil, of each 25 drops
- Glycerin, a sufficiency.

Cause Enough.

"When I was shipwrecked in South America," said Capt. Bowsprit, "I came across a tribe of wild women who had no tongues."

"Mercy!" cried one of his listeners of the fair sex. "How could they talk?"

"They couldn't," snapped the old salt. "That's what made 'em wild."

A Boss Healing Salve.

- Hard cider 1 pt.
- Beeswax 4 ozs.
- Resin 4 ozs.
- Pure benzoinated lard 8 ozs.

Boil the cider half away. Add the other ingredients and boil until thoroughly incorporated. This is said to cure almost any kind of sore.

WHOLESALE DRUG PRICE CURRENT

Table listing various drugs and their prices, including sections for Acidum, Ammonia, Aniline, Baccae, Balsamum, Cortex, Extractum, Ferru, Flora, Folla, Gummi, Herba, Magnesia, Oleum, Potassium, Radix, Semen, Spiritus, Sponges, Syrops, Tinctures, and Miscellaneous.

Table listing various drugs and their prices, including sections for Lycopodium, Macis, Magnesia, Manna, Mentha, Morphia, Moschus, Myristica, Nux Vomica, Os Sepia, Pepsin, P D Co, Pils Liq, Pils Liq qts, Pils Liq pints, Pip Burgrum, Plumbi Acet, Pulvis Ip'cut Opil, Pyrethrum, Pyrethrum, bxs, H & P. D. Co. doz., Quassia, Quina, Quina, S. Ger., Quina, S P & W, and Saccharum La's.



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.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED		DECLINED	
Cloves		Flour	
		Breakfast Foods	
		Corn Syrups	

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M	Mapleine	8
M	Mince Meats	8
M	Molasses	8
M	Mustard	8
N	Nuts	4
O	Olives	8
P	Pickles	8
P	Pipes	8
P	Playing Cards	8
P	Potash	8
P	Provisions	8
R	Rice	9
R	Rolled Oats	9
S	Salad Dressing	9
S	Saleratus	9
S	Sal Soda	9
S	Salt	9
S	Salt Fish	9
S	Seeds	10
S	Shoe Blacking	9
S	Snuff	9
S	Soap	14
S	Soda	10
S	Spices	10
S	Starch	10
S	Syrups	10
T	Table Sauces	10
T	Tea	10
T	Tobasco	11, 12, 13
T	Twine	13
V	Vinegar	13
W	Wicking	13
W	Woodenware	13
W	Wrapping Paper	14
Y	Yeast Cake	14

1	2
AMMONIA Doe 12 oz. ovals 2 doz. box 75	Clam Bouillon Burnham's, 1/2 pt. ... 2 25 Burnham's, pts. ... 3 75 Burnham's qts. ... 7 50
AXLE GREASE Frazer's 1lb. wood boxes, 4 doz. 3 00 1lb. tin boxes, 3 doz. 2 35 3 1/2 lb. tin boxes, 2 doz. 4 25 10lb. pails, per doz. ... 6 00 15lb. pails, per doz. ... 7 20 25lb. pails, per doz. ... 12 00	Corn Fair ... 75@ 90 Good ... 1 00@1 10 Fancy ... @1 30
BAKED BEANS No. 1, per doz. ... 45@ 90 No. 2, per doz. ... 75@1 40 No. 3, per doz. ... 85@1 75	French Peas Monbadon (Natural) per doz. ... 2 45
BATH BRICK English ... 95	Gooseberries No. 2, Fair ... 1 50 No. 2, Fancy ... 2 35
BREAKFAST FOODS Apetizo, Biscuits ... 3 00 Bear Food, Pettijohns 1 95 Cracked Wheat, 24-2 2 50 Cream of Wheat, 36-2 4 50 Egg-O-See Wheat ... 2 75 Egg-O-See Corn ... 2 75 Flakes ... 2 75 No. 2 Toasties, T. ... 2 80 Posts Toasties, T. ... 2 80 No. 3 ... 2 80 Farinose, 24-2 ... 2 70 Grape Nuts ... 2 70 Grape Sugar Flakes ... 2 50 Sugar Corn Flakes ... 2 50 Hardy Wheat Food ... 2 25 Postma's Dutch Cook. 2 75 Holland Rusk ... 3 20 Saxon Wheat Food ... 3 00 Krinkle Corn Flake ... 2 00 Malt Breakfast Food ... 4 50 Maple Flakes ... 2 70 Maple Corn Flakes ... 2 80 Minn. Wheat Cereal ... 3 75 Algrain Food ... 4 25 Ralston Wheat Food ... 4 50 Saxon Wheat Food ... 3 00 Shred Wheat Biscuit ... 3 60 Triscuit, 18 ... 1 80 Pillsbury's Best Cer'l ... 4 25 Post Tavern Special ... 2 80 Voigt's Cream Flakes ... 4 50 Quaker Puffed Rice ... 4 25 Quaker Puffed Wheat ... 2 85 Quaker Brkfst Biscuit ... 1 90 Quaker Corn Flakes ... 1 90 Victor Corn Flakes ... 2 20 Washington Crisps ... 2 80 Wheat Hearts ... 1 90 Wheatena ... 4 50 Zest ... 4 00 Evapor'd Sugar Corn ... 9 00	Hominy Standard ... 85
BROOMS Parlor ... 3 00 Jewel ... 3 70 Winner ... 4 25 Whittier Special ... 4 55 Parlor Gem ... 3 75 Common Whisk ... 1 10 Fancy Whisk ... 1 50 Warehouse ... 4 50	Lobster 1/2 lb. ... 2 50 1 lb. ... 4 25 Picnic Tails ... 2 75
BRUSHES Scrub Solid Back, 8 in. ... 75 Solid Back, 11 in. ... 95 Pointed Ends ... 85 Stove No. 3 ... 90 No. 2 ... 1 25 No. 1 ... 1 75 Shoe No. 8 ... 1 00 No. 7 ... 1 30 No. 4 ... 1 70 No. 3 ... 1 90	Mackerel Mustard, 1lb. ... 1 80 Mustard, 2lb. ... 2 80 Soused, 1 1/2 lb. ... 1 60 Soused, 2lb. ... 2 75 Tomato, 1lb. ... 1 50 Tomato, 2lb. ... 2 80
BUTTER COLOR Dandelion, 25c size ... 2 00	Mushrooms Hotels ... @ 15 Buttons, 1/2s ... @ 14 Buttons, 1s ... @ 25
CANDLES Paraffine, 6s ... 10 Paraffine, 12s ... 10 Wicking ... 20	Oysters Cove, 1lb. ... 90@ Cove, 2lb. ... 1 60@
CANNED GOODS Apples 3lb. Standards ... @ 90 Gallon ... 2 60@2 85 Blackberries 2 lb. ... 1 50@1 90 Standards gallons ... @5 00 Beans Baked ... 85@1 30 Red Kidney ... 85@95 String ... 70@1 15 Wax ... 75@1 25 Blueberries Standard ... 1 30 Gallon ... 6 75 Clams Little Neck, 1lb. ... @1 00 Little Neck, 2lb. ... @1 50	Plums Standard ... 90@1 35 Pears in Syrup No. 3 cans, per doz. ... 1 50 Peas Marrowfat ... @1 25 Early June ... @1 25 Early June sifted 1 45@1 55 Peaches Pie ... 90@1 25 No. 10 size can pie @3 25 Pineapple Grated ... 75@2 10 Sliced ... 90@2 60
COFFEE, ROASTED Rio Common ... 19 Fair ... 19 1/2 Choice ... 20 Fancy ... 21 Peaberry ... 23 Santos Common ... 20 Fair ... 20 1/2 Choice ... 21 Fancy ... 23 Peaberry ... 23 Maracaibo Fair ... 24 Choice ... 25 Fancy ... 26 Guatemala Fair ... 25 Fancy ... 28 Java Private Growth ... 26@30 Mandling ... 31@35 Aukola ... 30@32 Mocha Short Bean ... 25@27 Long Bean ... 24@25 H. L. O. G. ... 26@28 Bogota Fair ... 24 Fancy ... 26 Exchange Market, Steady Spot Market, Strong Package New York Basis Arbuckle ... 23 25 Lion ... 23 00 McLaughlin's XXXX sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago. Extract Holland, 1/2 gro boxes 95 Felix, 1/2 gross ... 1 15 Hummel's foll, 1/2 gro. 85 Hummel's tin, 1/2 gro. 1 43	

3	4	5
CHEWING GUM Adams Pepsin ... 55 American Flag Spruce ... 55 Beaman's Pepsin ... 55 Best Pepsin ... 55 Black Jack ... 55 Largest Gum (white) ... 55 O. K. Pepsin ... 55 Red Robin ... 55 Sen Sen ... 55 Sen Sen Breath Perf. 1 00 Spearment ... 55 Spearment, jars 5 bxs 2 75 Yucaatan ... 55 Zeno ... 55	CONFECTIONS Stick Candy Pails Standard ... 8 1/2 Standard H H ... 8 1/2 Standard Twist ... 9 Cases Jumbo, 32 lb. ... 9 Extra H H ... 11 Boston Cream ... 14 Big stick, 30 lb. case 9 Mixed Candy Grocers ... 7 X L O ... 7 1/2 Special ... 10 Conserve ... 8 1/2 Royal ... 8 Ribbon ... 8 Broken ... 14 Cut Leaf ... 8 1/2 Leader ... 9 1/2 Kindergarten ... 8 1/2 French Cream ... 11 Hand Made Creamb ... 17 Premio Cream mixed 14 Paris Cream Bon Bons 11 Fancy-In Pails Gypsy Hearts ... 15 Coco Bon Bons ... 14 Fudge Squares ... 14 Peanut Squares ... 14 Sugared Peanuts ... 13 Salted Peanuts ... 13 Starlight Kisses ... 13 Lozenges, plain ... 11 Champion Chocolate ... 12 Eclipse Chocolates ... 15 Eureka Chocolates ... 16 Champion Gum Drops 10 Anise Squares ... 11 Lemon Sours ... 11 Imperial ... 12 Ital Cream Bon Bons 13 Golden Waffles ... 14 Red Rose Gum Drops 10 Auto Kisses ... 14 Coffy Toffy ... 14 Molasses Mint Kisses 12 Fancy-In 5lb. Boxes Old Fashioned Molasses Kisses 10lb. bx. 1 30 Orange Jellies ... 60 Lemon Sours ... 65 Old Fashioned Horehound drops ... 65 Peppermint Drops ... 70 Champion Choc Drops 65 H. M. Choc. Drops 1 10 H. M. Choc. Lt. and Dark, No. 12 ... 1 10 Bitter Sweets, as'td 1 25 Brilliant Gums, Crys. 60 A. A. Licorice Drops 1 00 Lozenges, printed ... 65 Lozenges, plain ... 60 Imperial ... 65 Mottoes ... 65 Cream Bar ... 60 G. M. Peanut Bar ... 60 Hand Made Crms 80@90 Cream Wafers ... 65 String Rock ... 70 Wintergreen Berries 60 Pop Corn Cracker Jack ... 3 25 Giggles, 5c pkg. cs. 3 50 Fan Corn, 50's ... 1 65 Azulikit 100s ... 3 25 Oh My 100s ... 3 50 Cough Drops Putnam Menthal ... 1 00 Smith Bros. ... 1 25 NUTS-Whole Almonds, Tarragona 18 Almonds, Drake ... 15 Almonds, California soft shell ... Brazilis ... @13 Filberts ... 12@13 Cal. No. 1 ... Walnuts, sft shell @17 Walnuts, Marbot ... @15 Table nuts, fancy @13 Pecans, medium ... 13 Pecans, extra large ... 14 Pecans, jumbos ... 16 Hickory Nuts, per bu ... Ohio, new ... 2 00 Cocoanuts, New York State, per bu. ... Shelled Spanish Peanuts 6 1/2@ 7 Pecan Halves ... @62 Walnut Halves ... @33 Filbert Meats ... @30 Alicante Almonds @40 Jordan Almonds ... @47 Peanuts Fancy H P Suns 6@ 6 1/2 Roasted ... 7@ 7 1/2 Choice, raw, H. P. Jumbo ... @ 7 CRACKED WHEAT Mulk ... 3 1/2 24 2lb. pkgs. ... 2 50 CRACKERS National Biscuit Company Brands Butter N. B. C. Sq. bbl. 7 bx. 6 1/2 Seymour, Rd. bbl. 7 bx. 6 1/2 Soda N. B. C. boxes ... 6 1/2 Premium ... 7 1/2 Select ... 8 1/2 Saratoga Flakes ... 13 Zephyrette ... 13 Oyster N. B. C. Picnic boxes 6 1/2 Gem. boxes ... 6 1/2 Shell ... 8	Sweet Goods Animals ... 10 Atlantics ... 12 Atlantic, Assorted ... 12 Avena Fruit Cakes ... 12 Bonnie Doon Cookies ... 10 Bonnie Lassies ... 20 Brittle Shortbread ... 20 Brittle Fingers ... 10 Bumble Bee ... 10 Cartwheels Assorted 8 1/2 Chocolate Drops ... 17 Chocolate Drp Centers 16 Choc. Honey Fingers 16 Circle Honey Cookies 12 Cracknels ... 16 Cocoanut Taffy Bar ... 12 Cocoanut Drops ... 12 Cocoanut Macaroons ... 18 Cocoanut Hon. Fingers 12 Cocoanut Hon. Jumb's 12 Coffee Cakes ... 10 Coffee Cakes, Iced ... 11 Crumpets ... 10 Diana Marshmallow Cakes ... 16 Dinner Biscuit ... 25 Dixie Sugar Cookies 9 Domestic Cakes ... 8 1/2 Eventide Fingers ... 16 Family Cookies ... 8 1/2 Fig Cake Assorted ... 12 Fig Newtons ... 12 Floral Cake ... 12 1/2 Fluted Cocoanut Bar ... 10 Frosted Creams ... 8 1/2 Frosted Ginger Cookie 8 1/2 Fruit Lunch, Iced ... 10 Gala Sugar Cakes ... 8 1/2 Ginger Gems ... 8 1/2 Ginger Gems, Iced ... 9 1/2 Graham Crackers ... 8 Ginger Snaps Family ... 8 1/2 Ginger Snaps N. B. C. Round ... 8 Ginger Snaps N. B. C. Square ... 8 1/2 Hippodrome Bar ... 10 Honey Cake, N. B. C. 12 Honey Fingers As. Ice 12 Honey Jumbles, Iced ... 12 Honey Jumbles, Plain ... 12 Honey Flake ... 12 1/2 Household Cookies ... 8 Household Cookies, Iced 9 Imperial ... 8 1/2 Jonnie ... 8 1/2 Jubilee Mixed ... 10 Kream Klips ... 25 Leap Year Jumbles ... 18 Lemon Biscuit Square 8 1/2 Lemon Thins ... 16 Lemon Wafers ... 16 Lemona ... 8 1/2 Mace Cakes ... 8 1/2 Mandalay ... 10 Mary Ann ... 8 1/2 Marshmallow Coffee Cake ... 12 1/2 Marshmallow Walnuts 16 1/2 Medley Pretzels ... 10 Molasses Cakes ... 8 1/2 Molasses Cakes, Iced 9 1/2 Molasses Fruit Cookies Iced ... 11 Molasses Sandwich ... 12 Mottled Square ... 10 Oatmeal Crackers ... 8 Orange Gems ... 8 1/2 Orange Sponge Layer Cakes ... 18 Penny Assorted ... 8 1/2 Peanut Gems ... 9 Picnic Mixed ... 11 1/2 Pineapple Wafers ... 16 Pretzels, Hand Made 9 Pretzelettes, Hand Md. 8 Pretzelettes, Mac. Md. 8 Raisin Cookies ... 10 Raisin Gems ... 11 Raspberry Cakes ... 12 Revere, Assorted ... 14 Rittenhouse Fruit Biscuit ... 12 Rosy Dawn Mixed ... 10 Royal Lunch ... 8 Royal Toast ... 8 Rube ... 8 1/2 Shortbread Squares 20 Spiced Currant Cakes 10 Spiced Ginger Cakes 9 Spiced Ginger Cks Icd 10 Sugar Fingers ... 12 Sugar Cakes ... 8 1/2 Sugar Crimp ... 8 1/2 Sugar Squares, large or small ... 9 Sultana Fruit Biscuit 16 Sunnyside Jumbles ... 10 Superba ... 8 1/2 Sponge Lady Fingers 25 Triumph Cakes ... 16 Vanilla Wafers ... 16 Wafer Jumbles cans ... 18 Waverly ... 10 In-er Seal Goods per doz. Albert Biscuit ... 1 00 Animals ... 1 00 Arrowroot Biscuit ... 1 00 Baronet Biscuit ... 1 00 Bremmer's Butter Wafers ... 1 00 Cameo Biscuit ... 1 50 Cheese Sandwich ... 1 00 Chocolate Wafers ... 1 00 Cocoanut Dainties ... 1 50 Dinner Biscuits ... 1 00 Eust Oyster ... 1 00 Fig Newton ... 1 00 Five O'clock Tea ... 1 00 Frotana ... 1 00 Fruit Cake ... 3 00 Ginger Snaps, N. B. C. 1 00

6

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
 Pretzettes, 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. 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 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 50
 Ginger Snaps 2 50
 Butter Crackers, NBC family package 2 50
 Soda Crackers, NBC 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

DIETED 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
 Connosiar 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...@ 8
 60-70 25lb. boxes...@ 8 1/2
 40-50 25lb. boxes...@ 9 1/2

FRINACEOUS GOODS
Beans
 Dried Lima 7 1/2
 Med. Hand Picked 3 25
 Brown Holland 2 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
 6 containers (60) rolls 4 75

Hominy
 Pearl, 100 lb. sack 2 00
 Maccaroni 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. 3 00
 Green, Scot., bu. 4 1/2
 Split, lb. 4 1/2

Sago
 East India 6
 German, sacks 6
 German, broken pkg.

Tapoca
 Flake, 100 lb. sacks 6
 Pearl, 130 lb. sacks 2 25
 Pearl, 36 pkgs. 2 50
 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 3/4 to 2 in. 11
 2 in. 15
 2 1/2 in. 15
 3 in. 20

7

Cotton Lines
 No. 1, 10 feet 5
 No. 2, 15 feet 7
 No. 3, 15 feet 9
 No. 4, 15 feet 10
 No. 5, 15 feet 11
 No. 6, 15 feet 12
 No. 7, 15 feet 13
 No. 8, 15 feet 15
 No. 9, 15 feet 20

Linen Lines
 Small 20
 Medium 26
 Large 34

Poles
 Bamboo, 14 ft., per doz. 55
 Bamboo, 16 ft., per doz. 60
 Bamboo, 18 ft., per doz. 80

FLOUR AND FEED
Winter Wheat.
 Grand Rapids Grain & Milling Co.
 Purity Patent 5 80
 Seal of Minnesota 6 00
 Sunburst 6 00
 Wizard Flour 5 40
 Wizard Graham 5 60
 Wizard Gran. Meal 4 60
 Wizard Buckwheat 6 80
 Rye 5 00

Valley City Milling Co.
 Lily White 5 80
 Light Loaf 5 20
 Graham 2 50
 Granena Health 2 60

Voigt Milling Co.
 Graham 5 10
 Voigt's Crescent 5 80
 Voigt's Flourlight 5 80
 Voigt's Hygienic 5 10
 Voigt's Royal 6 20

Watson-Higgins Milling Co.
 Perfection Flour 5 80
 Tip Top Flour 5 20
 Golden Sheaf Flour 4 80
 Marshall's Best Flour 5 50

Worden Grocer Co.
 Quaker, paper 5 20
 Quaker, cloth 5 30

Spring Wheat.
Roy Baker
 Golden Horn, family 5 50
 Golden Horn, bakers 5 50
 Wisconsin Rye 4 25

Judson Grocer Co.
 Ceresota, 1/2s 6 80
 Ceresota, 1/4s 6 70
 Ceresota, 1/8s 6 60

Lemon & Wheeler
 Wingold, 1/2s 6 85
 Wingold, 1/4s 6 75
 Wingo, 1/2s 6 65

Worden Grocer Co.
 Laurel, 1/2s cloth 6 70
 Laurel, 1/4s cloth 6 60
 Laurel, 1/8s & 1/4s paper 6 50
 Laurel, 1/2s cloth 6 50

Wykes & Co.
 Sleepy Eye, 1/2s cloth 6 60
 Sleepy Eye, 1/4s cloth 6 50
 Sleepy Eye, 1/8s cloth 6 40
 Sleepy Eye, 1/4s paper 6 40
 Sleepy Eye, 1/8s paper 6 40

Meal
 Bolted 4 40
 Golden Granulated 4 60

Wheat
 Red 1 06
 White 1 04

Oats
 Michigan carlots 54
 Less than carlots 56

Corn
 Carlots 78
 Less than carlots 80

Hay
 Carlots 20 00
 Less than carlots 22 00

Feed.
 Street Car Feed 33
 No. 1 Corn & Oat Feed 33
 Cracked corn 32
 Coarse corn meal 32

FRUIT JARS.
 Mason, pts. per gro. 4 75
 Mason, s. per gro. 5 10
 Mason, 1/2 gal. per gro. 7 35
 Mason, can tops, gro. 1 40

GELATINE
 Cox's, 1 doz. large 1 75
 Cox's, 1 doz. small 1 00
 Knox's Sparkling, doz. 1 25
 Knox's Sparkling, gr. 14 00
 Nelson's 1 50
 Knox's Acidu'd. doz. 1 25
 Oxford 75
 Plymouth Rock, Phos. 1 25
 Plymouth Rock, Plain 90

GRAIN BAGS
 Broad Gauge 18
 Amoskeag 19

8

HERBS
 Sage 15
 Hops 15
 Laurel Leaves 15
 Senna Leaves 25

HIDES AND PELTS
Hides
 Green, No. 1 10 1/2
 Green, No. 2 9 1/2
 Cured, No. 1 11
 Cured, No. 2 11
 Calfskin, green, No. 1 13
 Calfskin, green, No. 2 11 1/2
 Calfskin, cured, No. 1 14
 Calfskin, cured No. 2 12 1/2

Pelts
 Old Wool @ 30
 Lambs 10@ 25
 shearlings 10@ 25

Tallow
 No. 1 @ 5
 No. 2 @ 4

Wool
 Unwashed, med. @ 20
 Unwashed, fine @ 15

HORSE RADISH
 Per doz. 90

JELLY
 5lb. pails, per doz. 2 40
 15lb. pails, per pall. 60
 30lb. pails, per pall. 1 05

JELLY GLASSES
 1/2 pt. in bbis, per doz. 15
 3/4 pt. in bbis, per doz. 16
 8 oz. capped in bbis, per doz. 18

MAPLEINE
 2 oz. bottles, per doz. 3 00

MINCE MEAT
 Per case 2 85

MOLASSES
New Orleans
 Fancy Open Kettle 42
 Choice 35
 Good 22
 Fair 20

Half barrels 2c extra

MUSTARD
 1/4 lb. 6 lb. box 16

OLIVES
 Bulk, 1 gal. kegs 1 05@1 15
 Bulk, 2 gal. kegs 90@1 05
 Bulk, 5 gal. kegs 90@1 00
 Stuffed, 5 oz. 90
 Stuffed, 8 oz. 1 35
 Stuffed, 1 4oz. 2 25
 Pitted (not stuffed) 2 25
 14 oz. 2 25
 Manzanilla, 8 oz 90
 Lunch, 10 oz. 1 35
 Lunch, 16 oz. 2 25
 Queen, Mammoth, 19 3 75
 Queen, Mammoth, 28 5 25
 oz. 2 25
 Olive Chow, 2 doz. cs, per doz. 2 25

PICKLES
Medium
 Barrels, 1,200 count 6 75
 Half bbis., 600 count 4 00
 5 gallon kegs 1 90

Small
 Barrels 8 25
 Half barrels 4 65
 5 gallon kegs 2 25

Gherkins
 Barrels 14 50
 Half barrels 8 00
 5 gallon kegs 3 25

Sweet Small
 Barrels 14 50
 Half barrels 8 00
 5 gallon kegs 3 25

PIPES
 Clay, No. 216, per box 1 75
 Clay, T. D., full count 60
 Cob 90

PLAYING CARDS
 No. 90, Steamboat 75
 No. 15, Rival, assorted 1 25
 No. 20, Rover, enam'd 1 50
 No. 572, Special 1 75
 No. 98 Golf, satin fin. 2 00
 No. 808, Bicycle 2 00
 No. 632, Tournt whist 2 25

POTASH
 Babbitt's 4 00

PROVISIONS
Barreled Pork
 Clear Back 20 00@21 00
 Short Cut Clear 18 50@19 00
 Bean 17 00@17 50
 Brisket, Clear 23 00
 Pig 23 00
 Clear Family 26 00

Dry Salt Meats
 S P Bellies 13

Lard
 Pure in tiers 11 1/2@12
 Com. out d Lard 9@ 9 1/2
 80 lb. tubs advance 1/2
 60 lb. tubs advance 1/2
 50 lb. tins advance 1/2
 20 lb. pails advance 3/4
 10 lb. pails advance 3/4
 5 lb. pails advance 1
 8 lb. pails advance 1

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Smoked Meats
 Hams, 12 lb. av. 15 @ 15 1/2
 Hams, 14 lb. av. 14 @ 14 1/2
 Hams, 16 lb. av. 14 1/2 @ 14 1/2
 Hams, 18 lb. av. 14 @ 14 1/2
 Skinned Hams 15 @ 15 1/2
 Ham, dried beef sets 20 @ 20 1/2
 California Hams 10 1/4 @ 10 1/2
 Picnic Boiled Hams 15
 Roiled Hams 23 @ 23 1/2
 Minc'd Ham 11 1/2 @ 12
 Bacon 13 1/2 @ 14

Sausages
 Bologna 8
 Liver 7 1/2 @ 8
 Frankfort 9 @ 9 1/2
 Pork 11
 Veal 11
 Tongue 11
 Headcheese 9

Beef
 Boneless 14 00
 Rump, new 15 00

Pig's Feet
 1/2 bbis. 95
 3/4 bbis. 40 lbs. 1 90
 1 1/2 bbis. 3 75
 1 bbl. 8 00

Tripe
 Kits, 15 lbs. 90
 1/4 bbis., 40 lbs. 1 60
 3/8 bbis., 80 lbs. 3 00

Casings
 Hogs, per lb. 35
 Beef, rounds, set 16
 Beef, middles, set 60
 Sheep, per bundle 80

Uncolored Butterine
 Solid Dairy 12 @ 16
 Country Rolls 12 1/2 @ 18

Canned Meats
 Corned beef, 2 lb. 3 50
 Corned beef, 1 lb. 1 85
 Roast beef, 2 lb. 3 50
 Roast beef, 1 lb. 1 85
 Potted Ham, 1/4s 45
 Potted Ham, 1/2s 90
 Deviled Ham, 1/4s 45
 Deviled Ham, 1/2s 90
 Potted Tongue, 1/4s 45
 Potted Tongue, 1/2s 90

RICE
 Fancy 6 @ 6 1/2
 Japan Style 5 @ 5 1/2
 Broken 3 1/2 @ 4 1/2

ROLLED OATS
 Rolled Avena, bbis. 6 10
 Steel Cut, 100 lb. sks. 3 25
 Monarch, bbis. 5 80
 Monarch, 90 lb. sacks. 2 75
 Quaker, 18 Regular 1 45
 Quaker, 20 Family 4 10

SALAD DRESSING
 Columbia, 1/2 pt 2 25
 Columbia, 1 pint 4 00
 Durkee's, large, 2 doz 5 25
 Durkee's, small, 2 doz 2 35
 Snider's, large, 1 doz 2 35
 Snider's, small, 2 doz 1 35

SALERATUS
 Packed 60 lbs. in box. 3 00
 Arm and Hammer 3 00
 Wyandotte, 100 s. 3 00

SAL SODA
 Granulated, bbis. 80
 Granulated, 100 lbs. cs. 90
 Granulated, 36 pkgs. 1 25

SALT
 Common Grades 2 40
 100 3 lb. sacks 2 25
 60 5 lb. sacks 2 25
 28 10 1/2 lb. sacks 2 10
 56 lb. sacks 2 10
 28 lb. sacks 2 20

Warsaw
 56 lb. dairy in drill bags 40
 28 lb. dairy in drill bags 20

Solar Rock
 Common 24
 Granulated, Fine 95
 Medium, Fine 1 00

SALT FISH
Cod
 Large, whole, ... @ 7 1/2
 Small, whole, ... @ 7 1/2
 Strips or bricks. 7 1/2 @ 10 1/2
 Pollock @ 4 1/2

Hallibut
 Strips 15
 Chunks 18

Holland Herring
 Y. M. wh. hoops, bbis. 11 50
 Y. M. wh. hoop, 1/2 bbl. 6 00
 Y. M. wh. hoop, kegs 65
 Y. M. wh. hoop, Milchers 72

Trout
 No. 1, 100 lbs. 7 50
 No. 1, 40 lbs. 3 25
 No. 1, 10 lbs. 90
 No. 1, 8 lbs. 75

Mackerel
 Mess, 100 lbs. 16 50
 Mess, 40 lbs. 7 00
 Mess, 10 lbs. 1 85
 Mess, 8 lbs. 1 50
 No. 1, 100 lbs. 10 00
 No. 1, 40 lbs. 6 60
 No. 1, 10 lbs. 1 25

10

Whitefish
 100 lbs. 9 75
 50 lbs. 5 25
 10 lbs. 1 12
 8 lbs. 92
 100 lbs. 4 65
 40 lbs. 2 10
 10 lbs. 75
 8 lbs. 65

SEEDS
 Anise 14
 Canary, Smyrna 5
 Caraway 10
 Cardomom, Malabar 90
 Celery 32
 Hemp, Russian 5
 Mixed Bird 5
 Mustard, white 8
 Poppy 16
 Rape 6 1/2

SHOE BLACKING
 Handy Box, large 3 dz 3 50
 Handy Box, small 1 25
 Bixby's Royal Polish 85
 Miller's Crown Polish 85

SNUFF
 Scotch, in bladders 37
 Maccaboy, in jars 35
 French Rappie in jars 43

SODA
 Boxes 5 1/2
 Kegs, English 4 1/2

SPICES
Whole Spices
 Allspice, Jamaica 24
 Allspice, large Garden 11
 Cloves, Zanzibar 18
 Cassia, Canton 14
 Cassia, 5c pkg. doz. 25
 Ginger, African 9 1/2
 Ginger, Cochin 14 1/2
 Mace, Penang 70
 Mixed, No. 1 16 1/2
 Mixed, No. 2 10
 Mixed, 5c pkgs. doz. 45
 Nutmegs, 75-30 30
 Nutmegs, 105-110 20
 Pepper, Black 14
 Pepper, White 25
 Pepper, Cayenne 22
 Paprika, Hungarian 16

Pure Ground in Bulk
 Allspice, Jamaica 12
 Cloves, Zanzibar 24
 Cassia, Canton 12
 Ginger, African 18
 Mace, Penang 75
 Nutmegs, 75-80 35
 Pepper, Black 16
 Pepper, White 30
 Pepper, Cayenne 24
 Paprika, Hungarian 45

STARCH
 Corn
 Kingsford, 40 lbs. 7 1/4
 Muzzy, 20 1lb. pkgs. 5 1/4
 Muzzy, 40 1lb. pkgs. 5

Gloss
 Kingsford
 Silver Gloss, 40 lbs. 7 1/4
 Silver Gloss, 16 3lbs. 6 1/4
 Silver Gloss, 12 6lbs. 8 1/4

Muzzy
 48 lb. packages 5
 16 3lb. packages 4 1/2
 12 6lb. packages 6
 50lb. boxes 3 1/2

SYRUPS
Corn
 Barrels 27
 Half barrels 30
 Blue Karo, No. 2 1 59
 Blue Karo, No. 2 1/2 1 92
 Blue Karo, No. 5 1 86
 Blue Karo, No. 10 1 77
 Red Karo, No. 2 1 80
 Red Karo, No. 2 1/2 2 18
 Red Karo, No. 5 2 12
 Red Karo, No. 10 2 03

Pure Cane
 Fair 16
 Good 20
 Choice 25

TABLE SAUCES
 Halford, large 3 75
 Halford, small 2 25

TEA
Japan
 Sundried, medium 24@26
 Sundried, choice 30@33
 Sundried, fancy 36@40
 Basket-fired medium 30
 Basket-fired, choice 35@37
 Basket-fired, fancy 40@43
 Nibs 30@32
 Siftings 10@12
 Fannings 14@15

Gunpowder
 Moyune, medium 35
 Moyune, choice 33
 Moyune, fancy 50@60
 Pingsuey, medium 33
 Pingsuey, choice 35
 Pingsuey, fancy 50@55

Young Hyson
 Choice 30
 Fancy 40@50

Oolong
 Formosa, Fancy 50@60
 Formosa, medium 28
 Formosa, choice 35

English Breakfast
 Medium 25
 Choice 30@35
 Fancy 40@60

India
 Ceylon, choice 30@35
 Fancy 45@50

11

TOBACCO
Fine Cut
 Blot 1 45
 Bugle, 16 oz. 3 84
 Bugle, 10c 11 00
 Dan Patch, 8 and 16 oz 32
 Dan Patch, 4 oz. 11 52
 Dan Patch, 2 oz. 5 76
 Fast Mail, 16 oz. 7 80
 Hiawatha, 16 oz. 60
 Hiawatha, 5c 5 40
 May Flower, 16 oz. 9 36
 No Limit, 8 oz. 1 78
 No Limit, 16 oz. 3 55
 Ojibwa, 8 and 16 oz. 40
 Ojibwa, 10c 11 10
 Ojibwa, 5c 1 85
 Petoskey Chief, 7 oz. 2 00
 Petoskey Chief, 14 oz. 4 00
 Peach and Honey, 5c 5 76
 Red Bell, 16 oz. 3 96
 Red Bell, 8 foil 1 98
 Sterling, L & D 5 76
 Sweet Cuba, canister 5 76
 Sweet Cuba, 5c 5 76
 Sweet Cuba, 10c 9 36
 Sweet Cuba, 1 lb. tin 4 90
 Sweet Cuba, 16 oz. 4 80
 Sweet Cuba, 1/2 lb. foil 2 25
 Sweet Burley 5c L & D 5 76
 Sweet Burley, 8 oz. 2 45
 Sweet Burley, 24 lb. 4 90
 Sweet Mist, 1/2 gro. 5 76
 Sweet Mist, 3 oz. 11 10
 Sweet Mist, 8 oz. 35
 Telegram, 5c 5 76
 Tiger, 5c 6 00
 Tiger, 25c cans 2 35
 Uncle Daniel, 1 lb. 60
 Uncle Daniel, 1 oz. 5 22

Plug
 Am. Navy, 16 oz. 32
 Apple, 10 lb. butt 38
 Drummond Nat Leaf, 2 & 5 lb 60
 Drummond Nat Leaf, per doz. 96
 Battle Axe 26
 Bracer, 6 & 12 lb. 30
 Big Four, 6 & 12 lb. 32
 Boot Jack, 2 lb. 36
 Boot Jack, per doz. 46
 Bullion, 16 oz. 86
 Climax, Golden Twins 48
 Climax, 14 1/2 oz. 44
 Climax, 7 oz. 47
 Days' Work, 7 & 14 lb. 37
 Creme de Menthe, lb. 62
 Derby, 5 lb. boxes 28
 5 Bros., 4 lb. 65
 Four Roses, 10c 90
 Gilt Edge, 2 lb. 50
 Gold Rope, 6 & 12 lb. 58
 Gold Rope, 4 & 8 lb. 58
 G. O. P., 12 & 24 lb. 36
 Granger Twist, 6 lb. 46
 G. T. W., 10 1/2 & 21 lb. 36
 Horse Shoe, 6 & 12 lb. 43
 Honey Dip Twist, 5 & 10 45
 Jolly Tar, 5 & 8 lb. 40
 J. T., 5 1/2 & 11 lb. 35
 Kentucky Navy, 12 lb. 32
 Keystone Twist, 6 lb. 45
 Kismet, 6 lb. 48
 Maple Dip, 20 oz. 25
 Merry Widow, 12 lb. 32
 Nobby Spun Roll 6 & 3 58
 Parrot, 20 lb. 34
 Parrot, 12 lb. 28
 Patterson's Nat Leaf 93
 Peachey, 6-12 & 24 lb. 40
 Picnic Twist, 5 lb. 65
 Piper Heidsieck, 4 & 7 lb. 49
 Piper Heidsieck, per doz. 96
 Polo, 3 doz., per doz. 48
 Redcut, 1 1/2 oz. 38
 Red Lion, 6 & 12 lb. 30
 Scrapple, 2 & 4 doz. 42
 Sherry Cobbler, 8 oz. 32
 Spear Head, 12 oz. 44
 Spear Head, 14 1/2 oz. 44
 Spear Head, 7 oz. 47
 Sq. Deal, 7 1/4 & 28 lb. 43
 Star, 6 1/2 & 24 lb. 43
 Standard Navy, 7 1/2, 15 & 30 lb. 34
 Ten Penny, 6 & 12 lb. 31
 Town Talk, 14 oz. 30
 Yankee Girl, 6, 12 & 24 32

Scrap
 All Red, 5c 5 76
 Am. Union Scrap 5 40
 Bag Pipe, 5c 5 88
 Cutlas, 2 1/2 oz. 26
 Globe Scrap, 7 oz. 30
 Happy Thought, 2 oz. 30
 Honey Comb scrap, 5c 5 76
 Honest Scrap, 5c 1 55
 Mail Pouch, 4 doz. 5c 2 00
 Old Songs, 5c 5 76
 Old Times, 1/2 gro. 5 50
 Polar Bear, 5c, 1/2 gro 5 76
 Red Band, 5c 1/4 gro. 5 76
 Red Man Scrap, 5c 1 48
 Scrapple, 5c pkgs. 48
 Sure Shot, 5c, 1/2 gro. 5 76
 Yankee Girl Scrp 2 oz 5 76
 Pan Handle Scrp 1/4 gr 5 76
 Peachy Scrap, 5c 1 90
 Union Workman, 2 1/2 6 00

Smoking
 All Leaf, 2 1/2 & 7 oz. 30
 BB, 3 1/2 oz. 6 00
 BB, 7 oz. 12 00
 BB, 14 oz. 24 00
 Bagdad, 10c tins 11 52
 Badger, 3 oz. 5 04
 Badger, 7 oz. 11 52

Special Price Current

12

13

14

Banner, 5c	5 96
Banner, 8 oz.	1 60
Banner, 16 oz.	3 20
Bellwood Mixture, 10c	94
Big Chief, 2 1/4 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 85
Brotherhood, 5c	5 95
Brotherhood, 10c	11 00
Brotherhood, 16 oz.	39
Carnival, 5c	5 70
Carnival, 3 1/2 oz.	39
Carnival, 16 oz.	40
Cigar Clip's Johnson	30
Cigar Clip's Seymour	30
Identity, 8 & 16 oz.	30
Darby Cigar Cuttings	4 50
Continental Cubes, 10c	99
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	7 72
Chips, 10c	10 20
Dills Best, 1 1/2 oz.	77
Dills Best, 3 1/2 oz.	77
Dills Best, 16 oz.	73
Dixie Kid, 1 1/2 foil	39
Duke's Mix, 5c	5 76
Duke's Mix, 10c	11 52
Duke's Cameo, 1 1/2 oz.	41
Drummond, 5c	5 75
F F A 3 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, 1 1/2 oz.	72
Glad Hand, 5c	1 44
Gold Block, 1 1/2 oz.	39
Gold Block, 10c	11 88
Gold Star, 16 oz.	38
Gail & Ax Navy, 5c	5 95
Growler, 5c	4 56
Growler, 10c	2 78
Growler, 20c	2 63
Giant, 5c	1 55
Giant, 16 oz.	33
Hand Made, 2 1/2 oz.	80
Hazel Nut, 5c	5 76
Honey Dew, 1 1/2 oz.	5 76
Honey Dew, 10c	11 88
Hunting, 1 1/2 & 3 1/2 oz.	38
I X L 5c	6 10
I X L in pails	22
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, 1 1/2 oz.	5 76
La Turka, 5c	5 76
Little Giant, 1 lb.	28
Lucky Strike, 1 1/2 oz.	94
Lucky Strike, 1 1/2 oz.	94
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	5 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 1/2 oz	96
Old Crop, 5c	5 76
Old Crop, 25c	20
P. S. & 8 oz. 20 lb. cs.	19
P. S. 3 oz. per gro.	5 70
Pat Hand, 1 oz.	63
Patterson Seal, 1 1/2 oz.	48
Patterson Seal, 3 oz.	56
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, 1 1/2	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 48
Queen Quality, 5c	48
Rob Roy, 5c foil	5 90
Rob Roy, 10c gross	10 20
Rob Roy, 25c doz.	2 10

Rob Roy, 50c, doz.	4 12
S. & M., 5c, gross	5 76
S. & M., 1/4 oz. doz.	3 20
Soldier Boy, 5c gross	5 95
Soldier Boy, 10c	10 56
Soldier Boy, 1 lb.	4 80
Sweet Caporal, 1 oz.	4 80
Sweet Lotus, 5c	6 00
Sweet Lotus, 10c	12 00
Sweet Lotus, per doz.	4 85
Sweet Rose, 2 1/2 oz.	30
Sweet Tip Top, 5c	2 00
Sweet Tip Top, 3 1/2 oz.	38
Sweet Tips, 1/2 gro	10 08
Sun Cured, 10c	11 75
Summer Time, 5c	5 76
Summer Time, 7 oz.	1 65
Summer Time 14 oz.	3 50
Standard, 2 oz.	5 90
Standard, 3 1/2 oz.	28
Standard, 7 oz.	1 68
Seal N. C., 1 1/2 cut plug	70
Seal N. C., 1 1/2 Gran	63
Three Feathers, 1 oz.	63
Three Feathers, 10c	10 20
Three Feathers and Pipe combination	2 25
Tom & Jerry, 14 oz.	3 60
Tom & Jerry, 7 oz.	1 80
Tom & Jerry, 3 oz.	8 75
Trout Line, 5c	5 95
Trout Line, 10c	10 00
Turkish, Patrol, 2-9	5 76
Tuxedo, 1 oz. bags	48
Tuxedo, 2 oz. tins	96
Tuxedo, 4 oz. cart	64
Tuxedo, 16 oz. tins	94
Twain Oaks, 10c	94
Union Leader, 50c	5 76
Union Leader, 25c	2 55
Union Leader, 10c	11 60
Union Leader, 5c	5 95
Union Workman, 1 1/2	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, 2 1/2 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, 1lb., doz.	4 80

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	1 25
3-wire Cable	2 30
Paper Eureka	2 25
Fibre	2 40
Toothpicks	
Birch, 100 packages	2 00
Ideal	85
Traps	
Mouse, wood, 2 holes	22
Mouse, wood, 4 holes	45
Mouse, wood, 6 holes	70
Mouse, tin, 5 holes	65
Rat, wood	80
Rat, spring	75
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
Washboards	
Bronze Globe	2 50
Dewey	1 75
Double Acme	3 75
Single Acme	3 15
Double Peerless	3 75
Single Peerless	3 25
Northern Queen	3 25
Double Duplex	3 00
Good Luck	2 75
Universal	3 00
Window Cleaners	
12 in.	1 65
14 in.	1 85
16 in.	2 30
Wood Bowls	
13 in. Butter	1 50
15 in. Butter	2 00
17 in. Butter	3 75
19 in. Butter	6 00
Assorted, 13-15-17	3 00
Assorted, 15-17-19	4 25
WRAPPING PAPER	
Common Straw	2
Fibre Manila, white	3
Fibre Manila, colored	4
No. 1 Manila	4
Cream Manila	3
Butchers' Manila	2 1/2
Wax Butter, short c't 13	13
Wax Butter, full count 20	20
Wax Butter, rolls	19
YEAST CAKE	
Magic, 3 doz.	1 15
Sunlight, 3 doz.	1 00
Sunlight, 1 1/2 doz.	50
Yeast Foam, 3 doz.	1 15
Yeast Cream, 3 doz.	1 00
Yeast Foam, 1 1/2 doz.	58
AXLE GREASE	
	
1 lb. boxes, per gross	9 00
3 lb. boxes, per gross	24 00
BAKING POWDER	
Royal	
10c size	90
1/4 lb. cans	1 35
5 oz. cans	1 90
1/2 lb. cans	2 50
3/4 lb. cans	3 75
1 lb. cans	4 80
1 1/2 lb. cans	13 00
5 lb. cans	21 50
CIGARS	
Johnson Cigar Co.'s Brand	
	
S. C. W., 1,000 lots	31
El Portana	33
Evening Press	32
Exemplar	32

15
16
17

Worden Grocer Co. Brand
Ben Hur

Perfection35
Perfection Extras35
Londres35
Londres Grand35
Standard35
Pantanos35
No. 2 common35
Panatellas, Finas35
Panatellas, Bock35
Jockey Club35

COCOANUT
Baker's Brazil Shredded



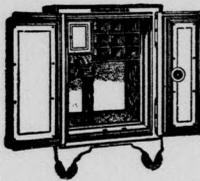
10 5c pkgs., per case 2 60
36 10c pkgs., per case 2 60
16 10c and 38 5c pkgs., per case2 60

COFFEE
Roasted
Dwinell-Wright Co.'s B'ds



White House, 1lb.
White House, 2lb.
Excelsior, Blend, 1lb.
Excelsior, Blend, 2lb.

SAFES



Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Thirty-five sizes and styles as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

SOAP
Gowans & Sons Brand.



Single boxes3 00
Five box lots2 95
Ten box lots2 90
Twenty-five box lots2 85

Lautz Bros. & Co.

Acme, 30 bars, 75 lbs. 4 00
Acme, 25 bars, 75 lbs. 4 00
Acme, 25 bars, 70 lbs. 3 80
Acme, 100 cakes3 25

Big Master, 100 blocks 4 00
German Mottled3 50
German Mottled, 5 bxs 3 50
German Mottled, 10 bx 3 45
German Mottled, 25 bx 3 40
Marseilles, 100 cakes6 00
Marseilles, 100 cks 5c 4 00
Marseilles, 100 ck toil 4 00
Marseilles, 1/2 box toil 2 10

Proctor & Gamble Co.
Lenox3 00
Ivory, 6 oz.4 00
Ivory, 10 oz.6 75
Star3 85

Tradesman Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

A. B. Wisley
Good Cheer4 00
Old Country3 40

Soap Powders
Snow Boy, 24s family size3 75
Snow Boy, 60 5c2 40
Gold Dust, 24 large4 50
Gold Dust, 100-5c4 00
Kirkoline, 24 4lb.3 80
Pearline3 75
Soapine4 00
Babbitt's 17763 75
Roseine3 59
Armour's3 70
Wisdom3 80

Soap Compounds
Johnson's Fine5 10
Johnson's XXX4 25
Rub-No-More3 85
Nine O'clock3 30

Scouring
Enoch Morgan's Sons
Sapolio, gross lots9 50
Sapolio, half gro. lots 4 80
Sapolio, single boxes 2 45
Sapolio, hand2 40
Scourine Manufacturing Co
Scourine, 50 cakes1 80
Scourine, 100 cakes3 50

Paris Green Labels



POISON

PARIS GREEN

Antidote. Lime Water in copious draughts, emetics of Sulphate of Zinc. Give Flaxseed Tea, or Slippery Elm Tea.

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

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent insertion. No charge less than 25 cents. Copy to be sent to the printer.

BUSINESS CHANCES.

C. W. Reimer, Auctioneer. Merchandise and real estate sales a specialty. Write for dates. Arcola, Ill. 277

For Sale—Stock of groceries in a town of 12,000 population. H. T. Stanton, 18 N. Market St., Grand Rapids, Mich. 276

Merchants—Save money on your printing. Job work of all kinds. Envelopes, note, letter heads, statements, sales books, tags, etc. Engemann Brothers, Printers, Belding, Mich. 274

Wanted—A strong line of case goods or chairs by salesman, covering Michigan, Ohio and Indiana. Address No. 273, care Tradesman. 273

OFFICE FIXTURES

SHOWCASES OF EVERY DESCRIPTION, ALL KINDS OF OFFICE DESKS AND CHAIRS, SAFES, COMPUTING SCALES, CASH REGISTERS, BOOKCASES, FILING CABINETS, COFFEE MILLS, SODA FOUNTAINS WITH BACK BARS, COUNTERS AND ALL ACCESSORIES. COMPLETE DRUG STORE AND CONFECTIONERY CUT-FITS. WE MAY HAVE IT SECOND-HAND. CALL SEE US AND SAVE MONEY. MICHIGAN STORE & OFFICE FIXTURES CO., 929-931 OTTAWA AVE., N. W., GRAND RAPIDS. 278

For Sale—Up-to-date notion stock in Colorado town of 4,000. Doing good business. Good reasons for selling. Fine climate. Fine fruit country. \$1,250 buys this \$1,500 stock. Address Variety, care Michigan Tradesman. 272

For Sale—Lamson, three station cash carrier system. First-class condition. Will sell cheap. Watson Bros., Bancroft, Mich. 271

If you want to install a system of book-keeping or have any books to audit, send for Lester Frye, Expert Accountant. Best of references. Lakeview, Mich. 270

Washington apple orchard 115 acres, near Goldendale, about 500 apple trees, part bearing, 10 acres more cleared, balance clearing easy. Small house and barn, creek and spring. Should produce 1,000 boxes this season, price \$100 per acre, \$2,500 cash, balance easy. Without crop, \$1,000 less. Also 200 acres three miles from Goldendale, 25 acres cleared, same amount slashed, clearing very easy. Fine apple, pear, alfalfa, potato and grain land. \$40 per acre, 1/2 cash, balance easy especially if purchaser will clear certain amount. Write for particulars. Address W. G. Davis, Owner, Goldendale, Washington. 269

For Sale—Stock general merchandise, invoicing \$10,000, located in Thumb, Michigan. Stock A1 condition. Anyone wishing to locate in business will find this a good proposition to investigate. Address 268, care Tradesman. 268

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

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

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, Calif. 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

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—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

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

Government positions are easy to get. My free booklet X1105 tells how. Write today—Now. Earl Hopkins, Washington, D. C. 214

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

Merchandise sale conductors. A. E. Greene Co., 135 Grand River Ave., Detroit. Advertising furnished free. Write for date, terms, etc. 549

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

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

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

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 \$5,900 cash. Address No. 237, care Tradesman. 237

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

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

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. 133

Safes Opened—W. L. Slocum, safe expert and locksmith. 97 Monroe Ave., Grand Rapids, Mich. 104

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, 440 South Dearborn St., Chicago, Ill. 134

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

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

HELP WANTED.

Salesman wanted to sell show cases as a sideline. Easy seller. Good commission. Address Show Case, care Tradesman. 275

Wanted—A registered pharmacist. Also a registered druggist. Address No. 260, care Tradesman. 260

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.



Fine Half-tone Plates of Furniture. Catalogs Complete

Tradesman Company Engravers and Printers Grand Rapids, Mich.

IT WILL BE YOUR BEST CUSTOMERS;

or some slow dealer's best ones, that call for

HAND SAPOLIO

Always supply it and you will keep their good will.

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.

SHOULD BE PROHIBITED.

Vigorous efforts are being made to put a stop to the use of white phosphorus in the manufacture of friction matches in the United States. It has been stopped in the civilized countries of Europe. The objection to it is the frightful effect it inflicts on those who work in it. Phosphorus produces rapid decay or necrosis of the human bones where they are exposed to its direct action, and it would seem that where the bones are covered by the flesh they would be protected, but unfortunately this cannot be said of the teeth. The workers in match factories are largely women and girls, and they not only constantly inhale the fumes of the powerful chemical, but they may inadvertently rub or pick their teeth with hands more or less smeared with phosphorus. The result is that the teeth are first attacked and the necrosis is communicated to the jaw-bones, which in many cases are almost entirely destroyed. This baneful industry has been banished from England and in most countries where white phosphorus matches can still be made increasingly stringent regulations safeguard the operatives, and it may be expected that universal prohibition will eventually be reached. In the United States of America, owing to the popularity of "double-dip" matches, the tips of which contain from 14 to over 20 per cent of white phosphorus, and to climatic conditions the conditions of work are increasingly dangerous, although serious attempts have been made to grapple with the evil. The Diamond Match Company, owners of the letters patent for the use of phosphorus sesquisulphide in America, last year voluntarily surrendered these for cancellation, so that now any match manufacturer in the United States can freely use that compound. This will probably assist in hastening the end of the use of white phosphorus in America.

PURE WATER.

Some one has said that the reason so much beer is drunk in the large cities is because the water is not fit to drink. And it would seem in many places that this is not far from a fact. If your city is deficient in this respect, it is the duty of every citizen to strive to counteract the evil. Typhoid and other epidemics cost too much to be toyed with. Pure air and pure water are the inheritance of every human being, and if they are lacking it is because of artificial agencies which can and should be removed.

The custom of erecting drinking fountains in memory of deceased friends can not be too highly commended. Piles of granite heaped over dust which is sacred to a few make small permanent impression upon the masses in comparison with the draught of pure cold water which is freely offered at all times.

If you would work into the good graces of the community, provide a tank of ice water for all who wish. True, the privilege may be abused in

a few instances, but not nearly so much as one might imagine. You are glad to treat your patrons. They will be so much refreshed in consequence as to be better natured, more enthusiastic. They will have more money to make purchases, because none has been spent on a stronger drink. The story will gradually spread that you have ice water and others will be attracted, primarily because of the cooling draught it may be, but incidentally they will make some small purchase in accommodation for the favor. And sooner or later they will find that you are a very good person with whom to deal. The drinking fountain will become a minor attraction, great as it is in itself. The acquaintance commenced during the heated period will prove of lasting duration. They will prove the physical luxury a permanent commercial gain which is mutual.

GROWTH OF ADVERTISING.

Statistics show that the annual expense of advertising is fast nearing the billion dollar mark. A generation ago this would not have been possible, even had the advertisers been willing to put up the cash. The people would have looked with positive distrust upon so vast an array of printer's ink issued for the avowed purpose of giving publicity. They would have speedily decided that they could not afford to pay for "just advertisements," and that the proper thing was to shun any publication carrying a large proportion of it.

To-day the man or woman who wants to keep informed in the progress of any work—or play—finds in the advertising pages of any well conducted paper or magazine ample opportunity. They become the bulletin board which announces all bargains, thereby keeping merchant and consumer in the closest touch with each other. No time is lost in the process of getting together. The period when opportunity is ripe is never lost. It hastens the meeting which should prove of mutual aid.

The great magazines and papers of to-day would have a sorry time if they were dependent solely upon subscriptions. We and the entire list of subscribers might withdraw our patronage, and the publication would still go on, but should we as advertisers boycott it—the result would be disastrous. More, the very ones who once believed it the height of folly to buy advertisements have found in them a potent source of profit. They are the news of the commercial side of life, and they are reliable or misleading in accordance with the habits of the advertiser. It is his to make his space glow with promises which shall be conscientiously fulfilled, or to give a tinge of disappointment through some little word. Surely advertising is a big thing, and its details are worthy of our most careful consideration.

Sodium phenylmethylpyrazolonamidomethansulphonate is being introduced as a cure for rheumatism, which is all right if you do not forget the name on the way to the drug store.

THE HONEY TRADE.

In almost every agricultural community there is a grand opening for the production of honey. In many towns the value of this most wholesome sweet is very little understood. Popular opinion recognizes it as a luxury, too high priced to come within reach of the majority, while those who can afford whatever they chance to want often fail to include it because not reminded of the fact that honey exists.

If the farmers in your own community do not furnish it in salable form, import, and at the same time strive to impress upon them the value which the clean section box and the small piece of starter give. It is a peculiar fact that bees are more liable than not to build the comb crosswise or in two or three divisions instead of furnishing the smooth, even comb which fills the box perfectly. But the remedy is simple. A three-cornered piece of "starter," which is an imitation of honey comb, fastened into the top of each section box with melted wax will not only save the bees quite a bit of work but will insure their getting the comb started straight.

Take pride in furnishing nice looking honey. The "chunk" honey from the old-fashioned hive may be just as sweet but it is certainly far from being as inviting as the uniform sections, free from bee bread and other impurities. Show your appreciation of every improvement in the form of production. Urge the seeding of alsike and alfalfa, proving by actual figures that the bees will pay for the seed in the surplus honey. Clover honey is the favorite with those preferring a light colored honey. But the darker buckwheat sweet rounds up the summer's work. If you insist upon the product being marketed in first class shape there will be no trouble in disposing of it. The local trade which can be worked up will surprise you, and any surplus—the city is ready for the superior article.

THE PRICE MARK.

The time has come when the price mark is as much a part of the display as the article itself. Once it was not so. The clerk had more time. There were fewer queries, fewer wants, fewer articles displayed. But in the present day hurry every one goes with a rush. They start out to purchase one thing and are attracted by a dozen during the trip. Not all of these are bought—perhaps not any of them; but the impression is made: there are after thoughts, and eventually a return ready for business.

Half of the interest in a thing abates if the price mark is absent. The new suit may be fascinating in color, stylish in cut; but with this detail omitted, it becomes just a suit, one of a hundred. It may be offered at a bargain, but those who were at first interested pass on, supposing that there is after all no special inducement. Yet the little card might in the twinkling of an eye cause some one to halt, to buy. The small piece of paper costing only a cent or two may easily prove its winning value.

Just think of the time saved by the little price card. How many times a day some one asks or wants to ask what it tells at a glance. There is no waiting to catch the attention of a busy clerk; no unnecessary pulling of brains perhaps over-tired. The curiosity seeker is satisfied without in any way becoming an intruder, and although he may not make a purchase now he is liable to repeat the figures if they make an impression, or to return later. The salesman is spared the weariness of answering many questions, of having his mind diverted so often from one channel to another. The card pinned to the goods after business hours is a faithful servant, always ready at its post.

A Saginaw man has just located a collar button in his lung. One consolation is that he did not have to get down on his knees to find it.

A woman will tell her neighbors that her husband is the best man in the world, but what she tells him in private is quite another story.

Every time a man stands up for his rights he is apt to tread on some other fellow's toes.

BUSINESS CHANCES.

For Sale—Best store in town of about 800. Dry goods, shoes, groceries, invoice about \$7,000. New store building, \$3,500. Have been successful and want to retire. An excellent opening for yourself or to start your son in business. L. F. Lane, Neosho Falls, Kan. 283

For Sale—Fine grocery stock, St. Joseph, Michigan. Business established 25 years ago by owner, who wishes to retire. Snap for right party. Address B. O. Greening, 315 Main St., St. Joseph, Mich. 282

Shoe Stock For Sale—\$1,500 men's, women's and children's shoes and rubbers, mostly Selz. Good sizes and widths. Clean stock. Styles good. Cheap for cash. Ralph G. Clement, Colon, Mich. 281

To Exchange—For Dakota land preferred, about \$1,000 surplus general merchandise. Land must be put in at actual value. O. C. Colby & Co., Wauconda, Ill. 280

HELP WANTED.

Wanted—Two experienced salesmen to represent us in the State of Michigan; only those who have an established trade in our line need to apply. No other applications considered. The Hershey-Rice Mfg. Co., 47 East Chestnut St., Columbus, Ohio. 279

IMPORTANT**Retail Grocers**

who wish to please their customers should be sure to supply them with the genuine

**Baker's Cocoa and Chocolate**

with the trade-mark on the packages.

Registered U.S. Pat. off

They are staple goods, the standards of the world for purity and excellence.

MADE ONLY BY

Walter Baker & Co. Limited
DORCHESTER, MASS.

Established 1780

"QUAKER" BRAND COFFEE

is so firmly established and so popular that the mere reminder of its name and of its proprietors should suggest to dealers that they watch their stock closely and always have a full supply on hand.

Worden Grocer Co.
Grand Rapids

SUMMERTIME
IS TEA TIME

TETLEY'S

INDIA
CEYLON

TEAS

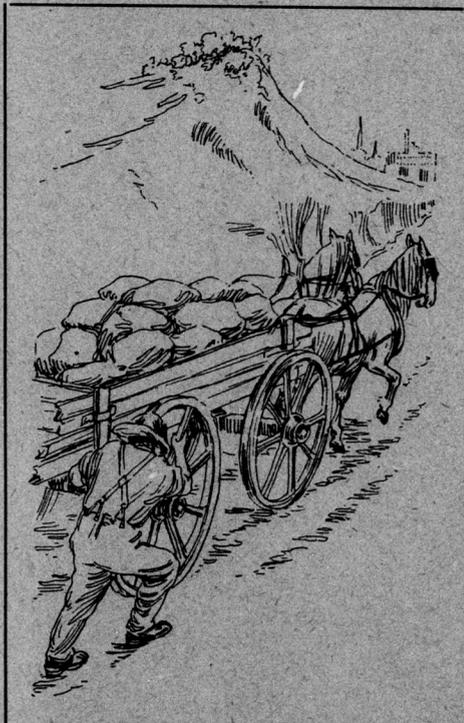


Fragrant
and
Delicious

Judson Grocer Company

Distributors
Grand Rapids, Mich.

Use Your Head Instead of Your Shoulders

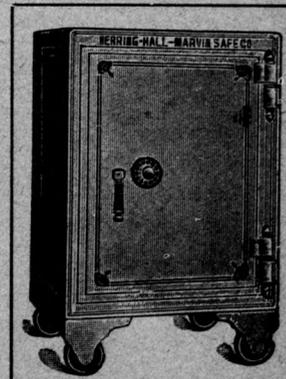


"Many a man goes through life with his shoulder at the wheel, who would have gone farther and with much less friction had he hitched his head to the tongue.—W. L. Brownell.

A man in business if he would be successful must use his head. In some men's heads the bump of caution is more fully developed than in others. Every business man whose bump of caution is normal realizes that he is running a great risk when he leaves his books of account on a shelf or under the counter when he locks up his store at night.

**Did You Ever Investigate and Find Out
For How Little Money You Could buy
One of Our Dependable Safes?**

Just drop us a line to-day and say, "tell us about your safes and name us some prices."



GRAND RAPIDS SAFE CO. *Tradesman Bldg., Grand Rapids, Mich.*

It Has Been Said That

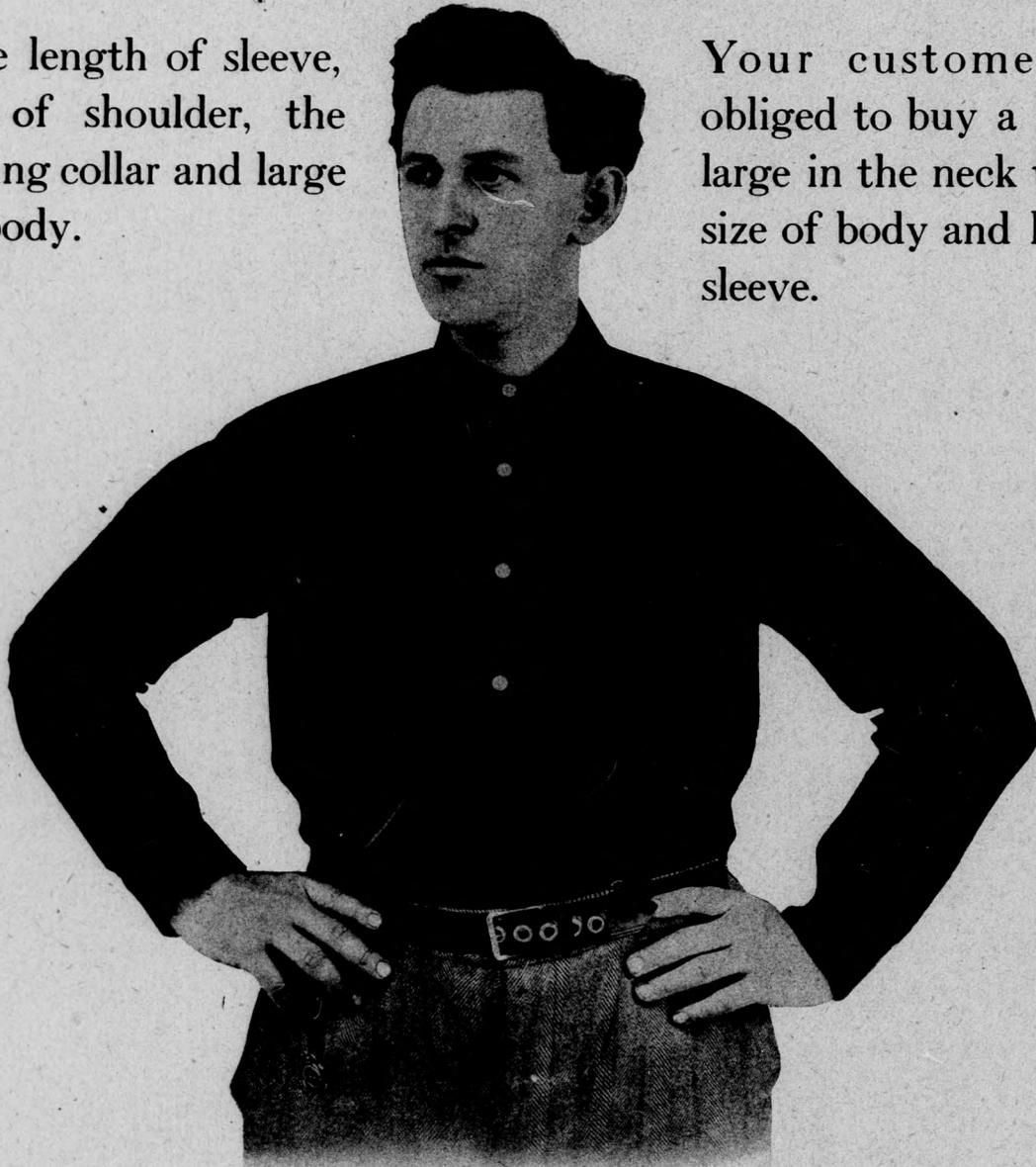
“Trifles Make Perfection But Perfection is No Trifle”

That this saying is true you can readily see by glancing at the photograph of the workshirt reproduced below.

Note the length of sleeve, breadth of shoulder, the neat fitting collar and large roomy body.

Your customer is not obliged to buy a shirt too large in the neck to obtain size of body and length of sleeve.

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By strictly adhering to the principle that the best is the most economical and by giving careful attention to the most trifling details we have succeeded in making a workshirt that is as near perfect as the market affords today.

We have a wide and carefully selected range of fabrics and patterns and are in a position to fill your orders promptly.

THE IDEAL CLOTHING Co.
GRAND RAPIDS