

THE COSTOFLIVING

This is the costofliving \$\$cc
 This is the retailer
 That raises the costofliving.

This is the wholesaler
 That soaks the retailer
 That raises the costofliving.

This is the packer
 That sticks the wholesaler
 That soaks the retailer
 That raises the costofliving.

This is the stockman
 That charges the packer
 That sticks the wholesaler
 That soaks the retailer
 That raises the costofliving.

This is the farmer
 That stings the stockman
 That charges the packer
 That sticks the wholesaler
 That soaks the retailer
 That raises the costofliving.

This is the corn upon the farm
 Whose cost the farmer views with alarm;
 So he stings the stockman
 That charges the packer
 That sticks the wholesaler
 That soaks the retailer
 That raises the costofliving.

This is the cow with the crumpled horn,
 That must be fed on the farmer's corn—
 The corn the farmer grows on the farm—
 The corn whose cost he views with alarm!
 So he stings the stockman
 That charges the packer
 That sticks the wholesaler
 That soaks the retailer
 That raises the costofliving.

This is the consumer all forlorn
 Who pays for the cow with the crumpled
 horn—
 The cow that feeds on the farmer's corn
 That grows so fine on the farmer's farm—
 The corn whose cost he views with alarm;
 So he stings the stockman
 That charges the packer
 That sticks the wholesaler
 That soaks the retailer
 That raises the costofliving.

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

Candy for Summer

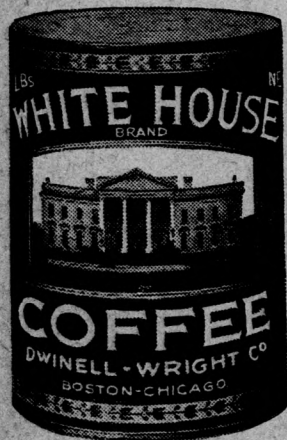
**COFFY TOFFY, KOKAYS, FUDGES, (10 kinds), LADY LIPS,
BONNIE BUTTER BITES.**

They won't get soft or sticky. Sell all the time.
Ask us for samples or tell our 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.

WHITE HOUSE COFFEE



Stands SOLELY on its
INTRINSIC MERIT—no
premiums—no gifts—no
“funny business.” Never so
popular as now, it SELLS in
the face of all sorts of com-
petitive propositions; and, best
of all, it SUITS—KEEPS ON
selling—KEEPS ON suiting.

DWINELL-WRIGHT CO.

BOSTON—Principal Coffee Roasters—CHICAGO

SUMMERTIME
IS TEA TIME

TETLEY'S

INDIA
CEYLON

TEAS



Fragrant
and
Delicious

Judson Grocer Company

Distributors

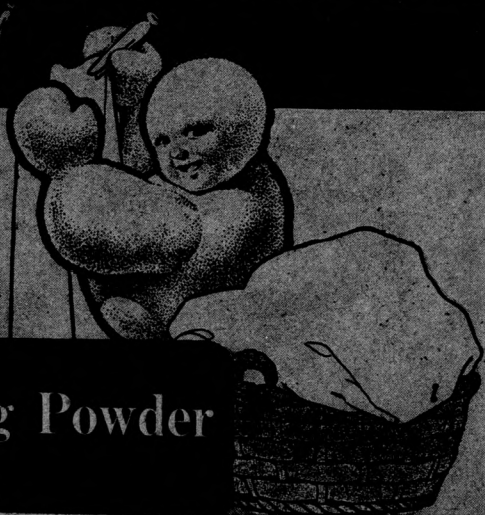
Grand Rapids, Mich.

next time

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

Lautz **Snow Boy** Washing Powder

Lautz Bros. & Co. Buffalo, N. Y.



MICHIGAN TRADESMAN

Twenty-Ninth Year

GRAND RAPIDS, WEDNESDAY, JULY 24, 1912

Number 1505

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THE TELEPHONE SITUATION.

This is a critical time for the independent telephone interests in the State, and they know it and are acting accordingly. The independent telephone interests represent a matter of \$12,000,000 capital, all of it real money and a large proportion of it contributed by small investors. How to properly safeguard this interest against possible aggressive action by what is known as the Bell interest is now the problem.

The Home Company of Detroit and its allied companies, covering the territory in and contiguous to Detroit, as independents, wants to sell out to the Michigan State, which is a constituent of the American Telegraph and Telephone Co. Under the Giles law, enacted by the last Legislature, the merger of competing telephone companies is permissible, when sanctioned by the State Railroad Commission. Formal application for permission to make the purchase was made some time ago and a hearing was given by the Commission last week. All the independent telephone companies in the State were at the hearing, as well as the parties directly interested, and took an active part in the proceedings. The independents do not object to the deal being made, provided they are assured fair treatment. To have their Detroit connection severed would be a severe blow to them, not only in their long distance business, but in holding their own at home against the competition of the old company. If they should be cut off from Detroit, also, it would be but a matter of time before they would be cut off in other directions, and gradually they would be wiped out. It is to save themselves that the independents are standing together and it is entirely proper that they should. They will ask that if the merger shall be brought about that they shall have connections with the 20,000 telephones in the Home control and also with the 68,000 telephones in the same territory held by the old company and all future connections that may be secured.

This seems to be asking a good deal, but it is merely capitalizing what the independents might have done in the way of development if given a chance and by conceding it the old company will merely be putting a stop to needless duplication of plant and investment. This same demand was made when the Michigan State bought the little Swaverly property, and in that case it was conceded. The action in regard to the Swaverly system is being taken as a precedent for a similar action in Detroit.

At the hearing before the State Railroad Commission last week a committee was appointed to draft an order to which all parties can agree governing the Detroit merger and which shall represent the policy of the State in all future transactions of this kind. Three of the members of this Committee are representatives of the independent companies, one a representative of the Bell interests and the public interest is represented by the City Attorney of Detroit. The independents will meet here this week to formulate their demands and before the end of the week it is likely will have an informal conference with representatives of the old company before holding a formal meeting in Detroit next Monday to make up a report for the State Railroad Commission. If these various interests can agree their report will be presented to the State Commission at Lansing next Tuesday and, if the Commission approves it, the formal order will issue.

A satisfactory State policy permitting the merging of competing telephone companies will undoubtedly be speedily followed by a general movement to do away with the dual system wherever it exists in the State. In some instances the elimination may be by purchase, as in Detroit, and in others by division of the territory. Such independents as remain in the field would become comparatively small and compact, supreme in their own territory and with connections embracing the entire American Telegraph and Telephone system. Either plan would reduce the telephone to a single system, so far as the subscriber is concerned, and would put an end to the wasteful duplication and the costly fighting for business that has been going on for the last sixteen years. As for the rates to be charged, the Giles law gives the State Commission jurisdiction over the charges to be made for service. There is some question as to the validity of the law under the present constitution as it relates to jurisdiction over telephone rates, but this point is not nearly as important as in the old days. The

Bell theory used to be that rates should be as high as the traffic would stand—and then some. The policy of utility corporations to-day is to make rates reasonable, and when rates are shown to be reasonable it is not often the people find fault.

When the Detroit situation is cleared up it is likely that the Citizens of this city will receive early consideration. Friendly overtures have already been made, it is understood, for the elimination of competition here. Thus far the plan discussed has been a division of the territory. The Citizens, for instance, has a prosperous exchange at Lansing, but in Grand Haven the Michigan State has the advantage. It would be an easy matter for the Michigan State to withdraw from Lansing and the Citizens from Grand Haven, the difference in values to be adjusted. This could be continued, matching one exchange against another until the Michigan State is out and the Citizens has control of its field. The adoption of this plan would involve comparatively little money. The other plan discussed is the purchase of the Citizens outright, and something like \$4,000,000 capital would be required to put this deal through, either cash or securities. It is believed one or the other plan will be adopted and at no distant date, and not only in Grand Rapids but throughout the State. The people who have used the automatic service, however, will never consent to go back to the slow, tedious, exasperating manual service of the Bell Company.

The rise of the independent telephone in Michigan may be regarded as a monument to the folly and bull headedness of corporation managers of the old school. The old Bell Company had the field all to itself and charged rates which made the telephone a luxury. When the telephone patents expired the demand was made that rates be reduced. A comparatively small reduction would have satisfied the public demand, but the old management refused to make any concessions and treated every one who suggested a reduction with abuse and contempt. Threats were made that any one who encouraged competition would be put out of business through the powerful influence of the bankers who stood back of the Bell interests. Even in Grand Rapids some men who subscribed for stock in the independent company were denied accommodations at a bank dominated by a Bell stockholder. Despite the most disreputable campaign ever carried on by unscrupulous men who did not hesitate to resort to criminal acts, the Citizens Company was organized with rates just half of what the old company

had been charging, and not until the Citizens was actually ready to do business did the old company come down, and then instead of reducing rates it maintained the old rates but gave discounts to meet the competition. This was ample notice that as soon as the competition ceased the old rates would be restored. It is needless to recall the long and bitter fight that ensued, the unfair tactics that were pursued, the unscrupulous methods used. The Citizens not only survived the fight, but every year has grown stronger in the community from which it has drawn most of its capital. The history of the Citizens is the history of most of the other successful independents, so far as essential details are concerned. The old company spent millions in fighting the competition which the bull headedness of the old management invited, and from present indications it will spend millions more in getting rid of this competition now by purchase or division of territory. All this trouble and cost might have been saved had the policy been to make the rates reasonable. Because the lesson of reasonable rates has cost so much may be a good reason why it is not so very important whether or not the State Railroad Commission has valid jurisdiction over the rates to be charged. Any return to the old extortionate methods would be certain to invite more trouble, either through the organization of new competition or by the enactment of hostile legislation. It will be cheaper for the company to be reasonable than otherwise.

Our English friends are waging war against the strike as a weapon for workmen, and oldtime labor leaders of Great Britain, including men who have heretofore advocated extreme measures to obtain better wages and conditions, are actively engaged in efforts to show British workmen that legislative action will produce more permanent results than could be hoped for from strikes. Keir Hardie, a member of the House of Commons and a member of the laboring class, is instancing the late attempt of the national strike of transport workers, which dismally failed, as a case of how things should not be done. The fall in the bank balances of the unions and the failure in most cases to secure any appreciable benefits through strikes, it is thought, will have a tendency to make the men more cautious.

If the parcels post will reduce the cost of living, why is complaint against high cost of living so strong in those countries which have a parcels post?

BANKRUPTCY MATTERS.

Proceedings in Western District of Michigan.

July 17—In the matter of Allen B. Clarke, bankrupt, of Grand Rapids, an order was made by the referee calling the first meeting of creditors to be held at his office on Sept. 4 for the purpose of electing a trustee, proving claims, examination of the bankrupt, etc.

July 18—In the matter of Nellie Morris Thompson, bankrupt, of Grand Rapids, the trustee, Heber A. Knott, filed his supplemental final report and vouchers in compliance with the final order of distribution, and an order was made discharging the trustee and closing the estate. No cause to the contrary having been shown by creditors, a certificate was made by the referee recommending that the bankrupt receive her discharge. No dividends were paid in this estate to ordinary creditors, there not being sufficient assets to pay the administration expenses and preferred claims in full.

July 19—In the matter of the Brink Shoe Store, bankrupt, of Grand Rapids, the inventory and report of appraisers was filed and shows the following assets:

Stock of merchandise\$ 717.90
Furniture and fixtures 623.25

Appraised valuation\$1,341.15

July 20—Fred S. Nowland, a locomotive fireman of Grand Rapids, was adjudged a bankrupt on his own petition by Judge Sessions, and the matter was referred to Referee Wicks. An order was made by the referee calling the first meeting of creditors to be held at his office on Sept. 4, for the purpose of electing a trustee, proving claims, examination of the bankrupt, etc. The bankrupt's assets show no assets excepting household goods, which are claimed as exempt. The following creditors are scheduled:

Creditors Secured by Contracts.	
W. W. Kimball Co., city.....	\$100.00
White Sewing Machine Co., city	38.00
Wegner Bros., city	64.50
Unsecured Creditors.	
J. S. Trompen & Co., city ..\$	2.15
Tony Faber, city	23.00
Houseman & Jones, city	3.65
Dick Brink Co., city	5.00
H. H. Jordan (Union Loan Co.), city	60.00
Citizens Finance Co., city	15.00
Earl Smith, city	44.00
Mich. State Tel. Co., city	7.50
E. D. DeLaMater, city	4.00
C. F. Adams Co., city	3.00
Al. Long, Detroit	3.50
Mrs. Myron Sutliff, Detroit...	3.85
J. C. Beattie, Ionia	3.00
H. Hamilton, Saginaw	2.80
Paul Stekete & Sons, city ..	4.20
Donovan Credit Clothing Co., city	3.50
Dr. J. B. DeWar, city	60.00
L. J. Katz, city	2.50
James T. Hughes, city	29.50
S. M. Chandler, Benton Harbor	25.00
	<hr/>
	\$305.75

July 20—In the matter of Charles F. King, bankrupt, of Grand Rapids, the trustee, Fred Maichele, of Grand Rapids, filed a report showing an offer from V. Arrowsmith and Charles Ledward, of Grand Rapids, of \$900 for the stock and fixtures in this matter, including the bankrupt's exemptions, of the appraised valuation of \$1,188.50. An order has been made by the referee directing creditors to show cause, if any there be, why such sale should not be authorized and confirmed, at his office on Aug. 5, 1912.

Will Parcels Post Cheapen Transportation?

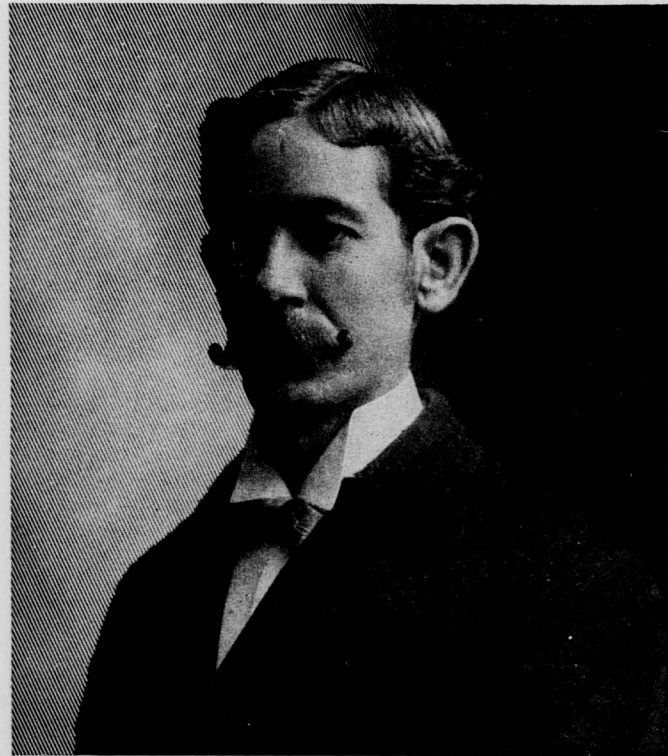
We are not misrepresenting anyone when we say that those who are pushing parcels post believe that when fully installed as a part of the machinery of the Postoffice Department the number of the packages will be largely increased. They know that the average weight will be increased by reason of the raising of the limit to eleven pounds. Those opposing parcels post believe the same thing. Should parcels post become a fact, the mail order houses, department stores, daily papers and magazines would immediately exploit

by the mail. However, we can readily surmise that when they get an eleven pound parcels post, they will want a twenty-five, fifty or 100 pound limit, and the next step will be Government ownership of the railroads.

Going back to the eleven pounds for 25 cents proposition, we are safe in saying that there will be an enormous increase in the number of such packages going through the mails, very likely fifty times as many in a very short period of time, according to mail order estimates. Eleven is contained into 100 almost nine times exactly. Therefore nine eleven pound packages sent through the mail at 25 cents each will cost the consumer \$2.25 per 100 pounds for carrying charges. The rate per hundred by freight on high-class merchandise from New York to Chicago and St. Louis is not one-quarter of \$2.25, and much less on commodities carrying a cheaper rate, and in the great majority of the local freight rate from jobbing centers to small towns will not equal or exceed 25 cents per 100 pounds. Therefore the shipper by parcels post will have to pay as much to transport eleven pounds as a retail merchant or any other class of our people will pay to transport 100 pounds on the same class of merchandise, and the difference saved by the local merchant would in many cases give him a handsome profit. Can the most persistent advocate of parcels post show us where transportation will be cheaper on such merchandise as will be admitted to the mail? Can he show us how by means of a parcels post the high cost of living is going to be reduced? Certainly it can not cheapen the transportation of packages weighing over eleven pounds or on merchandise not admitted in the mails. The express companies will continue to carry all except the eleven pound packages, and if the Government gets all of that business, the express companies will still be able to overcharge on the great bulk of business which they now handle. Therefore this whole proposition falls back on the question of the regulation of express rates, the reduction of express rates. Then transportation would be cheaper on all classes and sizes of packages and to all classes of people, merchants and consumers alike—the only fair and just method, and the only way whereby an enormous Government deficit may be avoided.

Mr. Reader, suppose you cut this out and mail this to your Congressman and ask him how he expects parcels post to help anyone except the mail order houses and the city department stores, together with the city press and the magazines who, oftener than not, are against him in his political fight for existence.

J. R. M.



Why Some Men Fail and Others Succeed.

Edward Miller, Jr., the Indiana philosopher and merchant, of Evansville, Ind., has accepted a position on the editorial staff of the Critic, a weekly journal devoted to the interests of all humanity.

Mr. Miller is well known in the literary world as the originator of the idea that thoughts travel in families, and his knowledge concerning the intellect of man, together with his twenty-five years of successful business career, places him in a mental position where he can successfully explain why some people fail while others succeed.

The Critic is a publication which takes up the great problems of both the intellectual and industrial world and Mr. Miller's articles will deal with the progressive sides of these two very important subjects, and if you wish to keep well informed along these lines, send \$1 for one year's subscription to the Critic, Portageville, Mo.

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

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

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

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

Poultry (live) — Turkeys, 12@14c; cox, 10@11c; fowls, 14@15c; chicks, 18@22c; ducks, 14@15c; geese, 10c.

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, \$2.75@2.85 per bbl. Rea & Witzig.

it as being the great boon so long looked for that would cheapen the cost of transportation and thereby the cost of living. Millions of our people would fall into line with this belief and immediately proceed to avail themselves of the opportunity to save(?) a few pennies.

All of the proposed general parcels post bills have for their basic charge 25 cents for eleven pounds, and, by the way, the advocates of parcels post do not tell us how they are going to cheapen transportation on parcels weighing more than eleven pounds, or on food stuffs and provisions, and on merchandise prohibited

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.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, July 22—Spot coffee is about as dull as at any time for months. Sales are of the smallest possible amounts, and neither buyer nor seller seems to take much interest. In store and afloat there are 2,227,210 bags of Brazilian coffee, against 2,167,543 bags at the same time a year ago. At the close Rio No. 7 is worth in an invoice way 14@14¼c. Milds are very quiet.

The demand for refined sugar is rather quiet, as the trade in the country generally seems to be stocked up with an amount sufficient to last until the end of the month. General quotations have been on the basis of 5.10c, but there are indications that some concession might be made.

Teas are moving in about the usual rut, although a few good sales have been reported. Sellers are hopeful, but at the same time it is said that some concession was being made of Formosas sold to dealers not in the city, and that Japans are a little lower.

The trade is waiting for new-crop rice, and in the mean time very little business is going forward in present supplies. Prices are very firmly maintained and are likely to be so indefinitely. Prime to choice domestic, 5¾@5¼c.

Spices are about unchanged. Some speculative buying is being done in nutmegs and pepper, but with supplies moderate as to size the outlook is for some advance in quotations all along the line. At any rate, prices are firmly held.

Grocery grades of molasses are moving slowly, but the market generally is flat, if not "stale and unprofitable." Syrups are steady, with a pretty good export business going forward.

Canned goods are very quiet. The "boys" are away on vacations, and the whole district is simply drifting along. Spot goods of almost all kinds are pretty well cleaned up and there is simply the usual lull, which will extend over about a fortnight. Some new tomatoes have been offered and have sold at about \$1.10 in a small way. The quality, however, is rather "raw" and not pleasing to sight nor taste. Futures generally are on a basis of 82½c. Old stocks are said to be pretty closely sold up. Corn is slow and unchanged. Peas are being called for more freely, but in the lower grades. The trade regards with great satisfaction reports from Ohio and Wisconsin that recent rains have materially improved the outlook, and that there is likely to be a pretty fair sized pack after all. Prices are very firm.

Little, if any, change has taken place in the butter market. Supplies seem to be sufficient for all requirements and at the close creamery specials are on the basis of 27@27½c; firsts, 26@26½c; imitation creamery, 23½@24c; factory, 22½@23c.

Cheese is steady, with the supply

showing some accumulation. Whole milk, 15¼@15½c.

Eggs have been in quite free receipt, and the market in general shows little, if any, change. Best Western, 23c; from this the descent is rather rapid to 19@20c.

The National Federation of Retail Merchants.

The people of this country depend upon the retail merchants for the varied and many things they use. They demand of the merchant the best service possible. Merchandising has been developed to a point where the customer must be given highly satisfactory service in quality and delivery. Few have ever paused to consider what it would mean if the retail merchants were to all simultaneously close their doors and refuse to longer serve the public; or what a disastrous panic would ensue if the retailers were to refuse credit and demand payment of all the accounts due them.

Retailer Misrepresented.

But a very brief consideration of such a possibility will convince anyone of the important part the retail merchant plays in the lives of the people. Yet, notwithstanding the fact that retailers are the class upon which the people must depend for their supplies of food and clothing, etc., the influence of the newspapers, and the effect of the unjust Government suits against the retail associations is such that the public seems instantly ready to denounce the retailer.

Why?

Had No One To Plead His Case.

Simply because the merchant has never had anyone to present his side of the case. He has had no one to plead his cause. He, with his advertising, is the main support of the very newspapers that are everlastingly hounding and misrepresenting him to the people whom he is striving to serve, and for whose convenience he invests his money in the buying and selling of goods on a margin that is insignificant compared to the margin of profit on which many other enterprises are conducted.

Federation To Correct Misrepresentation.

The chief purpose of the Federation is to see that the retail merchant gets proper representation. That his cause is set before the people in its true status; that information be gathered from the various lines of trade and laid before the authorities at Washington so that they may not be misled by the fallacious arguments of those interests that seek to build themselves up by tearing down the business and reputation of the retail merchants; that the people may be given to know that the "little business men" upon whom they depend for their meat, their bread, their butter, their vegetables, their clothing, and the supplies of all kinds that they must have, are not taking undue advantage of them in prices; that the retailer is not receiving an exorbitant and unmerited profit on his operations. That, in fact, he is

not receiving the profit he ought to receive.

Federation Will Co-operate.

The Federation will seek the co-operation of the papers published in the interests of the different lines of business, and will, by argument and presentation of facts, endeavor to bring the publishers of the daily and weekly newspapers into a more reasonable and fair frame of mind toward the retail merchants, and it will make a special point of correcting the many wrong ideas that apparently prevail in the minds of Government officials concerning the question whether or not the retail merchant is a necessary factor in the work of distributing the product of farm and factory to the consumers.

Facts To Be Made Known.

With the National Federation of Retail Merchants in the field, on the job for the protection of the retail merchants, the interests that have so long had full sway in bending sentiment to serve their purpose, will find themselves facing the spotlight of truth and fact, knowing that the people whom they have so long sought to deceive, and in a large measure have deceived, are also aware of the true facts. Public officials, once they realize that the truth is spread before the public, before the voters, will pause and consider the possible effect upon their political careers before they lend themselves as willing tools of special interests.

Fight for a Square Deal.

The retail merchants do not ask for themselves any special privileges, nor are they willing that any other class shall have such privileges. This is simply a fight for a square deal.

Arthur L. Holmes.

Why He Was Happy.

It was Smith and Brown, and it was Smith who asked:

"So you have become a suburbanite?"

"Yes."

"The crowing roosters wake you up at 3 o'clock in the morning?"

"Just so."

"And the lawn mowers begin their racket an hour later?"

"Yes."

"And there are goats out there?"

"Dozens of them."

"And children race over your lawn?"

"In droves."

"And you have burglars out there?"

"Almost every night."

"And there is trouble with the water and gas?"

"Plenty of it."

"And they charge extra for delivering coal?"

"Fifty cents a ton."

"Brown—"

"Hold on, Smith. You are going to ask me why I moved out there."

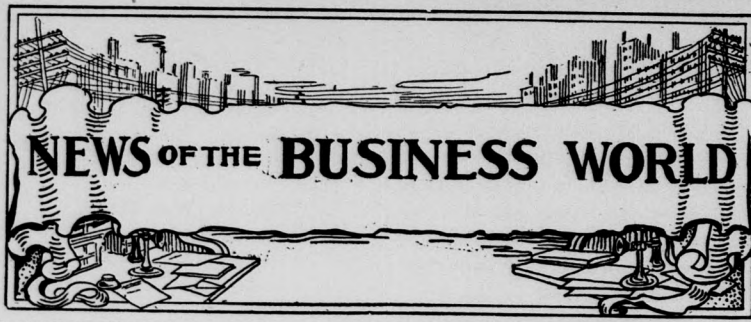
"Yes. For the life of me I can't see—"

"Easy as rolling off a log. It was to get rid of the strawberry and string bean man!"

ROYAL

BAKING POWDER
Absolutely Pure

It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the grocer.



Movements of Merchants.

Adrian—Charles Baum succeeds Harry Cleg in the meat business.

Fountain—Gladwin Tracy has engaged in the harness business here.

Sidney—Reuben Finch, recently of Greenville, has opened a drug store here.

Flushing—Gus. Herron, formerly of Owosso, has opened a bazaar here.

Charlotte—Bert Porter succeeds Waddell & Cobb in the meat business.

Evert—A. Brunk & Co. will engage in the jewelry business here about Aug. 1.

Muir—Palmer & West succeed Geo. L. West & Co. in the grocery business.

Jackson—The Union Bank has increased its capital stock from \$200,000 to \$400,000.

Marshall—The Jackson Grocer Co. has taken possession of the Easerly grocery stock.

Linwood—The Linwood Elevator Co. has increased its capital stock from \$8,000 to \$12,000.

Ottawa Lake—The Ottawa Lake Elevator Co. has increased its capital stock from \$5,000 to \$10,000.

Clare—Oise Derby has purchased the confectionery and fruit stock of Fred Stanley and taken possession.

Caro—F. E. Luckhard has sold his grocery stock to W. D. Merchant, recently of Harrison who will continue the business.

Highland Park—F. H. Tuttle & Co., grocers, will open a branch store at the corner of Church street and Woodward avenue.

Eaton Rapids—A. M. Smith & Co. have established branch poultry, egg and cream buying stations at Vermontville and Nashville.

Caro—Frank Mallory has contracted to sell his grocery stock to Donald Graham, of Chicago, who will take possession August 15.

Elmira—T. S. Jordan & Son have sold their general stock to Wickett & Lamoin, who will continue the business at the same location.

Wayland—W. S. Weaver has purchased the grocery stock of E. R. Burchard and will continue the business in connection with his hardware stock.

Novesta—Thomas Doyle has sold his stock of general merchandise, store building and fixtures to Herbert Quick, who will continue the business.

Pt. Huron—S. J. Watts has been elected Vice-President of the Aikman Bakery Co., to succeed the late C. N. Runnels. Mr. Watts is also general manager of the company.

Eaton Rapids—B. H. Custer & Son are closing out their stock of general merchandise and will retire from business about Sept. 1, owing to the ill health of the senior member of the firm.

Camden—H. H. Houtz has sold his stock of general merchandise to Bengé & Harper, recently engaged in general trade at Allen. The business will be continued at the same location.

Nessen City—Chatterton & Son, who conduct a produce business and grain elevator, are building a warehouse and elevator here which they will operate under the management of A. Bolton.

Coopersville—Charles W. Streeter has sold his grocery stock to Evert Heethuis, formerly engaged in a similar business at Muskegon. The business will be continued under the style of Heethuis & Son.

Cheboygan—A new clothing store has been opened under the style of the Malenfant-Rogan Clothing Co., with an authorized capital stock of \$10,000, of which \$6,000 has been subscribed and \$4,000 paid in in cash.

Escanabaw—The Home Store Co., of Milwaukee, has leased the store building at 1008 Ludington street and will occupy it with a stock of bazaar goods. This will be one of a chain of twenty stores conducted by this firm.

Battle Creek—C. F. Russell, who conducts a bazaar store on West Main street, has sold his stock to James Cunningham and Thomas A. Kelleher, who have formed a copartnership and will continue the business.

Calumet—I. Bluementhal, one of the pioneer merchants of this place, is closing out his stock of clothing and men's furnishing goods and will engage in a similar business in a larger city, the name of which is as yet undecided.

South Haven—Henry Zeedyk, who has conducted a general store here for the past thirty-two years, has sold his stock and the east half of his store building to Joseph Bosch and son, Edmund, who have taken possession.

Schoolcraft—C. E. Carpenter has sold his grain mill and coal business to Harry Knappen, of Richland, and Daniel S. Case, of this place, who have formed a copartnership and will operate the mill and conduct a general grain business.

Albion—G. H. Kilian, who has been engaged in the furniture and undertaking business for the past twenty-five years, has sold his stock to L. A. Lyle, recently in the same

line of business at Decatur, who will continue the business.

Charlotte—The Ainger Store Co.'s building, which was destroyed by fire in January, is being replaced by a new building. J. J. Raby, recently of South Boardman, will stock the new store and manage the business, having purchased an interest in the company.

Addison—Fire has destroyed the Bowen building, containing five stores, entailing a total loss estimated at \$10,000. Merchants affected by the fire are A. E. Widdifield, drugs; F. Nichols, jewelry; Mrs. A. H. Ayvers, millinery; Crofoot & Emmons, hardware.

Battle Creek—When Geo. Littlefield, a youthful grocery clerk, was in doubt as to whether he had drawn a full measure of gasoline, he struck a match to investigate and as a result the Farmers' co-operative grocery was destroyed. Littlefield was seriously but not fatally burned. The loss is estimated at \$5,000.

Ashley—Fire, which started from some unknown cause in the clothing store of Earl Derry July 19, did damage estimated at over \$30,000 by destroying eight of the best business blocks. Merchants losing stocks are Earl Derry, clothing, loss \$4,000; D. E. Bickford, grocer, loss \$5,000; W. C. Tiffany, dry goods, loss \$6,000.

Benton Harbor—R. Banyon Bros., dealers in meats, have merged their business into a stock company under the style of the R. C. Banyon Co., to engage in the wholesale and retail provision and produce business, with an authorized capital stock of \$5,000, which has been subscribed, \$1,086 being paid in in cash and \$3,914 in property.

Bay City—The trend of sentiment here is that the volume of business thus far has not been affected adversely by reason of political agitation to the extent that might be expected. Building operations are on a much larger scale than usual, and no legislation calculated to injure business is regarded as probable at this session of Congress.

Pt. Huron—Telephone patrons here are in an uproar over the service being given them by the Michigan Telephone Co. Considerable inconvenience is being caused in all business places and a petition has been presented to the City Commission in the hope that it will take the matter up with the telephone company and have the service bettered. Mayor Bell stated that if the company did not give better service within a few days, he would ask the State Railroad Commission to come here and investigate the matter.

Lansing—The majority of members of the Waldron exchange authorized the County Telephone Co. to take possession of the exchange, whereupon seventy members instituted proceedings to oust the Hillsdale company. The transfer was approved in the lower court, but the Supreme Court says the majority could not force the sale, and directs the Hillsdale company to vacate the exchange. According to a decision of the Supreme Court handed down in

the case of the minority shareholders against the Hillsdale County Telephone Co., a majority of the members of a mutual benefit telephone association, not incorporated, can not force the sale of the exchange.

Cheboygan—The deal that was supposed to have come to a head last week whereby Fred Malenfant, of this city, and Michael J. Rogan, of Detroit, were to purchase the clothing store and stock of the Amo & McManus Co., in this city, has fallen through because of some misunderstanding and Messrs. Malenfant and Rogan will instead put in a stock of men's clothing and furnishing goods in the building formerly occupied by William Meisel with a bazaar stock, under the style of the Malenfant & Rogan Clothing Co. Mr. Malenfant has been with the Star Clothing House eight years. Mr. Rogan represents Solomon Bros. & Lempert, Rochester, in the Middle West and makes his home in Detroit. He will not be active in the business.

Manufacturing Matters.

Detroit—The capital stock of the Giant Mineral Water Co., Inc., has been increased from \$10,000 to \$150,000.

Detroit—The capital stock of the Michigan Cash Register Co. has been increased from \$100,000 to \$150,000.

Detroit—The Thomas Forman Co., manufacturer of flooring and hardwood lumber, has increased its capital stock from \$250,000 to \$350,000.

Coldwater—Fire originating from the friction of a belt destroyed the plant of the Wolverine Portland Cement Co. July 20. The loss is about \$100,000, partially insured.

Pentwater—The Buss Manufacturing Co. has been organized with a capital stock of \$25,000, all of which has been paid in. The company will make a specialty of building heavy wood working machinery.

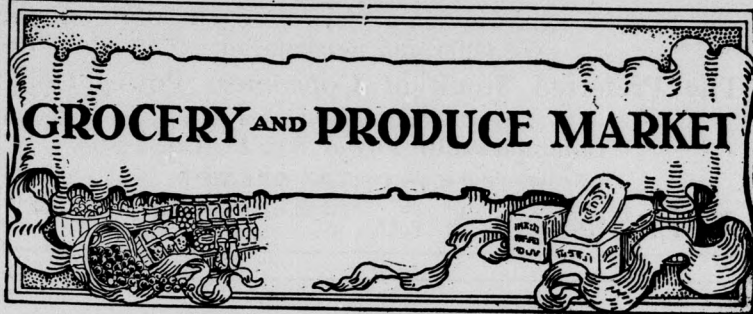
Bay City—The Bay City Copper & Brass Manufacturing Co. has been incorporated with an authorized capital stock of \$50,000, of which \$26,000 has been subscribed, \$1,000 being paid in in cash and \$25,000 in property.

Detroit—The Troike Muffler Co. has engaged in business to manufacture and sell gas and gasoline engine mufflers, with an authorized capital stock of \$50,000, of which \$30,000 has been subscribed and paid in in property.

Detroit—The Pocket Nebulizer Co. has engaged in business to manufacture and deal in atomizers and other instruments of like character, with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Kalamazoo—The Spade Manufacturing Co. has been organized to manufacture and sell automobile parts and metal manufacturing and job work, with an authorized capital stock of \$50,000, of which \$32,000 has been subscribed and paid in in property.

Munising—The Munising Woodware Co. has started a camp one mile west of Chatham. During June the plant shipped twice as much of its product as during any month since it has been manufacturing. The concern has bought the logs in the Great Lakes Veneer Co.'s yards.



The Produce Market.

Apples—Duchess command about \$1.50 per bu.

Apricots—California, \$1.15 per box.

Bananas—\$3.75 per 100 lbs.

Beets—25c per doz. bunches.

Butter—The market is about stationary, prices showing but little change during the past month. Quotations on creamery extras are still about 2c per pound above prices one year ago. Receipts are heavy, but the demand is of sufficient size to keep the markets well cleaned up. Low grades are meeting with nearly as good demand as fancy stock. Extras are now held at 26c in tubs and 27@28c in prints. Local dealers pay 19c for No. 1 dairy grades and 17c for packing stock.

Cabbage—\$1.75 per crate for new stock for home grown.

Carrots—25c per doz. bunches.

Cherries—\$1.75 per 16 qt. crate for sweet; \$1.50 per crate for sour.

Cucumbers—50c per doz. for hot house.

Eggs—The market is firm and unchanged. The consumptive demand is about normal for the season and a large percentage of the receipts show heat defects and have to be sold at lower prices. The market for good eggs is ruling about 10 per cent. above a year ago, and a steady market seems likely, with unchanged prices, for the coming week. Local dealers are paying 17c loss off.

Gooseberries—\$1.50 per 16 qt. crate

Green Onions—12c per doz. for Evergreen and 15c for Silver Skins.
Green Peppers—50c per small basket.

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

Lemons—California and Messina have declined to \$5.50 per box.

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

Musk Melons—California Rockfords command \$3 per crate for 45s and \$2.75 for 54s. Georgia stock is sold at \$2 per crate for all sizes.

Onions—White Texas Bermudas are now out of market. Yellow command \$1 per crate. Spanish are in fair demand at \$1.85 per crate.

Oranges—\$4.25@4.50 for Valencias.

Peaches—Elbertas from Georgia and Texas are sold at \$1.50@1.75 in bu. baskets. The crop is large, but growers are getting very little out of it, owing to the heavy transportation and refrigerator cost and the loss through spoilage. Six basket crates command \$1.50.

Peas—\$1.50 per bu. for Telephones.

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

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

Potatoes—Home grown are now in market, commanding about \$1.25 per bu. Southern are in large supply at \$3 per bbl.

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

Radishes—10c per doz. for garden grown.

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

Spinach—75c per bu.

Tomatoes—Four basket crates, 85c; 8 lb. basket of home grown hot house, 85c.

Veal—5@11c, according to the quality.

Watermelons—Georgia stock is in strong demand at \$2.75 per bbl. of 10.

Wax Beans—\$1 per bu. for home grown.

Whortleberries—\$1.50 per crate of 16 qts.

Ludwig Winternitz, who came to this country from Prague, Bohemia, twenty-eight years ago and located in Grand Rapids as the representative of a compressed yeast manufacturer, has severed his connection with the Fleischmann Company, after a continuous career on the road for twenty years as traveling auditor and sails from New York to-morrow on the Cleveland for Europe. He will spend the summer at his old home in Bohemia, rejoining the Cleveland at Villafranca October 31 for a trip around the world. If any one has richly earned a respite from business cares and responsibilities, it is Mr. Winternitz. He has been faithful to every trust. He has never failed to discharge every obligation that properly came to his door. He retires from business with a substantial competence, saved through long years of faithful service, and his condition and temperament will enable him to spend the remainder of his days in peace and contentment. Contentment and controversy have no place in his philosophy. His heart is as kindly as his beneficent appearance indicates. His devotion to his deceased wife, his unvarying love and kindness towards his friends, his broad sympathy towards mankind in general are matters of comment among those who know why.

C. E. Bechtel, druggist at Shelby, who recently lost his stock by fire, has re-engaged in business, purchasing the new stock of the Hazeltine & Perkins Drug Co.

Actions must speak louder than words in order to make themselves heard above the boasting.

The Grocery Market.

Sugar—The New York market is firm on the basis of 5.10. The demand is said to have been heavy during the past two weeks on account of so much being used for canning purposes. The raw market has shown considerable strength and is very active, with reports coming from Europe that the market of that country has shown a greater advance than here for the past ten days.

Tea—Trading is generally quiet. Prices for new Japans have settled down to about the same as last year and, as the buyers and sellers have gotten together, purchases will, no doubt, be more regular from now on. The shipments are later than usual, but are now coming in fairly well, although about a million pounds less to date than last year have been marketed. Second crops are reported about 25 per cent. short of last season. The first pickings of Formosa Oolongs show good crop, but the protracted rains have somewhat injured the leaf and it does not show up quite equal to last year. The production is larger, with prices 1½@2c higher. Gunpowders and Congous are plentiful and prices reasonable. Ceylons and Indias are firm, with high grades in demand.

Coffee—Rio and Santos are a shade weaker, entirely owing to the lack of demand. Mild coffees are unchanged and dull. Java and Mocha are dull at ruling prices. The demand is of about the usual size for July. Nothing definite in regard to the new crop has been obtained during the week.

Canned Fruits—Apples are unchanged and dull. The pack of all fruits in California this season is expected to be much larger than in 1911. The demand for canned fruits from the country retailer is said to be very good, but the city retailer is in closer touch with his trade and the consequence is they buy more fresh fruit and less canned.

Canned Vegetables—Tomatoes are weaker. Maryland packers are packing new goods and are offering them at \$1.15 in a large way. This is 10c below what spot 1911 goods were selling for and they have been forced to the lower basis. New pack are offered at \$1 for early shipment, and it is only a question of time when the 1911 surplus will have to go there also, or to any other price that new goods reach. New tomatoes for future shipment are unchanged, steady to firm, and some demand is noted for them. The pack will be much better this year than in the past on account of the new law put into effect limiting the quantity of water in canned tomatoes. Canned corn remains low and the demand is only of fair size. It is still too early to know anything about the coming pack, but reports from most corn raising sections are to the effect that prospects are good for a fair yield. The pack of peas will be small from present prospects and prices are expected to remain fully as high during the season of 1912 as they have been in the past.

Dried Fruits—Spot raisins show a

slight decline during the past two weeks, but future prices are firm. Evaporated apples hold at very low prices but the quality of most stocks obtainable at the present time is said to be poor. The market on evaporated apricots is firmer than at the opening of the season. New goods are in transit and old apricots are selling at about the same price as quotations on new. Peaches will not reach this market before September, but stocks of old goods are heavy and prices are not liable to go any higher. Future prices are low, and with the carry-over may go still lower.

Cheese—The consumptive demand is not quite so good, and no change of importance seems likely in the near future. The future, however, depends entirely on the weather.

Molasses and Syrups—There is no change from last week's quotations.

Olives—Prices are low, but the market is firm and reports from olive growing countries state that crops will be small this year and prices will be higher.

Rice—Supplies of rice in the South are not large and the mills seem able to maintain prices. Spot rice is moving slowly, and while prices are high, it is one of the cheapest articles of food in the grocery line.

Spices—Wholesalers expect the demand to increase from now on, or as soon as the pickling season opens. Prices are unchanged during the week. Cloves and pepper, however, show considerable strength.

Fish—Cod, hake and haddock are all dull at ruling prices. Salmon is unchanged, with fair demand. Both domestic and imported sardines are in moderate request at unchanged prices. Mackerel is unchanged, with fair demand.

Provisions—Smoked meats are firm and unchanged, with a very good consumptive demand. Pure and compound lard are steady at unchanged prices and a moderate consumptive demand. Dried beef, canned meats and barrel pork are in good demand at unchanged prices.

Archie J. Bellaire, druggist at (old) 1169 Wealthy street, has merged his business into a stock company under the style of the Bellaire Drug Co., with an authorized capitalization of \$5,000, of which \$2,520 has been subscribed, \$365 paid in in cash and \$635 in property. Archie J. Bellaire holds \$1,160 of the stock and Police Judge Frank A. Hess an equal amount.

Walter Winchester and C. C. Follmer expect to sail from San Francisco August 21, stopping a week at Tahiti and Raratonga Islands, thence on to New Zealand, where they will spend a week, then to the Island of Fiji for a week and then to Samoa. They expect to be gone about three months.

Geo. B. Farmer & Son have engaged in general trade at Lake City, purchasing their dry goods of the Grand Rapids Dry Goods Co., shoes of the Herold-Bertsch Shoe Co. and groceries of the Worden Grocer Co. and the Lemon & Wheeler Company.



Financial Center of the City Nailed Down.

The building of a new hotel to take the place of the old Pantlind seems now assured. The entire block, bounded by Monroe, Pearl, Lyon and Campau, is now in friendly hands, Wm. Groskopf finally giving an option on his Monroe avenue frontage at \$70,000. The plan is to organize with a capitalization of \$1,000,000, half to be common and half preferred stock and to issue bonds to an amount not to exceed \$1,000,000 to furnish the additional money needed. The building to be erected would cover the entire square, as much of it as may be needed to be used for hotel purposes and the remainder for furniture exposition and other purposes. The Old National Bank would hold its old location, at the corner of Pearl, and it is certain the Kent State will make a lease of the Lyon street corner one of the conditions of the sale of its property. As for the financing of the plan, fine progress has already been made. The outside furniture manufacturers exhibiting in this market have subscribed for \$50,000 of the stock, the local furniture manufacturers have agreed to take \$200,000, the Old National is down for \$100,000 and subscriptions from citizens and business men have already been secured for \$160,000 more. An energetic canvass for additional subscriptions will be started this week and there is little doubt now but that the plan will go through. According to present plans the old Pantlind will be closed on Feb. 1, the clearing of the site for the new hotel will begin at once and the new hotel will be ready by Dec. 1 following. This new hotel has long been needed and its building will mark the opening of a new era for Grand Rapids. Tearing down the old Pantlind will be the first instance on record where a building still serviceable will be torn down to make room for something better. The example may start others to similar action. No city in the country is more in need of tearing down than Grand Rapids.

With the Fourth National, the Old, the Kent State and the Commercial Savings banks all in a row and the Grand Rapids National City established on Campau square, the financial center of the city ought to be regarded as pretty thoroughly nailed down for all time to come. The building of the new hotel will cinch that commercial and social interest which the city's leading hotel always represents. It is natural that property owners should enquire what influ-

ence this will have on retail trade. It is reasonable to expect that this concentration will give value to down town real estate, but it may not be amiss to recall that the busiest and best retail streets in New York, Detroit, Chicago and other cities are not those streets in which the banks are most numerous and the hotels the thickest. The probabilities are that Campau square will be the city's great financial center, but the retail interests are quite likely to diffuse into the side streets where rentals are not so high.

The Commercial Savings Bank has purchased the 20 feet frontage adjoining its building at Monroe and Lyon and upon the expiration of the leases held by present tenants will consider improvement plans. The bank now owns 47 feet frontage on a commanding corner and a fine office building is one of the possibilities. The additional frontage is understood to have cost \$35,000.

The inventory of the estate of the late Samuel B. Jenks has just been filed and it caused some surprise. It was generally known that Mr. Jenks was in comfortable circumstances, but few suspected that his rank was with the millionaires. The inventory showed personal property to the amount of \$917,698.75 and real estate \$167,663. Mr. Jenks was very modest and unassuming, not given to style display of his wealth nor of extravagant spending. He was fortunate in his undertakings and what was as important as anything else, he knew how to take care of his money after he had made it.

Charles F. Young and Leland N. Young, his son, have sold the Athens Gas Co. to a syndicate of Philadelphia bankers who operate Southern gas properties for approximately \$250,000. This property was purchased by Mr. Young and Chas. B. Kelsey in 1893. Two years later Mr. Young purchased Mr. Kelsey's interest in the property. In 1899 Mr. Young spent \$20,000 fresh money to make the property more modern and at the time of sale it was regarded as one of the best developed gas properties in the South. Mr. Young's son has been connected with the business for nine years and for the past six years he has been sole manager of the business. The purchase was made to develop a young man along business lines—and the purpose was accomplished. A peculiarity of the property is that it was never bonded during the time it was under

We Offer and Recommend
The Preferred Stock of Consumers Power Co.
 Largest Underlying Company of
Commonwealth Power Ry. Lt. Co.
 Netting about $6\frac{1}{3}\%$ and **TAX EXEMPT**
A. E. Kusterer & Co. 733 Michigan Trust Bldg., Grand Rapids
 Both Phones: 2435.

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

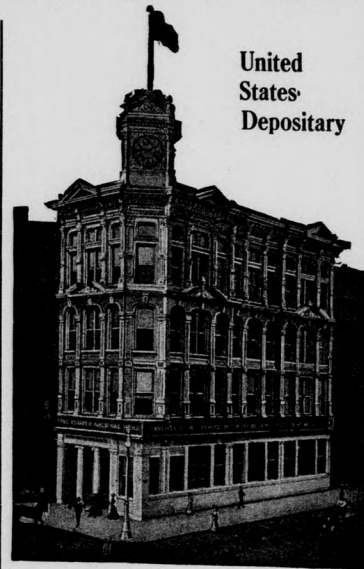
**Savings
 Deposits**

3

Per Cent
 Interest Paid
 on
 Savings
 Deposits
 Compounded
 Semi-Annually

Capital
 Stock
\$300,000

United
 States
 Depository



**Commercial
 Deposits**

3 $\frac{1}{2}$

Per Cent
 Interest Paid
 on
 Certificates of
 Deposit
 Left
 One Year

Surplus
 and Undivided
 Profits
\$250,000

2 $\frac{1}{2}\%$ Every Six Months

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

\$100.00 Bonds—5% a Year

THE MICHIGAN TRUST CO.

the ownership of the Youngs. The Junior Young will remain with the property for a few weeks until the new manager becomes thoroughly conversant with the duties of the position. Mr. Young owns the gas company at Alpena and is accomplishing with that what he did in Athens, and he also owns a gas property in the West. Mr. Young and his son will take a trip to Panama this fall and then go to Germany to study gas manufacturing processes there, with a view to applying the latest methods to the properties he now owns and others which he may acquire.

The possibilities of the sale of the Citizens Telephone Co. is of interest to the dealers in investment securities. If a sale were effected on a cash basis it would mean the dumping of about \$4,000,000 into Grand Rapids and a large proportion of this amount would be seeking re-investment. The Citizens, however, is not yet sold and there is no immediate necessity for those who have securities to sell to display their wares.

James R. Wylie is spending a few days on his ancestral farm near Martin, Allegan county. The farm is one Mr. Wylie's father carved out of the original forest, comprising about 600 acres, and while there he occupies the old homestead.

The re-organization of the Phoenix Furniture Co., it is expected, will be effected this week. All but a small fraction of the \$500,000 capitalization has been turned in as assenting to the sale of the property, and it would be unanimous but for the absence from the city of those who hold a few shares. If the assent can not be made unanimous by the time of the stockholders' meeting the proceeding will be for the old company to sell its property to the new and then be formally wound up as the law provides. Business will be continued as usual and, so far as the general public is concerned, nobody will know the difference. The new control, with such men as Robert W. Irwin, A. W. Hompe and Ralph Tietsort in charge of the practical part of it, is certain to be a success. The new management will be given a cordial welcome by the trade, and yet there will be regret at the passing of the old. Robert W. Merrill has been here for upwards of thirty-five years and so few of the old timers are left that he will be missed.

Quotations on Local Stocks and Bonds.	Bid.	Asked.
Am. Gas & Elec. Co., Com.	78	82
Am. Gas & Elec. Co., Pfd.	46	47½
*Am. Light & Trac. Co., Com.	383	385
*Am. Light & Trac. Co., Pfd.	107½	109½
Am. Public Utilities, Com.	53	55
Am. Public Utilities, Pfd.	80	82
Can. Puget Sound Lbr.	2¾	3
Cities Service Co., Com.	115	120
Cities Service Co., Pfd.	88	90
*Citizens Telephone	95	96
Comw'th Pr. Ry. & Lt., Com.	63	63¾
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.	69	70
Globe Knitting Works, Com.	110	112½
Globe Knitting Works, Pfd.	100	101
G. R. Brewing Co.	200	200
G. R. Nat'l City Bank	175	178
G. R. Savings Bank	185	

Holland-St. Louis Sugar Com.	10¼	10½
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.	86½	87½
Ozark Power & Water, Com.	45	48
Pacific Gas & Elec. Co., Com.	66	67
Pacific Gas & Elec. Co., Pfd.	91½	92½
Peoples Savings Bank	250	
Tennessee Ry. Lt. & Pr., Com.	24½	25½
Tennessee Ry. Lt. & Pr., Pfd.	78½	79½
United Light & Railway, Com.	68	70
United Lt. & Railway 1st Pfd.	85	85
United Lt. & Railway 2nd Pfd.	75	80
Bonds.		
Chattanooga Gas Co.	1927	95
Denver Gas & Elec. Co.	1949	95½
Flint Gas Co.	1924	96
G. R. Edison Co.	1916	97
G. R. Gas Light Co.	1915	100¼
G. R. Railway Co.	1916	100
Kalamazoo Gas Co.	1920	95
Saginaw City Gas Co.	1916	99
*Ex-dividend.		
July 23, 1912.		

Testimonials To a Pleasant Personality.

One of the pleasant incidents of the Louisville meeting of the National Association of Master Bakers was the presentation to Ludwig Winternitz ("Ach Louie"), the universally known representative of the Fleischmann Company, of a beautiful pearl and diamond scarf pin and a silver pocket



photograph case, suitably engraved. Mr. Winternitz has retired from active work with his company, after twenty-eight years of service and will travel in Europe for his health, which has become impaired. These small tokens were from the present and past officers of the National Association as a slight recognition of the character and abilities of a man whose genial personality has made for him so many close friends.

While the members of the Executive Committee were in Cincinnati they were present when Julius Fleischmann presented to Mr. Winternitz a beautiful gold watch, as a mark of his personal friendship and esteem. Louie had scarcely a word to say; he couldn't.—National Baker.

"All I Did Was Growl a Little."

Written for the Tradesman. This motto upon the puppy post card carries with it much of more than passing thought. The pug growled just a little and received speedily punishment. But mankind may growl for a lifetime and seemingly that is all there is to it. At least they are neither manacled nor imprisoned unless the malady assumes a more violent type.

Yet if the truth were known they are punished in a more severe way. Ostracism may prove more damaging than imprisonment; and this is what comes eventually to a certain extent when the grumbling habit becomes chronic. No one likes it. They take the company of the joker every time, even though he is of the type known as the practical joker, and they are aware that they must keep their wits sharp in order to escape his pranks. They invade the precincts of the perpetual fault-finder only when there is no convenient alternative. And then they make their purchase or transact whatever business they may have as quickly as possible. His new stock of goods may be alluring, but they do not stop to even look at it lest the trials of slack trade or of a dyspeptic stomach be inflicted upon them.

Grumbling is contagious. In the family it is almost sure to spread unless the other members are of an angelic turn of mind. Retaliation seems the easiest method of self-defense, and the wife who is continually growled at learns to growl back. Then Johnny, who wants to be a man as quickly as possible, is sure to be impressed by the most marked characteristic in his father, and growls at baby, thinking that in so doing he has added materially to his stature. The habit grows with him as rapidly as with the adult—sometimes even more rapidly; and he is soon developed into anything but the fun-loving boy nature destined him to be. Surely growling is not a little thing. It is disagreeable, expensive, dangerous; and those who wish to be rated above the common cur will do well to avoid it. Bessie L. Putnam.

Had Her Yet.

"This is my wedding anniversary," remarked a friend to another. "I shall never forget my wedding day. I had the greatest fright a man ever had. I have her yet."

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

GRAND RAPIDS SAVINGS BANK

Only bank on North side of Monroe street.

Kent State Bank

Main Office Fountain St. Facing Monroe

Grand Rapids, Mich.

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

Deposits
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.

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.

Use

Tradesman Coupons

Place your **Buy and Sell** orders with

Citz. 1122 **C. H. Corrigan & Company** Bell M-229
INVESTMENT SECURITIES

341-343 Michigan Trust Building Grand Rapids, Mich.

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

SURPLUS FUNDS

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

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

The Savings Certificates of Deposit of this bank form an exceedingly convenient and satisfactory method of investing your surplus. They are readily negotiable, being transferable by 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.



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

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E. A. STOWE, Editor.

July 24, 1912

THE FURNITURE SEASON.

The semi-annual furniture sale, which closes this week, has been very satisfactory. More than 1,300 buyers have visited the market during the season, making a new high mark for attendance, and from all accounts the volume of business transacted has been unusually large. It is certain the Grand Rapids manufacturers and the outside exhibitors alike are in a cheerful mood as a result of the season and look forward to a prosperous half year.

When the season opened on June 23 the political conventions were under way and what shape National politics would assume was still in doubt. The Eastern trade came to market while the uncertainty was thickest and it is not strange that the buyers from that section were conservative with their orders. They bought little more than enough to supply present needs. They expressed great faith in the fall business, but did not feel warranted in committing themselves too heavily before the campaign issues had been drawn. The Eastern trade was disappointing. Two weeks later the Western buyers came. The situation by that time had cleared to a considerable degree. The Western buyers bought freely. They made the season the success it has proven to be.

There was nothing startling in the market this season in the way of new designs. Sheraton patterns were much in evidence, in fact, to such an extent as to warrant calling this a Sheraton season. Dining room, bed room, living room, parlor and library furniture in Sheraton was shown. The Sheraton design makes beautiful furniture, graceful in lines, pleasing to the eye and containing character, but it is obvious this period is being overdone and a drift to something else is to be looked for. What the new candidate for favor will be this season did not determine, but in the high grade lines more emphasis was placed on the Adam and the Hepplewhite patterns than in January. The Colonial patterns were in evidence almost as much as ever; in fact, this may be regarded as one of the periods that will always be in style. Not much in the French schools was shown except by those factories which have always featured these goods. The French periods are in

something of an eclipse just now, having been overworked in former years, but in time they will be revived and as strong as ever. Not as many of the so-called Mission or Arts and Crafts lines were shown this season as a year ago, or even as in January, but the lines that were shown were stronger and better. The manufacturers of the Mission lines, such as the Stickley and the Limbert, say that the goods in this style are in stronger demand than ever, that they are handsome to look at, harmonize with any style of finish, are durable and comfortable and that people like them, and that the demand for them will be permanent.

Three Chinese lines were shown this season of chairs and rockers made of sea grass, reeds and rattan. These goods were shown here for the first time a year ago and it is stated 50,000 pieces were sold. This season three lines are shown by as many importers and each says the business has been phenomenal. These Chinese goods are remarkably cheap—cheap enough to be used for a season and then discarded. It is claimed they are durable and it is certain they are comfortable. How their sale will affect the demand for the American willow, reed and fibre goods of American make has not yet been determined, but it would not be surprising if they made a material difference. The orders taken this season for the Chinese wares are for delivery next March, nine months being required to get the orders to Hong Kong, make the goods and ship them. The reed and rattan displays were almost as strong in number and size for the fall season as they were in January for the spring. The manufacturers have discovered that the goods can be upholstered with excellent effect, that the material can be colored any shade desired to harmonize with other furnishings, and this discovery, it is said, has greatly widened the scope of such goods. Instead of being bought for summer use only such goods are now purchased for the living room, the bed room and the library, and it is stated the demand is becoming all the year around instead of being confined to the summer season.

This market has been short on brass beds, with only three lines shown, but it is likely that next January will find the metal lines increased, both in number and importance. Chicago has always been the metal bed center, but it is said several of the big concerns which heretofore have shown exclusively in Chicago are negotiating for space in the exposition buildings here. If the metal bed people show here one of the few last excuses for visiting Chicago will be removed. The buyer can get everything he wants and in any desired quantity or quality in Grand Rapids.

This season has been notable for the development of a kindlier feeling between the Grand Rapids and the outside manufacturers. Two things have contributed to this: In the first place, the Grand Rapids Exhibitors' Association, made up entire-

ly of the outsiders, has demonstrated the value of advertising the market. During the past year it spent about \$5,000 in advertising Grand Rapids and to this, in a large degree, is attributed the increased attendance. The outsiders who have conducted advertising campaigns very generously and diplomatically give all the glory of achievement to Grand Rapids, instead of claiming it for themselves, and this removes any possible ground for local jealousy. With the outsiders constantly singing their praise, how else could the local manufacturers be than friendly? Even under the affliction of poor hotel accommodations, the outsiders have been wonderfully patient, in many instances taking to private houses that the buyers might have what the hotels had to offer. When the hotel building plan was put up to them they came down with subscriptions for \$50,000 and with a promptness that was almost staggering. To receive such a lift from the outsiders was another boost for the friendly spirit. At the January sale the outside and local manufacturers will get together at a furniture banquet and it is safe to say that the friendly spirit will be still further developed. To have the locals and the outsiders working cordially together for the Grand Rapids market will certainly be a good thing for Grand Rapids. The increase in attendance from 1,000 to 2,000, which it is claimed such co-operation will bring about, may not mean a corresponding increase in the local furniture business, but it will mean a great deal for the city in general.

GRANDVILLE BOULEVARD.

The Grand Rapids Park and Boulevard Association is one of this city's best and most deserving quasi-public institutions. Its purpose is to acquire and to make available for public use parks and boulevards in and around the city, to add to the beauty of the city and contribute to the enjoyment of the people, not for this year or next but for all time to come. The Association is deserving of all possible encouragement, but the suggestion might be made that it ought to carry some of its plans through to completion instead of having many loose ends and nothing finished. The Grandville boulevard was started more than a decade ago. The right of way was secured by purchase or donation, except two or three descriptions at the city end of the route, and while negotiations for these pieces were under way the improvement of what had been acquired was deferred. The obstacles have at last been cleared away, the entire right of way is now in hand. Why not improve what has been secured and make it available before undertaking other enterprises? The route—Market street extended—follows the river bank to Grandville, in many places shaded with beautiful old forest trees and often opening upon charming vistas and is fairly level. To even up the road, remove stumps and rocks and to build the necessary bridges to make the route passable for carriages

and for carefully driven automobiles, would not be so very expensive and, instead of delaying other enterprises, it is likely this would expedite them. To have the Grandville boulevard actually open would be tangible evidence of what the Association is doing and would be the best possible encouragement for cheerful giving that the work might go on. The proposed boulevard around Reed's Lake is a splendid undertaking and, happily, it seems within realization. The best aid that could be given the Reed's Lake boulevard, however, would be the completion of the Grandville boulevard, for then the people could see and appreciate what is being done and this would make it easier to secure the necessary funds. A little money and a few finishing touches would open the Grandville boulevard to the public and then Reed's Lake would "go" almost of itself. Actual accomplishments always serve as the best aids to public enterprises.

THE SILLY SEASON.

The city Council is discussing the acquirement by purchase or condemnation of the water power rights in the river here with the view to the development of the power as a municipal enterprise. The aldermen are employing expert advisers, both legal and others, and are going through the motions of giving the subject earnest thought. The general public, however, ought not to take this too seriously. The silly season is now on and its manifestations often take curious forms. This may be one of its manifestations. What the aldermen propose to do would cost a tremendously large amount of money, first for the acquirement of the rights and then for the development, and should the development actually be made the power problem would be only half solved. Grand River is one of the poorest power streams in the State. Its valley has been settled, the timber cut off and sewers and drains built. Not a stream in the State so quickly shows the effect of rain, not a stream in the State so quickly subsides. Its condition is either plenty of water and no fall or plenty of fall and no water. If the water power were developed it would be necessary to build a steam plant of equal capacity to insure a steady supply, and a steam plant would cost a lot of money to build and also to maintain. With the development made and the steam plant built there would still be the problem of finding a market for the current in competition with the Grand Rapids-Muskegon Power Co. When manufacturers buy power they expect efficient service. Could the municipal enterprise, conducted as municipal enterprises usually are, expect to give such service as the private corporation employing men on their merit instead of on their political pull? The plan of municipal development of the water power is all right to talk about as a means of summer amusement, but it should not be permitted to go farther.

HIGH COST OF LIVING.

Inquisitive Man Thinks Interest Payments Responsible.

Written for the Tradesman.

"I understand," suggested a long, lean, sharp-nosed visitor as he took a seat on Hawland's counter, next to the cheese box, "that this coming presidential campaign is going to turn on the high cost of living. Is that so?"

"It may be," growled Hawland, watching the clerk put the cheese-knife out of reach of the sharp-nosed man, "I've got all I can do to attend to my own business."

"Just so—just so!" agreed the visitor, looking around to see what sort of a combination the cheese-box cover worked on. "But I thought I'd ask you what these here spell-binders will say when they come whack up against this high-cost-of-living proposition."

"Ask 'em!" snarled the grocer, laying an unopened box of tinned goods on the top of the cheese-box. "What do you want, anyway?"

"I suppose some of them will lay it to the alleged fact that there's too much gold? Eh?"

"They may," agreed the grocer, shoving the cheese-knife a little farther away from the sharp-nosed man's hand, which seemed to be feeling for it. "They may. What of it?"

"And they may lay it to the extravagance of the masses?"

The grocer watched the door, hoping for a customer, in order that he might get out of the zone of the

sharp-nosed man's conversation, but none entered. The visitor looked longingly at a shelf showing the stock of Uneeda biscuit.

"And they may lay it to the tariff? Or the graft in high places?" he added. "Or the profits exacted by the producer? Or the middle man? Or the retailer?"

"Look here!" shouted the merchant. "What's this about; what kind of a question shop do you think this is?"

"I only wanted to get this high-cost-of-living proposition fixed in my mind," observed the sharp-nosed man, tipping back to see if one of the biscuit cartons had been opened. "My landlady asked me this morning if I thought she could run a boarding house on hot air. I've got until to-night to guess the answer."

"That's good!" cried the disgusted grocer. "If you don't guess the right one you'll have to do something besides ask fool questions of entire strangers."

"Just so—just so!" replied the visitor, reaching back and weighing a biscuit carton in his hand. "But perhaps if I could explain to her why the cost of living is so high, she might—"

"Do you want to buy that food package?" demanded the grocer, taking the imperiled merchandise from the visitor's hand and replacing it on the shelf. "Because, if you do, I'll wrap it up for you."

"Could I get a little cheese with it?"

"If you have the price, certainly."

"But let us continue the discus-

sion," sighed the sharp-nosed man, passing a thin hand over a concave abdomen. "Let us reason this out together."

The talk of buying did not seem to interest him.

"When I came down the street this morning," he finally went on, looking longingly at the cheese, barred from his hand by the heavy box of tinned goods and the grocer's arm, "I saw a notice in front of the bank on the corner asking people to put their dimes in there. What do they want the workingmen's dimes for?"

"Why, to loan out, of course; and, then, it teaches the workingman thrift to have a bank account."

"Just so—just so!" mused the sharp-nosed man. "So they loan this money out, do they, for more than they pay for it?"

"That's business," replied the grocer. "Anyway, it is safe for the depositor, and teaches him to look out for dimes."

"Just so—just so! I see by the newspapers that the banks of this man's town have twenty million dollars in savings deposits. Does that mean that the men who are doing business with the local banks are paying interest on twenty million dollars?"

"Why, I suppose it does," admitted the merchant. "What of it?"

"I'll tell my landlady that to-night," grinned the sharp-nosed man. "I reckon she can do business on hot air if some of the others can. She asked the question, didn't she? Now, I un-

derstand that the volume of currency in this country is less than the sum total of savings accounts—how can that be?"

"What's the matter with you?" demanded the grocer. "Gone daffy?"

"In that case," continued the visitor, "there is not enough actual money in the country to pay the interest on itself? So, how many times a year does a dollar pay interest, and why? And if all these interest charges are added to the profits, why shouldn't the cost of living be high? If the business men of the country could stop paying interest, don't you think it would take a shaving or two of the cost of living? I wouldn't like to argue this cash business proposition with my landlady, not until something turns up, but—"

"Get out!" shouted the merchant. "You're crazy!"

"If the manufacturer borrows money to do business with, and charges the interest up; and the wholesaler borrows money to do business with and charges it up, and the retailer borrows money to do business with and charges it up—the interest, I mean—how much per cent. does the ultimate consumer have to pay? Now, aren't you in favor of a cash basis? Not that my landlady—"

Then the merchant took the high-cost-of-living expert by the collar and conducted him to the street.

"What a fool notion," he mused, going back to his counter again, "and yet!"

Alfred B. Tozer.

Help Your Wife Do Her Baking

By seeing that she is supplied with good materials.

You know how much pride you take in your work and how much better you can do when you have good wood and good tools to work with.

Your wife also takes pride in her work, especially her baking, and it is to your interest to see that she gets the best possible results.

She is doing it for you, anyway, and the better she does it the better you will be fed.

Flour is the foundation of baking and

LILY WHITE

"THE FLOUR THE BEST COOKS USE"

Is the foundation of success in baking for thousands of women.

It will cost you no more than other reasonably good flour and only the extra trouble of remembering the name and **INSISTING** that your grocer send it.

Most grocers will be glad to send it, but sometimes, if they don't know that you have any preference, they'll send you something else.

You can't blame the grocer, but "something else" isn't **LILY WHITE**, and your wife ought to have Lily White. She's entitled to it. In sanitary **SEWED SACKS**.

Valley City Milling Co.
Grand Rapids, Mich.

This is a reproduction of one of the advertisements appearing in the daily papers, all of which help the retailer to sell Lily White Flour.

THE COUNTRY NEWSPAPER.**Best Medium of Publicity for Country Merchant.**

I take it that it is unnecessary to argue the point that the country newspaper is, in every sense, the most effective medium of publicity for the country merchant. I am aware, of course, that there may be some country merchants who hold a contrary opinion and who pin their faith to the putting out of dodgers, or the smearing of their names upon the fences along the highways, or some other equally obsolete method of advertising. But, if my observation is correct, the merchants who hold that this sort of thing is real advertising are almost as much in the minority as those who hold that advertising does not pay.

You know that there are a few, even to-day, who claim that the cost of advertising must come out of the consumer, and consequently, as they claim, the man who does not advertise should be able to sell goods more cheaply than the one who does. But there is no question that those who hold this sort of an opinion are in the hopeless minority; because it has been demonstrated, time and again, that the cost of advertising is borne by those who do not advertise. In other words, the question of advertising is in accordance with the great natural law set forth in that marvelous statement of the Master: "To him that hath shall be given, and from him that hath not shall be taken away even that which he hath."

Unquestionably the person or firm which advertises judiciously represents "him that hath," and the person who is so shortsighted as to refrain from advertising represents "him that hath not." If you should wish proof of this, you could go into any community and find that the merchant who advertises forges to the front, while the merchant who does not advertise either remains stationary or is forced out of business.

So our theme is not why advertise in the country newspapers, but rather how to advertise judiciously and successfully in the newspaper.

This idea of comparing advertising to the sowing of seed has been used frequently, but it illustrates so aptly the point I wish to make that I feel justified in using it again.

In fact, if it were pardonable for one to have two biblical illustrations in a single article, I would even be inclined to point out the similarity between advertising and the parable of the "Sower who went forth to sow." I am quite certain that most advertisers would agree on one point at least and that is that "some of the seed fell by the wayside." However, as I have already used my full quota of biblical illustrations, I will refrain from further discussion of this point.

Putting an article upon the market by means of a great advertising campaign certainly has many points of similarity to sowing a crop of grain, but the important point for our consideration is that fact that the national advertiser who sows this

crop is more than willing to have the retailer share in the harvest. In other words, the retailer who takes every possible advantage to reap profits from the money spent by any great national advertiser is doing exactly what the national advertiser hopes he will do. It is not a question of "reaping where others have sown," but rather is a question of the merchant gleaning his legitimate share of the great harvest, i. e., the crop of sales induced by the millions of dollars spent by the great national advertisers.

As we are all aware, it costs sometimes many millions of dollars to establish thoroughly in the minds of the public a great national trade-mark such as Ivory Soap, Uneeda Biscuit, Veribest Hams and the like. It is easy to see that the national advertiser who is attempting to establish such a trade-mark will be able to do so more quickly when he has the fullest possible co-operation from all retailers. And I am convinced that it is to the distinct advantage of every retailer to give this hearty co-operation to the national advertiser.

So many able arguments have been presented by men of wide experience setting forth the advantages to retailers in pushing the sale of trade-mark goods that I shall not dwell upon this point further than to impress the one suggestion, namely, that by pushing these trade-mark goods the retailer is bound to share in the legitimate profits of all the money spent by the advertiser in establishing his trade-mark. You can not get around the great natural law that whatever one puts into a thing is bound to come out in some way. There is no such a thing as absolute waste. The money spent in a great national advertising campaign is bound to produce a demand for the article advertised and induce sales for it. So the retailer who does not go after his share of these sales is losing an opportunity.

One of the things which I regard as a most favorable indication that country merchants are beginning to wake up to their advertising opportunities is the fact that so many of the merchants advertising in the country newspapers are giving publicity to trade-mark or nationally advertised goods.

Practically all of the manufacturers, jobbers and wholesalers who conduct national advertising campaigns take particular pains to cooperate with the retailers.

Nearly all of these national advertisers will supply retailers with cuts to be used in making up their advertising. Many of them will supply advertisements already made up into plates with space left in the plate for the insertion of the local merchant's name.

Some even go farther than this and will either share or, as in a few cases, pay all the expense of the local advertising. This latter plan, I am informed, is not followed so much by the manufacturers of general merchandise, but is more especially a plan practiced by some of the advertisers of patent medicines,

drugs and sometimes paints and varnishes.

This advertising of trade-mark goods, while it is highly to recommend, yet it is something that may be overdone, or at least done in such a way that the country merchant does not get so much benefit out of the advertising as does the manufacturer. This is the case where the merchant depends entirely upon the advertising plates furnished him by the national advertisers. Some merchants have told me that they never had to spend any time in preparing their advertising because they used exclusively these plates obtained from national advertisers. This, I believe to be a serious mistake. It is overdoing a "good thing."

The principal reason why it is a mistake for country merchants to depend wholly upon the plates supplied to them by national advertisers is that this policy is not in accord with the important fact that all really good advertising is news. This is a point which is frequently overlooked by many who have not made a careful study of advertising.

Keeping one's name before the public is not genuine advertising. It is publicity, of course, but there is a vast difference between mere publicity and genuine advertising.

Of course you have to have publicity in order to have advertising, but you can have publicity without advertising. Advertising means that sort of publicity which induces people to purchase goods. The best place for the country merchant to put this

kind of publicity is in the country newspaper. Herbert Hungerford.

Keep everlastingly in mind that in this fight against the forces of trade centralization the wholesaler and the retailer are in the same boat. It took the wholesaler some time to realize that, but he knows it now and is getting into the game as if he meant it.

A blow is remembered longer than a kindness bestowed.

ROBIN HOOD**AMMUNITION** (Not Made by a Trust)

Ask for special co-operative selling plan. Big Profits

Robin Hood Ammunition Co.
Bee St., Swanton, Vt.**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.

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.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

The second annual junket of the Pt. Huron Business Men's Association will take place Aug. 12 and 13. On the first day dinner will be eaten at Marlette and on the following day at Lapeer.

Armour & Co. will build a large cold storage plant at Battle Creek, making that city a distributing point.

The railroads will not grant reduced rates to the Michigan Agricultural College this year.

Lansing is swatting the fly in a new place. By arrangement with a local picture show the boy who presents twenty dead flies at the window is given in exchange an admission ticket. The plan works.

Saginaw will vote Aug. 20 on the question of granting an ordinance providing for street car extension and the sale of franchise privileges to the Saginaw and Bay City Railway Co.

A milk inspection ordinance, similar to ones in force in Battle Creek and Saginaw, is being prepared for adoption at Lansing.

The Bay City Council has turned down the proposition to appropriate \$250 for weekly band concerts at Weldonah Park during the summer.

Menominee is preparing for its annual County Fair and will start its advertising wagon soon, covering Menominee and adjoining counties with blazing posters much after the fashion of the circus people in early days.

A lake shore boulevard and parks are being urged for Manistee by the News of that city. Nature has done much to make Manistee an ideal summer resort town and all that Manistee people need to do is to make the lake front more accessible by building a boulevard along the shore, both north and south of the river.

Chicago Street Park, Tecumseh, is being extensively improved through the efforts of the Town and Civic Improvement Association.

Kalamazoo is taking first steps towards securing a site for a new city market. Some time ago a truck gardeners' market was established by setting aside two blocks on North Rose street, from Water street, to the Michigan Central depot, and it has proven a success, with 125 to 150 teams with produce present each morning. A market similar to the ones in Grand Rapids or Toledo is now contemplated.

Receipts at the Eaton Rapids post-office have reached a point which entitles that city to mail delivery, with three carriers, and the city is trying to get hold of Uncle Sam's ear, calling attention to the matter.

Petoskey will have a new light-house, 32 feet high, set near the end of the breakwater.

Houghton will soon have a new industry, the Stratton handle factory, formerly located at Tower.

The Upper Peninsula firemen's tournament will be held at Gladstone July 31 to August 3.

An official of the State Board of

Health will make a survey of Traverse City, looking into alleged insanitary conditions which the local Board of Health has been unable to cope with.

The Rock Product Co., of Charlevoix, now employs seventy-five men and the force will be nearly doubled when the plant is fully completed this fall.

While circus grounds are seldom, if ever, decent places in all respects, the doings at Muskegon recently, as reported in a local paper, when all sorts of grafters operated at their sweet will, would lead one to wonder whether this is indeed a civilized land.

Eaton Rapids has prepared a Home Coming celebration for July 24, with aeroplane flights as a head liner.

The Newaygo Improvement Association will give its first annual picnic Aug. 29, with speeches, music and sports.

South Haven claims to be without a single case of contagious disease at present. Installation of a water purifying plant at the pumping station has practically wiped out typhoid fever.

The only water that is absolutely safe for drinking purposes at Ludington is from deep wells. Bacteriological tests made recently of water from the pumping station show colon bacilli in considerable number.

Nashville's annual Harvest Festival will be held Aug. 15 and 16.

Hillsdale is now collecting garbage under the new ordinance.

West Side shippers at Saginaw are asking the U. S. Express Co. for better service with points on the Grand Rapids division of the Pere Marquette. At times it is claimed they have to hire a conveyance to take their express packages to the East Side office. The Grand Rapids train, which stops at Court street in the afternoon, does not take on any express packages, which is only one instance of the unsatisfactory service.

The Mirror Plate Co., at Allegan, has been re-organized and the factory will soon resume operations. Oliver & Co. are enlarging and improving their plant.

Almond Griffen.

The Girls Worked.

The old settler pressed me so hard to go home with him that I consented. He hadn't said anything about his family, and my surprise was great when six strapping girls came galloping down to the gate to meet us. It was summertime, and all were bareheaded and barefooted. They took the mules and wagon off to the barn, and as we sat down on the veranda the father queried:

"You hain't seen a more likely drove of gals in this State, I guess?"

"No. Are they all your own?"

"Every blame one, sir."

"All of them appear to be big enough to get married off."

"Plenty old 'nuff, but that isn't the programme."

"Then there's a programme to it, eh?"

"For sure. Stranger, what do you think I was worth when I struck these diggings twelve years ago? Just one span of old mules, an old wagon and 40 cents in cash. What am I worth to-day? Well, you couldn't buy me out short of \$15,000."

"You must be a hustler at farming," I said.

"Nothin' of the sort. I hain't no hustler, and crops have been mighty poor. It's them six gals as has did it all for me, as they is still a-doin'."

"You don't mean that they work the farm?"

"No, sir. I work on the farm, and they work on the feelings of the men folks around here. Every single one of 'em has had a breach of promise case, and the cross-eyed one has had two and is gittin' ready to institoot a third. All of 'em has got verdicts or settled their cases, and this famly is walkin' right into richness. The county is purty well worked out, however, and I may sell out and strike another locality. Be you a married man?"

"I am."

"Shoo! I got it you was single. The gals will be disappointed, but we'll make you to home jest the same. Come in and meet up with the old woman. She's also got a lawsuit—suin' a feller for liftin' his hat to her as he drove by, and we sha'n't take nothin' less'n \$500 in cash to settle!"

The Value of Small Cities.

The village is a social and religious center to a degree that a large city can not possibly be. In it there is a large amount of sociability; people met not as strangers or mere acquaintances but as friends and neighbors. Therefore the naturalness and joy unconfined of its social functions is in refreshing contrast to the artificiality and restraint so frequently seen in city life.

What is true socially is also true morally. Doubtless the moral atmosphere of any place might well be improved, but there is no disputing the fact that the moral tone of the small city is purer than that of the large centers of population and that the temptations before young people are correspondingly less.

Again, the rural constituency is a place of homes and not of flats and boarding houses. In this fact lies one chief reason for the purer moral

atmosphere, for whereas homes conserve morality, flats and hotel life have a strong tendency to weaken it.

In all these things the value of the village and small city as being something more than a kind of trading point must be admitted. It is therefore the duty of every citizen of the place to earnestly further its best interests in every just way.

What would your community do without your retail stores? What would you do without the wholesaler? Ever stop to think how magnificently ridiculous is this talk about the elimination of the middleman?

The candidate for office who "also ran" has to explain to his friends how it happened.

Lowest

Our catalogue is "the world's lowest market" because we are the largest buyers of general merchandise in America.

And because our comparatively inexpensive method of selling, through a catalogue, reduces costs.

We sell to merchants only.

Ask for current catalogue.

Butler Brothers

New York Chicago

St. Louis Minneapolis

Dallas

Foster, Stevens & Co.

Wholesale Hardware

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

Grand Rapids, Mich.

THE PERSONAL TOUCH.

It Can Make or Unmake a Retail Business.

Written for the Tradesman.

A new broom invariably sweeps clean.

It was so in the instance of Herbert Truesdale, who began mercantile life under most favorable circumstances. He had been for a term of years a school teacher. Being thrifty and careful he had saved up enough to open a general store in a thriving Northern Michigan town.

"He won't make a go of it, not he," was the general comment.

"Why not?" asked one more simple than the rest.

"Who ever heard of a schoolmaster making a successful merchant?"

"Did you ever know of one who failed?"

"Yes, several of them," bluntly declared the first speaker, whereupon he began to cite cases until the other turned away remarking: "Well, you'll see, this schoolmaster is made of different stuff."

He was. Almost from the first he was successful. The old adage of the new broom was exemplified in Truesdale's case. There were several other stores in Ridgeway, but the new one soon took the lead. Herbert had studied economic questions as well as the store business. He had many novel ideas which he put in use at the start.

When in doubt go to Truesdale. If you do not see what you want ask for it. If there is anything under the sun that Truesdale does not keep speak about it and he will get it for you. Truesdale, the bargain man. All things new at Truesdale's. A dozen and one mots, quips and sayings, original and otherwise, kept the public informed of the fact that Truesdale was on earth and doing business at a certain corner.

The young schoolmaster, turned merchant, made good. For two years he grew like a milk-weed in corn time. He added to his stock month by month; kept in touch with the people, was ever genial, smiling and getatable. Folks liked the young expedagogue. Why shouldn't they, since he was one with them in thought and feeling? He sympathized with all their troubles, talked about things that interested the common folks of Ridgeway, from the newest baby to the latest thing in dresses. He was one of the people, with every day manners, kind words, cheery countenance and Jimmed and Johnned the men while calling all the aunts by their given names.

And Truesdale prospered.

He flourished like a green bay tree.

Through all of his advertising, his chat with customers, he never once let fall a malicious word regarding his business rivals. "All good fellows," he declared. "But they charge too much for goods," said Grandma Jones. "They were robbing us until you came and put down prices to where they ought to be."

"Oh, well, it was their old fogysm, that's all," laughed Herbert, which was the hardest term he ever

applied to the other merchants. Truesdale was winning his way to a magnificent success. He soon had to employ several clerks in whom he tried to imbue a portion of his own geniality and folk-winning characteristics. Of course, he was not wholly successful in doing this.

Well into the waning months of Truesdale's second year of mercantiling he married and settled in a home of his own. This ought to have been an added incentive for him to keep the ball rolling. The new Mrs. T. was somewhat frivolous, proud of the fact that she, a farmer's daughter, had married the hustling blue-eyed merchant of Ridgeway. Louise loved clothes and society, even though she was from the soil. The change turned her small head and she at once set herself up as a leader in the village 400.

Herbert seemed to think that anything Louise wanted she must have, also that the new wife could do no wrong. The demands of the woman took him away from his store more and more until it was not long until the genial, smiling face of the proprietor was absent for days at a time from the business whirl. He left everything to the clerks. They managed fairly well, of course, but from the date of his marriage came a decline in the rush of trade at the Truesdale store. His rivals noted this with glee.

"I don't know why, but there's a lot of the old customers don't come to the store any more," said the oldest clerk to one of the boys.

"That's easily explained," said the young fellow.

"How is that?"

"Only this morning old Mrs. Dodsby came in and asked for Herbert—Herby, she called him. I told the old lady he was off fishing with the Kinsey boys up to the lakes. She tossed her head and reckoned she'd wait. She went out and went directly over to Kinyon's and bought a lot of stuff. I know because I watched when she came out half an hour later with her fat arms full of bundles."

"Somebody ought to tell the old man."

"Not me. You are older than I am, Sam; tell him if you like."

"I'm afraid he wouldn't thank me," said the elder clerk, and so the matter rested. Now and then Herbert came to the store to look after the general trend of trade, attend the books and ask after things in general. His absences became more frequent and of longer duration as time passed. Plainly Mr. Truesdale was leaving even the most important things to hired help that he might take his ease and give pleasure trips to his young wife.

At the end of the third year there was a plain falling off in trade. Even Truesdale became aware that something was wrong. Matters drifted for a while. There came a spurt of renewed business now and then, yet the trend was all the time on the down grade. Truesdale made mention of this to Sam Joslin, head clerk, who

had been with him more than two years now.

"Do you want my frank opinion, Herbert?" asked the clerk.

"Certainly I do."

"Are you sure you won't be offended?"

"Sure. Speak your thoughts, old man," urged the merchant.

"All right. The trouble is almost entirely with yourself, Herbert."

"With me?" in astonishment.

"It's a fact, sir. This store lacks your personality. Your continued absences leave everything to the clerks. There is no head to the establishment; too many cooks, you know—"

"But, good gracious, Sam, you are the head when I am gone," broke in Truesdale, who was apparently not prepared for what was coming.

"The nominal head, yet everybody knows everybody around here. I am

not you and folks know that well enough. Why, some of them say I have the big-head since you left me to manage and that, you know, is a capital offense in a merchant or aspiring citizen, whether he be in business or politics."

"Yes, I suppose so," assented the merchant frowning.

"If you will stop to think, Mr.



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

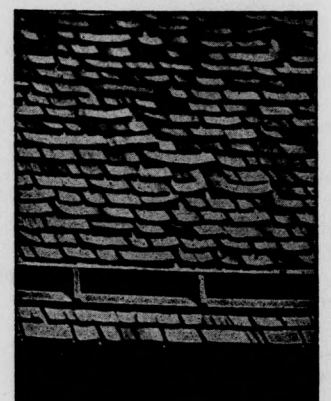
Dancing every evening except Sundays in the carefully conducted Ramona Dancing Academy.

Everything popular priced.

REYNOLDS FLEXIBLE ASPHALT SLATE SHINGLES



Reynolds Slate Shingles After Five Years Wear



Wood Shingles After Five Years Wear

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 Jackson
Battle Creek Dayton Cincinnati Youngstown Syracuse Scranton

H. M. REYNOLDS ASPHALT SHINGLE CO.

Original Manufacturer, GRAND RAPIDS, MICH.

Truesdale," went on the clerk, "you will call to mind that it was you who attracted customers—you and your methods. Your personality drew people as nothing else could. They miss that these days. Customers like to see the boss himself, like to know that he takes a personal interest in them, in their babies, their work, their homes and the life they lead. I have been watching and I know. The smile of the owner is worth more to a customer than ten thousand grins from a paid clerk. To win out, old man, you must be continually on the job; be where folks can see you and talk with you face to face. Personal magnetism is something intangible, perhaps, but it is the making of a business, and I know it. Eliminate personality from a struggling mercantile house and it soon becomes numbered with the has-beens. Pardon me if I have spoken plainly, but—"

"That's all right, Sam," protested the other. "I'll go home and sleep on what you have told me. I believe there is really something in it after all."

Herbert Truesdale took heed of what his head clerk said. He saw his own mistake in neglecting a personal supervision of his store and acted accordingly. He has gone back to the old way, but finds it uphill work rebuilding the structure his carelessness had nearly torn down. He is this year making gains over last, however, and his genial smile is again in evidence beneath his own dootree. Old Timer.

Why I Buy at Home.

Because this is the place I make money and this is the place to spend it.

Because my interests are here.

Because I believe in transacting business with friends.

Because the community that is good enough for me to live in is good enough to buy in.

Because I want to see the goods.

Because I want to get what I pay for.

Because every dollar I spend at home stays at home and works for the development of the city.

Because the man I buy from stands back of the goods.

Because I sell what I produce here at home.

Because the man I buy from pays his part of the city and county taxes.

Because the man I buy from helps support my school, my church, my lodge and my home.

Here is where I live and here is where I buy.

Paste these in your hat. Give them to the editor of your home paper. Have them printed in big type, framed, and hung in the store.

Then back them up by the best merchandise methods and hustle that are in you.

Must Hustle.

A man may guy, and a man may lie, and a man may puff and blow; but he can't get trade by sitting in the shade, waiting for business to grow.

Newspaper Publicity the Best Kind of Advertising.

Written for the Tradesman.

Are you in a business rut?

Do you wait for customers to come to your store or do you make them come to you?

If you wait for them to come, the chances are that they will never come at all, but you can make them come if you will go at it in the right sort of way.

Publicity is the magnet that will draw trade.

People can be brought from anywhere by the right kind of advertising.

Let your light shine prominently and it will serve as a beacon.

Some merchants hesitate about placing themselves in the light for fear that people will criticize them. They are very much like the boy with his first pair of long trousers—afraid to go out among his chums for fear they will call him a "dude."

The man who is afraid to advertise is very much like the elephant who is afraid of a mouse. He has great power if he would only use it by advertising.

The greatest risk a non-advertiser incurs is the danger of being overwhelmed by a more progressive and up-to-date competitor who advertises.

Unless you blow your own horn, you will never be heard, for no one else is going to blow it for you.

The man who makes the most noise is the one who always attracts the crowd.

Advertise your business in such a manner that the public can not possibly overlook you.

Newspapers offer the best opportunities for effective advertising. By the use of the right kind of advertisements you can accomplish splendid results.

The dealer who has not given any serious thought to advertising should reflect over the following reasons for using printer's ink judiciously, given by a business man who is a strong believer in persistent publicity:

"I advertise in the newspapers because I am not ashamed of my goods or my work and to let people know about myself, my store and my stock; because I cater to the intelligent class, and they read the papers, and because I can talk to more people through the newspaper at a greater distance in less time and at a more reasonable price than in any other way; because my newspaper advertising has brought me greater returns for the least expenditure of any advertising I have done; because when I write an advertisement I am not too stingy to pay for placing it in the best possible medium, or to have it inserted so it is attractive; because I know my advertisement is seen and read by every one in the house where the paper goes."

There you have it in a nutshell.

This man believes in himself, his business, and he wants the people to know all about his store. In order to convey this information he seeks the columns of the newspapers.

People like to be told where to go. If you do not tell them about your store, the chances are that they will go to your competitor.

Advertising places you and your competitor on the same level. It affords an equal opportunity for getting trade. If you fail to take advantage of it, it is your own fault.

Get in the game with your competitor and fight to win.

The following anecdote carries with it a moral well worth heeding by non-advertisers:

A young lady working in a stocking factory, fearing her chances small for a life partner, wrote the following note and slipped it into the toe of a gentleman's sock:

"A young lady, good looking and of some means, would like to correspond with the wearer of this stocking, if he is single, with a view to matrimony."

A young man bought the sock and said, "This is my chance." He wrote to the young lady, offering himself as a suitable party and, to his surprise, got this reply:

"I have been married eight years and have a family of five children."

The man from whom he bought the socks had never advertised, con-

sequently they had lain on his shelves for eight years.

If you are not advertising now, begin at once, and the sooner the better.

Geo. M. Rittelmeyer.

The Waste of Pigskin,

The increasing use of pigskin and its tendency to advance in price has raised the question in Great Britain as to whether the great waste due to leaving the skin on bacon, ham and other pork products can be avoided. The Leather Trades Review estimates that there is a yearly loss of skins amounting to about \$3,000,000 in the United Kingdom alone.

A lot of us could not stand prosperity if we had it.

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
Twin
Compressor

Brecht's Enclosed Brine Circulating System

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

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

Write us today for particulars.

Dept. "K"
THE BRECHT COMPANY
ESTABLISHED 1853

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

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



Review of the Principal Dry Goods Staples.

The markets are steady with some very satisfactory mail business received. In the last part of the jobbers' half year not much is looked for and in a continuation of national political wrangling it is not expected to find merchants enthusiastic. At the same time the mails showed that jobbers are moving goods and are demanding that goods on order shall be shipped promptly. Selling agents continue to express disappointment at some of the slow deliveries they are getting from the mills.

Cotton goods are firm with an advancing tendency in different directions. Some of the printers feel that prices will have to be advanced if the present strength of the gray goods markets continues. It is well understood that printers of fall goods have gathered an exceptional volume of trade on draperies, flannellettes and specialties. In the event of the campaign craze taking the form of decorations, bandannas, and so on, it is to be expected that printers will be pushed on specialties. Bleached goods are selling well. The advances named last week have served to increase the interest of buyers in bleached muslins, wide sheetings and similar lines of domestics. Colored domestics are stiffening up under the effect of enquiries for later deliveries that jobbers are now obligated for under old orders.

More interest is being shown in gingham, zephyrs and colored yarn wash fabrics for another season. The new spring lines of fine cottons are being shown in a quiet way to large buyers and some orders are being booked.

Some Western jobbers are ordering prints in round lots and are saying little about the business they

are placing. Houses that are not open to do business on either brown or bleached domestics have done business on prints. Export print orders were of good volume in one or two places.

In the woolen and worsted goods divisions reports were confirmed of dress fabrics. One of the largest lines in the market has been advanced an average of 5 cents a yard after a substantial business had been booked. It was noted that business on broadcloths placed by retailers and cutters was larger in the past two weeks than the trade had been led to infer from the quiet way in which the business was gathered in. The need for merchandise is the underlying cause of the strength seen in several directions in the woolen and worsted divisions, for if ever a political campaign tended to disturb the outlook the present one does in so far as tariff talk goes. It seems to be accepted in the markets that merchants will attend to their business and allow the politicians to go on talking.

Raw silk markets are fairly steady. strength of foreign markets is held out in some quarters, but on the whole the trade is not looking for lower prices from the new crop.

Serges Wanted.

Although the fall dress goods business has been practically finished so far as secondary distributors are concerned, orders for additional quantities of certain classes of goods are not wanting. There is a persistent demand for low and medium grade colored storm serges, but as the orders in hand continue to exceed the production, manufacturers find it impossible to accept any more business for the fall season. According to the largest producers of storm serges, there has not been a time in many

years when the stock of popular price serges was so meager in first hands or when the quantity of goods held for buyers' orders was so small. Jobbers and cutters are urging the prompt delivery of all goods on order, but shipments can not be improved upon, as the looms are running to maximum capacity. The outlook favors a steady consumption of colored storm serges throughout the year and several good authorities are of the opinion that the demand will be well maintained during the spring 1913 season.

Cream serges are not being heard of as frequently as many sellers believed would be the case when mid-summer arrived. The interest in these dress fabrics seems to have petered out. Even the most enthusiastic advocates of cream goods have concluded that nothing more can be expected of cream goods during the remainder of the present summer season. These dress materials are more or less plentiful in several parts of the primary market, and it is significant that every job lot of goods being offered contains one or more pieces of these goods. If cream goods are going to move freely next spring it may prove advantageous to carry the accumulations into another season, but the prevalent opinion is that the best thing to do is to mark them at attractive figures for quick shipment. Of course, cream goods can be dyed in desirable shades, but the dyeing of cream goods often results in the cloths becoming tender.

Mills that sell the retail trade have been advised that some important buyers from the West will be in the market shortly. The advent of these purchasers will doubtless bring about a more active market, but until the regular influx of retailers on fall buying takes place business, so far as the mills which cater to the department stores are concerned, will remain very much as it is at present, quiet.

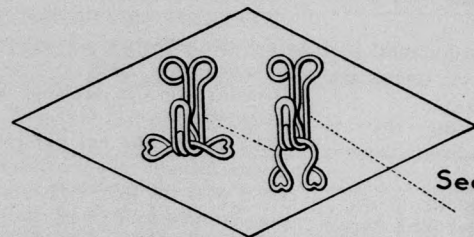
Improvements in Ribbons.

An improvement was reported in the demand for wide ribbons for dress trimming purposes. The ribbons that are in demand are plain faille moires and glace moires. There is a comparatively fair demand for taffeta ribbons, with either picot or loop edges. Narrow ribbons consumed by the manufacturing trade, notably the underwear trade, have been and are still in good demand.

The millinery trade is backward this season in its consumption of ribbons and there are no indications that there is an improvement in sight. This is a keen disappointment to ribbon manufacturers, who have anticipated a better demand from the millinery trade and who were very confident about it because of the popularity of ribbons for millinery trimming abroad.

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

The Old Reliable De Long



See that hump?

Hook and Eye and The New VENETIAN HOOK AND EYE

WARRANTED ALL BRASS. GUARANTEED NOT TO RUST.

Sold by PAUL STEKETEE & SONS, Grand Rapids, Michigan

Edited by Henry Stirling Fisk



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

Fisk Advertising Service

Interlocking
For Dry Goods, Department, General and Variety Stores

Published by Fisk Publishing Company
Schiller Building, Chicago

There is No Other Advertising Service Like This in the Whole World

R. W. Crompton, Art Director



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

What Subscribers Say:

"Receiving your service and find it very good. It's worth twice what I paid for it."
Cle Elum Mercantile Co.

"We feel your service a great help in making up ads."
Walker-McKibben Mercantile Co.,
Butler, Mo.

"One of our dry goods merchants saw the sample of your interlocking advertising service and at once ordered a page ad out of part of it. We are enclosing our check to pay you for a year's service to begin at once."
—Seymour Republican, Seymour, Ind.

"Say, Fisk! You're a peach. My advertising troubles are over since I sent you that \$5. Keep coming. Yours for success."
—Elmer E. Bensen, State Centre, Ia.

HENRY STIRLING FISK, Pres. Fisk Publishing Company, SCHILLER BLDG. CHICAGO

TRADE-MARKED GOODS.

How They Create Confidence and Bring Prestige.

Written for the Tradesman.

A great many merchants are clinging lamely to a worn-out prejudice against advertised goods and actually putting good dollars into their competitors' cash registers by their blind unreasoning buck-the-trade-mark attitude.

Not long ago one of these merchants tried to tell me why he did not stock advertised brands. His talk was mostly a rehash of what salesmen selling unadvertised brands had told him. "The consumer pays for all this advertising," he said.

While I was there he had four calls for certain well known brands; tried to substitute and fell down three times out of four. He came back out of patience with the customers who would not be "educated" and reasserted his statement that the consumer "paid the freight."

"But suppose he is willing to pay for it," I said. "I'm not granting your point that he does for I can show you that he does not. As well argue that the customer pays for your plate glass front, your showcase and those nice fixtures you are using."

"No, that is a different proposition. You see by having these fixtures I sell so many more goods that I make enough more money than the poorly equipped store to more than make up the price of the fixtures, even if I sell on the same margin."

"That's it exactly. You do precisely what the advertiser does. You see the concern that advertises wisely and well sells so many more goods than he makes enough more money than the unknown manufacturers to more than make up the price of the advertising."

"Thanks for proving yourself wrong."

But admitting even that he does pay for it. If he is willing to, what then?

The retailer in common with any other force will best succeed by following the line of least resistance. You will get across the street quicker if you go with the crowd and you will sell more goods if you will sell in line with the wishes of the customer.

There is no getting around the fact that you will sell more goods if you sell the goods the people want. And the goods the people want are the goods dignified by trade marks and backed up with national advertising campaigns. Why? Because the campaigns have created a confidence in the minds of your customers for the goods those trade marks identify. They look upon you as a more up-to-date dependable merchant if they find those goods in your stock.

Here is a little incident from life to illustrate this point:

A young man who had lived in a small town nearly all his life was fortunate enough to be sent away to college. Here he gradually took on the more metropolitan air of the larger place.

Along with other things he changed his manner of dress, becoming more particular in regard to his clothing. When he left the little town, its one clothing store carried only unknown brands and a very poor assortment at that.

Mixing with the better dressed college crowd, he soon learned that any thing was not good enough. He also learned that certain fixed names and brands would always insure him against buying shoddy unrepresentable articles of apparel. He learned to call for Hole-Proof Hose, Stetson Hats, Arrow Collars, Cluett Shirts and so on through the sartorial list and feel sure that his college mates would respect his taste.

It was a habit easily acquired and soon fixed and made the matter of the purchase of clothes a very simple one.

Then the summer came and the college closed its doors and the youth went back to the little home town. After getting on the train he noticed that his surplus supply of clean collars was exhausted. And he knew he would have to buy some as soon as he reached home.

For the first time since he left home his thoughts turned back to the old clothing store and he remembered with contempt the jumbled stock of nondescript merchandise. Most likely Old Grey wouldn't have a collar of this year style in the store, and how was he to know for he certainly wouldn't have an Arrow. Why didn't he think to supply his wants before he left.

When he arrived home he mentioned the matter to a younger brother, who said, "There's a new clothing store in town—a real up-to-date city store. I guess you can get what you want." The College youth laughed his doubts but made his way to the new place, called for his favorite brand and got it. Favorably impressed, he looked through the store and found the new man carried all the brands he knew.

He wasn't slow about expressing his pleased surprise and that evening at dinner took up the subject again. He found that the family had already made the same discovery. Had found that they could get the goods they had read about in the magazines at the new store and they told him that the whole town was proud of the new place and had almost deserted the old shop.

This is a real life story. It illustrates as nothing else can the prestige that results to the man who carries trade-mark goods.

There is no disputing the fact that the people have greater confidence in these trade marked goods and regard certain symbols, pictures and combinations of lettering as their surest guide in picking out not only reliable merchandise but the very best of its kind.

And there is every reason why this should be true for when a manufacturer stamps an article with his trademark and his name he expressed confidence in that article himself and his success depends upon the quality of

the merchandise upon which he has stamped his name.

Suppose you were to visit the factory of an axe-handle manufacturer a friend of yours and wanted to buy an axe handle, suppose also you knew little about axe handles. Wouldn't you be pretty apt to say to your friend "pick me out a good one, you know, I don't. Get me a handle with the right hang to it and the right kind of stuff in it." And then he would swing it over his head and look along it to see if it were true, and look at the grain of the wood because he would want you to have the best handle possible. He would be anxious to show you that he knew the business. In a measure he would be staking his reputation on that axe handle. And when he had made these tests and handed you the handle and said "there is a good one; that one is right and one of the best in the lot," you'd buy it without hesitation, wouldn't you?

And that is practically what the manufacturer does when he stamps an article with a red cross or a gilt horse-shoe and then spends millions of dollars associating that symbol with the goods he's manufacturing. Of every article he stamps with this symbol and sends out under this label, he says: This is the best I can manufacture and the best of its class any one can manufacture. On this I stake my business reputation and experience.

Naturally that wins the confidence of the buyer and why shouldn't it?

If you have any doubt that it actually does prove it to yourself. Get outside of your own line so you'll lose some of your prejudice. If you're a clothing man go shopping for groceries. Now even if your wife had said nothing to you about brands, what baking powder would you ask for; what flour; what catsup; whose pork and beans?

Or if you're a grocer or a hardware man go shopping with me in your imagination to a furnishing store. We will buy a half dozen pairs of hose. What brand? A pair of sus-

penders. What brand? A collar. What brand?

Don't certain well known names leap to your lips in a moment; every one of them trade-marked; every one of them backed up by a national advertising campaign? This in spite of the fact that you may be one of those independent individuals I have heard say, "Advertising never influenced me to buy anything."

Conclusive evidence, isn't it?

Now you know that the public wants trade-marked goods; that when you get outside your own line you want them yourself. There ought to be little question in your mind as to their value to you as a retailer. Little doubt as to the prestige they will bring you, the sales they will make and the profit they will assure.

If there isn't, then weed out your unknowns, stock well advertised trade-marked goods in their places and watch the sales climb.

Fred Cook.

Not the Same Thing.

"My wife, dear Doctor, thinks she must go to the Riviera for her health. Isn't there some other remedy for her illness?"

"Yes, I can cure the illness, but I can't cure your wife."

Her Opportunity.

Young Husband—What a glorious day! I could dare anything, face anything, on a day like this!

Wife—Come on down to the milliner's!

We are manufacturers of

Trimmed and Untrimmed Hats

For Ladies, Misses and Children

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

Attention, Mr. Merchant

Some REAL BARGAINS in UNDERWEAR for your AUGUST SALE. Call and see us, or mail us your order, which will have prompt and careful attention.

A Few of the Bargains

Boys' Mesh Shirts and Drawers, Egyptian color, short sleeves and knee length, \$2.25 value, to close.....	\$2.00
Boys' Keepkool Union Suits, white and Egyptian color, short sleeves and knee length, \$4.25 value, to close.....	3.75
Men's Mesh Shirts and Drawers, Egyptian color, \$2.25 value, to close..	2.05
Men's Balbriggan Shirts and Drawers, Egyptian color, \$4 value, to close	3.25
Men's Ribbed Shirts and Drawers, all color, \$4.25 value, to close....	3.62½
Men's Ribbed Union Suits, white, short sleeves and knee length, \$8.50 value, to close.....	7.75
Men's Mesh Union Suits, white, short sleeves and ankle length, \$8.00 value, to close.....	6.50

Special Reductions in Children's and Ladies' Vests, Pants and Union Suits.

GRAND RAPIDS DRY GOODS CO.

Cor. Commerce Ave. and Island St.

Wholesale Only

GRAND RAPIDS, MICH.



Some of the Advantages of Being a Woman.

Written for the Tradesman.

We often hear from the lips of a girl or a woman the exclamation, "I wish I were a man!" Rarely, if ever, does a man give expression to a wish that he might be a woman. Rarely, if ever, does a man have such a wish. The laborer would not change his sex even if by so doing he might become a queen or the heiress to millions of wealth. Men praise women, admire them, pet them, ascribe to them the virtues of a far higher and finer order of creation than that to which they themselves belong, but they prefer to be excused from being women.

Is there foundation for this widespread feeling that men have the best of it in the game of life, that they are physically and mentally better equipped for the contest, that so they are enabled to appropriate the lion's share of the rewards, and that they get more fun out of the playing? Or does the law of compensation hold good in sex as elsewhere, that every gain has its loss, every advantage its handicap?

May not the idea that the boy baby is born to better luck than the girl baby be a notion handed down from the ages when brute force triumphed, and woman, because of her lesser physical strength, was the slave of man? Things have changed for her since those days, and seem to be coming more and more her way all the time. May it not be well to look the situation over carefully to see whether the odds are as much in favor of the male as is commonly supposed?

Take the very things in which masculine advantage is thought to be especially strong; for instance, the greater liberty in conduct that custom allows men. This rankles bitterly in the minds of many women, and a few take to smoking, drinking and perhaps to ways that are a bit fast, with the idea that somehow they are getting even. They repudiate those strict standards of behavior for their sex which have been thought necessary by all past generations, and declare that if men can go the pace they have as good a right.

Perhaps they do. But are they the gainers? And is man the gainer from this license which some of his sisters so covet? By sedulous care from babyhood up, conscientious parents make it difficult—all but impossible—for their daughters to contract bad habits or form evil associations. It is expected the girl will turn out

right and it is made the easiest and most natural thing in the world for her to do so. By a reckless laxity in discipline and oversight it is made equally easy for the boy to go wrong. How many men of middle age find themselves bound by the shackles of bad habits, which in most cases they carry through life, as the result of sowing the customary wild oats of youth.

Society has stern condemnation for a woman's lapse from virtue; easy condonation for a man's. This is unjust. Yet can it be denied that the rigid standard of chastity to which they are held is an advantage to the sisterhood of women taken as a whole?

Man's greater physical strength is a point of much vaunted superiority. But even his stronger muscles and firmer sinews have their drawbacks. Because of them, in the United States and to a great extent in all other highly civilized countries, man is required to take upon himself all the harder, heavier and more perilous kinds of labor. He works in the field, toils in mill and in mine, and sheds his blood in battle. Compare the frequency of maiming, crippling and accidental death among men with the rarity of these calamities among women.

Unquestionably men have greater powers of initiative than have women, and they are more aggressive in temperament. But Mother Nature, with kindly foresight, saw to it that to women should be given a certain subtle quality which is known as finesse. Finesse is a French word which may be defined as the peculiar trait that enables one to have her own way without making any fuss about it. Finesse does everything for poor woman. By it she can secure her ends silently and unobtrusively, while man attains his objects only with much commotion and tearing up of the earth.

All occupations for which woman has any possible fitness now are open to her. If she makes good in some unusual undertaking, speedily she becomes famous. Miss M. opened a shop and in the course of a dozen or fifteen years accumulated five or six thousand dollars. It was heralded abroad as a "phenomenal success in business." Mrs. K. makes a few hundred a year raising poultry. She has been written up in a number of rural magazines and papers. In short, if a woman wins out in any professional or business venture, her success is far more conspicuous in proportion to its size than is a man's. If she

doesn't win out, she generally can fall back on domestic life, and claim that she likes it better and that a woman finds happiness only in keeping within her proper sphere. No one will stigmatize her as a failure.

There is a very neat little tack that can be taken by the woman who has no ambition to get out and "do things"—who knows she would make a flat fizzle of it if she tried. By a shrewd use of this small artifice it is possible to take to one's self credit for all the notable achievements of the race. The trick is simply to claim that women have been the inspiration of all that men ever have done. The claim is so broad that it seldom is asked to put up any proof. Of course it is merely a modification of the old "the hand that rocks the cradle rules the world." It involves far less wear and tear to be an inspirer than it does to "do things!"

Society expects more of a man than it does of a woman. If a man does not marry and take upon himself the responsibility of providing for a family, it is felt that he is shirking his reasonable duty. If a woman prefers to remain single—perhaps turning down all kinds of chances—it is thought to be her own affair. If she wants to lead a professional or business life, it is reasoned that she is better off unhampered by family cares.

How often do we see it in the case of intellectual, ambitious people. The sons marry and for long years their noses are held to the grindstone. Parental assistance often is necessary for Jim or Tom or Henry. The daughters are spinsters, earning salaries much more than sufficient for their modest needs. The popular verdict is that they are "such smart, capable girls."

In the differentiation of the sexes in the way of abilities, it is noticeable that man is the inventor, the producer—woman the conservator. Roughly speaking, he may be said to exemplify the epigram, "Get all you can," and she the counterpart, "Keep all you get."

His earning capacity is far greater than hers. But what does he do

with his money? Spends, spends, spends, if left to his own devices. In so far as his resources will permit, everything must be done on a grand scale. For his plaything he must have an automobile. What does it profit him that he can earn twice, thrice, or even four times, as much as his sister, when it swiftly slips through his fingers and for all his labor he has nothing to show?

Woman has a natural genius for making much out of little. She eats less. She can make her own clothes. She can practice a thousand small economies that a man never can get his mind down to. One dollar in her hands is made to go as far as six in his. So the woman of very slender means manages to live in surprising comfort.

On the other hand, the woman of wealth has a distinct advantage over the man in affluent circumstances. She is not expected to be so free a spender. It is considered only prudent for her to keep well within her income. She does not have to subscribe to every movement and cause and charity to avoid being called a "tight-wad."

Space forbids carrying this to the length of an exhaustive treatise on this interesting subject. Enough has been said to set the sagacious woman to thinking, and to convince her that in the comparative lots of men and women the balance of justice has not swung so far out of true as is often supposed. There are some perils and hardships and drawbacks incident to being a man. Quillo.

Loses Grit.

"Isn't that fellow ever going to propose?"

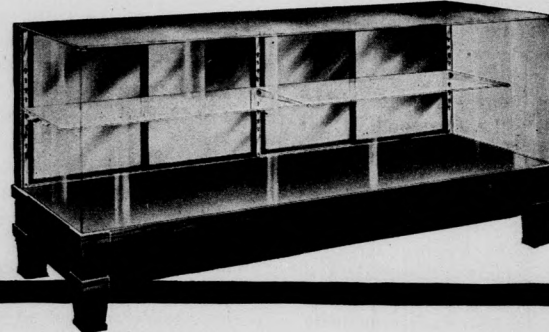
"I guess not; he's like an hour-glass."

"How's that?"

"The more time he gets, the less sand he has."

Wilmarth Show Case Co. Show Cases And Store Fixtures

Jefferson and Cottage Grove Avenues
Grand Rapids, Mich.



"AMERICAN BEAUTY" Display Case No. 412—one of more than one hundred models of Show Case, Shelving and Display Fixtures designed by the Grand Rapids Show Case Company for displaying all kinds of goods, and adopted by the most progressive stores of America.

GRAND RAPIDS SHOW CASE CO., Grand Rapids, Michigan
The Largest Show Case and Store Equipment Plant in the World
Show Rooms and Factories: New York, Grand Rapids, Chicago, Boston, Portland

ANTI-MAIL ORDER SMITH.

He Beat Catalogue Houses at Their Own Game.

Written for the Tradesman.

No, Smith wasn't his name, but it will serve as well as any for the purpose. The point is the mail order folks had made it pretty warm for Smith in and around his neck of the woods. They seemed to delight in filling up the freight shed at the little red depot with mysterious packages labeled from this and that mail order concern.

One day Smith had a heart to heart talk with the railroad agent, who was likewise the express agent.

"Why, man," said the agent, grinning, "you have no idea of the number of catalogues sent into this burg, and the letters and circulars come in a flood, and out there in that shed is the answer;" he jerked a soiled thumb over his shoulder. The "answer" was mighty significant to Smith. There were piles of stuff sent to folks who owed him old accounts and who were paying cash to these outsiders; goods which he could sell at a price which would save folks money and service which would save lots of time.

Now, Smith wasn't the sort to take a wallop more than once without coming back. He had plenty of "Irish" in his make up and he went after the problem in a common sense way which—but, then, I don't wish to get ahead of my story.

That night Smith sent for four different catalogues, Sears-Roebuck, Montgomery Ward, Croft-Reed and Larkins. Then he sent for some of the goods which were "shouted" about.

One of the first results of the deal, insofar as the public was concerned, was a huge permanent sign clear across the front of Smith's store, "Anti-Mail Order Smith."

The railroad agent noticed Smith was running down to the city pretty frequently for a week or two and the postmaster wondered at the envelopes which bore in big red type the word "proof" at the bottom corner, coming in for Smith.

A few days later every man, woman and child in the vicinity received a huge four page "blanket" sheet bearing the same slogan in flaming red letters across the top of the entire circular as that in front of Smith's store.

He did not mince matters at all. He told the truth and nothing but the truth. The circular started out with this statement in bold type:

To the Folks of Dunn County!

Here are some actual facts, prices and comparisons made with those of the mail-order or catalogue houses of Chicago and elsewhere. I am here to sell you merchandise you can see before you buy it. You don't have to wait for goods. You have no postage, freight or extras to pay for. As for prices

Read the Facts Below.

Then followed a detailed list of many items which Smith had figured out. He had given the catalogue prices and his own for the same articles. He gave the name of the concern from whose catalogue he took the prices and descriptions.

Suffice to say, it created a furor

in the country round about. But when several days later a representative of one of the big catalogue houses came along and bought \$25 worth of Smith's goods and the concern later got out a big circular running Smith down, the folks commenced to drop in at Smith's to see what was going on. Here they found a big space in the front of the store where were exhibited the mail order articles themselves. In some instances the stoves, upholstered furniture, etc., were taken apart for better examination. Smith carried a big stock and he had a match for most everything the catalogue concern could offer.

On groceries he took Montgomery Ward's "Special Lists" or assortments at \$5.45, \$3.05, \$4.80 and \$3.50 in Chicago and proved absolutely he could sell in his own town for the same prices and save the consumer the freight and extras.

He took paints and proved that the catalogue house had paint inferior in quality and at a price no better than he offered on a standard advertised brand.

Some lace curtains secured from one of the "premium" concerns were so decidedly inferior to his own at the price that women involuntarily smiled when they looked at the two.

The fight went on merrily. Circulars came into the county from the mail order houses galore. They were being shown up in no uncertain manner and it made the chaps who were directing the destinies of the catalogue concerns pass some uneasy moments.

As the dauntless Smith kept up his fight his business grew. To quote from a statement he made over his own signature:

"My business in this locality for ten years, each month of each year, has shown an average gain of from 8 to 13 per cent. over the corresponding month of the year before. The month of the big fight surprised us. It showed a gain of 32 per cent, and I know that most of this large increase is due to our fight with the mail order people."

Smith had nerve. He had more than that, he had good common sense. He realized the truth of the fact that you can not sell gold dollars for 99 cents and make money.

He knew how easy it was for men to sit at a typewriter and make claims—to print anything desired, so long as they did not actually obtain money by false pretenses.

He knew that he had as good merchandise as a person could secure for the price anywhere.

But while Smith knew these things it seemed that the people ignored or were ignorant of the fact. Then Smith took the logical course.

He shook the folks. In other words, he roused them to a realization of the realities of the proposition. He told me of a case where, before he had gone into the fight in detail, many a time folks had come to him in this way:

"Morning, Smith."

"Morning, Jones, how's crops?"

"Fair to middlin'. Got any shot goods? Blackbirds bothering. Going out after game this fall, too."

They would look over the guns. Naturally the locality wasn't strong for game and guns were but a small item in Smith's stock.

Customer would hem and haw. "Guess I won't buy to-day." Exit customer.

Next thing it was a selection from several pages of wonderful descriptions in the catalogue. If printed on bright pink paper so much better the gun, thought Jones. The same wonderful \$9.89 gun could have been secured by Smith from his wholesaler to sell, without extra freight to the customer, at \$10 at a fair profit.

But Smith didn't realize what was being handed to him for a long time. When he did, he did things. He isn't being cheated out of any gun sales these days, and he isn't being beaten out on groceries, hardware, dry goods or anything else.

He issues that big loud double sheet each month and it contains the mail order war cry on the first page. It gives the names, the prices and the whole "hot air" spiel of the concerns who depend on printer's ink and Uncle Samuel to get the money, then follows an actual list of Smith's prices and the savings.

Some good hot shot about Smith paying taxes at home, of helping the good roads idea along at home, of loyalty to local interests on the part of all concerned, of the danger of parcels post—all these and more are touched up by the astute Smith with the assistance of a good printer.

As the days go by the extra clerks in Smith's store are smiling. They enjoy the game. To make the "odorous" comparisons with the mail order stuff is a delight to them.

Smith has bought a new auto and he says it is a present from his good friends, the catalogue chaps.

I know that these actual facts concerning Smith, the Anti-Mail Order Man, as he is known far and wide in his county, can well be duplicated by Green, Black, White, Jones and whoever it is, in any town anywhere.

For what the mail order houses have—you have—only better—their prices are based on exaggerated comparisons of values, you have the standard, advertised, trade-marked

goods, the backing of national advertisers and reputable concerns to help you. They have but their own private, unknown, unreliable brands.

As your ammunition is good, screw up your courage and emulate the doughty, aggressive Anti-Mail Order Smith.

Hugh King Harris.

Limelight Artists Who Talk Municipal Retailing.

Probably to make sure that he gets his share of the limelight the Commissioner of Public Works for Spokane Wash., wants the city Council to appropriate \$100,000 for a municipal store.

That is the wisdom-coated plan of this official for reducing the high cost of living.

This country is hearing a lot of this kind of four-flushing these days from men who have been jockeyed into some public job without anyone being able to understand just how they arrived there or why they remain.

Of course it is well understood that they are put in those jobs to perform certain duties. Frequently those duties are left undone while the job holder forages around seeking some easy highway to cheap popularity.

Some day some community is going to make the mistake of letting one of those fellows have his own way and start a municipal store. After a few of them have run head end into the mud, that will be the last we will hear of it. But there will be other brainstormers on other subjects ready to go off when that is exploded.

Then and Now.

The young wife had given her husband a dance. "You've improved wonderfully, Jack," she said, as they sat down. "Don't you remember how you used to tear my dress?"

"Yes," he replied. "I wasn't buying them then."

A fast young man does not get very far unless his father is willing to pay his running expenses.



THE ONE BIG "HIT"

Send Right Now—Everybody

"That Sunbeam Smile"

High Grade Waltz Song and Music Complete

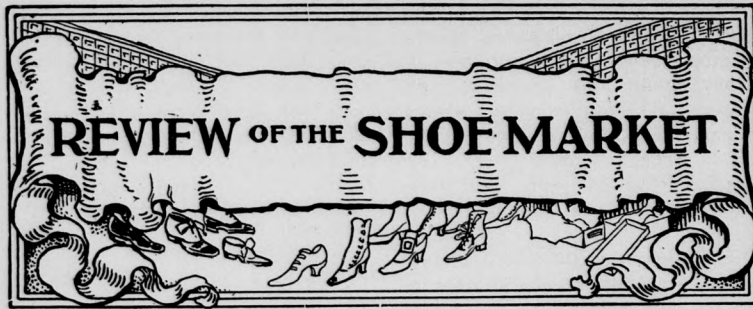
FREE

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

Brown & Sehler Co.

Home of Sunbeam Goods

Grand Rapids, Mich.



Unusual Experiences of Shoemen— Tony Collins' Story.

Written for the Tradesman.

Chapter III.

"Tony," said William G. Macfarland, "you're next. Let's have your story."

"What I have to tell," began Tony Collins, "is hardly worthy of being dignified by the title, a story; it is rather an incident; and I am not altogether sure that I can make it worth the telling."

"Unlike Courtland's story, this fragment of a narrative that I shall give you does not teach a lesson; and it differs radically from Bud's story in that there is no element of romance in it. And yet there is a quality about the incident—if I can only make you realize it as I do—that may make it worth the telling."

"It happened fifteen or sixteen years ago, while I was clerking in old Jasper Haymaker's shoe store. And you men doubtless remember old man Haymaker? Yes; I thought you did. Fine old fellow. Everybody liked him. Frank, honest, plain; 'as simple as an old shoe,' people said of him. I began clerking for old man Haymaker when I was 17 years old; and I was with him until he died—a period of seven years."

"This incident happened two years before old man Haymaker's death. I was a young fellow, just 20 years of age at the time. Late one afternoon in November one of my customers called up and told me to bring him a pair of shoes around that evening between 7 and 8 o'clock. I knew his size, and he told me precisely what he wanted; and there was no trick at all about fitting him. And even if it had been a far more complicated task than it actually was, I would have undertaken it very gladly; for old man Haymaker had trained me up to the importance of a personal following. You know, Bud, that was one of the old man's strong points as a shoe dealer; he knew the art of making hustlers out of his salesmen."

"I had a great big personal following—customers that were just as loyal to be as could be. The old man encouraged it. Long before the days of addressographs and all our modern paraphernalia the old man used to tell me to get any printing I required and use up just as much postage as I wanted to in getting business. Used to say, 'Tony, if you can spend five cents on postage and print bills and bring in a customer and sell him a pair of shoes for \$4, \$5 or \$6, that's good business, eh?' And so, by dint of hard work and the experience a young fellow naturally

picks up, I got to have, as I say, quite a lot of customers who always called for me; and, if I happened to be busy at the time, patiently waited for me. You can be sure I tried to cinch their trade by showing them every reasonable courtesy."

"The customer who called me up had been trading with me for a couple of years—in fact, ever since he had lived in our town. He was a rich young fellow of about 33 by the name of Chalfont. He came to our town from New York City. Just why we never knew. One thing was evident—yes, two things: he had scads of money and he had a beautiful wife. They bought a big palatial residence in our very best highbrow suburb. It was originally an old manor house that had been thoroughly modernized and built to until the original lines were almost entirely gone; and yet it somehow preserved the sense of age and dignity. With all its porches, verandas, bay windows, modern plumbing, screens, etc., it seemed to be not new, but old and sedate. And this effect was secured in some measure owing to the fact that the old vines that covered the mouldering walls were carefully removed when a new suite of rooms were added, and tenderly trailed up on the fresh wall. Thus the newness of the new wall was effectively concealed by the old vines that covered it."

"It was a great, roomy pile; and stood well back in the center of a large tract occupying several acres. The winding gravel road by which you approached the building was sentined by massive old trees—some evergreens and some deciduous. They kept a landscape gardener at work on the premises year in and year out."

"Mrs. Chalfont was very popular; but Chalfont, for some reason, didn't appeal very strongly either to the men or to the women. Nobody could seem to understand him. He was cold, reserved, and very eccentric—so they said who knew him best. In the shoe store, however, I always found Mr. Chalfont quite amiable. He and I got on handsomely. In looking back upon our brief acquaintance, I now see that Chalfont took quite a fancy to me."

"When he called up the store he asked for Collins. I shall always remember his words. He said: 'Say, Collins, you and I have been pretty good friends, haven't we? Well, I'm glad to hear you say that, Collins. Do you know, I believe you are going to make good. By George, I envy you. If I were a young, well fellow like you, and had to work like the devil as you do; but—oh, say

what's the difference. Now listen, Collins, bring me over a pair of dress shoes like the pair I got from you about a year ago, will you? Yes; that's right, plain patent leather, mat kid top, button, 8½ D. You've got me. That's all, Collins. Get them here any time before 8. Mrs. Chalfont is going to have some friends in

to-night. Thank you, old boy, I'll count on you. Good-by.'

"That night when I rang—and it was, I should say, about 7:30—I was admitted by a maid almost instantly. I told her I had a pair of shoes for Mr. Chalfont, and I wanted to be sure they fitted; would she kindly direct me to his rooms? But before she had time to reply we were both

Become a "Bertsch" and "H. B. Hard Pan" Dealer This Season

Put into your stock our "Bertsch" and "H. B. Hard Pan" shoes for men and boys. These lines cover the whole range of men's shoes from "STANDARD SCREW" work shoes in all heights, to the finer grades of Men's Dress "WELTS."

You will have the same approval and profit from the satisfied wearers that all our dealers are enjoying after their trade becomes acquainted with the fact that they have these lines.

THEY WEAR LIKE IRON

HEROLD-BERTSCH SHOE CO.
GRAND RAPIDS, MICHIGAN

Why not put on a Special Sale of Oxfords

Keep your business *active* and
yet make a profit

While they last

We offer ALL of our Men's **\$2.60** and
\$2.25 Tan and Gun Metal Oxfords in
Goodyear Welts for

\$1.50 PER PAIR
NET 10 DAYS

Write for particulars. Let us send
sample pair by express prepaid. If
you don't want the sample pair, re-
turn it at our expense. 🍀 🍀 🍀 🍀

NOW is the Time

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

chained to the spot by a little scene with a tragic tremor to it that was enacting half a dozen paces from the spot where I stood. Beyond me in the big central hall, which was truly baronical in its proportions, in the large folding-door space communicating with the library stood Mrs. Chalfont. Near the foot of the stairs, and about three paces from Mrs. Chalfont, stood a white-haired servant in livery. Mrs. Chalfont was beautifully dressed—and it struck me at the moment that she was handsome enough to have stepped out of one of the great gilt frames—but her young and beautiful face was unpeppably sad. There was tragedy in her eyes, and a pathos in her voice that I can not begin to describe. And the aged servant seemed to be—because of his sympathetic fellowship with Mrs. Chalfont—something more than a servant. And they both appeared to be completely unmindful of the presence of others.

"Has Mr. Chalfont finished dressing, James?"

"No, ma'am," replied the man, "he hasn't begun to dress. He hasn't even taken his bath, although I have drawn it twice."

"Why, doesn't he hurry, James? Does he know it's half past 7?"

"He says, 'There's no hurry, James,'"

"What is he doing?"

"Just looking at things, ma'am."

"Talking to himself any more?"

"Yes, ma'am; I heard him saying things to himself awhile ago."

"Go back, James, to Mr. Chalfont—this instant, do you hear? And be all eyes and all ears, James! And then, seeing me, she said: 'Wait a minute, James, here is a young man'—and I told her who I was, and my mission—'very well,' she said, abstractedly, 'take Mr. Collins up to Mr. Chalfont's rooms.'

"Mr. Chalfont seemed genuinely glad to see me. He wanted to talk—would hardly let me try on the shoe for talking. Asked me about my work at the store, about my plans for the future—in fact, he had a wonderful way about him of getting me to talk. And all the while we were talking that liveried servant was patrolling the hall outside Mr. Chalfont's apartments as though he expected something to happen at any moment.

"But there was no use in his patrolling," said Tony, coming to a full pause. And when we demanded to know why, Tony added, "Because he sent a bullet crashing through his brain that very night."

"And why did he commit suicide?" asked Bud.

"Now I was afraid somebody would ask that question. I don't know. Nobody knew then. Nobody knows now. If Mrs. Chalfont ever knew she did not enlighten the public. Mrs. Chalfont afterwards sold the big house and returned to New York City. That's all I know. You see I told you it wasn't a story—merely an incident."

"But a very curious one," observed Archibald Courtland.

Charles L. Garrison.

Thoughts For Vacation.

Written for the Tradesman.

It is fortunate to be contented; it is unfortunate to be too contented.

It is a good thing to have a purpose in life provided it is a good purpose.

If you never did any real work, take a vacation—get busy—do something worth while.

Be good to other people always; be good to yourself a reasonable amount. Do not constantly drive yourself as you would drive a hired servant or a dumb beast.

Discontent has ruined many lives; it has also been the making of others. It makes a great difference whether one has good reason to be contented or good reason to be discontented with his or her surroundings.

In general it is commendable to be patient and forbearing. In some cases it is nothing less than encouraging wrong.

Forget business cares and plans for money making when on your vacation, but do not forget business friendships.

In vacation think how to make more friends and strengthen old friendships.

Who is to blame if you do not get a reasonable amount of rest? Exonerate yourself before you lay all the blame on others.

It is as honorable to work for money as it is to gather food from natural sources to appease hunger, but the way in which work is done or the finished product should prove that money-getting is not the predominant motive. All values can not be measured by money. Or, in other words, all service has or should have in it more than money value.

E. E. Whitney.

His Regular Fee.

"Lots of politics around," said the anxious-looking man to the complacent man with a newspaper on his knees in the street car.

"Plenty, sir—plenty," was the reply.

"Would you mind telling me how you think it will turn out?"

"I think we will get there with both feet."

"You do?"

"I certainly do. There is a wave of enthusiasm that is carrying him right along."

"Why, I didn't think he stood any show at all."

"No? Well, you wait."

"I was told that the West was against him."

"My dear man, the West is for him bigger'n a house."

"But New England?"

"Whipping right into line. You don't seem to be up-to-date on the political situation."

"No, I don't read very much. Do you think the election will be close?"

"No, sir. He will have a thundering majority. No, there won't be any dispute as to the election. The country has made up its mind."

The anxious-looking man pondered for a moment, and then said:

"Come to think of it, you have

mentioned no names. You have asserted that 'he' would get there."

"And 'he' certainly will."

"But do you refer to Taft or Wilson?"

"My dear man, I am a lawyer, and my regular fee for answering that question is \$25. Do you wish it answered?"

"No, by thunder!" exclaimed the other. "I can go to a clairvoyant and get an answer for 50 cents!"

To Waterproof Boots and Shoes.

Prepare an aqueous 10 to 15 per cent. solution of glue or gelatin, carrying about 1 per cent. of glycerin, and a 10 per cent. solution of potassium bichromate. Have the foot-gear perfectly dry and made as warm as possible, either by standing them close to the fire or by placing them in the oven after the fire has been drawn and the temperature has fallen to 150 degrees Fahrenheit. In a dark room, with as little light as possible, mix equal parts of the two solutions and with a good, stiff paint brush apply the solution to the seams, letting it dry in well. Wipe off the superfluous gelatin, and then give the entire leather a coat of the same. The gelatin and bichromate mixture must be kept quite fluid and warm, and this is best done by keeping the two solutions standing in the water bath and mixing them only as required, a little at a time. Finally expose the articles to the direct sunlight for an hour or two.

Keep your troubles to yourself and they will not expand.

In the District Court of the United States, Western District of Michigan, Southern Division, in Bankruptcy.

In the matter of Simon Dosie, Bankrupt:

Notice is hereby given that, in accordance with the order of this court, I (or the trustee who shall hereafter be appointed) shall sell at public auction to the highest bidder, on Wednesday, July 31st, 1912, at 10:30 A. M., at the store formerly occupied by the bankrupt at Boyne City, County of Charlevoix, Michigan, the assets of said bankrupt, consisting of ladies' and gentlemen's suits and coats, furnishings, boots and shoes, hats and caps; together with store building and fixtures, book accounts, and ten shares of Boyne City Hotel stock. The stock of merchandise inventories, at cost price, \$11,450.28; fixtures, \$593.50; hotel stock \$100.00; building \$8,000, at appraised value. An inventory and appraisal may be seen at the office of Mr. S. Smith, Cashier First Natl. Bank, Boyne City, Mich., who will be glad to show bankrupt's assets to prospective bidders; also at the offices of Kirk E. Wicks, Referee in Bankruptcy, and the Herold-Bertsch Shoe Co., Grand Rapids, Mich.

Said sale will be for cash and subject to the approval of this court, and notice is hereby given that if an adequate bid is obtained, said sale will be approved within five days thereafter unless cause to the contrary be shown. All bidders must be prepared to deposit a certified check for \$1,000 as evidence of good faith.

GERRIT J. WISSINK, Receiver.

HILDING & HILDING, Attorneys for Receiver.



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.

PARCELS POST.

Will It Benefit Farmers? Will it Relieve City Workers?

Written for the Tradesman.

Two important things are claimed for parcels post: First, that it will be a benefit to farmers. By enabling them to ship butter, eggs, fruit, garden truck and other products in any quantity desired and as often as wanted, direct to city consumers, they may obtain the highest possible price and save one, two or more middlemen's profits. They can also save frequent trips to town. The time of going and returning, also the time to deliver goods to stores or customers in town can be much more profitably employed at home. A small fee pays for transportation, collecting pay and returning the same to the farmer.

In the second place it is claimed that parcels post will help solve the problem of high cost of living for city working people. They will be able to get their farm produce from first hands and in the best possible condition. They will get it at lower prices than they would have to pay the grocer.

Here are two great classes, comprising a large majority of the population of our country, to be greatly benefited by the establishment of parcels post. Every patriotic citizen, every lover of his fellows, is in favor of the greatest good to the greatest number. Many a middleman, be he country produce buyer, commission merchant, retail grocer or something else, who is to be greatly restricted in his method of gaining a livelihood or his branch of trade entirely eliminated by the successful operation of parcels post, is such a true-hearted citizen. He will gracefully submit to genuine progress and at once set about adapting himself to the new and improved order of things.

It is but natural that merchants and other business men who see in parcels post a menace to their prosperity, if not an entire obliteration of their branch of trade, should be strongly opposed to it. It is a matter of self-preservation. The merchant is fighting for an existence.

But this is not their only reason for opposing the proposed system. Many of these men can judge of this matter without being influenced by business or selfish interests. They can view the question in an impartial, unprejudiced manner. They can see more than one side of the question, for they have better opportunities to do so than some who expect to be benefited by the innovation. These agree with others of broad views and ripe experience that parcels post is not the correct solution of the transportation problem. The transportation problem is not the only difficulty which stands in the way of farmers profitably marketing their products.

For some years past poultry journals and agricultural papers have been recommending that farmers, dairymen and poultry raisers adopt the plan of securing city customers for

their prime butter, guaranteed eggs, choice fruit, etc., holding forth the inducement that city people are willing to pay even more than their grocers ask if they can be sure of fresh receipts. The advocates of parcels post take this up and claim that that system is the one thing needed to make it easy for the farmer to thus market these products.

There is no doubt that a limited number of such producers do receive highly satisfactory returns for their products in this way in spite of excessive express rates. The method is successful because the number who cater to such trade is comparatively few, and they are careful to maintain the high grade of their products. Nothing but the best is ever forwarded; otherwise they could not long retain their customers.

There are no doubt other city people who would be glad to secure supplies in this manner. But their number is limited. They are but few in comparison to the great mass of working people. They are of the wealthy class; they have ready money and do not have to wait until pay day before they can send remittance; they do not balk if the farmer happens to charge a cent or two per pound, dozen or basket more than they expected. They pay transportation charges and do not grumble to the farmer about it. They do not expect to reduce the cost of living by dealing direct with the producer. They understand that primitive methods are not most economical.

If working people in the city are to be helped to reduce the cost of living by this producer-to-consumer method these products must be sold at less than the grocers get, and all expenses must be borne by the farmer. The latter can not expect to secure all of the middlemen's profits after paying Uncle Sam his toll. The city consumer must be offered some financial inducement to win him to the proposed system.

Furthermore, the large majority of city consumers must revolutionize their methods of living. They must plan days and weeks ahead for their supplies, instead of buying for each day's needs or buying just the amount needed for each meal. For those who can not afford refrigerators in their homes the grocers and meat dealers keep their supplies in the best possible condition for them until needed by the customer.

The modern city dwelling with furnace in the basement is not suitable for storing vegetables and fruits for winter. Farmers will not hold such products and parcel them out in dribbles week by week all winter. The rural mail carrier's conveyance will not be a refrigerator in hot weather or a heated car in winter for transporting perishable products. If it is to be, it will be more expensive than present methods.

Grocers and produce buyers with necessary equipment to handle and store large quantities of these products can do so at less cost than the individual. The percentage of loss—decay or shrinkage—is not as great as it would be in small lots. The

retailer's loss does not always all come on the consumer. Quite frequently the increased price at which he sells perishable products in spring does not cover all the loss and give him his usual margin of profit. He does not aim to speculate on his fall and early winter purchases. Rather, he looks ahead to provide fully for his customers' needs and takes all the risk of loss by overbuying, decay or decline of prices.

Now comes an important feature of the question which is not given due prominence in discussing this matter, and that is the loyalty of city people to their merchants. Their attitude in general is quite a contrast to that of the average farmer. City people realize and acknowledge their dependence upon their merchants. The expenses of the merchants give employment to many besides their clerks. This money goes again into all the channels of trade and is kept at home. It would be taking employment away from one's own family, from roomers, from boarders and from patrons to desert the home stores and deal directly with producers. A reduced price on farm products—the gain to the consumer—would hardly offset these other losses.

If there is no other possible way for such farm products to be transported safely, surely and at reasonable rates, then the General Government must be looked to to do the work. The parcels post system will be the sole agent of the farmer—the only middleman—a middleman whose toll is definite, unvarying, impartial and at lowest rates. In the course of time it will be determined what is the exact cost and rates regulated thereby.

The benefit to the farmer from the system is based upon the assumption of ideal conditions—conditions which do not accord with actual facts. It is assumed that the farmer's products are always first-class; he is an expert in growing, manufacturing and preparing for the market; there will be no trouble in securing all the customers he can supply regularly, and he can supply stated amounts regularly according to contract in spite of unfavorable seasons, etc. He will never need the grocer nor commission man to help market his surplus when customers are away on vacations or remove to other cities without notifying him, or when his products are not of the best quality.

A great many things must be considered and a great many changes made to adapt a new system to the needs and conditions of the people. We want first to know whether the proposed change is in accordance with present day progress or whether it is tending to primitive methods.

We note that the house to house delivery of milk is being succeeded by buying bottled milk of the grocer. It is a saving of expense between producer and consumer; the grocer's profit is less than the expense of the dairyman's for men's wages, wagons and teams as formerly. Or, if it is not, the lat-

ter method suits the people better—they demand it; they pay for it.

Dealings between producer and consumer at a distance can be satisfactory only when each has implicit confidence in the other. This means promptness on both sides; it

GRAND RAPIDS BROOM CO.
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Medium and High-Grade Brooms
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TRACE Your Delayed Freight Easily and Quickly. We can tell you how. **BARLOW BROS.,** Grand Rapids, Mich.

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Merchant Millers
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Satisfy and Multiply
Flour Trade with
"Purity Patent" Flour
Grand Rapids Grain & Milling Co.
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BROOMS
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Manufacturers of
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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.

means fair dealing, reasonable prices; patience in case of mistakes, delays, unforeseen and unavoidable contingencies. Comparatively few people are qualified to conduct such business.

In the establishment of parcels post the usual programme of Government manipulation will have to be gone through. Experimenting and revising rules and regulations will continue without end. Every new superintendent or head of department will want to try out his plans for improving the service. What is proper to-day will not be in order to-morrow.

The speedy transmission of mail can not be accomplished in connection with transporting freight to and from the farm.

To delay delivery and collection of mail on the rural routes in order to load and unload freight would not be tolerated very long by the farmers themselves.

There would be no regularity in the arrival of either city or rural carriers at the homes or business places of the patrons.

Parcels post would necessitate a separate set of employes, also separate vehicles from the ordinary mail.

Both producer and consumer will have to conform to stringent regulations. Shipments will have to be properly boxed, crated, packed, labeled, billed, directed and sufficiently prepaid, or marked "C. O. D." or "No collection." At the destination a responsible person must be on hand to receive and receipt for goods and pay charges if due. Carriers will not be obliged to make change, cash checks, wait for inspection of goods, for the purse to be hunted up, tap the children's bank, borrow money of a neighbor or go to the grocery for change.

How will the farmer get all the private customers he needs? By advertising in city papers, through friends or acquaintances residing in the city, by personal canvass with samples of his products, or through an agent who must be paid for each customer so secured or by commission on goods sold?

What will Uncle Sam do with the "refused," "unclaimed," "misdirected," "charges unpaid," "missent," "left town," etc., etc., parcels? He can not send the butter, eggs, garden truck, fruit, chickens, etc., all to the dead letter office as with ordinary mail. It will go back to the farmer, much of it no longer fit for market, and the easily-discouraged ones will quit the producer-to-consumer plan and thank heaven the grocers and commission men are still alive and ready to welcome them back with no word of reproach for deserting their friends and helpers. E. E. Whitney.

A Good Thing.

"Do you think the frequent political excitement is desirable?" asked the conservative citizen.

"Undoubtedly. We need something occasionally to remind our baseball players that they are not the only great people on earth."

Clandestine Work Among Railway Employes.

Railway station agents in smaller towns are receiving letters from M. W. Savage, the Minneapolis stock-food man who recently launched into the mail order merchandise business, in which Mr. Savage asks the silent co-operation of the station agent in advancing Savage's mail order business in that locality. Here is an extract from one of the letters:

I know that you are in a position to co-operate with us without your name being known to anyone, in fact to co-operate with us on a silent basis, which would in no way interfere with your present position as station agent.

For instance, you can from time to time send us the names of good farmers in your town that are buying goods by mail from other catalogue houses. Just a little remark from you occasionally to a mail order buyer about seeing our shipments go through—and about this Mail Order Company—without letting them know that you are interested in any way—will be absolutely the best means of securing additional business for us. Your name will not be mentioned in any way by us.

Mr. Savage goes on to say that he is willing to pay for this valuable information. He proposes to financially interest the station agent and the farmers whose names the agent sends to him in the Savage enterprise. He offers the agent a chance to invest in the shares of the Savage institution. He also agrees that on all of the shares sold to farmers whose names are furnished by the agent, the agent is to receive a commission.

This is a sample of the schemes that are being worked constantly by mail order concerns to get business. It shows how thoroughly the local merchants must be on their guard to keep men right in their midst who are supposed to maintain a fair attitude, from actually working against the home merchant.

The merchants' association in every town where there is such an organization should investigate and determine if possible whether their station agents are contrifuting information to mail order houses. Silent co-operation as our clever Mr Savage put it.

Take it up with the railway officials of the lines on which your town is located. They ought to be opposed to their station agents being on the silent co-operation list of any house.

Studying Effect of Exercise.

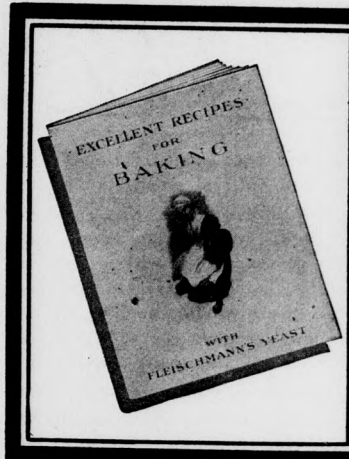
A serious attempt to investigate what may be called the hygiene of sport is about to be made in Berlin. To carry out the objects in view a sport laboratory is to be established and placed under the charge of the Charlottenburg municipal authorities. The idea had its origin in a department of the hygiene exhibition held recently at Dresden, in which everything that could throw light on the influence of sports and gymnastic exercises on the human organism was brought together. Special attention was paid to bodily measurements arising under different conditions and from different muscular exercises, and particular observation was directed to the good and harmful effects of the several sports and gymnastics on the human body and its members. One of the chief objects of the new

laboratory will be the observation of all that possibly affects school children in respect of food and physical exercises.

There's a little wolf and a little sheep in every man.

G. J. Johnson Cigar Co.

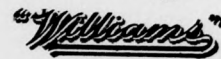
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Evening Press Exemplar
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INCREASE your sales by requesting your customers to write for one of these books. They are absolutely free.

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Good Things to Eat



- Jams Jellies Preserves Mustards
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- Table Sauces Pork and Beans
- Pickles—OF COURSE

HIGH GRADE FOOD PRODUCTS
Made "Williams Way"

Mr. Pickle of Michigan

THE WILLIAMS BROS. CO. of Detroit

(Williams Square)

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.



CHICAGO, ILL.

GRAND RAPIDS

NEW YORK BOSTON

PHILADELPHIA



Suggestion of Great Value To Michigan Apple Growers.

Traverse City, July 22—In three years the Bureau has brought about the planting of many million fruit trees. These trees have been planted under the most scientific and productive methods.

This year there will be an even greater acreage of orchard planting than ever before. The fruit production of Michigan will be still more vastly increased. This will continue from year to year.

These millions of trees will soon begin to come into bearing. What effect will their enormous production have on present markets?

Is an annual crop ten times larger than we have ever before grown going to glut our markets? Do we keenly understand that we must get ready now to reckon on crops of a hundred million dollars in value where we now count hundreds of thousands

We must ask ourselves candidly. Will our markets absorb annually one hundred million dollars' worth of fruit, where even now an unusually heavy crop brings a decline in price?

These are the problems we must begin to work out now. They are problems complicated by market conditions we must understand and frankly face.

Consider the lack of confidence in the Michigan pack, especially apples. This lack of confidence is costing our growers anywhere from 50 cents a barrel to 50 cents a bushel.

This is a cold hard fact that is staring us in the face. Ask any reliable packer—any man whose operations are large enough to include the principal fruit sections of the United States. He will show you that the Michigan pack, no matter how honest, suffers as much as \$1.50 per barrel, and that simply because it is from Michigan.

This, then, is our task, to make or find markets for ten times as much fruit as we have ever grown before—to establish our fruit in these markets at good prices—and to establish absolute confidence in our pack.

Notwithstanding the Western Michigan Development Bureau is not a marketing organization, it is the only organization that can successfully accomplish this end.

To do this will make the Bureau the most virile and potent force in Michigan. It will gain vast strength and power. It will gain big financial strength, that will carry on the big things it is now engaged in without sapping the time and faculties of the Secretary, who should be free for

the immense constructional duties that are his real work.

The Bureau can do this great work, not only without any drain on its own resources but without seeking a single contribution from the people of Western Michigan. The work will be paid for from the vastly increased returns for the fruit crop itself.

Establish Confidence in the Pack.

Let the Bureau define standards of fruit and pack along the lines of the bill now before Congress. Then let it prepare a certificate of guarantee of quality which will assure the consumer that he is getting what he pays for. Let this be done under the Bureau's own trade mark.

Then license responsible packers and shippers to pack fruit under the Bureau's standards and ship under the Bureau's mark.

Thus the consumer is absolutely protected. He has the certified guarantee of a big responsible organization that he is getting just what he pays for. He is sure of Bureau-marked fruit—so sure that his office boy can buy just as surely as the most experienced judge of fruit he could engage.

The shipper is absolutely protected. He knows his honest pack will bring the money it is really worth. He has overcome his big market handicap. He has added to his returns a big cash sum that he is now absolutely losing on his shipments from Michigan markets. And the licensed packer will get the biggest share of the good crop because he can afford to pay good prices for honest fruit.

Enormous Gain To the Grower.

It will be at once apparent that the greater gain will be to the grower who can deliver fine fruit. It is he who will make the most from the increased value of the Western Michigan pack, for to take full advantage of the Bureau's trade mark the packer and shipper must pay well for the good fruit.

The work of the Bureau thus far has been, and in the future will be, to secure the growing of fruit of the highest standard.

What the value to the fruit interests of Michigan may be can well be computed for apples alone. Inside of two years the Western Michigan apple pack will be above ten million bushels. An increase of value of but 50 cents per bushel means an astounding sum.

Gaining Markets Ahead of Competition.

We must not lose sight of the fact that Western Michigan must contest her natural markets not so much with

the Pacific Northwest as with the immense apple and fruit orchards of the mountain districts of the Virginias and Carolinas. These districts produce fruit equal to ours.

The fruit orchard idea is having an immense growth all over the country, but already these districts are planning to invade our natural and logical markets with campaigns based on keen, shrewd merchandising ability and foresight.

Once established, this will be competition hard to overcome. We should take and hold these markets for ourselves.

Insures Stability.

Without profitable markets every penny invested in Michigan orchards is worse than lost. There is not only the financial loss but the loss of interest—of energy—that is now making for Western Michigan's great horticultural future. Fruit that has no

market will rot on the trees. Orchard- ing will be abandoned.

The Bureau trade-mark can be quickly and surely established by advertising in the leading weekly and monthly magazines, supported by the daily papers in principal centers.

The trade-mark can be securely linked to the licensed growers and packers by advertising a list of their names. The value of this to them will be incalculable.

The expense of the entire campaign will be met by the license fees. And the work can be so conducted as not only to meet all this cost but probably return to the Bureau treasury a

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

STROUP & WIERSUM

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

Spring Wheat---Flour and Feeds

Mixed Cars a Specialty

Reasonable Prices and Prompt Service

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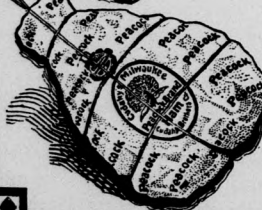
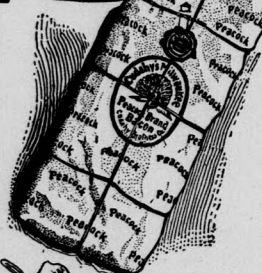
Grand Rapids, Mich.

— ESTABLISHED 1876 —

MOSELEY BROTHERS

WHOLESALE FRUITS AND PRODUCE
GRAND RAPIDS, MICH.

PEACOCK BRAND



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

Quality Our Motto

Summer Sausage

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

"THE BEST IN THE LAND" only must be used by Cudahy Bros. Co.

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

Cudahy Brothers Co.

Cudahy-Milwaukee

considerable surplus available for the other needs of the Bureau. It is not beyond reason that this should amount to \$10,000 or \$12,000.

The work should extend over at least three years. This would firmly implant Michigan fruit in its markets and absolutely secure the immense outlets necessary for the enormously increased production we have encouraged.

Let us remember that this is work no private individual, neither grower, packer nor shipper can do.

Let us be absolutely convinced that this work is vitally necessary to the profitable operation—and continuance—of our immense and rapidly growing orchard investment.

Then count the great gain in prestige—in strength, financial and moral—that will accrue to the Bureau.

We can not prepare for it too soon.

We should start this season to put this plan into effect. And once in operation it will support itself and greatly increase the effectiveness of all the other work in which the Bureau is engaged. C. P. Buck.

Cut-Rate Groceries Conducted by Syndicates.

In the average cheap grocery store the volume of business transacted is equal to three times the volume of business that is done at an average grocery, and that the small savings which are made to the public are, on the other hand, to a larger extent taken from the public by the employment of cheap help. There will be, for instance, in one of such cheap groceries, a manager at a weekly salary of \$15, possibly a driver and a boy at comparatively small salary, and four or five girls employed at about \$5 or \$6 per week.

This force of employes in one of these stores has replaced three independent grocers, who will provide for themselves and for their families; it has replaced the clerks employed in an average grocery at a living wage, who can provide for a family, and has replaced some other help that is found in the average grocery doing a business of from \$60 to \$75 daily.

The weekly pay roll of one of these cheap groceries is from \$60 to \$70. It has replaced the earnings of from \$125 to \$135, and, considering the average sales of a cheap grocery at \$200 per day, it is not likely to be claimed that the saving by the cheap grocer on all his sales to the public will exceed 5 per cent., so that, as stated, while the cheap grocer would appear as a public benefactor, and as saving to the public, he really, by means of cheaper help with which he has replaced the independent grocer and his help, is taking from the public more than he has given to it.

Other examples might be cited and time consumed for the purpose of making even clearer that the conditions as they exist to-day under the Sherman act, resulting from an intended unrestricted competition, are not always for the general public good, and that without change of some sort the evil of centralizing

business in the hands of a few will grow in so far as it concerns the smaller business interests.

In short, it is our position that if an equality of opportunity is to be preserved, there must not be unrestricted competition, differing in the sense that the words are used, from what has been and is generally termed restraint of trade.

If the small retailer is left to compete with a concern of unlimited capital without some reasonable restriction of this kind, it will result in the small man being wiped out, and the retail business centralized in comparatively few hands.

Rights of the Retailer.

We believe that we are of as much a necessity to the community as the farmer, laborer, the doctor, lawyer or postmaster.

We believe that a good live town, with live merchants making something more than a living, are as much of a necessity in our economy as is the farmer.

For you can not deny that every acre of land is increased in value in proportion to its proximity to a good town or city, and depreciates in value just in proportion to its distance from a good town or city. A good town or city is as much of a necessity as the farmer to a good town.

Not one of us would reduce the price of a single item raised upon our farms or produced by our labor, but I am confident that I am within the truth when I say that the million or more retail merchants of this country have received less of the benefits growing out of this era of prosperity than any one other class of our people. I feel safe in saying that the little merchants of the country have not reaped their share of the reward. Their business nor their profits have grown in proportion to the general prosperity that surrounds us. Certainly there has been a greater consumption of merchandise in the shape of clothing, food and every other class of goods used by humanity, but the increase has not fallen into the laps of the small retailers.

Farm lands have increased beyond all expectations, and I am not saying they are too high. Wages have increased, but I do not say that labor is too well paid. No one knows better than those for whom I speak that upon these two elements rest our security and prosperity, and they have no better friends or defenders in the country than their home merchants, but we do assert, with emphasis, that the business, the storehouses, the homes, the stocks of goods and the profits of the retailers have not grown in proportion to that obtained by either of the above mentioned class, nor any others.

J. R. Moorehead.

Naturally.

"What happens when you put the dollar before the man?" bawled the candidate.

"The man goes after it," answered an old farmer in the crowd.

Even a forgetful man seldom forgets about that \$5 you owe him.

Help the Thing Along.

Do you know there's lots of people
Settin' round in every town
Growlin' like a broody chicken,
Knockin' every good thing down?
Don't you be that kind o' cattle,
'Cause they ain't no use on earth.
You just be a booster rooster,
Crow and boost for all you're worth.

If your town needs boostin', boost er,
Don't hold back and wait to see
If some other feller's willin',
Sail right in, this country's free;
No one's got a mortgage on it,
It's just yours as much as his,
If your town is shy on boosters,
You get in the boostin' biz.

If things don't seem just to suit you,
An' the world seems kinder wrong,
What's the matter with a boostin',
Just to help the thing along;
'Cause if things should stop agoin'
We'd be in a sorry plight.
You just keep that horn a-blowin',
Boost 'er up with all your might.

If you know some feller's fallin',
Just forget 'em, 'cause you know
That same feller's got some good points—
Them's the ones you want to show;
'Cast your loaves out on the waters,
'They'll come back,' 's a saying true,
Mebbe they will come back "battered"
When some feller boosts for you.

In the Language of the Packer.

The friends of a certain young fellow at the head of a pork establishment in Omaha are telling a good story at his expense:

Not long ago a new baby arrived in his family, and the young father evinced the greatest pride in the matter. While several friends were congratulating him in his office, one of them asked:

"By the way, old man, how much did the cherub weigh?"

"Twelve pounds dressed!" exclaimed the delighted parent.

All Kinds of
Feeds in Carlots
Mixed Cars a Specialty

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

Rea & Witzig

PRODUCE
COMMISSION
MERCHANTS

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

Established 1873

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

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

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

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

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

JOBBERS 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.

SEEDS

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

Grass, Clover, Agricultural and Garden Seeds

BROWN SEED CO., GRAND RAPIDS, MICH.



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 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.

Wafted Down From Grand Traverse Bay.

Traverse City, July 22—We are pleased to report at this writing that O. W. Stark, of the Putnam factory of the National Candy Co., of Grand Rapids, is doing as well as can be expected. Mr. Stark met with a serious automobile accident. We hope to see you out soon, O. W.

B. W. Sweet, the popular tobacco salesman, and family, of Bay City, are spending the summer at their cottage at Beulah, and Bert extends an invitation to all the boys to call.

Mrs. Wm. Schrader, of Cadillac, is on an extended trip to Norfolk, Va. No wonder Bill has that forlorn look.

John A. Niles, our new postoffice inspector, has changed his headquarters from Merrill, Wis., to our city, and we assure you, Mr. Niles, that you are welcome to our city.

L. D. Miller informs us that Mrs. Haven has opened the Lewis House, at Harrison, and that she is there to please the boys. We can assure you, Mrs. Haven, that we appreciate any special favors you have extended our friend Miller, but would also suggest that the remainder of us would appreciate the individual towel.

Otto Carlson, the meat peddler of Cadillac, is confined to his home, owing to illness. We sincerely hope that it is not of a serious nature.

Mrs. W. L. Chapman, of our city, is spending the summer with her parents at Saginaw.

Thos. J. Bailey, Secretary of Petoskey Council, is covering the territory usually covered by D. A. Walsh for the Petoskey Grocery Co., owing to an operation on Mrs. Walsh. We hope for a speedy recovery.

The boys are anxious to know why Geo. Leisvelt should inveigle John Loucks to change hotels at Boyne Falls and leave behind such

old pals as Barney Stratton and Fred Bennett and the nice parties they used to pull off. Think it over, boys.

Our regular meeting will be held next Saturday evening and a full attendance is desired, as the final plans of our picnic, which will be held August 10, will be promulgated. Gee, that hurts!

Since John M. Shields, of Petoskey, has been appointed a member of our Grand Council Railroad and Transportation Committee, he has had some trouble in keeping track of his hat. Last week John took dinner at the Taylor Inn at East Jordan and after enjoying one of Chris' sumptuous dinners informed the landlord that some one had taken his new panama hat, and after a great deal of confusion and after the landlord, as all landlords will, offered to settle for the hat, John incidentally discovered that he had worn his old black derby this week, and the smokes were on John.

We take liberty in submitting the following:

The Has and the Are.

I'd rather be a **Could Be**
 If I could not be an **Are**;
 For a **Could Be** is a **May Be**.
 With a chance of touching par.
 I'd rather be a **Has Been**.
 Than a **Might Have Been**, by far;
 For a **Might Have Been** has never been,
 But a **Has Been** was once an **Are**.

Mrs. Wm. Vandermede, of Petoskey, is confined to one of our city sanitariums owing to an operation, and at present is resting as well as can be expected. Best wishes.

Remember our picnic train will leave the M. & N. E. depot at 9:30 a. m. Saturday, August 10. Don't forget your lunch baskets.

Compliments are due the People's Hardware Co., at Manistee, for the attractive window display which they recently exhibited in the form of an automobile, and were fortunate in grabbing off the handsome prize offered by the Committee. The boys are hustlers and always on the lookout.

We recently noticed an item in the Grand Rapids press that the Lemon & Wheeler Grocer Company, of Grand Rapids, took two of their traveling salesmen to a canning factory, but did not mention the salesmen's names. Surely the salesmen were not canned, and they wished to conceal the facts.

Peculiar that the city of Grand Rapids can not furnish enough facts regarding her traveling men to sustain a column in this valued edition, especially when Mr. Stowe is always ready to advance the interests of the boys and allow any amount of space they might choose. With the Grand Council meeting there next year it

would be a fine medium in which to disseminate facts and boost. Come on, boys, and get together.

Have you arranged for your winter supply of coal? Fred C. Richter.

Chirpings From the Crickets.

Battle Creek, July 22.

What's more fun than a picnic party.
 With the victuals all over the ground.
 Bugs in the butter, and ants in the milk.
 And skeeters buzzin' round.

The annual picnic of Battle Creek Council, No. 253, U. C. T., will be held at Gull Lake on Saturday, August 10. There is a large and able committee who have the matter in charge and complete arrangements will be announced in the daily papers in a few days. We are in hopes that Brother Charles Spencer and family, of Peoria, Ill., will be with us this year. Brother and Sister Spencer were always on hand when the Council put on a picnic or any other entertainment, and we learn that their vacation, which comes at about this date, will be spent in part, at least, with former Battle Creek friends.

It certainly is too bad that a fellow should get tangled up on the spelling of his own name, and then, to lose the cigars upon the matter. Will some one see that Clarence is coached upon the spelling of the name "Whipple?"

Brother E. W. Guild, who has been sick for a week, is out on the war-path again. He is twenty pounds lighter and he does not feel quite as strong as usual, but you'd know him by his cheery look just the same.

The wife of Brother W. I. Masters is on the sick list. Will was unable to be at the Council meeting on Saturday night on this account.

At the regular meeting of Battle Creek Council, No. 253, U. C. T., Herbert E. Jones was initiated into the mysteries of the order. Brother Jones is a representative of the United States Horeshoe Co., having been in their employ for nearly two years. Before his association with the above named firm he was a blacksmith here in the city.

Just to show a little appreciation of the way the boys all feel toward our "Honest John," the Council has had an enlargement of Brother John's latest picture made, and the same will be hung in the Council chamber soon.

We feel that it is perfectly proper to mention the name of Mr. Topping, through whom the picture was purchased, as it certainly is a credit to any artist.

Brother Norman Riste, in a few well chosen words, sprung the trick which was a complete surprise to Brother Adams as well as many of the members.

Brother Adams responded in his earnest way and concluded his speech with a review of his visit to the Supreme Council meeting which was recently held in Columbus.

Although we always feel that it has been time well spent when we attend the regular meetings of the Council, yet this was one of the most interesting and helpful of any we have had in a long time.

Charles R. Foster.

Sure Symptom.

"So he took you out auto-riding the other evening?"

"Yes, what of it?"

"Do you think he is in love with you?"

"I think so. I know that every time I spoke to him the auto tried to climb a tree or jump a fence."

Wonderful.

Dubbleigh—Your little dog barked at me but stopped when I looked him in the eye. Do you suppose he noticed my presence of mind?

Miss Keen—Possibly. They say animals often see things that human beings can not.

The Winner.

Griggs—I should say that the two keys to success are luck and pluck.

Briggs—Sure! Luck in finding some one to pluck.

BOYS! BOYS! BOYS!

Stop at

ARBOR REST
 PENTWATER, MICH.

New Beds Entirely Refinished—Individual Towels



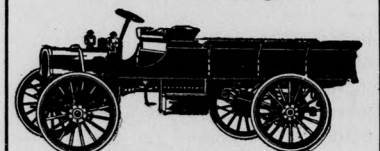
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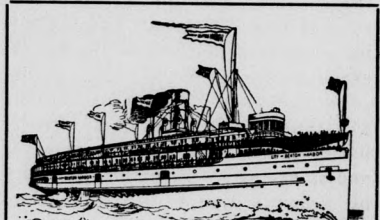
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Facts and Fancies Concerning Grand Rapids U. C. T.'s.

Grand Rapids, July 22—The following members have been selected to act as chairmen of the various committees which will undertake to handle the 1913 Grand Council convention:

General—Harry D. Hydorn.
 Convention Secretary — Fred R. May.
 Convention Treasurer—J. Harvey Mann.
 Finance—O. W. Stark.
 Entertainment—Wilbur S. Burns.
 Automobile—Fred E. Beardslee.
 Hotel—C. W. Bosworth.
 Bus and Baggage—Eugene Scott.
 Souvenirs and Badges—Harry F. McIntyre.
 Grand Council Chamber — A. T. Driggs.
 Decorations—F. T. Croninger.
 Printing and Press—Homer R. Bradfield.
 Parade—H. Fred DeGraff.
 Sports—A. M. Borden.
 Invitations—John Kolb.
 Registration—John Shumaker.
 Reception—H. C. Harper.
 Ladies' Reception—Mrs. Harry D. Hydorn. All the members' wives, sisters and mothers will constitute the Ladies' Reception Committee.
 The U. C. T., No. 131, will hold their annual picnic Saturday, Aug. 17, at Manhattan Beach. You and your family are expected to attend. The Committee promise an enjoyable afternoon. Don't forget the date—Aug. 17.
 The Picnic Committee this year is: J. Albert Keane, chairman; Wm. Lovelace; P. C. Damstra; R. G. Ellwanger; E. A. Battje.
 Mr. and Mrs. Wm. Lovelace have returned home after spending a month (and a little money) in Chicago, and are now home to their friends.
 Mrs. Fred DeGraff has returned from a ten days' visit at the Newaygo lakes.
 O. W. Stark, our Junior Counselor, who was injured two weeks ago, is resting easily, but unable to sit up yet. He will be pleased to see any of the boys.
 Who said the U. C. T. boys were a dead bunch? Did you notice we are in moving pictures now?
 During the convention in Worcester, Mass., the picture of the U. C. T. parade was taken and is being shown around the country. We saw it at Ramona last week.
 Richard J. Brummeler's home, at 869 Lake avenue, was visited by burglars last week and he woke up minus his watch, silverware, \$20, all of his neck ties and his Masonic baseball cash book, containing the season's figures. He did not mind that, but they took his Masonic jewel, which he prized very highly. Dick sits up at night now and watches the house.
 G. K. Coffee was down to Detroit last week, and some fellow traveler left his grips on the sidewalk in front of the interurban station one night and, it being dark, Coffee stumbled over them. He is now confined

to his home with two severely skinned shins and one leg is cut to the bone. He will be pleased to see any of the boys.

Our Secretary, Harry D. Hydorn, made the trip to call on our sick brothers and found O. W. Stark sitting up a little for the first time Sunday. He is improving as well as can be expected. G. K. Coffee was nursing his wounds and expects to be on the job soon.

Don't waste time trying to find out why a black hen lays a white egg. Get the egg. J. A. Keane.

Honks From Auto City Council.

Lansing, July 22—The Downey House is nearing completion.

The Hotel Wentworth has changed to the European plan.

The Lansing Chautauqua was a grand success this year, and plans are being made for still greater things next season.

A certain hotel in Lansing furnishes its guests with the new sanitary iceless package for keeping cold the drinking water and other beverages in rooms. Recently an aristocratic gentleman from one of the Southern States was a guest there and became so favorably impressed with this convenient article that he placed a \$5,000 order with the local factory before leaving the city.

Plans are being made for our third annual picnic, which will be held sometime in August. The exact date will be announced later. Our Senior Counselor insists that this shall be the best that ever happened. Everybody help.

Brother Geo. Tooly has returned from his vacation wearing a beautiful set of blisters on his hands, acquired by too strenuous exercise with fish pole and pitch fork.

It has been promised that our Past Counselor will be present at our next meeting, and give a detailed report of the Grand Council meeting, to which he was a delegate.

Brother Starkweather, of the Capital Auto Co., has returned from his motor trip to California. He, with three companions, made the drive through with a Reo Fifth in nineteen days, stopping to visit at various places of interest.

We are informed that our Sentinel, Page, Junior Counselor and two of our Executive Committee will attend at least two more regular meetings of our Council before the fiscal year ends.

Brother F. H. Hastings is making a strenuous effort to qualify for the fat man's race at the coming picnic.

The only thing left to kick about in Lansing is the street car service.

A prominent automobile dealer of Grand Rapids, whose name we withhold, was recently driving a large new car from the factory at Jackson to Grand Rapids for one of his customers and stopped in Lansing for more water(?). While admiring this beautiful machine we were invited to ride to our destination in a real good car. Being assured they would slow up just a little when they passed through Lowell, the invitation was accepted. Just about dark and before the lights were turned on we ran over an unusually bad place in

the road and were thrown at least four feet higher than the car and landed inside only because of the roomy space back of the front seat. It was found later that this severe jolt caused the breakage of the Torisonrod hanger, which allowed the rear axle to twist forward until supported only by the driving shaft and to such an extent that both sets of brakes were rendered useless. It was discovered that the brakes were out of commission just as we came over the crest of a steep incline which runs through the business section of Portland and we were obliged to coast with increasing momentum at every revolution of the wheels, and a speed of nearly forty miles per hour was attained when the narrow bridge over Grand River was reached. Shooting across this we came to a stop on the grade west of town. Fortunately there were no teams in the way and the driver kept his nerve. The constant honk of the horn warned the many people who thronged the streets and they were able to dodge. Some, however, escaped by a very narrow margin. Temporary repairs were made at a local garage and we reached Lowell next morning in time for breakfast, thankful, indeed, that we were able to eat. H. D. Bullen.

The Salesman's Twelve Commandments.

1. Thou shalt have no other line before thee. No man can serve two masters—nor can any man handle two different lines and do justice to both or to either.
2. Thou shalt honor the house thou representeth that thy days may be long in thy happy association therewith.
3. Thou shalt be ever alert—ever vigilant. The plodder often gaineth his ultimate object, but the hustler gaineth it first, and time is money.
4. Thou shalt be honest with thyself. Thy value is according to thy sales and that which thou doeth not to-day becometh an added burden to thy duty of to-morrow.
5. Thou shalt be thorough and not turn thy back upon additional business which thou mayest gain in this town for the sake of what the future may perhaps offer in that. All good money is legal tender and a bird in the hand is worth two in the bush.
6. Thou shalt believe first in thy line, second in thyself. Confidence begetteth enthusiasm and enthusiasm hath a monetary value as soon as it becometh contagious.
7. Thou shalt not bear false witness against thy neighbor's line. A lie returneth and stingeth like a serpent when thou knowest not, and much discourse is but advertisement for thy competitor.
8. Thou shalt speak no further of thy line than thou knowest to be the truth for mayhap thou will return again. Better that thou shouldst secure another line than misrepresent the one thou hast.
9. Thou shalt not labor by night as well as by day. A good salesman is more to be desired than a "good fellow." Thou shouldst remember

that thou art only one man and that many things of this life are made faster than they can be disposed of.

10. Thou shalt not take upon thyself the office of "weather reporter." The house probably subscribeth to the services rendered by the Washington Observatory and also readeth the "probabilities" in the daily papers. Nor shalt thou inscribe innumerable pages of hotel stationery to explain to thy house "how it happened." The quickest letter to write and the easiest and best to read is "enclosed find orders."

11. Thou shalt adopt "Excelsior" for thy watchword and be satisfied with what business thou hast done—only when thou hast done a little more. Success begetteth success and nothing succeedeth like it.

12. Thou shalt observe the Golden Rule, remembering that a "soft answer turneth away wrath."

And ye do all these things, then shalt thou be rated upon the books of thy house an A-1 and thy photograph hung in honor upon the walls of the innermost sanctum.

H. P. Wartman.

About Phrenology.

"I beg your pardon," said the fifth man among us in the smoking compartment as he lighted a fresh cigarette, "but can any of you tell me what has become of all the phrenologists that we used to hear of? I don't meet them any more."

"I guess they've beat it," replied the reckless smoker.

"Sorry to hear that. I was very much interested in the science. In fact, I've had my own bumps felt of."

"And what were you told?"

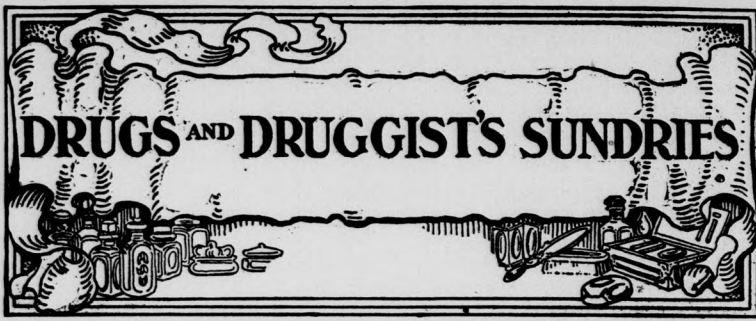
"The real truth. Yes, sir, I was told that I was modest and unassuming—too much so for my good. It was said that I revered truth, and would not even exaggerate. Also, that I had no confidence in myself when women were around. Yes, the professor hit my case exactly."

"Excuse me, but what profession or occupation do you follow?" asked the fat man.

"Been a drummer and on the road for thirty years, sir! Yes, sorry to see phrenology go to the wall as it did!"

The people who are always prating that present day articles can not measure up to the wares of former days were given a shock recently when a number of violins of all ages and values, including a Stradivarius that had been sold for \$15,000, were played upon in a darkened room to an audience that included many people of sound musical judgment. The instrument which they thought the finest turned out to be a Belgian violin made this year; the second place went to a French instrument of 1911, and a Stradivarius came out only third. Except for the loss of a few trade secrets the world is more clever than it ever was, and the violin test is a healthful lesson to the people who are fond of denying it.

It takes a genius to play the fool and make it pay.



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, Pontiac.
 Second Vice-President—G. C. Layerer, Bay City.
 Secretary—R. W. Cochran, 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. Kirschgessner.
 Vice-President—E. D. De La Mater.
 Secretary and Treasurer—Wm. H. Tibbs.
 Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

Preparation of White Shaving Soaps.

The requirements that a first-class shaving soap must meet are, that it must produce a thick lather, that will not dry in, that it is, moreover, free from irritating, that is to say, biting effect on the skin, consequently perfectly neutral and that, nevertheless, softens the beard in a proper manner and prepares it for the operation of the razor. With some trade knowledge and care, all these provisions may be fulfilled. We take, therefore, as the foundation for such a soap, a pure, fresh, beef-tallow, because the soap this yields gives a smooth, thick lather; as this alone would, however, not suffice, we add to it, for its improvement and to aid in increasing the efficiency of the soap about one-third of the quantity of tallow in Cochin coconut oil to which some manufacturers add a small percentage of castor oil, which, however, can not be exactly recommended, because the so-called cold saponification of castor oil should be, wherever possible, avoided. For the saponification of the fats, we take about one-half soda lye, of 37 degrees Baume, half potash lye, of 35 degrees Baume. To prevent any possible excess of alkali, we add to the soap, before pouring it into the frames, about 2 per cent. of the finest washed and pulverized chalk.

In the production of these shaving soaps, we proceed as follows: First, the tallow is melted and heated to about 165 degrees Fahrenheit; to this warm fat the cold Cochin coconut oil is added and the stirring in of the

lye is then commenced. This is allowed to flow in a very thin stream, with a fat temperature of 156 degrees Fahrenheit. During cold weather it is advisable to warm the lye-mixture somewhat, so that it is of about 66 degrees Fahrenheit. If, after stirring some time, and after adding the last of the lye, the mixture of lye and fat should fail to combine evenly, should separate, the mixture may be heated a few degrees, but we must proceed very carefully and slowly, so as not to make it too hot. It is then necessary to keep constantly and vigorously stirring and the same applies when the fats and lye must be worked together. While stirring actively, all splashing must be avoided nor should we stir too long in one place, but rather work in the whole mass. The best way to stir such soap masses is to work with a spatula, drawing it through in the form of a cross, which brings the whole mixture constantly into motion, thus ensuring every particle of fat coming in contact with the alkali.

As perfume for shaving soap, artificial oil of bitter almonds is very much used, also oil of lavender, rosemary oil and Bourbon geranium oil, which, when prices for the natural oils run high, can easily be replaced by synthetic oils. Where artificial oil of bitter almonds is used, above all things the greatest care must be taken to insure its absolute freedom from chlorine. The presence of chlorine would not only impart to the soap a yellowish tinge, it would, as experience has shown, become rancid more readily. Moreover, in shaving, the chlorine exercises an unpleasant effect on the skin, causing burning and itching.

The next variety of white shaving soaps are the milled shaving soaps, among which the shaving stick holds a prominent place. Some of the American manufacturers especially have been able to find for their shaving sticks a world-wide market which, owing to their excellent quality, are freely purchased and preferred to the productions of other countries. As, however, because of the small quantity of soaps given off an intensified yield of lather is demanded, it is necessary that these shaving sticks and other milled shaving soaps must not be too hard, and for this reason, about 20 per cent. of shaving soap in cream-form is added to them, which ensures to them a consistency suitable for the more rapid and increased release of soap-substance. The soap-cream required for this purpose is made from three parts finest beef-

tallow and one part Cochin coconut oil, which mixture is saponified with 35 degrees potash lye, for which about two and a quarter parts suffice. We proceed, in the production of these creams, by melting the tallow and adding to the solution the Cochin coconut oil, so that the fat mixture has a temperature of 104 degrees Fahrenheit at this stage, the lye is added in a thin stream and vigorously worked in with the spatula. As long as the soap mixture still runs off the sides of the pan, the combination is not complete; the proper union may be recognized as completed, by the strings drawn from the mass in working, also by its gradual thickening.

For working in the plodder, we mix of this cream, as already stated, about 20 per cent. with the dry chips of pure stock soap and place it in the mill. When all has been uniformly worked together, it is scented as desired with oil of lavender or artificial oil of bitter almonds. For these milled shaving soaps, however, perfumes are used that are compositions of heliotropin with terpineol, aubepine and synthetic geranium, with some eugenol. This gives the soap a sweet but agreeable perfume. We also find coumarin, worked in with oil of lavender a very good composition.

There remain now only the shaving creams to be described. These are made from about three parts of the finest beef-tallow and one part of Cochin coconut oil, saponified with potash lye, of 35 degrees Baume, small quantities of 37 degree soda lye being likewise added. The cream-like soap is allowed to stand overnight for thorough cooling, and it is placed, next morning, a portion at a time, in the kneading machine. This works the mass into a uniform, fine cream, to which, with the perfume, some alcohol is added, which imparts a much more noticeable pearly brightness, which is much sought after in these soaps. As perfumes compositions are used of rose, violet and almond odor; the creams are also colored to correspond with the different odors, thus rose-pink, violet-violet, and almond is left in the beautiful white natural color. These cream soaps are usually put up in porcelain pots or collapsible tubes.

All these white shaving soaps find extensive sale and in their production it is necessary to exercise great care; we can then be certain of obtaining a good and valuable product.

H. Mann.

Decreasing American Use of Quinine.

While quinine has long been a staple product of importation into this country, no marked growth in its imports has occurred in the last quarter of a century. In 1882, for example, over five million pounds of cinchona bark were imported; in 1892, three and one-half million pounds; in 1902, three and three-quarters million pounds; and in 1912 the imports will probably be about three and one-half million pounds. In 1882 the imports of quinine and

the various salts of quinine amounted to 795,000 ounces; in 1884, one and one-half million ounces; in 1892, two and five-sixths millions ounces; in 1902, two and five-sixths million ounces; in 1906, four and three-quarters million ounces, and in 1911, three and one-fourth million ounces; while the rate of importation in the nine months of the current fiscal year for which figures are at hand point to a total of about three million ounces in the twelve months ending with June.

The decrease in imports of quinine, despite the growth in population meantime, is ascribed to a variety of causes. The drainage of swampy districts, the better screening of homes, and the discovery of the relation between mosquitoes and fevers generally, have had a large part in reducing the prevalence of diseases for which quinine was and is still largely prescribed, while the development of the chemical industry has brought into use a number of coal tar and other preparations which share with quinine its popularity as a remedy for fevers and as a general tonic in professional and domestic practice.—U. S. Consular Reports.

Typhoid Germs Live in Carbonated Water.

There is an impression prevalent among manufacturers of soft drinks that any germs introduced at the time of bottling will be killed by the action of the carbonic gas under pressure, before the drink reaches the customer. This proves not to be the case, according to a series of experiments. Several bottles containing lemon syrup were inoculated with typhoid and other germs. One set was filled with carbonated water at 18 pounds pressure, while the other set was filled with uncharged water. No special precautions were taken in bottling the samples, as it was the object to imitate trade conditions as closely as possible. The results showed that in no case was there a complete killing off of the organisms. There was a marked reduction in the number of organisms after 244 hours in the uncarbonated water, and a still greater reduction in the bottles containing carbonated water, but many bacteria remained even after ten days. These tests prove conclusively the vital necessity of using the purest of water and exercising every sanitary precaution. If the water is from a doubtful source it should be thoroughly sterilized and filtered before using.

Mercurial Ointment.

One hundred grams of mercury is rubbed for a few minutes in a mortar with 5 grams of ether; then add 10 grains of glycerin, triturating vigorously. A homogeneous gray mass is obtained in a short time, which is then thoroughly incorporated with 90 parts of petrolatum. The product contains the mercury in the finest state of division and mercurial ointments of varying strengths are readily prepared from it.

Never offer a man advice until you find out just what kind he wants.

WHOLESALE DRUG PRICE CURRENT

Table listing various drugs and their prices, including categories like Acidum, Ammonia, Aniline, Baccae, Balsamum, Cortex, Extractum, Flora, Folia, Gummi, Herba, Magnesia, Oleum, and Syrupa.

Table listing various oils and other products, including categories like Oils, Paints, and specific items like Lard, Soda, and Vanilla.



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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.

CHEWING GUM

Table listing chewing gum products and prices: Adams Pepsin, American Flag Spruce, Beam's Pepsin, Best Pepsin, Black Jack, Largest Gum (white), O. K. Pepsin, Red Robin, Sen Sen, Sen Sen Breath Perf., Spearmint, Spearmint, jars 5 bxs, Yucatan, Zeno.

CONFECTIONS

Table listing confectionery products and prices: Stick Candy, Standard, Standard H H, Standard Twist, Jumbo, 32 lb., Extra H H, Boston Cream, Big stick, 30 lb. case, Mixed Candy, Grocers, X L O, Special, Conserves, Royal, Ribbon, Broken, Cut Loaf, Leader, Kindergarten, French Cream, Hand Made Creamb, Premio Cream mixed, Paris Cream Bon Bons.

Sweet Goods

Table listing various sweet goods and prices: Animals, Atlantics, Atlantics Assorted, Avena Fruit Cakes, Bonnie Doon Cookies, Bonnie Lassies, Bonnie Shortbread, Brittle, Brittle Fingers, Bumble Bee, Cartwheels Assorted, Chocolate Drops, Chocolate Drop Centers, Choc. Honey Fingers, Circle Honey Cookies, Cracknels, Cocanut Taffy Bar, Cocanut Drops, Cocanut Macarons, Cocanut Hon. Fingers, Cocanut Hon. Jumb's, Coffee Cakes, Coffee Cakes, Iced, Crumpets, Diana Marshmallow, Dinner Biscuit, Dixie Sugar Cookies, Domestic Cakes, Eventide Fingers, Family Cookies, Fig Cake Assorted, Fig Newtons, Fluted Cocanut Bar, Fluted Cocanut, Frosted Creams, Frosted Ginger Cookie, Fruit Lunch, Iced, Gala Sugar Cakes, Ginger Gems, Ginger Gems, Iced, Graham Crackers, Ginger Snaps Family, Ginger Snaps N. B. C., Round, Ginger Snaps N. B. C. Square, Hippodrome Bar, Honey Cake, N. B. C. 12, Honey Fingers As. Ice, Honey Jumbles, Iced, Honey Jumbles, Plain, Honey Flake, Household Cookies, Household Cookies, Iced, Imperial, Jonnie, Jubilee Mixed, Kream Klips, Leap Year Jumbles, Lemon Biscuit Square, Lemon Thins, Lemon Wafers, Lemona, Mace Cakes, Mandalay, Mary Ann, Marshmallow Coffee, Marshmallow Walnut, Medley Pretzels, Molasses Cakes, Molasses Cakes, Iced, Molasses Fruit Cookies, Iced, Molasses Sandwich, Mottled Square, Oatmeal Crackers, Orange Gems, Orange Sponge Layer Cakes, Penny Assorted, Peanut Gems, Picnic Mixed, Pineapple Wafers, Pretzels, Hand Made, Pretzelettes, Mac. Md., Raisin Cookies, Raisin Gems, Raspberry Cakes, Revere, Assorted, Rittenhouse Fruit Biscuit, Rosy Dawn Mixed, Royal Lunch, Royal Toast, Rubie, Shortbread Squares, Spiced Currant Cakes, Spiced Ginger Cakes, Spiced Ginger Cks Iced, Sugar Fingers, Sugar Cakes, Sugar Crimp, Sugar Squares, large, or small, Sultana Fruit Biscuit, Sunnyside Jumbles, Superba, Sponger Lady Fingers, Triumph Cakes, Vanilla Wafers, Wafer Jumbles cans, Waverly.

ADVANCED

Table listing advanced products: D. S. Gasoline, Flour, Peaches.

DECLINED

Table listing declined products: Clam Bouillon, Corn, French Peas, Gooseberries, Hominy, Lobster, Mushrooms, Oysters, Plums, Peas, Peaches, Pineapple, Pumpkin, Raspberries, Salmon, Shrimps, Succotash, Strawberries, Tomatoes.

Index to Markets

By Columns

Large index table listing various grocery items and their prices: Ammonia, Axle Grease, Baked Beans, Bath Brick, Breakfast Food, Brooms, Brushes, Butter Color, Candles, Canned Goods, Carbon Oils, Catsup, Cheese, Chewing Gum, Chicory, Chocolate, Cider, Sweet, Clothes Lines, Cocoa, Cocanut, Coffee, Confections, Cracked Wheat, Crackers, Cream Tartar, Dried Fruits, Farinaceous Goods, Fishing Tackle, Flavoring Extracts, Flour and Feed, Fruit Jars, Gelatine, Grain Bags, Herbs, Hides and Pelts, Horse Radish, Jelly, Jelly Glasses, Mapleine, Mince Meats, Molasses, Mustard, Nuts, Olives, Pickles, Pipes, Playing Cards, Potash, Provisions, Rice, Rolled Oats, Salad Dressing, Saleratus, Sal Soda, Salt, Salt Fish, Seeds, Shoe Blacking, Snuff, Soap, Soda, Spices, Starch, Syrups, Table Sauces, Tea, Tobacco, Twine, Vinegar, Wicking, Woodenware, Wrapping Paper, Yeast Cake.

1

Table 1 listing products and prices: AMMONIA, AXLE GREASE, BAKED BEANS, BATH BRICK, BREAKFAST FOODS, BROOMS, BRUSHES, BUTTER COLOR, CANDLES, CANNED GOODS, CARBON OILS, CHEESE, CLAM BOUILLON, CORN, FRENCH PEAS, GOOSEBERRIES, HOMOINY, LOBSTER, MUSHROOMS, OYSTERS, PLUMS, PEAS, PEACHES, PINEAPPLE, PUMPKIN, RASPBERRIES, SALMON, SHRIMPS, SUCCOTASH, STRAWBERRIES, TOMATOES.

2

Table 2 listing products and prices: CHEWING GUM, CONFECTIONS, SWEET GOODS, COCOA, COFFEES, ROASTED, COCOANUT, CLOTHES LINE, GALVANIZED WIRE, CHOCOLATE, CIDER, SWEET, MORGAN'S, FANCY-IN PAILS, FANCY-IN 5LB. BOXES, NUTS-WHOLE, COFFEES, ROASTED, RIB, SANTOS, MARACAIBO, MEXICAN, GUATEMALA, JAVA, MOCHA, BOGOTA.

Special Price Current

12

Table with 2 columns: Item Name and Price. Includes items like Banner, Big Chief, Bull Durham, Buck Horn, etc.

13

Table with 2 columns: Item Name and Price. Includes items like Rob Roy, Mop Sticks, Pails, Toothpicks, Traps, etc.

14

Table with 2 columns: Item Name and Price. Includes items like Trojan spring, Mop Sticks, Pails, Toothpicks, Traps, etc.

15

Table with 2 columns: Item Name and Price. Includes Worden Grocer Co. Brand, Baker's Brazil Shredded, etc.



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.

16

Table with 2 columns: Item Name and Price. Includes Tip Top, Blend, 1lb., Royal Blend, etc.



Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State.

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

17

Table with 2 columns: Item Name and Price. Includes Big Master, German Mottled, etc.

Tradesman Co.'s Brand

Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

A. B. Wrisley
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
Sapollin'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
Sapollo, gross lots9 50
Sapollo, half gro. lots 4 85
Sapollo, single boxes 2 40
Sapollo, hand2 40
Scourine Manufacturing Co
Scourine, 50 cakes1 80
Scourine, 100 cakes3 50

How About Your PRINTING

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

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

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

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

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

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

Tradesman Company, Grand Rapids



1 lb. boxes, per gross 9 00
3 lb. boxes, per gross 24 00

BAKING POWDER

Table with 2 columns: Item Name and Price. Includes Royal, 10c size, etc.

CIGARS

Table with 2 columns: Item Name and Price. Includes Johnson Cigar Co.'s Brand, S.C.W., etc.

BUSINESS-WANTS DEPARTMENT

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

BUSINESS CHANCES.

STORE AND OFFICE FIXTURES

SHOWCASES OF EVERY DESCRIPTION, ALL KINDS OF OFFICE DESKS AND CHAIRS, SAFES, COMPUTING SCALES, CASH REGISTERS, BOOK-CASES, FILING CABINETS, COFFEE MILLS, SODA FOUNTAINS WITH BACK BARS, COUNTERS AND ALL ACCESSORIES. COMPLETE DRUG STORE AND CONFECTIONERY OUT-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

Wanted—Some one to manufacture Patent Safety Flue Stop on royalty, or will sell the patent on easy terms. A full size Stop will be sent to any address for twenty-five cents. Address Wm. Weller, Mineral City, Ohio. 293

Klar's Good Health Flour relieves constipation and stomach trouble. Agents wanted in every city. A. B. Klar, Food Specialist, Canal Dover, Ohio. 292

For Sale—Shoe stock located in a manufacturing town of about 5,000 in Central Michigan. Business has been established twenty years. Stock invoices about \$7,000. Can be reduced. Reason for selling, other business. Address No. 289, care Tradesman. 289

For Sale—Ice box, Damecke make, 10 x 12; cost \$375; will sell for \$200 cash; good as new. Address A. R. Owen & Co., Riverside, Ill. 287

Opportunity to go in shoe business; town of 2,500; no shoes carried in town at all; growing place. Address A. R. Owen & Co., Riverside, Ill. 288

For Sale—Located in the largest and liveliest town in northern part of state and in the heart of its business center, a fancy grocery, fruit, confectionery and news business. Excellent convenience for ice cream parlor. Only reason for selling, ill health. J. Peterson, Jr., Bemidji, Minn. 286

Something New—Just out! To restore the color of Russia tan shoes that have been in the window, etc. Send \$1 for a large bottle. Address Paul J. Friedrich, Cerro Gordo, Ill., Dept. 8. 285

For Rent—Modern store room, suitable for general merchandise. Address G. H. Schwarting, Sunbury, Iowa. 284

For Sale—Marble top circular counter, two oak meat racks, one Buffalo meat chopper, rocker and block. One set grocer computing scales, one Steven cooler, 55c on dollar. J. S. Cox, Sr., Marshall, Mich. 294

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

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

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

If you want to install a system of book-keeping or have any books to audit, send for Lester Ivry, 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

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

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

Government positions are easy to get. My free booklet X1105 tells how. Write today—Now. Earl Hopkins, Washington, D. C. 214

Merchandise sale conductors. A. E. Greene Co., 135 Grand River Ave., Detroit. Advertising furnished free. Write for date, terms, etc. 549

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—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. Citiz. 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. 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

Will pay cash for stock of shoes and rubbers. Address M. J. O., care Tradesman. 221

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. E. H. Kaufer, Milwaukee, Wis. 92

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

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

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

HELP WANTED.

Wanted—Two experienced salesmen to represent us in the states of Michigan and Northern Indiana; only those who have an established trade in our line need to apply. No other applications considered. We manufacture a very strong line of workmen's clothing and have an established trade in the state of Michigan. Applicants must come well recommended. A good position for the right party. The Hershey-Rice Mfg. Co., 47 East Chestnut St., Columbus, Ohio. 291

Wanted—Girl cigar-makers, bunch-breakers and rollers. Good wages. Factory conditions finest in country. G. J. Johnson Cigar Co., Grand Rapids, Mich. 290

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.

Office Stationery

LETTER, NOTE AND BILL HEADS

STATEMENTS, ENVELOPES, COUNTER BILLS.

TRADESMAN COMPANY

GRAND RAPIDS

PROGRESSIVE DEALERS foresee that certain articles can be depended on as sellers. Fads in many lines may come and go, but **SAPOLIO** goes on steadily. That is why you should stock

HAND SAPOLIO

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.

ABOLISH THE BILLBOARDS.

There are a good many things which the United States can learn from England and some other countries. What this republic needs to do, and what it is doing to a very considerable extent, is to utilize that which is best in all the older countries, improving some plans and methods possible and passing by that which is not adaptable here. It is unquestionably true that in England there is more regard paid to the preservation of the scenery and to protection from vandals than in America. The English law authorizes local bodies to forbid the erection of advertising signs where they will disfigure the landscape. Many municipalities and communities there, have put this statute into practical operation and the results are noticeable.

There is a growing disposition to pay attention to these things in this country and it deserves to be encouraged. This is all gaining and increasing in importance, because every year since automobiles became popular, people from one section are touring in another and of necessity their judgment is based upon what they see. If what would be otherwise beautiful views are marred by big gaudy advertising signs, that fact carries its own commentary and is absolutely certain to produce a bad impression. In this country something has been done in the hope of accomplishing this reform, but it has not been carried to any such extent as the facts warrant and deserve. The billboards stuck up here and there certainly disfigure the scenery. Those who put them up, purposely select the most conspicuous place, the one toward which visitors are most likely to look, for that they count good business. They are not the best and most profitable advertising mediums in any respect, or at any time, but leaving that out of it, there are reasons enough why they should not be encouraged. If there are not laws enough now to regulate, more should be enacted. It is certainly within the power of the authorities to put a tax on them, which in practical operation would be prohibitive. Wherever such a movement has been inaugurated, it has met with very general and hearty approval, and the example set is one which is well worthy of emulation.

SUMMER CLEARANCE SALES.

There is a growing tendency against the early clearance sales which closely follow the Fourth of July, sales which mean a cutting of prices before the wane in the demand. At a recent meeting of the Rochester Retail Shoe Dealers' Association it was decided to postpone the cut-price and clearance sales until July 29—practically August 1, which comes in the middle of the week. While the plan does not appeal favorably to the public, the tradesman sees in it some advantages both to himself and to the general patronage.

The mid-summer clearance early in the season has come to be a misnomer. When slaughter prices are announced during the month in

which sales should be at the maximum something is wrong somewhere. It is a violation of the principles of trade that cut prices should prevail at this time. Either goods are being sold at little or no profit, and the public must later make up the deficit in some way, or a cheaper grade of goods are being worked in for the standard article.

We can see these shoddy sales in nearly every town claiming to have a special sale in the height of the season. Old styles are palmed off upon an unsuspecting public; poor material which is dear in the end finds quick buyers at the alluring prices. But finally the deception is discovered, and disrepute comes to the manager of such a sale. Distrust follows the announcement of the subsequent sale, even though this is made in good faith.

It is unjust to the trade to give slaughter prices prematurely. The plan of uniting on a date which is legitimate for the reduction of prices promises well. This will restore business to an honest basis instead of boosting it up by false claims. Let there be cheap stock at cheap prices in the height of the season, but do not strive to delude the public into thinking that you are giving them first-class goods in this way, when you know that you are not and can not afford to.

St. Paul, Minn., has adopted an ordinance prescribing a penalty for "jay-walking," which is defined as the practice of some people in crossing business streets at right angles and between streets. The ordinance prescribes that all pedestrians shall cross the streets on regular crosswalks and that any injury they sustain as the result of violating this ordinance is on them instead of on the owners of vehicles who may run them down. Such an ordinance ought to be made effective in every city and town in the country. The manner in which people dodge across streets without looking where they are going is little less than criminal. Drivers of all kinds of vehicles are in constant fear that some thoughtless person will dodge out behind an automobile or covered carriage and land directly in their path. Pedestrians have rights which drivers of vehicles are bound to respect, but pedestrians should remember that sidewalks and crosswalks are made to walk on and that the street between intersections is made for vehicles, and that they should be permitted to traverse these spaces without interruption or annoyance.

Every storekeeper who buys eggs of farmers should constantly preach the doctrine of good eggs. Just now many should be reminded that it is time to sell, kill or yard separately every mature male and thus eliminate one cause of deterioration of eggs during July and August.

The undoing of the work that Satan finds for idle hands to do furnishes employment for a lot of other people.

Manufacturing Matters.

Saginaw — The Farmers' Handy Wagon Co. reports an increase in business of 80 per cent. compared with last year, is now working 150 hands and would take on fifty more if they could be obtained. This company is constructing a new branch plant at Fort Worth, Texas, to supply its trade in that part of the country.

Ludington — Negotiations have been closed between the Ludington Board of Trade and M. Reichardt & Co., of Chicago, for the establishment of a piano factory at Ludington. The new concern is to occupy the big three-story Tubbs factory, the equipment of which was recently acquired by the Hamilton Manufacturing Co., of Two Rivers, Wis.

Tustin—G. A. Swanson has bought 140 acres of standing timber in Osceola county, said to be of excellent quality. It was to have been cut and shipped to Reed City for veneer, but the burning of the veneer plant at that place caused the suspension of operation. The timber is estimated at 1,500,000 feet and Mr. Swanson will erect a mill on the land and cut the timber this coming winter.

Cadillac—Cedar railroad ties are becoming scarce in the Lower Peninsula of Michigan and the railroads are looking around for substitutes, which have been found in maple and beech ties, a large number of which were cut last year and a larger number will be cut this year. The New York Central lines buy a large proportion of these ties, which are moved to a point near Toledo, where they are treated, and it is claimed that after treatment one of these maple or beech ties will outlive the best oak tie that can be purchased. Other railroads are looking into the question of hardwood ties, and it is possible that a treating plant will be erected at some point in the western part of the State whereby the Grand Rapids & Indiana and other interested roads in that locality will be able to use the ties.

The Market Standards for Michigan Apples.

The Tradesman gladly gives place elsewhere in this week's paper to a communication from Charles P. Buck, of Traverse City, on the subject of establishing standards of fruit and packing for the apple crop of Michigan. The suggestion is an excellent one and the argument set forth for its adoption is irreputable. Mr. Buck has evidently given the subject much study and there would seem to be no reason why it should not receive careful attention at the hands of fruit growers, shippers and handlers. In a late letter to the Tradesman Mr. Buck adds the following information: "The Executive Committee of the Bureau has a committee appointed to consider this matter, but the officers feel that the Bureau's financial prospects are not such at present as to warrant the undertaking.

"At a meeting held July 18 the matter came up again for discussion, and there was some division of opinion as

to whether the market should come before the cold storage and transportation facilities.

"I contended that the market, the demand, will bring the facilities. I fear, however, that our people fail to consider the matter in a broad enough light. They are mainly people who are in retail businesses or in small manufacture. Very few of them have ever had to do with mercantile problems that extended much beyond the confines of the State.

"While it is probably certain that nothing will be done this season, it is my hope that for next year this work may be undertaken."

Paris now is in the midst of a new time-computing system. The hours are numbered consecutively from one to 24, instead of dividing into the 12 hour arrangement as in this country. The postoffice department and the government railways are now operated according to the new scheme. Now if you start for a Paris matinee, you aim to arrive between 14 and 15 o'clock. Five o'clock tea is a bit to English, for in Paris this is due about 17 o'clock. Somewhere around 21 o'clock is a proper hour to present yourself at a formal reception. And think what may happen to the happy husband hurrying home from a midnight feast to be greeted by his wife: "George, here it is 24:30; how could you stay so late?"

Former Editor Dana, of the New York Sun, made it a rule to frequently call his reportorial staff together for the purpose of telling them that the world's greatest story was written in 300 words, the direct details of the crown of thorns, the sponge on the reed, the lottery of the garments, the spear thrust and the darkened world. Since the writing of that story commentary after commentary has been written on the biblical narrative, and many have read what the commentators have had to say, but how many can narrate the simple little 300-word story. One weakness of the age appears to be to read books about books without reading the original.

S. W. Conine & Son whose general stock at Wexford was destroyed by fire about three years ago, have nearly completed the erection of a new cement building and expect to re-engage in general trade about Sept. 1. The Grand Rapids Dry Goods Co. has the order for the dry goods stock.

Harry Winchester (Worden Grocer Co.) is taking a week off, putting in the time with friends at Chicago and Milwaukee.

Once in a great while a man lives long enough to learn that it sometimes pays not to talk.

The average man's way of forgiving an enemy is meaner than his refusal to do so.

BUSINESS CHANCES.

For Sale—Small stock of bazaar goods in good location. Reason for selling, poor health. Address No. 295, care Tradesman.

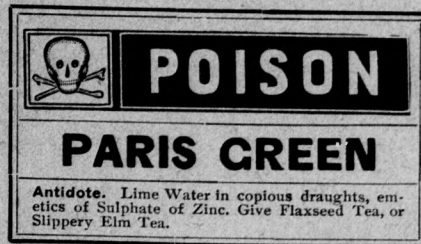


All the Wear There is and Perfect Foot Ease

Are embodied in our Easago. Made from the best Elk leather. It is the ideal summer work shoe. Always in stock. Order now. 🍀 🍀 🍀 🍀 🍀 🍀

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

Paris Green Labels



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

100 labels. 25 cents
200 labels. 40 cents
500 labels. 75 cents
1000 labels. \$1.00

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

Tradesman Company, Grand Rapids



Too Late

Better a little kindness while living than a floral display at the grave.—*W. L. Brownell.*

If we could bring ourselves up to the point of doing the things we know we ought to do to-day, we would chase away many of our to-morrow's regrets.

Think Carefully Then Act Promptly

It makes no difference how large or how small your business may be, it is your business and it is your business also to protect it. How long would you do business with a bank who would leave its books in which your account with it was registered lying around in its office unprotected at night. If you are not the owner of a good reliable safe this is just what you are doing with your own accounts.

THINK IT OVER

Write us to-day and we will name you a low price on a dependable safe.



GRAND RAPIDS SAFE CO. *Tradesman Bldg., Grand Rapids, Mich.*

Better Clerks and Protected Profits

THIS National Cash Register enforces records which show the sales of each of your clerks.

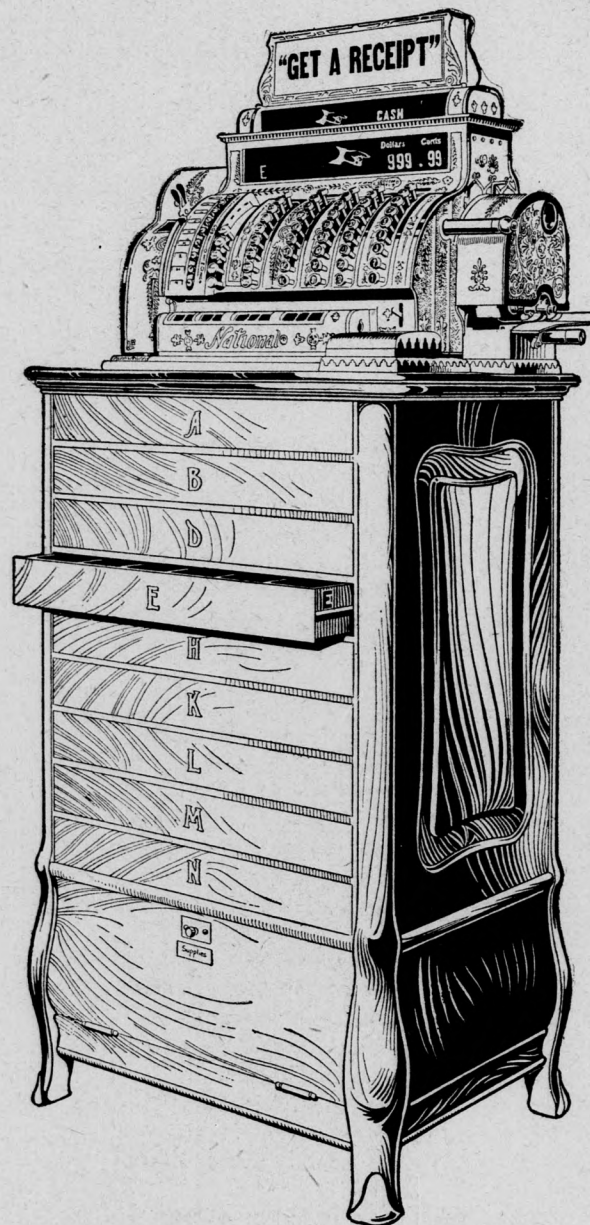
It makes them more efficient because it promotes interest in the work. They know you can reward according to proven merit.

Its enforced records protect your profits by fixing responsibility for every transaction.

It stops mistakes, removes temptation and increases trade.

It keeps you in every-minute touch with the sales end of your business, frees you from uncertainty and saves your time and energy.

Increased earnings and greater efficiency immediately result from its use.



Highest Type of Cash Register Made

The register shown above is one of the latest improved multiple-drawer Nationals.

They are built to stand on the floor or set on counter or stand.

They may be built with any number of cash drawers and corresponding counters up to nine.

The National Cash Register Company
Dayton, Ohio