

The Cry of the Dreamer

I am tired of planning and toiling
In the crowded hives of men;
Heart-weary of building and spoiling,
And spoiling and building again.
And I long for the dear old river,
Where I dreamed my youth away,
For a dreamer lives forever,
And a toiler dies in a day.

I am sick of the showy seeming
Of a life that is half a lie;
Of the faces lined with scheming
In the throng that hurries by.
From the sleepless thoughts' endeavor,
I would go where the children play;
For a dreamer lives forever,
And a thinker dies in a day.

I can feel no pride, but pity,
For the burdens the rich endure;
There is nothing sweet in the city
But the patient lives of the poor.
Oh, the little hands too skillful,
And the child mind choked with weeds!
The daughter's heart grown willful,
And the father's heart that bleeds!

No, no! from the street's rude bustle,
From trophies of mart and stage,
I would fly to the woods' low rustle
And the meadow's kindly page.
Let me dream as of yore by the river,
And be loved for the dream alway;
For a dreamer lives forever,
And a thinker dies in a day.

John Boyle O'Reilly.

Her Little Boy

Always a "little boy" to her,
No matter how old he's grown,
Her eyes are blind to the strands of gray,
She's deaf to his manly tone.
His voice is the same as the day he asked,
"What makes the old cat purr?"
Ever and ever he's just the same—
A little boy to her.

Always a "little boy" to her,
She heeds not the lines of care
That furrow his face—to her it is still
As it was in his boyhood, fair;
His hopes and his joys are as dear to her
As they were in his small-boy days.
He never changes; to her he's still
"My little boy," she says.

Always a "little boy" to her,
And to him she's the mother fair,
With the laughing eyes and the cheering smile
Of the boyhood days back there.
Back there, somewhere in the midst of years—
Back there with the childish joy,
And to her he is never the man we see,
But always "her little boy."

Always a "little boy" to her,
The ceaseless march of the years
Goes rapidly by, but its drumbeats die
Ere ever they reach her ears.
The smile that she sees is the smile of youth,
The wrinkles are dimples of joy,
His hair with its gray is as sunny as May,
He is always "her little boy."

Candy for Summer

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

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

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

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

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

FANCHON

The
Kansas Flour
of Quality

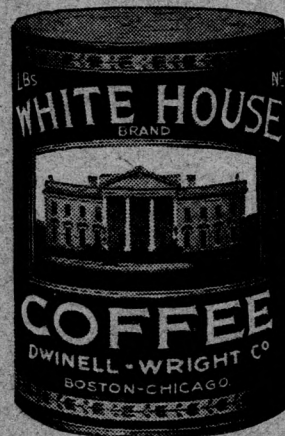


Judson Grocer Company

Distributors

Grand Rapids, Mich.

Straight Goods



The
Very
Best
There is

IT PAYS to handle IT

Distributed at Wholesale by

JUDSON GROCER CO.

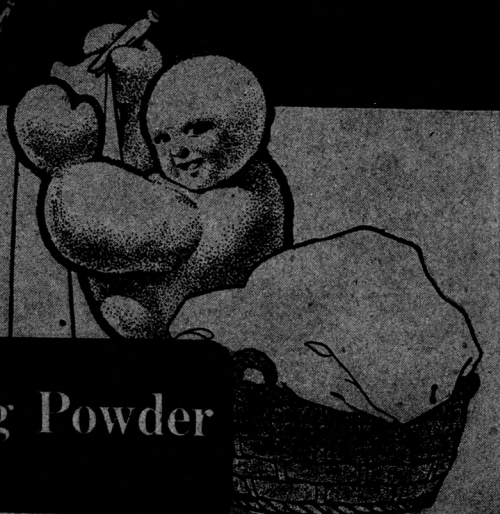
Grand Rapids, Mich.

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 31, 1912

Number 1506

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READY TO RETIRE.

When the monopolistic methods of the Bell Telephone Company resulted in the organization of numerous independent companies, a dozen or fifteen years ago, the Bell people assumed that no one but themselves could conduct a telephone business successfully. They relied on the assumption that their patents were invulnerable and were very much surprised later on to learn that the policy of the Bell company, in compelling employees to turn new inventions over to their employers, had resulted in forcing men of an inventive turn of mind into the ranks of the independent companies, so that the independent apparatus was very much more efficient and much more economically operated than the old Bell apparatus.

The policy of bluff and force failing to accomplish its object, the Bell people then resorted to disreputable tactics of another sort. They reduced the price of service to a point that involved loss instead of profit and in many cases gave absolutely free service, as was the case in Grand Rapids for several years. It did not take the Bell people long to determine that this sort of thing could end in only one way and that was the bankruptcy court; and before many years the Michigan Bell Company took advantage of this proceeding and sponged off the slate hundreds of investors in the shape of widows and orphans who had come to regard the Bell securities as stable, whereas they were as unstable as water. When the water had been wrung out of the Bell properties and the assets had been acquired by a new set of exploiters and the properties bonded and capitalized for about ten times what they cost, they started in on the old tactics, but six or eight years' experience has taught them that they can not succeed in this way any better than they did before and during the past few months they have changed front to that extent that they are not only willing to negotiate with the independent companies, but they express themselves as willing

to concede that the independent companies have the upper hand in many localities and, therefore, have a right to dictate terms. Within the past week the Bell people have made tentative propositions to several of the independent companies of the State to retire from certain cities and towns and sell their pole lines and wires to the independent companies in exchange for stock in the independent companies. In no case are the independent companies willing to accept the switch boards or phones, because it is very generally conceded that the Bell phones and Bell apparatus generally is so inferior to the independent apparatus that the independents can not consent to use it in their business. In many cases appraisals are being made by both Bell and independent companies, with a view to carrying this arrangement into effect, subject, of course, to the approval of the State Railway Commission.

The independent companies have been tricked so many times by the Bell people that they refuse to consider any proposition unless it is put in writing and properly signed and certified to. Instead of being affronted at this demand, the Bell people concede that their methods in the past have justified the independents in regarding them with suspicion and distrust and they readily concede all the independents demand along these lines.

One of the features the independents have been careful to avoid is the giving of control into the hands of the Bell company. When this condition is presented, the Bell people simply smile and say that they are perfectly willing that their interests shall be minority interests, because they concede that independent companies, as a rule, have proven to be better operators than the Bell managers themselves.

In the Detroit situation the Bell people made an important concession. They have agreed to contract with the independent companies to make physical connections with them on an equal basis, whether the Giles law is held to be constitutional or unconstitutional. As the law stands at the present time, it requires only the connection between the central station in the same city or district, and does not require a connection between the toll line of either company and the central of any other company. No doubt when the Legislature convenes again in January, this error will be corrected. However, the agreement the Bell people are willing to enter into renders it immaterial whether the law is held good or not.

As a rule, independent telephone

stocks represent actual value, whereas the Bell stocks are watered tenfold. In fact, they originally represented nothing but water. Any value there is to them at this time is due wholly to the exorbitant charges the Bell has exacted in localities where it has had no competition. It is not to be wondered at that the Bell people are anxious to accept independent stocks in exchange for their plants in towns where they are running behind, because the Bell managers now insist on doing business along reasonable lines, instead of pursuing the guerilla methods which have characterized the Bell management for the past dozen years. Inasmuch as the Bell people are on the run and the independents are in a position to dictate terms, it is not at all unlikely that some very good bargains will be driven by the independents in the course of the next two or three months.

Where will the telephone users come in on the elimination of the weaker system? They can only profit by the change. The independents have demonstrated that they will deal fairly with the people. They have succeeded in doing business successfully at about half the rates the Bell formerly charged and which they would now be charging but for the competition of the independents. Furthermore, the rates of the independents are fixed by franchise, whereas the Bell has insisted on doing business without securing franchises. Before retiring from business in any town the independents will insist on the Bell company first securing a franchise that will insure reasonable rates for telephone users. Furthermore, the Bell company will meet with the iron hand of the Michigan Railway Commission in the event of its undertaking to raise rates to a point that will work a hardship to the people.

THE VENTILATION.

Which way does the wind blow was so important to the old burghers of early New York, according to Washington Irving, that they even employed servants to zealously set the weather vanes every morning. Yet we in modern times have grown extremely careless, and seemingly indifferent at times as to whether it blows at all. We can not afford to allow stagnation in the atmosphere of our store room. It is as fatal to commercial life as is the mosquito breeding pool.

Note the pains which any educated speaker takes to insure good ventilation. He well knows that if he is to preserve his own keen intellect it is an essential. And if he observes a lagging among his hearers, a rest-

lessness, a disposition to be inattentive, he at once orders the windows opened and a few minutes of recess. And then, after the breathed-over air is renewed he commences again with new energy and his hearers listen with renewed interest. He feels that he is no longer boring them, for there has been a renewal along both sides.

The store room sometimes seems to have lost all cognizance of the fact that there is a wind. The front door may be open, but this is small help in the rear or even the middle of the room. No wonder the clerks are inactive when kept in such an atmosphere for half a day at a time. No wonder the patron becomes listless, indifferent to the really choice bargains. If it is an ill wind that blows nobody good it is a worse one which ceases to blow. Keep the air stirring if you would keep the goods moving. Make every one comfortable by giving them plenty of fresh breathing material. You may not realize that you have a "Black Hole," but it certainly is one if an abundance of fresh air is not at hand. Both physical and mental activity demand good ventilation. A defective system soon tells on the clerks, and to a less extent upon the patrons. Best service and best appreciation of it come only with sanitary surroundings.

WRAP THE BREAD.

A candidate for the Legislature announces as his platform that, if he is elected, he will father a bill requiring that bread supplied from bakeries shall be wrapped in the bakeries before it is sent out to the trade and to customers.

It is horrifying to persons who realize the situation to see bread loaded into wagons at the bakeries as if it were coal and cobble stones, and handed out at places of destination by men whose hands are imbued from dirt and sweat from the horses they drive and whose wagons have on their floors or bottoms the fragments of stable manure and street dirt from their shoes as they walk over it.

Medical inspectors have discovered on the unwrapped bread bacteria of various kinds, and even the bacteria coli, from human excrement. When it is known that typhoid fever is propagated by this special germ from the discharges of typhoid fever patients, and that this most dangerous disease can do its fatal work whether its peculiar bacteria are conveyed either dry or in water, the fact should demand from the entire population an urgent demand that their bread as supplied by the bakers should come to consumers as clean as possible.

BANKRUPTCY MATTERS.

Proceedings in Western District of Michigan.

July 24—In the matter of G. W. Stevens & Son, bankrupt, of Greenville, the trustee, Mr. James Gracey, of Greenville, reported an offer of \$5,000 for the stock and fixtures belonging to such estate, which are of the appraised value of \$7,436.05, and the referee made an order directing creditors to show cause, if any they have, on August 9th, 1912, why such offer or any further offer which might in the meantime be received, should not be accepted and the sale ordered made and confirmed.

In the matter of Simon Dosie, bankrupt, a merchant at Boyne City, the first meeting of creditors was held, and Mr. Gerrit J. Wissink, of Grand Rapids, elected trustee by creditors and his bond fixed at \$20,000. The bankrupt was sworn and examined, and the first meeting then adjourned to August 6th, and the bankrupt ordered to appear.

July 26—A voluntary petition was filed Phillip Orwant, a teamster of Grand Rapids, and he was adjudged a bankrupt by Judge Sessions and the matter referred to Referee Wicks. The bankrupt's schedules show the following assets, practically all of which are claimed as exempt:

Table with 2 columns: Asset description and value. Includes Real estate, homestead (\$1,200.00), Household goods (350.00), Horse, wagons and buggy (265.00), Paper baler (20.00), Due bankrupt on account (8.00).

\$1,843.00

The following creditors are listed:

Table with 2 columns: Creditor name and amount. Includes Economy Loan Co., Grand Rapids (\$100.00), Tuttle Brothers, Grand Rapids (950.00), Young & Chaffee, Grand Rapids (305.00), Christian G. Kuennan (\$223.00), J. P. Seymour Co. (125.00), G. R. Showcase Co. (75.00), The Weatherly Co. (35.00), Arie Verhey (33.00), VanDriele & Co. (13.00), Geo. Conr. & Sons (6.00), Adrian DeWindt (15.00), Harry M. Thompson (12.00), Heystek & Canfield Co. (33.00), Heinz Pickle Co. (27.00), Hardware Supply Co. (18.00), Gerrit H. Behnke (3.00), H. M. Reynolds Roofing Co. (16.50), C. F. Adams Co. (5.00), The Siegel Company (13.00), Noble-Heft (12.00), Kugel Brothers (35.70), King Brothers (130.00), Citizens Telephone Co. (8.00), Michigan State Tele. Co. (6.00), The Schantz Company (30.00), Alden & Judson (7.00), Wm. Brummelers Sons Co. (30.00), Kent State Bank (100.00), Allen & Dorthy (68.00), Austin Automobile Co. (8.00), A. N. Albee (4.00), Foster-Stevens Co. (2.80), Thomas P. Bradfield (25.00).

Table with 2 columns: Creditor name and amount. Includes Joseph Vrena (8.00), Max Drucker (3.00), Giant Clothing Co. (35.00), J. S. Crosby & Company (43.00), H. E. Barkley (30.25), A. Morrison & Co. (40.00), Peterson Coal Co. (8.00), Henry Zuiderhoak (6.16), Christensen Ice & Coal Co. (5.00), Watson-Higgins Milling Co. (20.00), Wurzburgs Dry Goods Co. (10.75), Evening Press Co. (2.50), White Printing Co. (3.00), Golden-Boter Transfer Co. (20.00), G. R. Gas Light Co. (14.45), John Cummings (50.00), Perry J. Bruce (12.00).

\$1,430.01

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

July 29—In the matter of Simon Dosie, bankrupt, of Boyne City, a written offer of composition at 25 per cent. upon all ordinary claims was made by the bankrupt, and an order was made by the referee calling a special meeting of creditors to be held at the office of E. E. Gilbert, Petoskey, Michigan, on August 6th, to pass upon such offer of composition. Creditors are directed to file their acceptances of such offer on or before such date if they desire to accept such offer.

The bankrupt's scheduled liabilities are as follows:

Table with 2 columns: Liability description and amount. Includes Preferred claim, taxes (\$247.50), Secured claim, mortgage on real estate (5,000.00), Ordinary unsecured claims (28,896.80), Real estate (\$8,000.00), Cash on hand (74.68), Accounts receivable (243.46), Boyne City Hotel Company stock (100.00), Due on merchandise held in store (21.98), Stock of goods (8,827.31), Store fixtures (593.50).

\$17,860.93

In the matter of the Van L Commercial Car Company, bankrupt, of Grand Rapids, the schedules of assets and liabilities were filed by the bankrupt, and an order made by the referee calling the first meeting of creditors to be held at his office on September 5th, for the purpose of electing a trustee, proving claims, examining the officers of the bankrupt company, etc. The only assets shown in the schedules is listed as follows: "On or about February 27, 1912, the bankrupt conveyed all its assets by bill of sale (not dated) to H. J. Hagen and H. A. Brink for the consideration (therein expressed) of \$112,153.75. No part of this sum was paid by the said Hagen and Brink an the only asset of the bankrupt consists of this claim against Hagen and Brink for \$112,153.75."

The following creditors are scheduled:

Table with 2 columns: Creditor name and amount. Includes Ralph E. Nagus, Creola, Ala. (\$12.25), Foster-Stevens & Co. (101.00).

Table with 2 columns: Creditor name and amount. Includes Sheldon Axle Co., Wilkesbarre (700.00), Standard Metal Mfg. Co., Newark (25.00), Winegar Furniture Co. (4.75), Heystek & Canfield Co. (17.84), Charles Dawson (10.75), H. E. Barkley (13.60), Eugene Carpenter (10.50), Allen & Dorthy (7.10), Robt. T. Brose (10.00), Central Boiler & Supply Co. (3.34), G. R. Belting Co. (5.00), Michigan Lithographic Co. (24.96), Herman K. Kreuger (6.00), G. R. Auto Supply Co. (7.00), Hupmobile Sales Co. (6.10), Oswald Motor Car & Supply Co. (4.65), Baxter Laundry Co. (4.00), Stonehouse Carting Co. (2.74), Wm. C. Chinnick (15.00), Perkins & Company (88.27), A. Leitelt Machine Co. (11.56), Central Auto Co. (30.91), G. R., G. H. & M. Ry. (7.00), Western Union Tele. Co. (5.16), M. Braudy & Sons (35.35), Bell Telephone Co. (19.20), Dennison Mfg. Co., So. Farmingham (3.80), Cincinnati Spark Plug Co., Cincinnati (17.00), C. F. Splittorf Co., N. Y. (65.00), Stromberg Motor Devices Co., Chicago (44.00), Missouri Lamp Co., St. Louis (20.00), Veeder Mfg. Co., Hartford (18.75), Thermoid Rubber Co., Trenton (15.38), Egly Register Co., Dayton (13.50), American Machinist, N. Y. (4.00), K. & M. Lamp Co., Detroit (50.00), Geo. V. Candler Co., Detroit (36.00), Wm. J. Gillett, G. R. (judgm't) (195.63), Shipman Coal Co. (35.90), J. W. Landman (2,600.00), Anthony M. Gelock (500.00), Wm. J. Landman (49.00), G. R. National City Bank (2,000.00).

\$6,866.99

July 30—A voluntary petition was filed by Harvey C. Daniels, a contractor of Grand Rapids, and he was adjudged bankrupt by Judge Sessions and the matter referred to Referee Wicks. The only assets listed are household goods and apparatus and tools used in his business, valued at \$250.00, and which are all claimed as exempt. The following creditors are scheduled:

Table with 2 columns: Creditor name and amount. Includes T. J. Kelly, (labor) (\$13.00).

Table with 2 columns: Creditor name and amount. Includes Joseph Nichols (labor) (22.00), John McMaster, (labor) (31.00), Frank Y. South, (labor) (35.00), Jake Masterbrook, (labor) (43.00), Rodgers & Rodgers (39.00), E. Sterkenburg (45.50), William Brown (40.00), Heystek & Canfield (8.50), Kramer Brothers (51.15), Baldwin Stove Co. (9.00), H. H. Vanderveen (60.98), Bowditch & Sahn (18.00), Dr. R. J. Hutchinson (7.00), Dr. H. D. DeWar (11.00), J. H. McKee & Son (55.00), Cusick Brothers (240.00), A. Hyde (34.69), M. L. Tate (800.00), H. B. VanderCook (80.00).

\$1,643.82

The calling of the first meeting of creditors has been delayed until money for the actual expenses of the referee's office is advanced by the bankrupt.

Unique Parisian Toy.

A Parisian novelty is a picture book of animals, and each animal utters its own characteristic cry. The pictures represent the most familiar domestic animals, and each animal speaks its own language. To cause it to break silence, nothing is necessary but to pull a little string at the edge of the book. In the books are to be seen a rooster, a cow, a lamb, little birds in their nest, a donkey, a cuckoo, a goat. On the last page are children who are welcoming their parents. By pulling the string at the right page the cry of any particular creature is elicited. The listener hears the donkey heehaw and the rooster crow. The crowing is well imitated. The string is pulled again and the lamb bleats, the birds twitter, the cuckoo sings, the cow moos, or the children call out "papa" and "mamma." These interesting results are obtained simply by the aid of small bellows placed in a box hidden in the book. When the string is pulled the air enters the corresponding bellows and is thence expelled by a spring. The air makes its exit through a special tube, appropriate for each cry, and at the same time the bellows meets with obstacles placed on a wire.

Outwardly the world sympathizes with you, but inwardly it says: "Served you right."

Announcement

On Monday, August 12th, all staple prints will advance to 5½ cents per yard.

From now until August 11th, orders will be received at present price of 5¼ cents.

Mail your orders at once while assortments are good.

Paul Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Mich.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, July 29—Spot coffee has its ups and downs and the market seems to be in a state of uncertainty day by day. Buyers seem to take little interest and sales, as a rule, are of small quantities. Sellers appear to have considerable confidence that matters favor them and are loath to make any concession.

The amount of Brazilian coffee in store and afloat amounts to 2,345,899 bags, against 2,198,699 bags at the same time last year. At the close Rio No. 7 is held at 14 $\frac{1}{4}$ c in an invoice way. Mild coffees are practically without change. Good Cucuta, 16 $\frac{1}{2}$ c.

Sugar is dull and dragging. Withdrawals under previous contract have been of small magnitude for some reason. Some blame the cool weather and others have still other reasons for the market being less active than usual at this time of year. At the close the general price of granulated is 5.10c.

Rice is firm, but enquiries are not numerous and the situation is rather dull. The big crop of potatoes may lessen the demand for rice, as the light crop last year doubtless caused some increase. Choice domestic, 5 $\frac{3}{4}$ c.

Tea is firm and enquiries and orders have shown some increase. Stocks are not very large, although there seems to be enough to go around. Buyers take only enough for current requirements, but there is a steady trade all the time.

The spice market has been quite brisk as compared with former weeks and

the advancing season will doubtless show steady improvement. Stocks are moderate. Prices are firm.

Not an item of interest can be picked up in the molasses district. Orders are for small lots, and prices show no change whatever. Syrups are in light supply, but there appears enough to meet the demand. Fancy stock, 25@28c.

Some tomatoes of the present pack have been offered at 95c f. o. b. Baltimore, for alleged "standard" threes. It is said, however, that this price will not buy first-class stock and \$1 or even more seems to be the going quotation. Fancy peas are wanted and hard to find. There are many contradictory reports as to the pack, but the best posted say the output is going to be most satisfactory. String beans are firm and old stock pretty much cleaned up. Other goods show little if any change, but the market for canned goods, as a whole, seems to be in a satisfactory condition.

Butter is steady for top grades, with less activity for other sorts, as the supply is larger than can be taken care of at once without storing. Creamery specials, 27@27 $\frac{1}{2}$ c; firsts, 26@26 $\frac{1}{2}$ c; imitation creamery, 23@24c; factory, 21@22@23c.

Cheese is firm with whole milk, N. Y. State held at 15 $\frac{1}{4}$ @15 $\frac{1}{2}$ c.

Eggs are steady for first quality, but there is a big supply of stock that is slightly off and such work out at about 19@20c. Top grades of Western, 23@24c.

Talk is said to be cheap, but did you ever take into consideration the actual cost of a session of Congress?

Life Sustained by Artificial Food.

The high cost of living may not be affected very soon, but there is a great scientific interest in the announcement that Dr. Emil Abderhalden of the University of Halle has been able to sustain life with purely synthetic or artificial food. Of the three classes of food substances now recognized, the carbohydrates (sugars and starches), and the fats simply supply heat and energy. It is the protein, or nitrogenous material (flesh, egg albumen, etc.) that is indispensable for building up body tissue, and the famous syntheses of Emil Fischer stopped just short of producing artificial protein. Dr. Abderhalden seems to have overcome the difficulty by finding a way around it. In digestion the protein is broken up into the amino acids, which in the body are converted into new forms of protein that feed the tissues, and it was suggested that the amino acids might serve as a starting point in feeding. The synthetic chemist had already made these products. So young dogs were fed with a mixture of amino acids to supply the constituents of protein glucose in the place of sugars, glycerin and fatty acids instead of the usual edible fats—these substances being all artificially prepared—and the animals not only lived, but thrived and grew.

Only Three Cigars.

"Let me see? Didn't your son, Jim, run for the Legislature last year?" inquired the village merchant of an old farmer, after the butter had been weighed out and the eggs counted.

"Yes, and he was elected, too," was the answer.

"And how did things go with him at the Capitol?"

"Mighty poor."

"Didn't he catch on?"

"Somehow he didn't and he's a disappointed man. He says he almost wished he hadn't run for the place."

"What does he say was the matter?" asked the merchant, as he began to measure off the calico called for.

"Why, the only feller that come to Jim and asked him to vote for the railroad bill up in the House talked for three hours, and then only left three nickel cigars behind him when he went away. Jim figured on a clean \$100 and he was so disgusted that next day he introduced a bill that no one should fish for suckers in the waters of this state while the Legislature was in session!"

Love in Old Age.

Love is a golden thread woven in every life.

Love is the promise of youth.

Love is the staff of middle age.

Love is the balm of old age.

Love means comradeship and service.

Love means reverence for the home.

Love means forgetting self in the interest of family.

Love takes away the stings of life and sweetens old age.

The lives of many famous men and women prove that nothing is so worth while as an old age enriched by love. Laura Jean Libbey.

Keep Up Your Butter Color Stock

Don't lose sales because you are out of "Dandelion Brand."

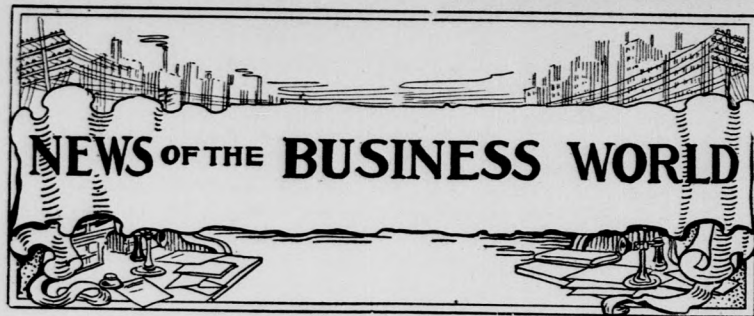
Every butter maker knows

Dandelion Brand and sooner or later uses it and no other.



We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS,--STATE AND NATIONAL.

WELLS & RICHARDSON CO., - BURLINGTON, VERMONT
Manufacturers of Dandelion Brand Butter Color



Movements of Merchants.

Charlotte—A. W. Prindle will open a shoe store here August 15.

Grand Ledge—Adolph Wattrick has opened a bakery shop here.

Negaunee—Maurice Heiman succeeds Hugo Muck in the meat business.

Coldwater—John Klosterman succeeds Eddington Bros. in the bakery business.

Ionia—J. L. Atkins has opened a tea, coffee and spice store on west Main street.

Pontiac—W. P. Webb has closed out his stock of meats and will retire from business.

St. Clair—A. Weiners, recently of Detroit, has opened a clothing, men's furnishing and shoe store here.

Butternut—Fire destroyed the elevator of the Butternut Grain and Bean Co. July 23. Loss about \$3,000.

Sparta—J. F. Pollen has sold his stock of bazaar goods to Clarence Moore, who has taken possession.

Charlotte—Frank Madison has purchased the interest of his partner, Dorr Moyer, in their paint and wall paper stock.

Nashville—W. B. Cortright has closed his branch general store at Vermontville and consolated the stock with his own.

Eaton Rapids—Owing to ill health, B. H. Custer is closing out his stock of general merchandise and will retire from business.

Howell—Ray Satterla and Thomas Scully have formed a copartnership and will engage in the clothing business here Sept. 1.

Devereaux—E. E. Stokes has sold his grocery stock to F. C. Crittenden, who will consolidate it with his stock of hardware and implements.

Vassar—R. G. and L. S. Darby have formed a copartnership under the style of Dargy Bros. and will open a general store here August 15.

Portland—E. L. Barr has sold his meat market to William W. Cassel, formerly of Ionia, who will continue the business at the same location.

Hancock—Andrew Bram has sold his drug stock to Werner Nikander, formerly of Ishpeming, who will continue the business at the same location.

Escanaba—Young & Fillion Co., dealers in clothing and shoes, have opened a branch store on Hartnett avenue under the management of Joseph Cich.

Coopersville—J. H. Heethuis & Son succeed C. W. Streeter in the grocery business. The statement that Evert Heethuis is to be interested in the business is a mistake.

Bloomington—The Peoples Bank has merged its business into a state bank under the style of the Peoples State Bank of Bloomington, with an authorized capital stock of \$20,000.

Scottville—James Freeman and Thomas Peterson have dissolved partnership, Mr. Peterson having purchased Mr. Freeman's interest in the meat market they opened jointly last fall.

Frederic—H. L. Abrahams, who conducts a general store at Millersburg, has purchased the general stock of the Charles F. Kelley estate and will continue the business as a branch store.

Holland—Peter A. Kleis, who has conducted a grocery store here for the past forty years, has sold his stock to his son, Henry, who will continue the business under his own name.

Hillsdale—The Pullen Apple & Produce Co. has been organized with an authorized capital stock of \$5,000, which has been subscribed, \$3,200 being paid in in cash and \$1,800 in property.

Saginaw—Charles H. Duwe and Henry Honig have joined a copartnership under the style of Charles H. Duwe & Company, and engaged in the wholesale produce business on North Water street near the Genesee bridge.

Boyer City—W. W. Bailey, druggist, has merged his business into a stock company under the style of the Bailey Drug Co., with an authorized capital stock of \$15,000, of which \$8,200 has been subscribed, \$1,000 being paid in in cash and \$7,200 in property.

Vicksburg—The Vicksburg Retail Merchants' Association will hold its third annual picnic and outing at Indian lake, August 1 and especially invites the merchants and business men of Climax, Scotts and Fulton to grace the occasion with their presence.

Marquette—E. O. Stafford has purchased the stock in the People's Drug store at the corner of Front and Washington streets and is now doing business at that stand. Mr. Stafford purchased the store from Shelly Jones, S. R. Kaufman and George W. Rule.

Detroit—Grinnell Brothers, dealers in all kinds of musical instruments and musical merchandise, have merged their business into a stock company under the same style, with an authorized capital stock of \$2,000,000 common and \$1,750,000 preferred, of which \$2,640,000 has been subscribed, \$216,508.34 being paid in in cash and \$2,423,491.66 in property.

Port Huron—All arrangements have been completed for the annual Thumb

junket of the Port Huron Business Men's Association, which will take place August 13 and 14, and indications point to the most successful trip of this kind yet held by the local organization. The junketers will depart from here on the Grand Trunk and will spend Monday at Marlette, Cass City, and neighboring towns throughout the Thumb district. The following day will be spent at Lapeer and in that neighborhood.

Manufacturing Matters.

Detroit—The Durable Top Specialties Co. has changed its name to the Durable Company.

Birch—The Northern Lumber Co. has been succeeded by the Lake Independence Lumber Co.

Detroit—The Wolverine Motor Supplies Co. has increased its capital stock from \$25,000 to \$50,000.

Fremont—The United Tanners' Timber Co. has increased its capital stock from \$130,250 to \$143,275.

Detroit—The Hercules Motor Truck Co. has engaged in business with an authorized capital stock of \$50,000, all of which has been subscribed and \$5,000 paid in in cash.

Battle Creek—The Roasting Machine Co. has engaged in business with an authorized capital stock of \$50,000, of which \$30,000 has been subscribed and paid in in property.

Hancock—The Hancock Lumber Co. has merged its business into a stock company under the same style with an authorized capital stock of \$100,000, of which \$50,000 has been subscribed, \$2,000 being paid in in cash and \$48,000 in property.

Pellston—The Pellston Planing Mill Co. has merged its business into a stock company under the style of the Pellston Planing Mill & Lumber Co., with an authorized capital stock of \$20,000, which has been subscribed, \$300 being paid in in cash and \$19,700 in property.

Detroit—Lou J. Eppinger, furrier, has merged his business into a stock company under the style of The Lou J. Eppinger Co., to manufacture and deal in furs, sporting goods, automobiles and accessories, clothing, boots and shoes and musical goods, with an authorized capital stock of \$25,000, of which \$20,000 has been subscribed, \$300 being paid in in cash and \$19,700 in property.

Ontonagon—D. J. Norton, whose mill was destroyed by fire a short time ago, is looking about for a mill to cut 2,000,000 feet of pine that he had ready for his mill at the time of the fire. He is negotiating with Hebard & Sons of Pequaming and the mill firm of Baraga in regard to his cut. He has decided to erect a small shingle mill at Ontonagon to cut 7,000,000 shingles.

Ontonagon—Creditors of the Ontonagon Lumber Co. have received a second dividend, 15 per cent., from the Michigan Trust Co., of Grand Rapids, the receiver of the company. One dividend of 50 per cent. was paid some time ago. There are other outstanding assets of the company, consisting of lumber unsold and accounts and bills receivable, which will enable the receiver to pay a final divi-

dend when they are converted into cash, which will require some time.

Saginaw—The Booth & Boyd Lumber Co., is making extensive enlargements to its plant, necessitated by steadily increasing trade. These improvements include a repository warehouse with a stock capacity of 1,000 doors, the installation of a large amount of planing mill machinery of the most modern construction, a dry kiln having a 200,000 feet capacity, boiler house, water tank of 20,000 gallon capacity of steel on a cement foundation and a complete sprinkler system for fire protection.

Enders & Moore Offer To Settle.

Kalamazoo, July 30—The first adjourned meeting of the creditors in the case of Enders & Moore involuntary bankrupts of St. Joseph, was held Monday at the office of H. C. Briggs, referee in bankruptcy. The liabilities of the firm are listed at about \$60,000 and the assets in the neighborhood of \$20,000. Joseph E. Enders was examined by the creditors, and a number of proofs of claims were filed. An offer of composition by the bankrupts to pay 31 per cent. on the debts was submitted. The meeting adjourned until August 10, without an order being issued by Referee Briggs, the points being taken under consideration.

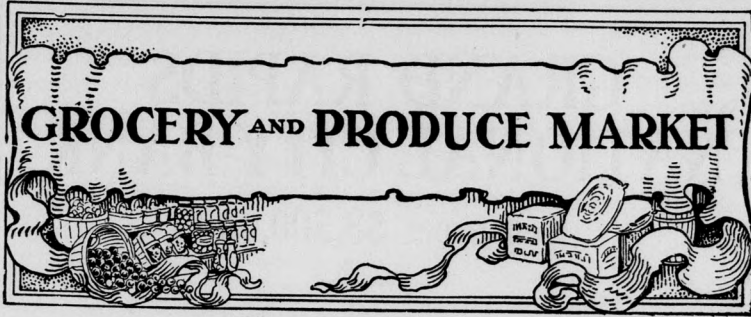
A meeting of the creditors of the Kalamazoo Sample Furniture Co. was held for settlement of receiver's account for hearing on claims of assignee of bankrupts and on claim of attorney for bankrupts for services. Also a petition of trustees for authority to compromise claims made by the estate against Henry Brusse and Percy Ray of Holland. Also for declaration of dividends. The questions were held for consideration, orders hereafter to be made.

A final meeting of the creditors of Milo E. Strickland was held for settlement of trustee's final account. No order was issued. A final meeting of the creditors of Milo B. Seller, of Benton Harbor, was also held. No order was issued.

Buffalo is the first city in the country to recognize officially vaccination against typhoid fever. Although this is something of a departure, the efficacy of anti-typhoid vaccination seems to be fairly well established. It has been thoroughly tested in the army, and the health of the troops during their mobilization along the Mexican frontier is a persuasive testimonial of what can be accomplished in this manner. The action of Buffalo's health department indicates that the movement is already sufficiently well grounded as to claim the respectful consideration of medical men, and is, at the same time, a tribute to Buffalo's activity in guarding the health of its people.

No man ever learned it all. No man ever knew too much about his business. There is always plenty more yet to be learned. Study.

When a woman gets a new hat that is really becoming to her, she wonders if her heavenly halo will look anything like it.



The Produce Market.

Apples—Duchess command about \$1.25 per bu.

Apricots—California, \$1.15 per box.

Bananas—\$3.75 per 100 lbs.

Beets—20c per doz. bunches.

Butter—Receipts are about of average size for the last of July, but the demand has been of sufficient size to keep the markets well cleaned up. The proportion of firsts and seconds among late arrivals is heavier than a short time ago. Extras are now held at 26½c in tubs and 27½@28½c in prints. Local dealers pay 20c for No. 1 dairy grades and 17c for packing stock.

Cabbage—\$1.25 per crate for new stock for home grown.

Carrots—20c per doz. bunches.

Cherries—\$1.75 per 16 qt. crate for sweet; \$1.60 per crate for sour.

Cucumbers—35c per doz. for hot house.

Eggs—The quality of July eggs was never better and the amount of eggs in storage is about of usual size. The consumptive demand is very good and the market is healthy on the present basis. No radical change in prices or status is looked for in the near future. 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—Arizona Rockfords command \$3 per crate for 45s and \$2.75 for 54s. Georgia stock is sold at \$2 per crate for all sizes.

Onions—Yellow Texas Bermudas command \$1 per crate. Spanish are in fair demand at \$1.75 per crate.

Oranges—\$4.25@4.50 for Valencias. Peaches—Elbertas from Arkansas, Oklahoma and Texas are sold at \$1.50 @1.75 per bu. 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 control of this market on the basis of \$1.25 per bu. South has about ceased to arrive.

Poultry—Local dealers pay 16c for broilers; 10c for fowls; 5c for old roosters; 7c for geese; 8c for ducks; 10c for turkeys. These prices are for live-weight. Dressed are 2c higher.

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 \$2.50 per bbl. of 10.

Wax Beans—\$1 per bu. for home grown.

Whortleberries—\$1.50 per crate of 16 qts.

The Grocery Market.

Sugar—Raws are fairly well maintained. They receded somewhat from the highest point but hardened again later. Refined is unchanged and in good demand. New beet sugar is being offered, and reports from all beet growing sections state that present crop conditions are most favorable for a large yield. This being the case and the fact that the yield of cane in Cuba was unusually large, would seem to indicate little chance for prices to advance.

Tea—The demand continues to be steady, but not heavy. Prices at the primary markets are holding firm. New Japans are coming in freely and the quality is good, although the leaf is rather bolder than usual. Formosas remain firm at the advance for superior grades of 1½@2c. Indias at the June public sales were red and stalky and unattractive in character. All good quality teas were sold at full figures. The supply of Ceylons is limited on account of the strikes, with a further decline in quality. Prices are firm. Chinas and Congous show inferior quality and higher prices.

Coffee—Low and medium grades both of Rio and Santos can be bought from ¼c to ⅜c off. Better grades of Brazils are about unchanged. Java and Mocha quiet at ruling prices. There seems to quite a feeling among the roasters that if there is a change in quotations it will be a decline, but there is nothing definite on which to base this information.

Canned Fruit—Apples are dull and unchanged. The prospects for a large pack in all lines of California canned fruits was never better than at present. Prices remain the same as at the opening on futures, but packers are said to have found it necessary to make concessions in some cases in order to secure contracts.

Canned vegetables—New pack tomatoes will begin moving about the first week in August, but as the first shipments are rushed to get them on the market the fruit is usually a little green and not very desirable. Corn is only meeting with fair success from the

trade. Prices are low and nothing to indicate that there will be a change in quotations. Peas have been attracting considerable attention during the past two weeks and it would seem that there is sure to be a shortage in early June varieties. The canning on this grade is practically ended and from all reports obtainable there was not more than one-half the usual pack in many sections.

Dried Fruits—New apricots made their first appearance a few days ago and are selling much lower than usual for the opening of the season. Evaporated apples have declined until at present prices should be low enough to please almost every one, but the greatest trouble is in getting goods of a good quality. Reports from the coast state that growers and packers are using every means to advance prices on the new pack dried fruits, in order to induce jobbers to buy, but with the large carry-over and the assured fact that the present pack will be a large one no one seems anxious to take a large quantity.

Fish—Cod, hake and haddock are dull and unchanged. Red Alaska Salmon is a trifle lower and the demand for all grades of salmon is very fair. Domestic and imported sardines are unchanged and fairly active. The mackerel market has shown some weakness during the week. Both Norways and Irish show prices rather in favor of buyer than seller. The demand is moderate.

Cheese—The comparatively high prices have curtailed the consumption to some extent, but the market is firm and cheese not consumed is readily bought for storage. No important change change is likely soon.

Rice—The new crop of Southern rice will be large, and were it not for the late planting, its effect might be felt on the market. There has been a very good demand for both head and Japan sorts during the week and quotations are unchanged.

Provisions—Smoked meats are without change. Both pure and compound lard are in fair consumptive demand at unchanged prices. Barrel pork, dried beef and canned meats show increased demand at unchanged prices.

The Ajax Sales Co. has been organized to manufacture and deal in mechanical riveters, tools and builders mechanical supplies, with an authorized capital stock of \$30,000, which has been subscribed, \$20 being paid in in cash and \$29,980 in property. The stockholders and the number of shares held by each are as follows: Harry B. Wales, 2998 shares; Jennie Meyering, 1 share and John D. Gardner, 1 share, all of this city.

The Clipper Belt Lacing Co., which has recently completed a new brick building on North Front street, has the lowest insurance rate of any manufacturing institution in the city. Every precaution possible to prevent fire has been introduced and, as a result, the company has been accorded a rate of 35 cents per \$100 insurance for five years or 7 cents per \$100 per year.

Jobbers Aroused Over the New License Schedule.

Finding that the new license schedule adopted by the Common Council of Grand Rapids, providing for the payment of \$35 a year by non-resident merchants for the privilege of selling butter and eggs at wholesale in the city of Grand Rapids, is cutting into their jobbing trade very materially, the wholesale dealers at this market have had a petition prepared by the Association of Commerce and it is rapidly being signed by members of both the wholesale and retail trade who feel that the discrimination is an unjust one and that the license fee ought to be reduced to \$1 per year. The wording of the petition is as follows:

Whereas—There now exists an ordinance of the Common Council of the city of Grand Rapids requiring a payment of a license fee by general merchants non-resident of the city selling butter, eggs and meat at wholesale in the city of Grand Rapids; and

Whereas—The aforesaid merchants are acting largely as the agents of producers of these food products living in the vicinity of the city of Grand Rapids, and conduct such business as an accommodation and at a very small profit; and

Whereas—After the sale of such produce to the groceries and other stores in the city of Grand Rapids, these merchants, in turn, buy of the grocers and general merchandise wholesalers in the city, thus stimulating our wholesale trade; and

Whereas—The aforesaid merchants, believing the license fee to be exorbitant, have threatened to sell, and are selling, such produce as they collect from the farmers and producers, in other markets than the city of Grand Rapids, and in turn are buying general merchandise of the wholesalers where the produce is sold; and

Whereas—It appears to your petitioners to be against public policy to in any way restrict free and easy access of food stuffs into the city of Grand Rapids, or to hinder the ready sale of merchandise at wholesale by the merchants of Grand Rapids;

Therefore—Your petitioners respectfully pray that the license fee for the conduct of such a business be reduced to one dollar, and that the same be charged for registration purposes only, in compliance with rules of the Health Board to facilitate inspection and maintain sanitary conditions in the city.

Wm. R. Holden, Manager Grand Rapids Dry Goods Co., leaves Thursday for Beulah, where he will spend a couple of weeks resorting on Crystal Lake. He will be accompanied by his wife.

Mendelson & Caplon have engaged in the grocery business at Shepherd. The Worden Grocer Co. furnished the stock.

William Judson goes to Petoskey, Friday, to spend Sunday with David S. Haugh.

If you are tempted to take a day off—remember you can not put it back.



Personal Service Rendered Customers by Some Banks.

One of the little services which the city banks render their customers, or rather such of them as ask it, is to pay their gas, electric lighting and ice bills for them in time to save the discount. These bills are rendered monthly and the discount is large enough to make prompt payment worth while. The company rendering the service makes out duplicate bills, one to be sent to the patron and the other to the bank and the bank pays before the time limit expires and charges the amount against the patron's account as though it were a check. Not many of the bank patrons avail themselves of this service. There is no money in it for the banks and they have not widely advertised their willingness to do this, but they all do it to a more or less extent. For the busy man and the man who is often out of town the service is a real accommodation, as it saves him the trouble of keeping his eye on the calendar.

A committee of the Illinois State Bankers' Association has submitted a report urging that private banks be placed under that same supervision as given the state and National banks, that they be required to make the same report as other banks and that they comply with certain requirements as to investments and cash reserve. The report, with the endorsement of the State Association, will probably go to the next Illinois legislature and the effort will be made to secure its enactment. State supervision and reports as to condition have often been advocated for the private banks in Michigan, but thus far the private banking interests have always been able to head off legislative action. It may be said in behalf of private banking in Michigan, that conditions are not the same as in Illinois, except perhaps that part of Illinois that is outside of Chicago. In the small town where everybody knows everybody else and all about everybody else's business the private bank is not a menace or a peril. In the small town the personal equation, the character and reputation of the banker, are far more important than the amount of capital back of the enterprise. In a city of the Chicago size, however, this personal equation does not exist, except, perhaps, in a very limited degree and personal knowledge as to who is running the bank and how it is run is out of the question. All the banker needs in a big city is a bold front, a nice office and a smooth way of

talking. Given these conditions, he can find depositors, whether there is responsibility back of him or not. In a big city, also, it is not difficult for a foreigner to set up as a banker for his countrymen and to gain a considerable amount of deposits and, if he fails, the depositor loses. State supervision would put a stop to the crooked private banks in the big cities, but in the smaller towns, if conditions in rural Illinois are the same as in Michigan, it would not to any great extent improve conditions. Private banks in Michigan have failed, but their record as a whole will compare favorably with that of the state and National banks. The private bank, in many respects, can better serve a community than the incorporated institution, for the reason that it can loan money on securities which the incorporated bank can not touch. The private banker can lend money on chattel mortgages, can buy and sell contracts and do several other things entirely legitimate as business transactions, but which the constituted authorities of the state would frown upon.

The bank clearings of the Grand Rapids banks have been showing a handsome gain over the corresponding weeks and months last year, and from present indications the total for the year will be around \$160,000,000 or between 15 and 20 per cent. greater than last year. Much of the gain is due to the city's business growth, but some of it will come from the big transactions that will go on the records as a part of the city's financial history. The United Light and Railways and the American Public Utilities deals were both essentially Grand Rapids enterprises and both ran into the millions. The recent purchase of the Phoenix Furniture Co. was on a cash basis and involved a half million and this business went through the banks. Several big lumber deals involving from half to over a million have gone through the banks in the last six months and others are under negotiation. These big deals, so far as the banks are concerned, usually go through quietly, but in one way or another they help to swell the bank clearings.

The Commonwealth Power Light and Railway Co. has added Fred M. Caldwell, city and news editor of the Kalamazoo Telegraph-Press, to its staff as superintendent of its industrial department, a new office just created. His duties will be to promote the use of electricity in the industries of the State, and these in-

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		Commercial Deposits
3 Per Cent Interest Paid on Savings Deposits Compounded Semi-Annually	United States Depository	3 1/2 Per Cent Interest Paid on Certificates of Deposit Left One Year
Capital Stock \$300,000		Surplus and Undivided Profits \$250,000

2 1/2% Every Six Months
Is what we pay at our office on the Bonds we sell.
\$100.00 Bonds—5% a Year

THE MICHIGAN TRUST CO.

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

Largest Underlying Company of
Commonwealth Power Ry. Lt. Co.
Netting about 6 2/3% and **TAX EXEMPT**

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

dustries include all sorts of activities from housekeeping to the factory. The greatest field for the industrial use of electricity, perhaps, is in the small towns to which the service has been extended. With the power of the distant river at its command the small town can have its factory as well as the city, for this solves the fuel and power problem. With the Commonwealth service rapidly extending to reach every town in the State, there is no reason why Michigan should not become a great manufacturing state and the development under proper encouragement will be as much in the small towns as in the cities.

The Old National, in its current advertising, is making use of the fact that the furniture sale was a success and that this promises good times in Grand Rapids the coming six months. The obvious moral is that now is the time to start an account.

The profits of J. P. Morgan & Co. for underwriting the securities of the United States Steel Corporation are said to have been \$62,500,000. This looks like a tremendously big fee, and it certainly is a lot of money, but it might be suggested that U. S. Steel is a big proposition. The corporation has a total capitalization of something like \$1,400,000,000 and the fee said to have been received by Morgan & Co. is less than 5 per cent. of this total. The preferred stock and bonds of the company aggregate about \$900,000,000, and this alleged fee is only about 7 per cent. of this total. On a percentage basis the fee is in reality very modest. How many bankers or banking houses, not alone in this country but in the world, would undertake to market nearly a billion of securities on so narrow a margin? As a matter of fact, it is likely Morgan & Co. received only a portion of this fee. The underwriting of the securities was widely distributed among bankers and capitalists in this country and abroad and very naturally they participated in the profits. Something like a quarter of a million of it was placed in Grand Rapids and those who were let in made a nice thing out of it. The purpose of this is not to defend or uphold J. P. Morgan & Co., but merely to point out how a seemingly big fee becomes small when compared with the principle.

If any body thinks that J. P. Morgan & Co. took an inordinate profit on the marketing of the steel securities, he might look into some of the public utility corporation deals that have been put over in recent years. When a property is "re-organized" it is usually bonded to the amount of the purchase price, plus the amount it is proposed to expend for improvements and extensions, and common stock is issued to approximately the same amount. Those who subscribe for the bonds—that is the underwriters—usually receive 35 to 40 per cent. common stock bonus with the bonds they take. If the deal pans out well the market value of the

bond, plus the market value of the common stock bonus, shows a profit of from 8 to 15 per cent. and sometimes more. When the American Light and Traction Co. marketed its original issue of stock the common stock bonus was 50 per cent. of the preferred stock subscriptions. That is, the purchaser of \$1,000 preferred stock at par received \$500 common stock bonus. The preferred stock to-day is at a premium and the market value of the \$500 common stock is about \$2,000. This, however, turned out exceptionally well and can hardly be considered as a fair example. After distributing the stock bonus to the subscribers for the bonds the promoter of the enterprise retains the remaining 60 to 65 per cent. common stock as his profit and this percentage gives him the control and management of the property which the buyers of the bonds have paid for. On a percentage basis the \$62,500,000 received by J. P. Morgan & Co. was mere spending money compared with what the promoters and underwriters of utility corporations receive.

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.	403 408
*Am. Light & Trac. Co., Pfd.	109½ 110
Am. Public Utilities, Com.	54 56
Am. Public Utilities, Pfd.	80 82
Can. Puget Sound Lbr.	2% 3
Cities Service Co., Com.	114 117
Cities Service Co., Pfd.	89 91
*Citizens Telephone	95 96
Com'wth Pr. Ry. & Lt., Com.	62½ 63½
Com'wth Pr. Ry. & Lt. Pfd.	91 92½
Dennis Salt & Lbr. Co.	95 100
Elec. Bond Deposit Pfd.	83 85
Fourth National Bank	200 203
Furniture City Brewing Co.	60 70
Globe Knitting Works, Com.	110 112½
Globe Knitting Works, Pfd.	100 101
G. R. Brewing Co.	200 200
G. R. Nat'l City Bank	175 178
G. R. Savings Bank	185 185
Holland-St. Louis Sugar Com.	10½ 10%
Kent State Bank	260 260
Macey Co., Com.	200 200
Lincoln Gas & Elec. Co.	42 45
Macey Company, Pfd.	95 97
Michigan Sugar Co., Com.	90 92
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 67½
Pacific Gas & Elec. Co., Pfd.	91½ 92½
Peoples Savings Bank	250 250
Tennessee Ry. Lt. & Pr., Com.	24½ 25½
Tennessee Ry. Lt. & Pr., Pfd.	78½ 79½
United Light & Railway, Com.	69 70
United Lt. & Railway 1st Pfd.	88½ 90
United Lt. & Railway 2nd Pfd.	75 80
Bonds.	
Chattanooga Gas Co.	1927 95 97
Denver Gas & Elec. Co.	1949 95½ 96½
Flint Gas Co.	1924 96 97½
G. R. Edison Co.	1916 97 99
G. R. Gas Light Co.	1915 100½ 100½
G. R. Railway Co.	1916 100 101
Kalamazoo Gas Co.	1920 95 100
Saginaw City Gas Co.	1916 95 99

*Ex-dividend.
July 30, 1912.

Stick to It.

Every fellow gets tired of his job at times. On those occasions it is the second-rater that quits, while the hundred-point man simply digs in and looks for something new right in his work.

That mail order house which wrote to the station agent that it wanted his "silent co-operation"—tipping off inside information that could be turned into business for the mail order house—is using a method which has been in full force and effect since the mail order house first began business on an extensive scale. It shows what the home merchant has to contend with and why he must be constantly on guard.

If at first you don't succeed; hire somebody who can.

Taking a Vacation.

Vacation has been more or less the subject of venomous criticism all through the years, the criticism increasing as the habit has grown. Far from being an indication of carelessness and idleness, it is eloquent of harder and more efficient work than the world has ever known. The man who works while he works and then takes time to be under the blue sky, the shady trees, boating, golfing, whatever most appeals to him, does far better work than the man who is found always by his post and who with a sort of self-satisfaction says, "I have not had a vacation for thirty years."

Farmers are, as a rule, the most severe in their criticism of the man who takes a vacation, never thinking that while their work is monotonous and to a degree always in evidence, nature compels them to rest to some extent during the weeks in winter when there is comparatively little to do, and some days every month when the rain, mud and storm give rest from toil. The man who digs cannot work when the ground is frost laden, and thinks it quite right, but there seems to be a sort of feeling that the man in commercial lines does not need a vacation. These men, perhaps, need it most of all to let down the nervous tension, to regain self-poise, so that when they return to work it may be with greater efficiency than ever before. Not to have a vacation augurs ill for the future, for the old saying, "All work and no play makes Jack a dull boy," is true to-day, even more than in the long ago, for the stress and the strain of to-day is something of which our forbears never dreamed. Macey Monthly.

We are only too willing to claim relationship with people who have money.

It isn't so difficult to see the silver lining to other people's clouds.

Kent State Bank

Main Office Fountain St.
Facing Monroe

Grand Rapids, Mich.

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

Deposits
634 Million Dollars

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

3½ %

Paid on Certificates

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

We recommend the purchase of the

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E. A. STOWE, Editor.

July 31, 1912

MODERN POLICY IS SANE.

A great change has taken place in recent years in regard to competition in the public utilities. The old theory was that competition was good, that if a utility corporation charged too much or gave poor service or failed to popularize itself with consumers, the remedy was in the establishment of a competing company. If a company seemed to be enjoying too much prosperity was also deemed a sufficient reason for creating competition, and public officials and public sentiment applauded the appearance in the field of a new candidate for the public patronage as a sure method of obtaining cheaper service.

The modern policy is to give the utility corporation a monopoly in its field and make it subject to the supervision and jurisdiction of State authorities alike as to service to be rendered and rates to be charged. The modern policy looks upon competition as unwise and wasteful and as something to be avoided. This modern policy is not a mere theory, but it is based on the practical experience of many cities in their dealings with the utility corporations. This experience has taught that competition may exist for a time, but that it is only a matter of a few months or years when the parties with money invested in the rival concerns will see the folly of fighting and get together, with the result that one or the other of the rival plants will be junked and the public will have to pay interest on the entire investment. Take the utility corporations, as an example. Twice has competition on the street car service been eliminated by consolidation and the people are paying interest or dividends on at least a million dollars more capitalization than would have been necessary had there been but a single company during all these years and had this company been compelled to meet its obligations to the public. We have had competition in the manufacture of gas, and it cost about a quarter of a million to get it out of the way. The original electric lighting company in this city was the Powers, and the Edison was established as a competitor; the two companies eventually merged and the city to-day is paying interest on what both companies invested. The only really successful

competition in this city has been in the telephone; the Citizens to-day has about \$3,600,000 invested and it is likely the old company has about half as much. A merger of the two companies is now under consideration and, if it is brought about, some means will be found to make the people pay the entire bill. Competition in the public utilities always ends this way. That is this city's experience and the experience of every other city where competition has been tried.

In this modern day when a corporation fails to live up to its obligations the appeal is not to competition, but to the State Railway Commission, which has jurisdiction over such utilities, and the Commission prescribes the remedy. This is more effective than the old method and it is quicker and in the long run it is a lot cheaper. It protects the public interest and, what should be just as important, it protects the corporation against unjust and unreasonable demands and against designing politicians. If the corporations are not playing fair the Commission has authority to call them to time; if it is doing what is right it is protected in its position, instead of being made the subject of vicious attack. In those states which have wise Commissions, as in Michigan, the principle is recognized that the best service can not be given by a corporation which is bankrupt or on the verge of it, and the policy is to prescribe rates that shall yield a reasonable return on the capital actually invested. As an illustration of the new policy, the Ohio Commission has just refused to sanction the organization of a new telephone company in one of the counties of the State for the reason that the rates charged by the old company, although complained against by its patrons, were reasonable, that the new company could not prosper at the rates it proposed to give and that competition would merely result in loss for somebody. The Michigan Commission, which has jurisdiction over new telephone companies in this State, has never gone quite so far as the Ohio Commission, but it is known that in several instances the organization of new telephone companies has been discouraged by showing to the promoters that the estimates upon which they base their plans have been wrong, but their venture would not be successful and that the charges of the company already in the field are reasonable. In California the public is to discourage competition in water power development; if the company already in the field is giving good service and the rates charged are reasonable it is protected in its monopoly instead of being subjected to attacks that may be little more than mildly disguised hold-ups; if the existing company is not fulfilling its obligations as it should or if its rates are too high, then the Commission gives orders that bring relief. In other states the policy is the same—to protect the existing corporations against raids and at the same time to make them render the service they

should and to receive reasonable compensation for the same.

The modern policy is sane and it should be extended to all the utilities, including street railroads, interurbans and steam roads. Competition is not a good thing in the utilities. It means merely a duplication of plant, a multiplication of investment, a waste of time and effort and money. All that competition can hope to accomplish can be gained through the authority of state commissions made up of men who will not be influenced by the petty quarrels of the towns in which the utilities are located. Such commissions can protect the people in the service they receive and the capitalists who have put their money into the existing enterprise, and they can save from loss those who might put their money into forlorn hopes. The commission system should be extended to every state and as experience shows the need, the authority of such commissions over new franchises, capitalization, rates to be charged and similar questions should be enlarged.

A CHINESE WALL.

The wholesale dealers of Grand Rapids spent several thousand dollars in entertaining their friends of the retail trade on the occasion of Merchants Week. Within two months the Common Council of Grand Rapids enacted a measure, providing for a prohibitory license fee for country merchants who find it convenient to bring their produce to market by wagon instead of shipping it in by rail. There are about one hundred country merchants doing business in towns not located on a railroad who make a practice of coming into the city once or twice a week with butter and eggs which they have purchased from their customers. These goods are sold to retail merchants in Grand Rapids and the proceeds are invested in dry goods, shoes, hardware and groceries which are carried home by wagon instead of being shipped by rail.

Unfortunately for all concerned, the Common Council of Grand Rapids saw fit to enact a \$35 license fee for this class of merchandising and ten or a dozen country merchants have taken out licenses rather than be subjected to arrest by the license officer. There is grave question as to the constitutionality of the measure but, so long as it is in force, it will result in a great loss to the jobbing trade of Grand Rapids and a determined effort will be made at the next session of the Common Council to repeal the measure.

The enactment of such an ordinance was about as foolish a thing as could be conceived. It practically means the maintenance of a Chinese wall around the jobbing trade of Grand Rapids, because many merchants, rather than take out licenses, will ship their goods to other markets and buy their supplies in the markets to which they ship their goods. Grand Rapids wholesalers are already beginning to feel the effects of such a measure. The volume of business they have been getting from this source has shrunk very materially within the last two or three weeks. Judging by the murmurs that come to them from the country merchants round

about, the wagon trade of the market will be very materially decreased unless prompt action is taken looking forward to the annulment of so useless and unfortunate a measure.

AIMING AT EFFICIENCY.

No more suggestive contribution has ever appeared in the Tradesman than the discussion on the jobber of the future on page eleven of this week's issue. The writer has evidently given the subject long and careful consideration and as he is a hard-headed business man, his conclusions will have weight with merchants who think and who act on their own conclusions.

It will be noted that the entire subject hinges on the word efficiency, which is the highest aim any one can entertain in this world. The merchant who serves his customer best and with the least expenditure of time and effort will be the one who succeeds. On the other hand, the merchant who fails to grasp every opportunity which he can overtake; the clerk who dawdles at his desk or counter; the stenographer who waits for the employer to find something for him to do; the deliveryman who selects a poor road or a round about route when he could go direct over a good road; the traveling salesman who misses his train because he has not hurried as much as he might—all these have failed in point of efficiency and have thus voluntarily placed themselves in the mediocre class when they could just as well have joined the Class of Success and thus started on the road to Easy Street.

Efficiency is the final test by which the abilities and capacities of men are determined. Its laws are as immovable as those of the Medes and the Persians. Every man can so shape his career as to meet the requirements of this inexorable rule or he can shirk his duty to himself and the world and thus stay his progress and become a standstill and a whiner.

The Michigan Equal Suffrage Association stands in a peculiar position before the public. It is pledged to the advocacy of the open shop, so far as women are concerned. In other words, it asks for women the same rights that men now enjoy. Yet the Association insists on having the union label on all its printed matter, which commits it, body and soul, to the shut shop and the most iniquitous system of class distinction and clique domination the world has ever seen. About the first thing women ought to do when they plead for common fairness and justice is to be consistent. In allying themselves with the cohorts of the torch and the bludgeon they necessarily deprive their cause of thousands of votes of right-thinking men who cannot tolerate such an alliance.

If you want to enlighten some of your farmer friends on an important subject show them the magnificent profits made by one of the big mail order houses, and that on top of a cost of doing business averaging 28 per cent. Much of the profit story is told in the quality of the merchandise shipped the farmer.

THE FIRE LOSS.

It Can Be Reduced by Decreasing Fire Hazard.

Detroit, July 30—The annual report of the State Fire Marshal shows a total fire loss in the State of Michigan of \$4,445,180.29 during the eleven months ending March 31, 1912. The total number of fires was 2,831. It is estimated that 50 per cent. of these fires were due to carelessness.

This enormous loss, staggering in its enormity, is of vital interest to every business man in the State. It is no more important that you and your customers be amply insured and that your policies be complete and legal, than it is important that you realize your individual responsibility in the matter of decreasing the fire hazard. "Nero fiddled while Rome burned." The business man may not do the "fiddling" but he pays for the fire. Fewer fires would mean smaller insurance premiums. The property owner is paying the price of carelessness.

The following is an extract from an address given by the Hon. Walter L. Fisher, Secretary of the Interior: "If the Government should suddenly lay an annual tax of \$2.51 on every man, woman and child in the United States on a promise of spending the money for some useful purpose, that promise would not avail against the storm of protest which would be aroused. Nevertheless, a tax which in the aggregate amounts to that is being paid by the people of this country. It is the annual fire loss of the nation upon buildings and their contents alone. It is expended not in productive enterprise, but in death and destruction, and an even larger sum is annually expended upon fire protection and insurance premiums. Not only is this fire loss paid by our people, but in addition annually 1,500 people give up their lives and nearly 6,000 are injured in fires. Possibly in no other direction is the national habit of waste more clearly exemplified than in the comparative indifference with which we permit such a sacrifice. In no other civilized country are conditions so bad as they are here."

You can assist in decreasing the fire hazard, which will eventually decrease your insurance cost in the following manner:

1. By seeing to it that your own property is made as nearly fireproof as possible. It is also significant that every improvement made will be recognized by the actuaries in making up your insurance rate).
2. By making it your business to have your neighbor put his property in proper condition. This is possible under the Fire Marshal Law of 1911, and such improvements will also be recognized in making your insurance rate.
3. By reporting to the fire marshal any buildings not properly safeguarded which are a menace to the city at large.
4. By having your salesman posted on rules for safeguarding against fire and instructed to use their boundless influence with their customers to the

end that retailers may have stores as nearly fireproof as possible.

5. By using your influence to the end that more stringent laws are established in this State and the fire marshal's department made more effective.

H. U. Biggar, Sec'y Michigan Wholesale Grocers' Association.

Attached is a list showing some of the principal causes for the various fires which occurred in Michigan during the eleven months ending March 31, a great many of which could easily have been avoided:

Cause	No. fires
Adjoining fires	93
Burning chimney	15
Children and matches	69
Cigar stubs and cigarette stubs..	27
Clothing near stove	13
Defective chimneys	236
Defective electric wires	49
Defective fireplace	16
Defective furnace and furnace pipes	13
Defective stoves	10
Defective stove pipes	56
Defective flues	15
Fireworks	18
Gasoline explosions	52
Hot ashes	17
Lamp explosions	27
Lamp upset	16
Lightning	92
Matches	117
Overheated chimney	21
Overheated furnace	40
Overheated stove and stove pipes	197
Spark from chimney	186
Spark from furnace	12
Spark from locomotive	52
Spark from stove	18
Spontaneous combustion	63
Thawing pipes	83
Various other causes	1,173

Total2,831

Making War a Science.

Peace is the greatest destroyer. In the great scheme of things every living thing maintains its life by preying upon life. Man is the creation of his environment. His environment affects him by certain stimuli. He responds to these stimuli. If they cause him to combat, he dies if he can not overcome; he lives and is stronger if he conquers. The hardiest plants are found in the fields; the weakest in the hothouses. The weak plant in the field did not survive. The hothouse plant, if placed there, too, would die. It never had to struggle and grow strong.

Read history. When fighting, nations lived. When the affluence and luxury of peace came, they degenerated. There are no exceptions. War develops strength. Look at Japan. Her cry is, "Asia for the Asiatics and the Eastern seas for the Orientals." The white races are now supreme. Will the yellow find them degenerated and weakened by peace so as to fall easy prey?

We are not now unnecessarily cruel in war. Our next war will be that of science against science, war engine against war engine and the destruction of the enemies' resources. Flesh and blood are to-day the cheapest war materials. Therefore

their destruction is of the least importance. We could do far more towards killing men in war but because we do not wish to be cruel, the civilized nations have agreed against wholesale killing by poison, the use of explosive bullets under one pound in weight, and the soft-nosed bullet that mushrooms and tears a man to pieces.

We could, for instance, scatter millions of deadly disease germs in the enemy's camp by means of special shells. We could shoot shells of sulphuric anhydride that would render every man who inhaled the gas helpless and soon kill him. We could shoot enough cyanide in one shell to kill almost instantly every man in a battleship. But we do not do that because we are making war a science instead of a slaughtering bee and because we are more humane.

Hudson Maxim.

The United States Senate will be a very different body after next March, in which month the term of thirty-one members will expire. Of these seventeen are Republicans and fourteen are Democrats. The change of five votes would give the majority to the Democracy and it seems very likely to come, because it is altogether probable that several of the

Republicans will be succeeded by Democrats, whereas Gardner, of Maine, is about the only Democrat liable to be succeeded by a Republican and that may not happen. All but one of the Democratic senators whose terms expire come from the Southern States. So, after having been in control for a score of years, the Republicans are liable to lose the Senate next spring. Should the Democratic wave continue and Wilson be elected, it would give that party the entire control of national affairs. Then upon it would be the whole responsibility and everybody would wonder what would happen.

If you want to get an idea of what centralization means to many men talk with the country merchant who has moved to the city and is hustling there daily for a living. He has a perfect understanding of what it means to be pushed out of business and into the crowd which is straining to earn its salary every day. It is worth the best fight that is in you to preserve conditions that favor the independent small business man.

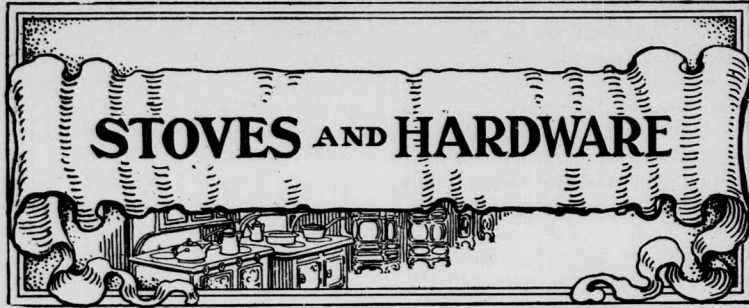
This is a swift age. If your name is in the list of "also rans" you are doing fairly well.

Proof

A

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

NATIONAL BISCUIT COMPANY



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

The Considerate Men Who Do the Decorating.

Written for the Tradesman.

Sherman contracted with a decorator for a new ceiling, and the very next day the foreman of the decorating gang dropped into the store to talk the matter over. It may be well to mention here that Sherman was to pay for the job item by item—for the paint, the labor and a reasonable price for supervision.

The chief decorator who owned a touring car with a folding bed and a free lunch table in it, charged 50 cents an hour for the services of the common or garden variety of decorator and a dollar an hour for the time put in by the foreman. He said that the cost of living was going up so fast that he might have to add a little something to this item in order to come out even.

So the foreman dropped in to talk the work over with Sherman. His dollar an hour began right there. He looked over the store very carefully, cocking his head to one side in a knowing manner and making frequent use of a pocket rule. Then he stepped up on a counter and measured the wall up to the ceiling with a ten-foot pole which he had brought along for that purpose. He made no statement at that time as to whether the ten-foot pole was on the payroll at 50 cents an hour.

"Now," the foreman said to Sherman, "in order to do a fine job here and protect your stock at the same time, we'll have to build a scaffold. I can bring in a few two-by-fours and some hemlock boards and run a scaffold up in no time. You will have to pay for the lumber because it will not be worth much after we get done with it."

"But that will make an awful mess in here," suggested Sherman. "Besides, the two-by-fours will be in the way. I can not afford to drive paying customers out of my place of business."

"Oh, we'll put the scaffold up late in the afternoon," replied the foreman, speaking with the deliberation of a man who is charging one dollar an hour for shooting hot air, "so there won't be any inconvenience at all. Then we'll do a good job putting the new decorations on the ceiling. It will be quite a particular job, and I shall bring my very best men."

"When?" asked Sherman.

"Let's see," replied the foreman, taking a mussy book from his pocket

and drawing out a stub of a pencil, which he moistened in his mouth, "this is Wednesday. We'll put up the scaffold to-night and have the job all finished by Friday. You see, that ceiling needs a good deal of washing before we can touch the paint to it."

"Go to it," responded the merchant, "only be sure you get out of here, bag and baggage, by Friday night. I'm not going to have the Saturday trade interfered with."

"Oh, we'll be out of here before that," the foreman assured the merchant, who had no suspicion of what he was getting into.

The foreman and three assistants came into the store at 1 o'clock that day and sat down in front to wait for the two-by-fours and the hemlock boards, which, they said, had been ordered early in the forenoon. They waited for two hours at a net charge to Sherman of \$5, and then the foreman sent a man over to the lumber yard to see why the stuff did not come. When the man returned he said the order had never been sent in, and that the book-keeper at the decorator's store would get 'his' for not attending to business. Sherman looked ugly when this explanation was made, but he had to have the work done, so he maintained a discreet silence.

"We'll get the lumber right over," said the foreman, in a manner intended to indicate great personal sacrifice and no little sympathy for the poor merchant who had to have his store ceiling done over, "and rush this job along. You'll see a different looking place here before long."

In this statement the foreman proved himself to be a true forecaster of tragic events. The store did look like a different place in a couple of hours. The men put up their two-by-fours and their hemlock boards and nailed them to the floor, and the counters, and to each other. At quitting time the store looked like a forest with square, two-by-four tree trunks and a foliage of hemlock boards. The floor of the scaffold was so low that tall customers who were trying to spend money bumped their heads against it.

"You can station a clerk out at the door," explained the foreman, "and when he sees a tall customer coming he can shunt him off. Then he won't jar the scaffold and make my men dizzy."

At 5 o'clock the men all quit, although the merchant offered a bonus if they would go on. They said they worked only eight hours a day, and refused to consider a proposition

short of time and a half. The store was a sight, with paint dripping off the scaffold.

The next morning the merchant met the foreman at the door as he entered, and was informed that a job over on the South Side had been overlooked by the book-keeper, and that they would have to go over and square themselves or stand a suit for damages.

So they went over on the South Side and left the scaffolding in the store. They came back Saturday morning, and the foreman said they were going to do the quickest job on record right there. As soon as one of the men had been sent after paint and another after a brush of the right size, they got to work on the ceiling and worked until noon. Then they packed up their tools and started away, saying that they never worked Saturday afternoon.

"I wouldn't want to offend them," said the foreman, "for this is a particular job, and they are the only men in the city who can do it as it should be done. We'll finish up Monday or Tuesday, sure."

When they were gone the merchant learned that one of his clerks had served time at decorating, so he held a consultation with the boys. They immediately tore down the two-by-fours and the hemlock boards and threw them out into the alley. Sunday morning they got ladders and

put boards across them, and by noon the whole job was completed.

When the boss decorator was suing for his "pay" for doing the work, all the painters in town swore that it was a bum job the clerks did, but Sherman says it looks good to him. The decorator lost his suit, a number of business men being on the jury—for a wonder!

Alfred B. Tozer.

Ethel's Climax.

Little Ethel had been brought up with a firm hand and was always taught to report misdeeds promptly. One afternoon she came sobbing penitently to her mother:

"Mother, I—I broke a brick in the fireplace."

"Well, it might be worse. But how on earth did you do it, Ethel?"

"I pounded it with your watch."

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ECONOMICAL FACTOR.

Why the Jobber Must Become More Efficient.

Written for the Tradesman.

There's just one answer to this question.

The jobber's business is to shorten the journey between maker and retailer. His purpose in life is, or should be, to build a more and more direct line between the man who makes the goods and the man who sells them to the consumer.

The jobber of the present will not be the jobber of the future unless he buckles down on this identical job. Future profit and growth will come only to him who aids in making distribution more efficient.

The ideal, logical and economical chain of distribution is maker-to-jobber-to-retailer-to-consumer, but this chain can also be the most wasteful method of getting goods to the user.

Wastefulness usually begins after goods leave the maker's hands, when this chain is an inefficient one. The reason why the maker often has no hand in the inefficiency of distribution, lies behind the fact that production is no longer the economic problem of the day.

Cutting the cost of production was the work of yesterday.

To-day's problem involves cutting the length of the trip from manufacturer to consumer. All energies are, or should be concentrated on making the jump from producer to user quicker and more economical.

The efficient jobber can do this, but no other agency can.

The efficient jobber, or the jobber of the future, as we shall call him, will grow and thrive because he is a factor in economy. He will help to save. The inefficient jobber, who, is nothing more than an expense-adder, will gradually become extinct, because he really renders no service that cannot be dispensed with.

The wholesaler of the future must be a gigantic centralizer. His warehouses must contain literally the concentrated essence of the world's market places. A single order sent to him must be able to levy toll on all countries and all makers.

The efficient wholesaler must be the doorway to a thousand factories. Only thus can he save his patrons the waste involved in scattered buying and many small shipments.

He must enable his trade to concentrate a host of lines in one bill. He must be able to buy in train loads and sell by dozens. The first will give him bed-rock prices; the latter will spare his trade the danger of overstocks and stickers.

The retailer of the future must buy small and often. He must cover great variety, turn stock quickly and earn a maximum profit on a minimum investment. He must be freed from advance buying.

The dollar he pays the wholesaler must buy more than goods. It must pay for protection against risks, overstocks, stickers and the like.

The wholesaler of the future must be big enough to leap over all middlemen. He must be able to go to the

headwaters of merchandise and study the elements before they are combined in the goods.

None of the money he receives from his patrons must be spent for something that does not eventually get back to the man who paid it in.

The wholesaler of the future must be able to dictate styles and create goods. Only thus can he adequately cater to the people who buy his goods. For the wholesaler of the future will be the servant of the retailer, not a dictator.

When he buys, the wants of all his branches must be lumped into one, so that costs may be battered down to a dead level. Thus they will buy as a whole and sell as individuals.

The lines of the efficient wholesaler must be so varied that his overhead expense will be distributed among the greatest possible number of departments, making the burden on each as small as possible.

His open stocks must constantly be kept at so high a point that the instant demands of any customer or any number of customers may be met. The future wholesaler cannot possibly confine himself to order-taking. He must be able to shoot back the goods the moment the order arrives.

But stock-keeping and buying facilities are merely one side of the question, since a wasteful selling system can neutralize buying economics of all kinds.

As long as men compete for the trade of the retailer, it will cost money to sell goods. The wholesaler who leads will be he whose selling-cost is nearest zero; who spends the smallest sum to gain the attention of the dealer and to excite desire and action.

That the outlines given above are not the vision of an unpractical dreamer is proved by the fact that a few wholesalers to-day can say with truth that their methods closely co-incide with those of the jobber of the future.

They are aiming at efficiency, not only because it will be helpful to the retailer, but also because it will pay a bigger profit than any other system.

What can the merchant do to further wholesaling efficiency? He will eventually have to patronize the efficient jobber, so that the day of perfectly economical distribution will merely be hastened by any encouragement given now.

The efficient jobber aims to be a perfect servant for the retailer, and self-interest should cause the latter to help reach the goal.

Anderson Pace.

These times demand progressive retail merchants. The retailer who refuses to join with his brother merchants in any movement for the good of the town or the good of the trade is too dead to consider. It is the live ones who will save the town and keep the trade at home. Look yourself square in the eye and figure out exactly where you belong.

A silver filled purse eight inches long and five inches wide for less than a dollar looks like a big bargain until you learn that the "silver filled" purse is empty.

Prefers Store Papers To Newspaper Advertising.

Evansville, Ind., July 29—I have read both Mr. Pace's and Mr. Rittelmeyer's articles on which method of advertising is the best. Mr. Pace believes in store paper advertising, and gives good reasons why it is the best, and Mr. Rittelmeyer believes in newspaper publicity, which is good so far as it goes, but the newspapers, as a rule, do not go far enough.

I have spent a great deal of money in newspaper publicity, but my experience teaches me that a store paper does more effective work—if it is sent out regularly every week. If a store paper goes out now and then, it does not amount to any more than if one would only advertise in the newspapers now and then.

The advertiser who does not use space, let it be any kind of space, regularly might as well not advertise at all.

I have my own printing plant, and my store paper goes out every week just as regularly as any of the other work is done about the store, and I do not spend much space on anything but what I have to offer—and the price.

The public is interested in no man's store. They don't care who he is, or what he believes. What they want to know is "what has Jones got to-day at a price?"

There was a time in my business career when I thought I ought to talk to my trade, and I did a great deal of talking about my way of do-

ing business, why I could sell this or that cheaper than the other fellow, and so on, but I have learned that this is not necessary, that it is a waste of time and money, so I simply name the article and the price, and if the goods back up the price I have made a good customer, but if I have not given the right goods at the right price, all of the talking in the world will not hold the trade.

I change my forms from time to time and run cuts, which is necessary on articles on which the trade are not well posted.

I just received a letter from Anderson Pace and I find he is with Butler Brothers, and that they are going to assist their customers in building store papers by supplying them with bright, breezy, interesting filler matter, and I am of the opinion that this is a great idea and a service which is more valuable than most merchants can realize, for I am sure that with a plan of this kind, Butler Brothers can furnish filler matter much cheaper than merchants can have the work done by their local printer.

I would advise every retail merchant to go into this plan of Mr. Pace's and try it out for a year at least.

Edward Miller, Jr.

Michigan Toy Company
Grand Rapids, Mich.

Makers of
High Grade Wheel and Aeroplane Goods

The Enameled Ware
of Quality
**Onyx, Turquoise
Royal**

Complete Stock
at

**Michigan
Hardware Company**

Exclusively Wholesale

Ionia Ave. and Island St.

GRAND RAPIDS, MICH.

PUSHING NEW GOODS.

Making Grocery Specialties as Popular as Staples.

Written for the Tradesman.

When Jinks, making big money with the Grand Confidential Insurance Company, severed his connection with that concern to take a position with the Overseas Mutual, his friends shook their heads. More head-wagging followed when Jinks frankly admitted that his commissions with the new company in a year's time would very likely total less than his salary with the old one.

"Then why did you change?" demanded his friends.

In reply—to the one or two confidential friends entitled to entry on the ground floor—he revealed a little, obscure clause in the tail end of his new contract, stipulating that Edward Henry Jinks was entitled, not merely to the regular commission on all new business written by him, but to 5 per cent, on every renewal premium thereafter, whether such renewal premium was paid through him directly to the company, or otherwise.

"Every policy I write," he commented, "means more than the initial commission. It means, too, a source of revenue to me so long as that particular policy holder keeps paying his premiums. And that source of revenue can not be taken away from me. It is a staple article—something I can count on."

Much the same idea is being worked out by many progressive merchants in various lines of trade, who, not content with the "staples" of which their predecessors knew, are steadily, systematically and persistently adding to the list.

Take the grocer as an example. He finds among his customers a steady demand for sugar, salt, pepper, raisins, currants, flour, tea, coffee. The mere fact that he is in the grocery business brings him trade in these lines. He does not need to advertise the fact that he handles them. It is something which everybody knows.

But he finds also other lines which are new to the average buyer—lines which must be actively pushed in order to make sales. Ingenious chaps all the world over are concocting new jams, inventing new gelatine powders and breakfast foods, flavoring extracts, cleansing articles and handy novelties. These must be pushed actively and energetically if the consuming public are to purchase them.

Aggressive merchants realize that these new lines are, many of them, excellent dividend payers. For this reason they are worth careful study. The old-style grocer, traveling in a rut, when he wants to attract trade, will cut on sugar or sell some "special" tea at a loss, regardless of the fact that on staple lines the margin is a sort of razor edge. The wide awake dealer saves his margin on teas, sugars and staple lines and attracts just as much attention by featuring new things with which the buyer is not yet familiar. He has the further advantage that these lines allow a better margin of profit than do the staples and hence pay for the pushing.

The other day I chatted with a man who runs a little corner grocery in a middle-class residential section. He called my attention to a bottle of peanut butter on the counter.

"Up until three months ago I never handled that stuff," he observed. "Nobody ever asked me for it. One day a traveler suggested an order. 'There's no demand,' I told him. 'Well, try it on your own table,' he remarked; and I ordered a dozen.

"The stuff came and lay kicking around the store for a couple of weeks. Then I took the traveler's advice and tried it myself. After that I began to call my customers' attention to it. I made a couple of sales. Housewives in the neighborhood began to talk about it, for it was a comparatively new thing around here. My customers came back for more. Now I sell several dozen of that one article every week and that without any pushing. That means between \$8 and \$12 more business in a week—all business that I never did before."

This man's experience in a small way indicates what can be done on a larger scale by merchants more favorably situated.

The average merchant is chary about tackling a new line. If he orders at all, he does so in most cases either as a result of the traveler's persuasiveness or in the belief that the manufacturer's advertising will sell the goods. When the goods come, they are stacked on the shelves or maybe piled on the counters, but no individual effort is made to push them. "No demand for them whatever," is the merchant's conclusion; when, as a matter of fact, he has not given the goods half a chance.

One dealer of my acquaintance takes a decidedly different tack in handling this sort of business.

In the first place, he makes a careful and thorough study of practically every new line produced. He notes its price, selling points and general quality and the extent to which it is being advertised. From his knowledge of his own patrons he is able to gauge with fair accuracy the probability of building up a permanent demand among his clientele for the new article. Then, if favorably impressed with it, instead of absolutely refusing to purchase, on the one hand, or on the other buying blindly in large quantities, he begins by making a small initial purchase.

When the goods arrive, he pushes them instantly into the limelight. He talks of them through his newspaper space, chats about them in his monthly circular letter to his regular customers and features them for a few days in a neat window display. Furthermore, he personally calls the attention of individual customers to the new line and suggests a trial order. He follows up the purchase by enquiring how the customer was pleased with the goods. By the time the first order is sold out, the merchant knows pretty well whether the line is likely to prove a steady seller or just a flash in the pan. If it looks good to him, he re-orders and keeps on pushing until he has so educated his

customers that the line, with the aid of an occasional jog or two, practically sells itself. He is always pushing several new lines in this way. His theory is that any new line which is worth the handling will, after a certain time, sell itself without more pushing—and, in confirmation, he points to several new brands of pickles, half a dozen breakfast foods, a couple of cleansers and a score or more of varied lines which he has successfully converted from casuals into staples.

It is at the outset that pushing is particularly needed. Then the dealer must push with every bit of energy that is in him. Newspaper space, circulars, personal talks, window and interior displays, show cards—all these should be utilized to the fullest possible extent. Of these the most effective is the personal work of the merchant and his salesmen.

Back of all these things must be the element of quality in the goods themselves. It is this which creates permanent demand. For this reason a merchant is wise in many instances to select a higher priced article. Without quality a permanent demand can not be built. With quality the merchant not merely scores his profit on the immediate sale, but likewise ensures a steady income from the "repeats" for years to come.

William Edward Park.

Moon Causes Rain in Africa.

A new instance of supposed connection of the moon with rainfall claims the support of highly scientific authority. Heavy rains are said to occur in South Africa at intervals of nineteen years, and this period coincides with the lunar cycle of maximum north and south declinations. E. Nevill, late director of the Natal observatory, finds an explanation in the moon's attraction. The theory is that a permanent cloud belt is drawn along by the moon, and that as the moon nears its farthest point north the mass of clouds is made to impinge on the mountains in Natal, giving excessive rainfall.



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.

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

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.

FLEISCHMANN'S YEAST is to-day sold by thousands of grocers, who realize the advantage of pleasing their customers and at the same time making a good profit from the goods they sell. If you are not selling it now, Mr. Grocer, let us suggest that you fall into line. You won't regret it. 🍷 🍷 🍷 🍷 🍷

SCIENCE OF ADVERTISING.

Tell the People What They Want To Hear.

The time to increase your advertising space is when it will do the most good. Gauge the amount you spend not only by the value of the medium in which you use publicity, but also by the seasonableness of what you have to say.

This does not mean only seasonable as regards spring, summer, fall and winter. The idea is to suggest that there is a right time and a wrong time, without thought of weather.

Foreseeing the Harvest.

Your town has special occasions when certain articles are likely to be in demand for local reasons. Festivities and anniversaries will produce particular calls, if they are public events. A county fair has its possibilities. It brings people to town. The opening of a public building or any kind gathers crowds. Wherever there are crowds the audience you have to talk to is increased. They will read the local paper, if it is any good as a news medium, and will there be confronted by your enlarged advertising.

The wideawake man is he who takes advantage of all these things. It does no good to look back and wish you had foreseen the harvest.

Secret of Influence.

Look ahead every day. Consider, is there anything coming during the next two weeks that should be made the occasion for special announcement? What will people be thinking most about when the next issue of the local paper is printed?

We hear a great deal these days about psychology, and we wonder what it really is. It is not far removed from suggestiveness. One mind suggests something to another. There is psychology of this kind in advertising. To enter into the thoughts of those to whom you are talking is the secret of influencing them. Not by going bluntly at them and blundering into their meditations with a straightforward approval or denial of their opinions. Simply suggest pleasant things along the same line as they are thinking, and they will agreeably be led along with you in whatever direction you may desire to direct their thoughts.

Thinking Your Thoughts.

Go to hear a public speaker, and note what pleases you. It is what he says that you have already thought out for yourself, but have never put into words. It comes right home to you, and meets your approval. You say that is a smart man, and you think so just because he has thought things that you have also thought.

New then, apply it to advertising. What will the women in your town be thinking about most of all next week? You may hit it or miss it. Nobody is shrewd enough to strike the happy proposition correctly every time he tries. But he will do it oftener than he thinks. So can you.

The very best advertisers sometimes print bargains that are rank failures. People simply will not have them. They may try the same thing

at some other time and it will catch on like wildfire. That is what is meant by striking the psychological moment.

Not Interested in Watches.

Suppose some person comes along and says to you: "Here is a fine watch, worth \$50. I am over-stocked, and anxious to get some ready cash. I'll give it to you for \$20." To make the story work out right we will admit that you are a judge of watches. You look it over and can readily see that what he says is true. But you have a good watch, and are not interested. You do not need another. Consequently you turn down a bargain you would gladly take advantage of if you needed the watch. It simply is not a bargain for you, for you would have more than you require if you bought it, and you are not in the business of selling watches.

Misfit Hats and Shoes.

Another illustration of the same kind: You are offered a hat, worth \$4, for \$2. You are a judge of hats, too, and know the bargain is there. But you have three hats, in fairly good condition, so you are not tempted. Perhaps you might purchase it and lay it aside for a rainy day, but you are rather hard up and need a pair of shoes. So you turn down the hat, which is not a bargain for you, under the circumstances. How quickly you would have snapped it up if the offer had been \$4 shoes for \$2, provided they had been your size.

So it goes. Often the merchant advertises hats when the public is thinking shoes, and there is a misfit in both hats and shoes as a result.

Cut-Throat Bargains.

In six months he has another hat sale, and he sells out so fast he has a sensation of wheels in the head. That time the public was thinking hats, but he did not have any more reason to think so than he had the first time he advertised them. He wondered why his first advertisement did not draw.

But careful attention to the public, and that means your public, will help you to figure this thing out oftener than you miss it. The trouble is that many advertisers do not push what is likely to fit in with the public requirement, but what they want to sell. Save your space. Advertise when the goods are likely to move, not when you want to force them to go. It takes a regular cut-throat bargain to move them against the psychology of the times. And cut-throat bargains are not profitable for you. Better wait a little while until they are likely to accord with the public wish.

Good Old Summertime.

But there is one time in particular when good, big space pays if you have anything to offer which is likely to attract. That time is the summer. An attack is bound to be successful when the enemy is sleeping. That is what he is doing in the summer. He is not expecting much, and he has abandoned his campaign. His advertising space has shrunk to its smallest dimensions. He just runs a small card to keep his name before the people.

That is your opportunity. Go after the public good and hard while the other fellow is off the track. One of the most successful shoe dealers in a large city always doubles his space in the newspapers in summertime. It makes him look like the whole show, and he impresses the public with the magnitude of his offerings. They look bigger than they would if he used the same amount of space in the winter when the other merchants were doing big things, for then the comparison would not be so marked.

Now what can you push most successfully in your community this summer when there is usually quiet? Try it out. Keep at it. You will be creating a big impression which will tell for you in the future. You will always be remembered by the importance of the position you assume while the opportunity is afforded by the retirement of the foe. You can get after the business and pull it across to yourself if you have grit and the persistence along with the perception to make the psychological suggestion the consumers want. Offer a glass of ice water to a feverish man and he will nearly knock you down in his mad haste to get it. Offer it to one suffering with chills,

and he will knock you down for other reasons. It is telling the people what they want to hear at a time when they are in a humor to hear it that counts. That is the difference between good and bad advertising.

IMPORTANT

Retail Grocers



who wish to please their customers should be sure to supply them with the genuine

Baker's Cocoa and Chocolate

with the trade-mark on the packages.

Registered U.S. Pat. off

They are staple goods, the standards of the world for purity and excellence.

MADE ONLY BY

Walter Baker & Co. Limited
DORCHESTER, MASS.
Established 1780

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

REYNOLDS FLEXIBLE ASPHALT SLATE SHINGLES



Reynolds Slate Shingles After Five Years Wear



Wood Shingles After Five Years Wear

Fire Resisting

Fully Guaranteed

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

Write us for Agency Proposition. Distributing Agents at

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

H. M. REYNOLDS ASPHALT SHINGLE CO.
Original Manufacturer, GRAND RAPIDS, MICH.



Is It Hard To Patronize Your Store?
Written for the Tradesman.

"Jim Malcolm was in our store today," remarked John Alcott, the hardware merchant to his wife.

"Yes?" she replied questioningly, and it was easy to detect a note of apprehension in her voice.

"He seemed to feel a little sore that you are not giving him more of your trade. He said it had been an age since he had seen you in his store. He took pains to remind me that he bought a pump of me last week for his farm, and a lawn mower only two or three weeks before. He said—and I think it is true—that he always has bought practically all of his hardware of me, and naturally he feels that we ought to reciprocate. I really wish, Edna, that you would make it convenient to give him all the patronage you can. We don't want our friends to consider us ungrateful."

Little Mrs. Alcott's brow clouded.

"John, I don't know what to do about it. This matter of buying at Jim Malcolm's has troubled me for a long time. I feel the obligation to do as much for him as he does for you just as keenly as you do, and I have tried faithfully to discharge my part of it. For the last two or three years my task has seemed to grow more and more difficult all the time.

"Ever since we have been married until a very short time ago I made it my rule that when I wanted anything in dry goods I would go to Jim's first. I always gave him the preference, and if he had what pleased me at all I purchased there.

"Just lately I haven't been into his store very often for the reason that I have gotten ashamed to go there and look at what he has and not buy. And truly it is hard to find anything there that pleases me.

"We do not have money to throw

away, and it has been my experience that we do not get half the good out of things that do not suit us. Last winter you remember I bought a coat of Jim Malcolm, and I never have liked it at all and I know you never have liked to see me wear it. I knew it was not what I wanted when I got it. But Jim had just been buying quite a little of you, so it seemed that the only decent thing to do was to buy my coat of him. The garment I got was the only one he had that would answer at all. It is just as good as new yet and still I do not feel like punishing myself by wearing it another winter. I rather think I shall give it to some one and have a new one before cold weather.

"You know, we can not afford that kind of thing. This last spring for my suit I did not go to Jim's. I went to Karger's, and you know how well pleased we both are with it. It will do me all next summer as well as this, nicely. But I noted the expression on Mrs. Jim Malcolm's face when she first saw me with it on. She knew it was not from her husband's store.

"Jim's prices are too high—far higher than the other places. This is not something I just imagine—I know it. I have made comparisons times without number. I really wish, John, that he would not buy another dollar's worth of you as long as you keep store. Of course I will see what I can do there when I am wanting anything, but it is just exactly as I have been telling you."

The little woman sighed deeply.

"What do you think is the trouble with Jim's store? Why is it that things are as you say?" asked her husband.

"What's the trouble?" The trouble is with Jim Malcolm himself. He is tired of the store and other things

are taking his attention entirely too much. Last year his automobile was the only thing he had any real interest in. This season I notice he seems greatly absorbed in this piece of land he has been buying.

"He does not pay enough attention to his store to get on the desirable things or even to know what the desirable things are. Other merchants like Karger and J. T. Hammond have come in here. They are wide-awake and hustlers and they are getting the business that used to be Jim's. I do not wonder he feels sore about it."

* * *

Mr. Merchant, is there something for you in this informal conversation between the hardware man and his wife?

If your friends are not giving you the patronage which you think belongs to you, don't go after them with complaints—get after your own business methods.

Don't conclude that your grocer's wife is basely ungrateful if you observe that she is switching her trade to some other store besides yours. Make up your mind that your goods or your prices or the service at your store is not satisfactory to her.

Most right-minded persons are willing to reciprocate for all favors

done them. But remember that you can not build up a business wholly or even largely on friendship and favors.

Particularly is this true of dry goods. As to the things she wears herself or buys for her children, a woman wants what she wants, and she is going to take her patronage where she can get what pleases her.

So long as you give them satisfaction and just as good value as they can find elsewhere, your friends will give your store the preference. It is not only unbusinesslike but weak and childish as well for you to expect more than this from them.

To make your business a success your appeal for patronage must be based on the advantages you can offer your customers, not on the favors you have thrown or are now throwing in the way of your friends. Fabrix.

Pin your faith to some people and they'll use the pin to stick you.



New Curtaining and Drapery



WHOLESALE ONLY

Our Fall Lines of Curtain Materials have arrived and are finding ready sale. The new lines consist of Silkoline, Printed Madras, Casement Cloth, Twilled Robes, Cretones, Plain Scrim, Printed Etamine, Hemstitched Scrim, Plain and Printed Burlap and Curtain Netting.

GRAND RAPIDS DRY GOODS CO.

Cor. Commerce Ave. and Island St. Grand Rapids, Mich.

If you want to hold a big and successful sale just before Labor Day get a copy of



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

Fisk Advertising Service
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



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

at once containing a bully sale idea. You can't use the idea unless you subscribe because the service is fully protected by copyright, but you'll subscribe as soon as you see this great number of the Fisk Service. Don't wait. Write for sample now.

FISK PUBLISHING COMPANY, Henry Stirling Fisk Pres. SCHILLER BLDG. CHICAGO

What Some Michigan Cities Are Doing.

Written for the Tradesman.

The Michigan short ship circuit horse races will be held at Jackson Aug. 13-16.

The Saginaw Bay Water Association has been formed at Saginaw to promote the project of supplying that city with water from the bay.

The Saginaw Board of Trade has issued its forty-ninth annual year book, with illustrations and interesting information about the City of Opportunity.

The American Lady Corset Co. has outgrown its present manufacturing facilities at Jackson and will build a large factory there.

The Michigan United Traction Co. has 200 men at work laying new rails and improving its lines at Lansing.

W. W. Mitchell, the Cadillac lumberman, offers to furnish oil for every street in that city which is put in proper condition for oiling.

The date selected for Traverse City's general holiday and picnic is Aug. 29 and a big time is being planned.

The new industry at the Jackson State's Prison is the cannery. The plant starts on string beans, raised on the prison farm, and will continue with tomatoes and other produce. The product of the cannery will be disposed of in other State institutions as well as in the home prison.

The Michigan Retail Clothiers' Association will hold its annual convention Aug. 21-23 in Kalamazoo, and the programme will include a picnic dinner at Gull Lake, a theater party and smoker.

The report of expert chemists employed by the Saginaw Board of Trade shows that the bay water is usable for all purposes and would be a satisfactory source of supply for the city.

The Marquette Commercial Club will hold its annual meeting and banquet Aug. 1 at Presque Isle, with Col. Mott, manager of the Upper Peninsula Development Bureau, as the principal speaker.

Bay City has paved the way for a larger police force, having rescinded the resolution of a former city council limiting the force to fifty men.

Battle Creek has again taken action to prohibit bathing at Gogua Lake, the city's source of water supply.

Mayor Short, of the Soo, has opened a war on weeds and the chief of police is directed to notify all owners of these "plants out of place" to cut them off or be subject to prosecution.

The new Y. M. C. A. building at Saginaw will be completed Sept. 1.

Rockford will entertain the annual re-union of the soldiers and sailors of Northern Kent the week opening Aug. 5.

Menominee grocers and butchers will hold their annual picnic July 31 at John Henes Park.

The effort made to secure extensions of street railway lines at Kalamazoo by substituting T rails for the grooved girder style on unpaved streets was turned down unanimously

by the city Council. Mayor Hayes says that this action militates against the growth of the city.

Vermontville business men will pull off a big celebration in that village Aug. 20 and 21.

The Michigan Abstracters' Association will hold its annual meeting Aug. 6 and 7 in Pt. Huron.

Ravenna's Harvest Jubilee will be held Aug. 21.

The city of Cadillac has twenty-seven miles of water mains.

Houghton has ordered over \$400 worth of equipment for its new public playground, including swings, ladders, see-saws, slides, flying rings, horizontal bars and a complete outfit for basket ball.

Barryton will celebrate its seventeenth birthday Aug. 3 with music, sports and fun for everybody.

Decatur is suggesting to the Michigan Central that a new station of brick or stone would not look bad in that town. The present building is small and antiquated.

The two banks at Homer will consolidate, giving the town but one bank for the first time in thirty years.

The Wolverine Portland Cement Co., of Coldwater, will rebuild the packing department of the plant which was recently destroyed by fire.

Benton Harbor's new pumping station is now in operation and the city is well protected in case of fire.

Drinking fountains are being installed at Alma by the Civic Improvement League.

An immense electric sign has been erected in the depot park at Escanaba by the Business Men's Association. There are 728 incandescent lights in the sign, which reads: "Escanaba, Metropolis of U. P. Home of Cheap Power."

Traverse City has passed an ordinance limiting the speed of autos to ten miles an hour and employs a motorcycle cop to enforce it.

The Gratiot County Fair will be held at Ithaca Aug. 27-30.

The Publicity Committee of the Otsego Commercial Club has prepared envelopes for use of business men in advertising the town.

Battle Creek and Chief Moore of the U. S. Weather Bureau are at outs. Battle Creek has been starting a little weather of its own and on getting word from the weather chief at Washington that it would be "generally fair" on a certain day last week the city of breakfast foods set off several thousand pounds of dynamite, and it rained—a "peculiar and unnatural rain," as Battle Creek people claim. Chief Moore says it was a natural rain and would have come, dynamite or no dynamite.

Almond Griffen.

Cheaper.

"My daughter wants to marry a duke."

"Mine wants to marry a poet."

"Well, I believe I'd rather support a poet than a duke. From all accounts a poet won't eat much, and I don't think he'll want to play the stock market all the time."

There is a lot of blank verse in the life of the average poet.

Prepare Yourselves.

It is coming as soon as the campaigns are under way, and all good patriots should be prepared for it.

From the candidate for the presidency down to a five-dollar-a-speech man, you are going to receive party pledges that—

Your wages shall be raised.

That butter will drop back to 30 cents a pound.

That all the trusts are to be put in a hole.

That there shall be no more graft.

That southern floods shall be squelched.

That the tariff is to be revised downward.

That the farmer shall have double price for his pumpkins.

That the ground-hog has fooled this country long enough.

That the Senate must be cleaned out.

That we are on the brink of war.

That it is the other party that has ruined the lobster industry.

That the beef trust would give a million dollars to defeat our candidate.

That without us the country must go to the dogs.

That taxes shall go down to a mere nothing.

That the opposition, if successful, will turn this country over to the money trust and the Standard Oil Company.

All these things, and many more, will be told you, and if America goes to the dogs because you don't vote early and often and the straight ticket,

then you are no patriot, and deserve to have no country.

Silk Made of Horse Flesh.

German chemists are reported to have succeeded in utilizing fibrous animal refuse—such as the flesh of dead horses—for making artificial silk. Treatment with acids disintegrates the flesh and these are given a silky appearance, with great durability, by a kind of fanning process. The threads produced greatly resemble those of the wild silkworm, are about two inches long. They may be vulcanized like true silk, and can be made air tight and water tight by immersion for a couple of hours in a caoutchouc bath under a pressure of four atmospheres. The material seems to promise something cheaper than silk for balloon envelopes, insulation, etc., although attempts to spin the fibers into thread have not yet been successful.

Many a man who is dead to the world remains unburied.

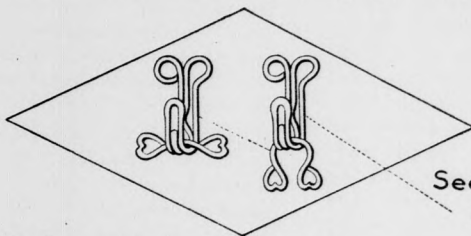
We are manufacturers of

Trimmed and Untrimmed Hats

For Ladies, Misses and Children

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

The Old Reliable De Long

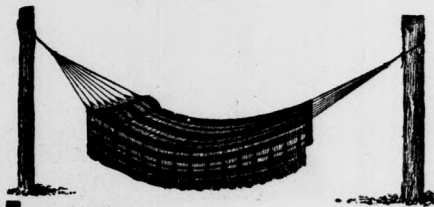


See that hump?

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



HAMMOCKS
TRUNKS, SUIT CASES
FLY NETS, DUSTERS
LAWN and PORCH SWINGS
HARNESS

SUMMER SELLERS Sunbeam Guarantee

Catalogs of Any Line on Request



We do not sell mail order houses

BROWN & SEHLER CO. Grand Rapids, Michigan

DUTCH MET DUTCH.

Subtle Psychological Suggestion in the Coincidence.

"Dutchy, if you sell Staats this trip the house will make you a present of a new hat."

The sales manager was, in a way, a privileged individual. He had called me "Dutchy" with a freedom that was refreshing ever since he discovered inadvertently that I was born in Holland, and had spent my boyhood there. I do not wish to have it understood that I would resent being called "Dutchy" by any one; I am, on the contrary, happy and proud of my nationality. But I have so completely become adjusted to the life and manners of my adopted country that the nickname has lost much force and no one but the sales manager has called me by it for many years now.

The sales manager looked up at me with a twinkle in his eye, as he spoke. I had made four attempts to get Staats' order since I had been traveling for the firm, and failed each time. Staats was one of the great jokes about the office. No one had ever succeeded in landing him. He had a rather important grocery store in a little town in Central Wisconsin. The peculiar value in his trade lay in the fact that he habitually purchased his entire stock from whatever concern he happened to deal with. Like all customers that follow that practice, he was hard to switch. That is an annoying characteristic when you happen to be one of the other salesmen, but is very comforting if you are the favored individual.

I was not moved so much by the contingent bribe which the sales manager held in prospect as I was by the tacit challenge which it implied. I knew that I had made good with the house, and was determined that I would not return from this trip exposed to the good natured banter of the boys. I had foolishly made a light boast that I would land Staats which laid me open to their jokes. I regretted my expression of vain-glorious confidence, and away down inside of my consciousness I registered a solemn resolve to come back with Staats' scalp or vanish into the wilderness.

Dreaded To Tackle Staats.

As I approached the town where Staats ran his store my courage began to run low. I had tried all my wiles on the man before and realized that I had nothing up my sleeve. Dreams of some inspired miracle that should bless my endeavors, on which I had hung high hopes, began to fade as I drew closer to the forbidding reality of his little round nodding head and chuckling refusal; for Staats was a quaint and amiable soul, whom it was a pleasure to call upon aside from the fact that he would not buy.

In the last town I struck before going to see Staats, whatever shreds of hope still clung in the recesses of my imagination were dragged out and scattered to the winds by a chance meeting with another salesman in my line who had come from a siege with the man. "I'm going to pass up the

old geezer," he declared. "As far as selling goods is concerned, I'll take my chances landing a clam. There's no way to get to him. He only rolls that little round head of his and grins. The harder you talk the harder he grins. If he wasn't so confoundedly good natured about it there would be some satisfaction. If you could only get mad at him and cut loose and tell him what you thought of what you tell him it would be some relief. But you can't get mad at Staats. That everlasting chuckling grin of his is the best defense I've ever been up against. I've cut him out. And I'll buy a hat for any man that sells him besides Grumsby." (Grumsby was the name of the favored salesman.)

There must have been some subtle psychological suggestion in the coincidence of his offer with that the sales manager had made before I left, which deprived me finally of all hope. Of my own experience I had known all that my acquaintance mentioned in discussing Staats, and had been able to hang on to remnants of my courage during his recitation of the man's peculiarities, but when he said "hat" hope vanished. I don't know why, but it did.

Expected a Turndown.

I lay awake half the night trying to pull myself together, which is probably as poor a way to accomplish the result as a man could devise. I couldn't have been more nervous and anxious if I had been on the brink of a deal to sell the Panama Canal to the United States Government. I landed in Staat's town the next morning half wrecked, physically and mentally, and already morally vanquished. Nevertheless, I braced myself to go through the ceremony of being turned down by him.

Let me tell you that I was not very joyous as I wandered up the street toward his store. I could not get my mind off what they would say to me around the office when I got back.

The vision of the sales manager's face, with his twinkling eyes, floated before me. It hung on every lamp post I passed and dodged behind the corners of buildings. I found myself hoping that some sudden catastrophe would overtake me and give me a good cause for abandoning my hopeless project. I would not have minded if a cornice had tumbled down on my head. I wished for a runaway horse that I might break an arm trying to stop it. Of course, I was not precisely in a mood to be completely annihilated, but if an honorable and reasonably painless death had offered itself at that moment I really believe I would have seriously considered closing a bargain. I found out next morning that it was only a case of liver, the penalty of a departure from my habitual strict diet on the road, but at the time I believe it was the prospect of my imminent humiliation that depressed me.

I will never forget how I peered up the street to where Staats' store was, fondly hoping and half expecting to see it in ashes, or to find crape on the door, or discover some other intervention of Providence to save me. But Providence is not an active factor in the day's work of a traveling salesman, and Staats' store still stood at the side of the street, undoubtedly containing Staats.

I found him in the back of the room opening a cask of pickles. Staats had a way of opening pickles that savored of the solemnity of a religious ceremonial. He moved with the reverent precision of a mystic priest performing a holy rite. He did not look at me as I entered, and I did not speak to him.

Snaps a Joke Subject.

When he had finally removed the top from the cask and leaned back with glowing, exultant eye to survey the perfection of his accomplished task I first addressed him. "Staats," I said, with a great show of nonchalant confidence, "Staats, I've got some snaps for you."

He rolled his wide eyes upon me

and stared vacantly for a moment. Then he began to move his head in a strange, rotary fashion, like no gesture I have seen before or since. It was not suggestive so much of a communication of ideas, as most gestures are, as of a mental process in itself. It seemed to be the act of contemplative consideration.

"Snaps?" he repeated after me in slow deliberation. "Snaps? You don't mean schnaaps?" with a quizzical inspection of my countenance.

"No," I laughed, used to his jokes. "I mean the other kind of snaps."

He bowed his head in gradual comprehension. "Yah," he murmured. "O, yah."

Without another word he led me to a stack of cracker boxes stored in a corner of the room and pointed to them with a blunt finger. I read the labels; they were ginger snaps. "I want no snaps," he said, solemnly.

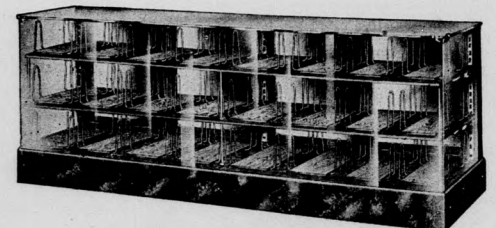
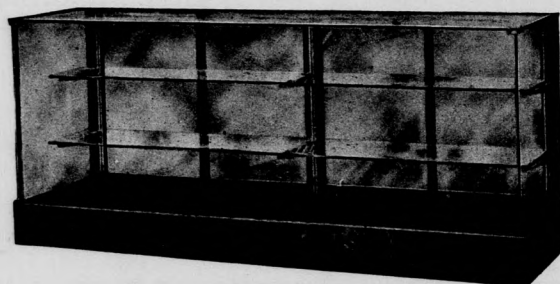
Do not believe that Staats had failed to understand my meaning. It was merely one of his little jokes, an outcropping of his sense of humor. I laughed with hollow uproariousness in the homage that such humor exacts until Staats himself broke into a submerged chuckle, whereupon the incident was automatically closed.

"Staats," I started again, "don't you know that you make a mistake sticking to one man the way you do in your buying? You don't give yourself any advantages of the market. You don't know what I've got to sell and you don't know what my prices are. In justice to yourself and your business you should at least find out what I can do for you. Of course I am not knocking the man you buy of. He's a good fellow. I know him well and we are good friends. I know his house, too, and they are on the square. No one who is honest will deny that.

Old Argument Useless.

"All I'm saying is that they may not always be able to do the best by you in the matter of goods or price. Our house is so much larger that we have advantages in buying that they

OUR CRYSTAL CASES



Offer better value to the merchant for the same investment than any other type of show cases on the market. We are making a specialty of this all plate glass construction and our latest improvements put our cases in a class by themselves. Our proposition on an outfit of crystal show cases would prove of interest to any progressive merchant.

WILMARTH SHOW CASE CO.
New York Salesrooms, 732 Broadway

1542 Jefferson Ave., Grand Rapids, Mich.
Chicago Salesrooms, 233 W. Jackson Blvd.

do not enjoy, and we can give you the benefit of them in our prices to you. I'm sure we could save you a lot of money if you would give us a chance. Your people wouldn't hold you up, of course, just because they could; we both know them too well to suspect them of that. At the same time, if you don't let us compete with them they will ask you prices for things that are legitimate prices, all right enough, and the prices we would all ask anywhere where we had no competition, but just the same you will be paying more than you need to pay for lots of goods. You are making a big mistake, Staats." It was an old argument; one that I had used a dozen times in various forms on my several visits, and one that Staats probably heard on an average of ten times a week. But it was all I could achieve that morning.

He looked at me piteously. "Yah, yah," he said, plaintively. "I make always mistakes. Gott! Such mistakes!"

One who had not had experience with Staats would have taken courage. I knew him too well. It was his way with men of my profession. I waited for his delayed grin, of which I was as certain as I am certain at midnight that the sun will rise next morning. Presently it broke across his features, with an accompanying rumble of mirth, and I switched.

What other argumentative devices and enticements I used on Staats are neither important nor interesting at this place. All that is worth stating is that, at the end of half an hour of desperate but inefficient sparing with him I walked out of the store completely baffled and defeated.

Three or four little Staats were playing around on the sidewalk when I emerged from the store. I had made friends with them on my previous trips, and not wholly because it is a good policy to be attentive to the children of desired customers. I have always liked little tots, whether their fathers keep grocery stores or not. So I stopped to have a little frolic of words with them. I was in the humor to divert myself as much as I could from my recent failure.

Made Friend of Wife.

I was having a little joke with them when their mother came down the stairs and out of the street door beside the store. At the precise moment of her appearance I was off my dignity. She found me in a rompish attitude that suggested to her that her offspring were taking liberties with me. "Heinrich! Gretel! Behave yourselves. Don't be so fresh!" she cried, in good, round Plattdeutsche.

My heart warmed at the sound of the tongue I had not heard for so many years. My old knowledge of it swarmed back into my memory. "O, that's all right," I rejoined, in the mother tongue. "It's my fault; I started it." The actual physical sensation of speaking it was grateful.

She looked at me quickly with face kindled with interest and emotion.

"Och! Are you Plattedeutscher?" she exclaimed, eagerly.

From there we started rattling back together through the past until we were once more in the lowlands. A mutual picture of its diked meadows; its sleepy canals, poplar fringed; its quaint houses and villages, like enlarged toys, with quaint little people in picturesque dress running in and out of them like manikins; the yellow sunlight soft and tender over it all, came before us as we rolled over the mellow words. We succumbed to the elusive spell of home, giving freedom to the hunger and yearning for our native lands that we had both learned stoutly to repress.

We found that we had come from adjacent Bezirks; that we were familiar in detail with the same spreading landscapes; that we had loitered as children along the banks of the same canals; that we had friends whom both of us knew. We were friends ourselves in five minutes from the time we stumbled by a trifling circumstance into the use of the old tongue.

In the midst of our brisk, happy, laughing talk, out came Staats himself, to see what had got into his frau. "Och, Fritz, only think!" cried Mrs. Staats in Plattedeutsche, "our friend here is from Utrecht. An old neighbor. He was friends with our old uncle there; and he used to play when he was little with Matthias, who married little Hannah of our town." And so she ran on through the list of our mutual discoveries with growing enthusiasm. She might have been a long lost sister, the way she went on.

"Schnaaps" the Cryptic Word.

Staats stared from one to the other without a word until she was out of breath. In her first pause he leaned over to me, held a fat hand beside his mouth, and whispered "Schnaaps!" in my ear. He drew back with a droll roll of his head and a wink to observe the effect upon me of his cryptic word.

I returned the wink and we repaired to the back room to celebrate the event in appropriate Holland fashion.

Nothing would do but that I must remain there that day for a big dinner that Frau Staats bustled about to prepare. And to tell the truth I was pleased enough with the prospect of a good old Dutch repast. What memories we invoked about the board that evening; what jests we had about our Dutch youth; what merriment and mirth, you would not care to have me tell you, unless you are far from home and have met another outlander; in which case you need not be told.

When it was all over, and I was stealing down the stairway to the street to avoid waking the little Staats's, Herr Staats put his chunk of a hand on my shoulder, leaned down and whispered in Dutch: "Snaps? Have you any of those snaps left?"

Glancing back, I saw through the shadows the twinkle in the round eyes and the comical poise of his

head. I had forgotten all about business. "Sure," I replied. "Do you want some?"

"You come back in the morning," he returned. "You come back once. We shall see."

The hat which the sales manager picked out for me was a Panama of the finest weave. It cost the house not less than \$30, I am certain. But none of us minded that; least of all the sales manager. The other hat, the one my fellow salesman promised to him who should first sell Staats, I never collected.

Frank Johnson.

Company's Earnings Gain When the Rates Are Reduced.

Surprise has been expressed in some quarters recently over the continued advance in the selling price of common stock of the American Light & Traction Co., of which the Grand Rapids Gas Light Co. is a subsidiary. Some weeks ago the stock was almost stationary around 300. Then came a period of ascension which has carried it to 393, while there are reports of sales made at 400.

In 1911 subsidiaries of the company operating in several cities conceded reductions in rates, which reduced by approximately \$500,000 the gross earnings. The reduction of rates, however, is said to have had the effect of adding a large volume of new business. This is indicated in the earnings for May this year, which are said to show a substantial gain in net over the similar month last year. It is expected the gain throughout the remainder of the year will more than offset the loss during the first four months of the year from the lower rate.

The advance in price of the common stock is not wholly credited to the good showing of earnings, but according to brokers, is largely due to the fact that the American Light & Traction Co., besides paying quarterly dividends of 2½ per cent. in cash on the common stock makes a quarterly distribution of 2½ per cent. of common stock to holders of its common stock.

These dividends amounting to 10 per cent. in cash and 10 per cent. in

common stock each year, are said to be the real reason underlying the upward movement of the stock. On a price of 400, investors calculate the revenue from the stock at almost 13 per cent., while at \$500 a share the income on the same dividend basis would be about 12 per cent. Even at \$2,000 a share, the stock, according to the brokers, would show an income of 10½ per cent., the reason being that every advance in price of the common stock increases the value of the stock dividend.

Officers of the company have been quoted recently as saying that so far as they know payment of the stock dividend may be continued indefinitely.

Primitive Men of Giant Stature.

Eleven skeletons of primitive men, with foreheads sloping directly back from the eyes, and with two rows of teeth in the front of the upper jaw, have been uncovered at Craigshill, at Ellensburg, Wash. They were found about twenty feet below the surface, twenty feet back from the face of the slope, in a cement rock formation, over which was a layer of shale. The rock was perfectly dry. The jaw bones, which easily break, are so large that they will go around the face of the man of to-day. The other bones are also much larger than those of the ordinary man. The femur is twenty inches long, indicating a man of eighty inches tall. The teeth in front are worn almost down to the jaw bones, due, it is believed, to eating uncooked foods and crushing hard substances with the teeth. The sloping skull shows an extremely low order of intelligence.

Two For Sure.

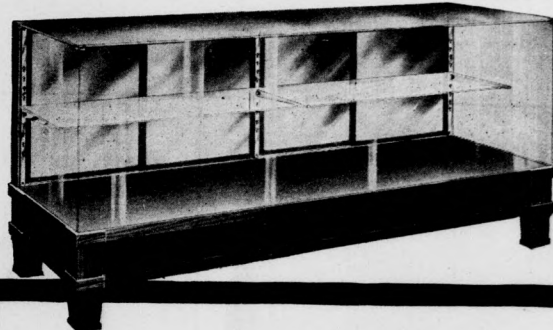
De Style—Do you think women will take part in the coming campaign?

Gunbusta—I know two that will—Anna Nias and Molly Coddle.

OFFICE OUTFITTERS LOOSE LEAF SPECIALISTS

THE Tisch-Hine Co.

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



**Unusual Experience of Shoemen—
Wm. Macfarland's Story.**
Written for the Tradesman.
Chapter IV.

"It's your time now, Billie," said Bud Williams. "Everybody's had an inning but you."

"I'm not much of a story-teller, friends, won't you kindly pass me up?"

"Not on your life," replied Williams, "here's where we all take a turn."

"What I shall say," began Mr. Macfarland, the shoe retailer, "is like Tony's incident in one respect: it is not exactly what you would call a story. It has no denouement to speak of. But in another way it is wholly unlike this yarn that Tony has just spun: it doesn't leave the atmosphere clogged with a sense of tragedy. For that reason, if for no other, it will, perhaps, be something of a relief. Too much tragedy, you know, is not good for the nerves. The heavy scenes must be interpolated with scenes in lighter vein. Otherwise we are apt to get dippy and do what poor Chalfont did.

"I am going to tell you about an interesting customer I had in my store some two years ago. It was early in December, and there was a biting tang in the air. We had had some flurries of snow, followed by rain; and then it had gone suddenly colder. And business was good. There is nothing like cold rains, sudden freezes, snow and consequent slush to put people in mind to buy shoes. I'd pay more for an abrupt change in the weather than for a two column newspaper advertisement any old day.

"But the weather has no particular bearing on my story. It merely indicates that there was a substantial cause for the good business we were

doing in those days. I had two extra clerks, and I myself spent a great deal of time on the floor.

"Well, one afternoon an odd customer dropped in. I wish I could exhibit a photograph of this fellow. He is really good enough to go in a book. He was literally going on his book. His shoes were tied on his feet with binder twine; and on one shoe he had a strip of wood the width of your hand tied under the shoe to cover a large hole that had worn through the sole. His trousers were corduroys—and certainly antique. They were frayed out at the bottom.

"As for his overcoat, there wasn't a single button on it. It was tied about his middle with a rope, and the ends of the rope hung down about a foot. He had on an old black, greasy, soft hat; and there was a tuft of yellowish hair sticking through a hole in its crown. His face was dirty and grizzly, and his finger nails were long, yellow and horny; and the whole man looked about as vile and unkempt as anybody you ever saw.

"When this old man—I call him old; although I suppose if he had had a shave, a haircut, a bath and a new suit of clothes he wouldn't have appeared nearly so old—stepped in, the boys stepped back. Now while I have caused my salespeople to understand that they mustn't, under any circumstances, make light of the people who come into our store, it was evident none of them were keen to wait on this old codger. And I could not blame them. He looked as if he had come in to beg a pittance. While he did not appear to be a dissipated man, he certainly did look like starvation; sometimes starvation does not appeal overmuch to one's ol-factories.

"Not being occupied at the mo-

ment, I asked the odd-looking customer what we could do for him. And when he indicated that he wanted to buy a pair of shoes, I asked him to be seated.

"Something for yourself, I presume," and I looked down at his foot.

"Oh, no," he replied, "not for me; I don't need any shoes," and he grinned in a way that almost gave me the creeps. "I want these shoes for my daughter."

"How old is your daughter?" I enquired.

"Mabel's 19," he said. "She wears a 4 B."

"All right," I replied, and started after something in a cheap, inexpensive shoe.

"I found several shoes that retailed at from \$2 to 2.50; and asked him what he thought of them.

"D' you mean to tell me," said the old fellow, "that these are the best shoes you carry for women?"

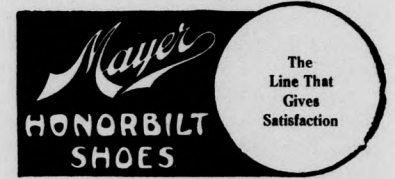
"Ch, no," I replied, "I never said anything to that effect. You didn't ask to see my best shoes. Would you like to see something better?"

"Say," said the old fellow, "what

d' you ask a pair for the best shoes you've got in stock? Mabel wants a pair of patent leather shoes for nice; she wants a pair of high top tan shoes for rough, and she wants a pair of patent leather shoes for street wear. Now, trot out the best you have in the house, d' you hear?"

"This was interesting. The best shoes I had retailed at \$6 a pair. I have them as high as \$10 now; but at that time \$6 per was about as high as the traffic would stand—at least I thought it was. I know better now. We are always learning, you know.

"Well, sir, that old fellow looked at the shoes carefully, studying the details of finish, stitching, lining and pretty much everything else about those shoes; and finally decided on three pairs—a modish pair of patent leather shoes with cloth tops for 'nice,' a pair of leather shoes with



**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



From the information at hand we feel absolutely certain that white Nubucks are going to be large sellers all fall and early winter, hence this will have a tendency to encourage the wearing of white canvas very late in the season.

We have the following White Goods on the floor which we are offering at greatly reduced prices:

Stock No.	Reg. Price	Reduced Price	Stock No.	Reg. Price	Reduced Price
7579	\$1.75	\$1.50	3568	\$1.50	\$1.00
7566	1.85	1.60	3550	1.15	1.00
7565	2.25	1.75	3592	2.50	1.75
7575	2.25	1.60	3566	1.00	.75
3570	1.25	1.00	3584	1.50	1.00
3569	1.85	1.50			

For descriptions of above refer to our spring and summer catalog, in which all appear except No. 3592 which is a five-button white Nubuck oxford.

HIRTH-KRAUSE COMPANY
Shoe Manufacturers and Jobbers **Grand Rapids, Michigan**

mat kid top for street wear and a pair of sixteen button tan grain shoes for 'rough.'

"And now," he said, 'let me see a pair of carriage boots.' Gosh, it almost took my breath. Was it possible that this had a carriage? I began to think that the old codger was stringing me. And from the way my clerks peeked at us, I am sure they were expecting to have a good one on me later. But I was determined to be game until the finish. So I brought out a pair of carriage boots. They were \$6, too.

"Now," said the old man, 'show me some silk stockings—two pairs of blacks, two of tans and two pairs of blue—best grade you've got. Oh, yes, to be sure! Number 9.'

"Now the best silk stockings we carried that winter retailed at \$2 the pair. He examined them carefully, and said they would do.

"Is that all?" I enquired, glancing at his feet.

"He smiled—another grewsome, almost uncanny smile—and said: 'Yes; that's all.'

"I'd like to show you some shoes for yourself," I added, rather tentatively.

"Not to-day, pard," he said; 'I don't need shoes—won't for a long time. These'll do me all this winter for every day, and I've got a good pair of cowhide boots for nice. Let's see, what is it I owe you? Yes; that's just right—\$36.'

"What d'you think that old son-of-a-gun did? He reached around to some old pocket in the back of a greasy overcoat and dug out an old fat, oily pocketbook and opened it up and peeled off a couple of XX's without so much as batting an eye. The big bills in that old pocketbook were at least three-quarters of an inch deep, and that stack of money looked as if it had been subjected to hydraulic pressure. There might have been five hundred in that collection—maybe five thousand. No man knows. So you see," concluded Macfarland, "it always pays to act as if you thought they had it anyhow."

"Did you ever see the old fellow any more after that?" enquired Tony.

"Sure I did," said Mr. Macfarland, "he often came into the store. The fact is we got to be sort of chummy in a way—not a too intimate way I dare assure you."

"He was rich then?—an old miser, eh?" interrogated Bud.

"When he died, some four or five years later," said Macfarland, "his estate was said to be worth seven hundred thousand dollars."

"Then he was crazy!" exclaimed Bud Williams.

"Oh, I wouldn't say that," remonstrated Mr. Macfarland, "what right have we to pronounce upon his sanity. He just had his little peculiarities. But, for the sake of business, I'm rather glad the world is not over-run with people of that type. If it were, some of us dealers would have a hard time of it, eh Tony?"

Charles L. Garrison.

Love of applause is responsible for many a near actor.

The Remarkable Change in Selling Methods.

Boston, July 30—For the first time in its history the Central Leather Co. is facing the prospect of 40 cents for union sole leather. The market at present may fairly be called 38 cents for new business. This compares with a price of 32 cents at the beginning of the year and 28 to 30 cents Jan. 1, 1911. This is a tremendous advance is so short a period. The remarkable thing is that leather prices have been steadily climbing upward without a recession since the first of this year.

With sole leather at its highest in history it is important to note that hides are also higher than in fifty years. There is no precedent for gauging the present remarkable situation in the raw material market.

The same general tendency in hide prices existed through most of 1910 and 1911, but the tanners were then so over-stocked with leather that they could not advance prices in keeping with the upward movement in hides. To-day there is only a normal stock of manufactured goods on hand and the making of prices is in the hands of the sellers.

Even with the remarkable upward movement in sole leather since January, prices have no more than kept pace with higher hide costs. That there is a profit is due to the fact that leather being sold is coming from lower cost hides. On a replacement basis, the tanners could not quite get out whole. But the four to six months' interval between buying the hide and selling the leather gives leeway for further advances. It is the basis for the emphatic prediction of leading sole leather tanners that we shall see 40 cent leather before December 1.

Axioms of a Successful Salesman.

Always look ahead and strive to equal the man above you.

The man who starts in at the bottom and learns every detail of the business is best equipped for a job at the top.

Neat appearance and a pleasing personality are big factors in successful salesmanship.

Always look out for the interests of the firm. It will pay in the long run.

Tact in offering suggestions to customers leads to many sales that would not otherwise have been made.

Never let a customer go away dissatisfied. Successful salesmen do not have any but satisfied patrons.

Strive to have the highest sales record in your department. That is what salaries and promotions are based on.

Don't be afraid to do more than you are paid to do, and don't shirk responsibility.

Hard, persistent work, combined with ambition, honesty, courtesy, and a pleasing personality, will win success in any line of business.

A. L. Kesner.

One of your first duties is to the useful business which supplies your family with a living. Join the organizations that will help you defend it.

One Thing is Sure
When You Buy *The* MICHIGAN DAIRYMAN'S *Shoe*

You get the **EXTREME OF GOOD SERVICE**
Together with the **GREATEST DEGREE OF COMFORT**



This is No. 2130 @ \$2.17½

You know that that combination means a great deal to you.

TERMS

10% in 10 days.
Net 30 days.

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

Bronchos



Are shoes for men and boys made from light Gambier or Kangaroo Calf leather. The Broncho is one of the inexpensive good shoes we make.

Also plain toe, lace and congress.

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



Training Children in Thrift and Economy.

Written for the Tradesman.

By a blind perversity in our system of education we have our children put through all kinds of subjects in the curriculums of study for which they may never have any real use whatever; and we neglect to give them any insight into some of the most essential things—the things that they surely will need to know. One of these is how to use money wisely and economically, and how to refrain from unnecessary and foolish spending.

The subject is not taught in the schools. If some far-seeing teacher, keenly alive to the real needs of her pupils, should venture to give instruction in this important subject for the space of half an hour a week, the thing would be so novel, so utterly at variance with conventional ideas, that likely she soon would be headed off in her beneficent work by superintendent or school board.

Receiving no attention at school, it is of course properly a matter for home training. But in how many families of your acquaintance is there any systematic effort being made in this direction? Do not parents as a rule, by their own example and by their easy indulgence of their children in small extravagances, teach wastefulness rather than frugality?

How many you find who consider it necessary to conceal small economies or to make explanations regarding them that are calculated to mislead.

"I walked down town to-day and home again when I was through shopping," Mrs. Maston took pains to tell her near neighbor; "I am afraid of getting fleshy, so I take all the exercise I can."

Little Ellen Maston's sharp ears were listening to the conversation between her mother and the neighbor lady. She knew perfectly well, and the neighbor as good as knew that Mrs. Maston's object in walking was not to reduce flesh but to save car fares. The effect of the attempted deceit on the child's receptive mind was to make her feel that a little saving is something to be ashamed of, and that the thing to do is to affect a lofty indifference regarding the expenditure of small change.

If children are to learn the right use of money, one of the fundamental things to teach them is to take pride in saving—not to despise it nor conceal it. In many homes a changed attitude of mind toward the subject of economy is the thing most needed to make for financial better-

ment. Do not allow the squandering of nickels and dimes. Do not squander nickels and dimes yourself. Do not let the argument, "It's only 5 cents, Mamma," or, "It's only 10 cents, can't I have it?" influence you to hand out the money for over-frequent indulgence in candy, ice cream or other low-priced luxuries.

Bear in mind that spending is largely a habit. The temptation to empty our pockets foolishly and needlessly is before all of us all of the time. How do you expect your child to use proper self-restraint later on, if now in his formative years he is given money every time he coaxes for it, and is allowed to spend it as his passing whim may dictate?

There is a better way, however, than constant prohibitions and refusals. In all educational processes it is better to direct the child, "Do this way" (giving the correct method), rather than, "Don't do that way" (giving the wrong method). Use positive measures. Enlist the child's own will-power and brain-power on the side of frugality.

With most children this is not so difficult as one might think. When very small each child should have his allowance, perhaps no more than a few pennies a week, but a certain sum of money over which he has control, with no more restrictions than are absolutely necessary. As he gets older, increase the amount so as to cover clothing, school books, etc. At first aid him in making selections; then as he develops judgment let him buy for himself. He will make some mistakes but you made mistakes yourself in your early days of spending money.

Let him stand the consequences of his own purchasing. If he selects articles for show rather than service, let him go a bit shabby when the time comes. If he spends too freely for pop corn or ice cream, do not make up the shortage in his funds. Let him feel it.

Interest the child in some systematic plan of saving for a definite future purpose. Saving in the abstract does not appeal to most children, nor should it. Miserliness, the delight in piling up money simply for the sake of seeing it accumulate, is not a desirable trait in children any more than in grown-ups. Get the child to planning what he is going to do with the money laid by—then he will try to get the best possible values when he buys his clothing and shoes, he will use some care to make them last as long as possible—in short, he will

develop along the lines in which you are seeking to educate him.

We have used the pronouns he and him in referring to the child, but, of course, all that has been said applies to girls just as much as to boys.

It is best to let the child make his own selection of the object for which he will save. The boy who wants to become a merchant will choose to build up a fund that will one day enable him to start in business for himself. Another boy will prefer to lay by for a college education. Buying furniture for her own room will appeal to the little girl who is a born housekeeper. A wee tot of only 5 or 6 years will take great delight in accumulating a little sum of Christmas money.

The idea should not be to cut out all pleasures and luxuries nor to thwart a generous interchange on these among children, but to get the upper hands of that tendency which makes money "burn a hole through the pocket," and which causes a child to run for chocolate creams or a sundae the minute he finds himself in possession of a nickel or a dime. Having conquered this tendency, there is the deeper object of giving a child an intelligent grasp of the subject of capital, and of the benefit which the possession of even a small amount of means holds for its possessor.

I have spoken of it as giving children an allowance. I confess that I am old-fashioned enough to think it is best for children to earn some of their money. It is good for every child to have a little taste of real work and to know what a dollar is worth is the only way in which any one ever really can know—by having earned it. Only by working for it do we get a first hand knowledge of money, and first hand knowledge always is far better than second hand or third hand.

I am well aware that having children earn money presents some difficulties in the average family. Still the boy may mow the lawn and do certain chores about the house, and perhaps help his father an hour or so each day in store or office, if the father has store or office. The girl can do various light parts of the housekeeping. Where there is considerable wealth and servants are kept and the scale of living is quite elaborate, it is more difficult to find a job for the little sons and daughters of the family. But it is a matter which should not lightly be put aside and lost sight of. No child needs more to know the value of money than the boy or girl who is brought up in a home of luxury.

Before closing let me urge teaching children how a small amount every day counts up—whether saved or squandered. Bankers and financiers know the value of small accretions, and how interest adds to itself and accumulates. The people who need most to know these things fail to realize them. Moving picture shows and various other businesses owe their very existence to the ease with which most persons part with small sums of money. A woman writing of

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

her system of allowances for her children told how at one time she allowed each of her little girls 5 cents a day for footwear. She remarked, "This taught us what 5 cents a day means." By concrete illustrations, by examples readily within their comprehension, by actual experience with their own money, see to it that your boy and girl know what 5 cents a day means.

Does this training of the child in thrift and frugality seem a lot of bother? It certainly does. But you can hardly expect to educate a child in any important branch of knowledge without a lot of bother. You would consider it worth your while and an object for which you would be willing to make many sacrifices to be able to leave to each of your children a snug little fortune of say \$10,000. Remember that a bequest often is swiftly squandered, while a careful training in habits of economy rarely fails to insure lasting prosperity. Quillo.

Learning How To Slight.

Written for the Tradesman.

Grandma B. always ironed her towels on both sides, and her first exclamation on visiting her newly married daughter was, "Mary Jane, this towel is only ironed on one side!" How she made the discovery her daughter could never surmise, for the fabric was perfectly smooth. But now the daughter's daughter only folds the towels smoothly when taking them from the line, where they were hung evenly, and declares that they are nicer this way. Ditto as to her sheets and pillow slips, and she has gathered a lot of medical authority for the assertion, while the coal man scoffs at the new fashion which gives lazy women so much time to swing in the hammock.

It took two generations to evolve the plan of not ironing the towel on both sides, but there are many other details which are coming more quickly. With all the labor saving machinery the new demands still make work pressing unless we study for cutting out the useless details. There are no longer shoes needing the pegs smoothed down, but there are still plenty of ways for the shoeman to keep busy. The price tag saves us from numberless questions, but there are still many ways which we can make ourselves useful to the customer.

It is a privilege to do this. It is a duty to ourselves as well as to the community to study this saving of time and work where not needed and transferring the activity along necessary lines. It may be harder work at first to find the short cuts, but the pay in the end is sufficient. The problem is sometimes general, again it is individual; but it is seldom that it is not with us. We are spending time and fuel pressing out the creases on both sides when the garment may as well or better be neatly folded and put away. We are wearing ourselves out in the serving which brings little or no result when by directing the same energy into another channel it would mean both

progress and profit. We must learn how and what to slight while learning how to do; and this slighting is really an important factor.

Bessie L. Putnam.

Clothes for the Business Girl.

Of course the one piece frock and the shirt waist and skirt are our mainstay, and neatness is our greatest sartorial virtue. But, these things being said, there is much more in the subject of the business woman's clothes.

Consider first our handicap. Whereas our stay-at-home sisters can have a seamstress in the house, or can stitch up their own blouses, or can take the time to wrestle with the dressmaker, we can do none of these things because of our office hours. At least, if we do them we must do them hurriedly and in the evenings, when we should be recreating or resting.

I know exactly what it means to leap away from the office at 5 o'clock precisely and hurry away uptown—why do dressmakers always live in such inaccessible spots?—and stand for fitting, and then get home late for dinner and utterly worn out. The climax usually comes when the stay-at-home sister produces a darling little hand made blouse when she has just leisurely finished.

If we eschew the dressmaker, there is the shop with its ready made things, which, be they ever so lovely, are never quite tight under the arms and are always too large in the cuffs. Of course, if you are the possessor of an absolutely perfect figure with the symmetrical measurements of the beautiful wax ladies in the windows, the ready made blouse or frock is a joy to you. Alas, I am one of the great majority to whom the ready made is always an unsatisfactory makeshift.

I know one business woman who dresses always well and always with an effect of great smartness. I asked her how she did it. And I have put some of her precepts into practice for myself.

First of all, she goes to as good a tailor as she can afford and buys one suit a year. She always has her suits cut in exactly the same way—a habit back skirt, opening at the side front with invisible hooks and with a belt of the same material stitched on; walking length, of course, but always severely plain, whether plaits or gathers or bands are worn or not.

The coats are plain, too, varying in length as the styles demand, but always semi-fitting with mannish sleeves and revers. The buttons are bone, for cloth buttons, even the best, wear shabby soon. There is never any braiding on her suits nor trimming of any sort, though in their second year they are sometimes freshened with cuffs and collar of velvet.

A plain, well cut suit like this always looks well, is just as smart the second year as the first, and has nothing about it to get shabby and dowdy. It is needless to say that she always chooses inconspicuous materials, gray cheviot, black and white tweed, blue serge, and the like—things which never go out of style, but are always worn by the best dressed women.

She usually has two hats, one small

and smart, the other a medium size and trimmed elaborately, but not so much so that she can not wear it to her office. It is for the times when she can not take time to go home to dress when she is going out to dinner or the theater. Her gloves are always heavy and dark, except when she wears wash leather—and those, of course, she can wash herself.

Her blouses are, to my mind, her greatest triumph. She gets white dotted swiss and striped dimity and has them made up into semi-tailored styles for summer. For winter she has two blouses, one of crepe de chine, which is so easily cleaned and another of satin, both to match her suit. With a velvet bow for her throat, which matches the cockade on her hat, or perhaps either a string of coral or amber beads, she is always well and interestingly dressed.

The point is this—she knows what she wants and gets it and gets nothing more. She saves her money for books and concerts and theaters and travel. It may not be especially exciting to

one's feminine love of finery to buy clothes in this studied and scheduled way, but the result is decidedly worth while. Alice Mason.

Layman's Definition.

"What is a court of last resort, Pa?"

"Courting an old maid."

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THE BEST SALES DUPLICATING BOOKS

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



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Good Things to Eat



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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



Why the Farm Eggs Are So Often Poor.

Why is it that the quality of eggs is so universally inferior in the city markets?

The dealer shuffles the blame off on the cold storage man, or the commission man, and too often the real one to be blamed goes scot free.

The farmer, with his lax methods of producing eggs, is doing more to ruin the reputation of the product than anyone else. I am a farmer and know whereof I speak. I am not writing this to knock the farmer, but for the purpose of getting at real facts and if possible to help solve the stale egg problem.

The farmer is careless in his methods of production and in keeping his eggs. The greatest faults that can be charged against him are his careless and lax methods in gathering eggs. Many farmers let their hens lay around in barrels, boxes, horse mangers, hay mows and in the rubbish and weeds about the buildings. They do not gather the eggs until they need them for cooking, or when they want to buy a gallon of kerosene or a few pounds of sugar. The housewife goes out, looks in all places where there is a possibility of there having been a hen's nest. The good, fresh eggs are used in her baking, and the discolored ones and those that are doubtful go to the country merchant. In making her rounds there are probably a half dozen hens that she "shoo" off nests. She thinks their eggs are still all right for the hens were not sitting on the eggs the last time she made her rounds, and these, instead of being kept for home use, go to the local grocer. The particularly doubtful ones get a little cleaning to make them pass muster, and those that are fairly good aside from appearance are neglected.

The country merchant tolerates these eggs, sometimes pays all he is able to secure for them, and in some cases loses from 1@1½ cents a dozen in localities where competition is keen. He wants to hold the trade of egg producers, so he pulls down from his shelves good, fresh food, guaranteed for their quality, and exchanges staples in which there can be no deterioration in quality under ordinary handling. These eggs are counted out in cases. Many merchants seldom sort eggs, and, if they do, they too often let eggs which look doubtful pass the line and go into the case of guaranteed goods.

The buyer takes these eggs, sorts them, assumes the responsibility of loss or gain, and in the latter case

the gain shows no great profit for the chances taken and the effort expended. There are checks, broken eggs, eggs partly hatched and decomposed eggs that have to be sorted out, and when the eggs that are left go into storage, they fall short of the product the farmer could have sold to his grocer if he had used methods which the average business man would have only characterized as lax. The storage plant can not altogether check the processes of ruin when once started, any more than could the old hand break stop an ore train on down grade.

These processes often start, too, in the kitchen, where eggs are kept from week to week or until the farmer will find it convenient to barter his produce at the country store. There is generally a red-hot stove in one corner of the room, and the eggs stand in a pail in another, subject to all changes of temperature from incubation down to refrigeration. They are sometimes kept on a porch where the dampness of night and of rains affect their quality. Some farmers keep their eggs in the cellar subject to dampness, foul air and foul odors. Even though eggs are gathered daily, which should always be done, and in some seasons of the year twice a day, care should be taken by the farmer in keeping his eggs in sanitary surroundings. To accomplish this the merchant, the commission man, the storage man, the packer, the retailer and the consumer must do team work to secure the best quality of product.

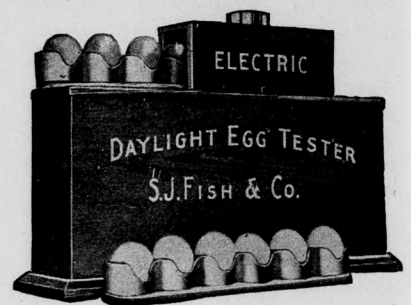
While in the newspaper business I knew a buyer who used publicity as a means of educating the farmer to produce better eggs. Every few weeks he would call in a reporter, give an interview on market conditions, and in the interview he would drive home the fact forcibly that the farmer must depend on his eggs for revenue, and the price of eggs was either higher or lower than a year before and the product must be gathered and handled to save loss. He frequently gave out interviews on the reputation his eggs have earned in the Eastern markets, and producing fine eggs and getting them to the dealer or to his plant in first-class condition meant higher prices for his brand. People became interested in their product, and he considered that he was repaid in the better quality of eggs, even though he had paid advertising rates for the free interviews given him, and, besides, it brought him before the people.

The only solution I can conceive of is that of publicity. Advertise the

fact that good eggs are demanded, and that it means better prices and more steady markets for the farmer, and develop in him the same pride in his product that a manufacturer has in his output. Induce him to put his best effort into it, tell him how paying it is, and, when a farmer turns in a fine lot of eggs, see that a little item goes to the local papers about it. Walter Jack.

There may be just as good fish in the sea, but the sea is so large.

Electric Day Light Egg Tester



Protect yourself by testing eggs. Selling rotten eggs is unlawful. The Electric Day Light Egg Tester is the best testing machine on the market. No danger of fire. Always ready. The merchant can candle his eggs and watch the store at the same time.

CONSTRUCTION

THE ELECTRIC is run by a 4-Candle Power Mazda Lamp. Hugh Amperage battery which, with ordinary use, will last a year. New batteries may be secured from us at any time on receipt of \$1.00—actual cost. Lamps 50c.

THE ELECTRIC is automatic. Light is on only when egg is being tested.

You can turn the eggs from the tray into an egg case, basket or pick them out and put them in a sack.

Every egg goes under a magnifying glass, thus detecting any imperfection at a glance and—"time is money."

You can determine the age of an egg by the way it is settled in the shell. You can also detect a moldy or rotten egg.

PRICE—Imitation Oak or Mahogany, \$10

This Egg Tester can be furnished for electric current at the same price.

To parties sending cash with order and mentioning Michigan Tradesman will prepay freight.

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104-106 West Market St.
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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.

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If you are not a customer and you want something that will please your customers and bring them back again drop a line to our nearest salesman.

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Lansing, H. W. Garver, Hotel Wentworth
Adrian, G. W. Robnett, Hotel Maumee
Port Huron, C. B. Fenton, Harrington Hotel
Saginaw, W. C. Moeller, 1309 James Ave.
St. Johns, E. Marx, Steele Hotel

Write to-day

Cudahy Brothers Co.

Cudahy-Milwaukee

BOOSTING VS. KNOCKING.

Distinguishing Characteristics of the Two Classes,

Evansville, Ind., July 22—While I was reading last week's issue of the Tradesman I ran across the following, "If you can not boost, don't knock," and I thought it was very, very good advice. But how are we to know what is boosting and what is knocking?

If we are doing what we know from our personal experience is the right thing and another fellow comes along and thinks we are wrong, who is going to settle the question?

We are in a progressive age and we have many things to consider and the only things that should govern us are those that we have had personal experience with.

If we have had personal experience in this or that and we have thought the matter over for a number of years, we should govern ourselves by what we have found in this experience, and if we boost this experience in an honest way, we will gain more experience and learn more facts concerning these progressive things.

If we have been honest in boosting what we know it right, and if we are real sure we are right, because we had personal experience, is it not right also to knock on any man who tries to prove that we are all wrong?

The biggest question before each individual to-day is, Do I know myself? The greatest trouble among business people is that they are almost all trailers. They live and move by mental storage batteries and do not try to build around themselves a power house of their own. When great questions arise, they fall back on their storage batteries and try to make the power house believe that it is knocking, when in fact, if it were not for the power house the storage batteries would not be here.

When the best people in all communities learn that they are fed by mental storage batteries, which are made by the money trust, they will wake up and not kick at the men who are really and truly boosting their cause.

There are a few men in this country who know what suggestion will do for a man who will not think for himself, and these fellows are sending out more suggestions that are against the general interest of the people than most of us have any idea of, and these suggestions I wish to call "mental storage batteries." These batteries are manufactured in the form of books, papers and men who travel from place to place, and if we are not very, very careful all of us are going to be overcharged, and when in this condition we will not be able to know what is going on.

If a man is overcharged with one of these storage batteries, how can he decide whether a man is boosting or knocking?

There is only one thing left for the good people in each community and that is for them to work together and in harmony with one another on general principles as to what is best for the whole community, and do this

in a material way and according to the judgment of those in the community who have had the most personal experience, and not listen to any one who they know has not had any experience in that community.

When every man begins to think for himself, and permits every other man to do the same thing, we will have better men and less knockers and a better community, for no community can be better than the people who live in it.

If you have a knocker in your community, study him and see what he has "up his sleeve," and if he is a selfish fellow who is trying to make you believe as he does, on things that you can not experience with your own hands, do not listen to him. But if a man should happen to come into your community who will say, "Come on, boys, I'll show you how to make a beautiful city—one that will benefit every person who lives here"—listen to him, and if he goes to work, work with him, but if he does not show any signs of work himself, and he simply stands around and does the bossing, you had better open your eyes and see what's behind him. If you can not see what he is driving at, drive him out of your community.

We are spending too much money on fellows who talk about what they "believe" and not on what they know.

If you "believe" you are spending your time and money right, we can not complain, but it is a mighty fine thing to know what you are getting for your hard earned money, and if you want to run your community on business principles, be sure you know what you are fussing about, and what you spend your money for.

Edward Miller, Jr.

He Knew.

The owners of a certain farm had butter and eggs brought them daily by the daughter of the farmer. A trained nurse had a case at the owner's home. One day the farmer's wife and daughter were discussing this, when the little boy, who had been listening, said: "Rita, if I go with you to-morrow, will you show me the trained nurse?" The girl said she would, and the next day he accompanied her. The nurse came into the kitchen, said a few words to him, and went out. He ran home at once, and arrived breathless. "Mother," he cried, "the trained nurse is nothing but a girl!"

Suet No Good Without Skewers.

An English butcher reports the following:

The other Saturday a girl came to my shop and asked for 5 cents' worth of suet, "must be beef," adding in the same breath, "Mother said could you give her two skewers." I did not oblige the young lady and the suet was returned with the astounding remark, "Without the skewers the suet was no good, as mother wanted them to skewer up a fowl."

Is your station agent working for the mail order houses? He has his temptations, you know.

Grocer Finds Customer Waiting.

Adolph Gluck, a Saginaw grocer, was greatly surprised when he arrived at his store Wednesday morning to open up to find the door was open, and still further when, upon entering, he discovered one of his customers standing on a scale weighing himself. In reply to his questions she told him that she found the door wide open and, supposing that the store had been opened already, that Mr. Gluck had stepped out for a moment, she had come to make purchases. It was the opinion of the police that the door was left unlocked accidentally and that the storm forced it open.

An ounce of scarce is often worth a pound of persuasion.

We want Butter, Eggs, Veal and Poultry
STROUP & WIERSUM
 Successors to F. E. Stroup, Grand Rapids, Mich

Hammond Dairy Feed
 "The World's Most Famous Milk Producer"
 LIVE DEALERS WRITE
WYKES & CO. Grand Rapids, Mich.
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Use **Tradesman Coupons**

Egg Packers Attention

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

Write for prices.

L. J. SMITH :: **Eaton Rapids, Mich.**

The Vinkemulder Company

JOBBERS AND SHIPPERS OF EVERYTHING IN


FRUITS AND PRODUCE

Grand Rapids, Mich.

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

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Wafted Down From Grand Traverse Bay.

Traverse City, July 29—Our local Secretary, Harry Hurley, now covers this territory for the Manistee Milling Co., of Manistee. There certainly must be some dough in this job and we wish you success.

Tony Elenbaas, of the firm of the Elenbaas Toering Co., of Lucas, has contracted for a diving suit to go fishing in hereafter. Sandy Taylor tells us that Tony certainly took an awful ducking. We think that the bottle of snake bite dope that Sandy had had something to do with it.

Another attraction at our picnic will be the Godfrey family, of Grand Rapids, who has promised us to be here and we assure you that you are welcome.

Clark Williams, of Grand Rapids, now carries a line of drugs and sundries for the Brundage Co., of Muskegon. Fred Castenholtz, who formerly covered this territory, now has been promoted to the management of the same concern. Congratulations, boys.

We understand that the famous Walter K. Plumb, of Grand Rapids, favored the members of the fishing party of Tustin with a nice letter of appreciation for the favors extended while on a recent fishing trip, but the boys are at a loss to know whether this letter is not intended as an appreciation for saving his life after he fell into the drink. We have promised to say no more.

Traverse City Council, U. C. T., held its regular meeting last Saturday night and E. C. Loring, Musselman's salesman, was added to our list and was there to defend his good name. Our Senior Counselor favored us with a detailed report of our last Grand Council meeting, to which he was a delegate, and we wish to

compliment him on rendering such a favorable report. He also closed the meeting with a few chosen remarks for the betterment of our Council, which were well taken. If the work in the Council chamber continues, rituals will soon be a thing of the past, for nearly all the officers have their work memorized. Glad to see it, boys.

More arrangements have been made for our picnic, which will be held Saturday, August 10, and from the expression of the boys last night we will be obliged to get extra accommodations to carry the crowd. Well, that is what a picnic is for—to have a good time—and we know the committees have spared no effort to make this one a huge success. Everybody welcome.

We do wish that Ray Thacker would use the word deceased instead of diseased in the Council chamber when referring to our departed members.

Once more the Grim Reaper has visited our fold and we exceedingly regret that Charles Faust has been called to the Great Beyond. The family has the heartfelt sympathy of all the boys.

Traverse City Council, in session Saturday evening, unanimously adopted a vote of thanks to Mr. E. A. Stowe, of the Tradesman Company, for so kindly donating these columns to the boys, and we only wish that more councils would fall in line, for he is certainly trying to do all in his power to assist us—and always has.

At last our dear friend, Frank W. Wilson, has promised to send in \$1 to the Tradesman office for one year's subscription. We have understood that you were a regular reader, but not a subscriber.

Can anyone explain why Claude Lawton, Voigt's flour salesman, should be obliged to pay \$1 to lead a camel down the streets of Manistee? Dad says you're easy.

About the biggest booster we have for our picnic is our postmaster, Frank Friedrich. Frank was there with the goods last time and we believe he is trying to set a new pace this time. Well, Frank, every one of us appreciates it.

Grand Counselor Adams will make us an official visit on Feb. 21, 1913, so the Council decided last evening. Welcome, John, we'll be with you.

Billy Rademaker, the genial clerk of the Briny Inn Hotel, of Manistee, was the only person who complained of a severe headache and that our seats were awful hard after the ball game, when the score stood Traverse

City 2 and Manistee 0 at last Sunday's game.

Archie Jourden attended the Cadillac at Detroit this week and viewed Belle Isle from the top of the Majestic building. L. D. Miller also attended the great water fete, but, we will take it for granted, in the morning.

Clement T. Lauer, blockman for the International Harvester Co., came very near meeting with a serious accident while demonstrating one of its auto buggies at Rapid City last week. In some manner he lost control of the car while crossing the Rapid River and the car plunged off the bridge into about twelve feet of water. The bridge is about eight feet above the water so it made it doubly dangerous, but he escaped with only a severe ducking and tickled to death that he is here to tell the story.

Fred C. Richter.

What Salesmanship Really Means.

It means ability, reliability, truthfulness and a thorough knowledge of merchandise.

A successful salesman analyzes and studies the selling points concerning the goods he is handling.

He is able to "size up" the personality of the prospective customer.

He studies the temperaments of patrons and knows at a glance how best to approach them.

Too much "selling talk" has spoiled many sales. The good salesman knows the psychological moment to quit talking and close the sale.

A real salesman always creates the impression that he is an expert in his line. It gains him the confidence of customers.

Permanently pleased customers are the best evidence of successful salesmanship.

Customers should be treated as courteously as if they were guests in a private home.

Never make the statement that goods are "all wool," unless it is positively the truth.

It is a good slogan to make an "all

wool" selling talk and have it backed up by "all wool" goods.

Walter Lytton.

He who lends money without security borrows trouble.

G. J. Johnson Cigar Co.

S. C. W. El Portana
 Evening Press Exemplar
 These Be Our Leaders

BOYS! BOYS! BOYS!

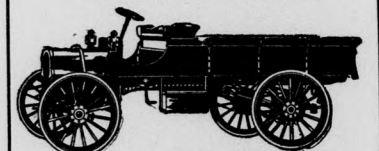
Stop at

ARBOR REST

PENTWATER, MICH.

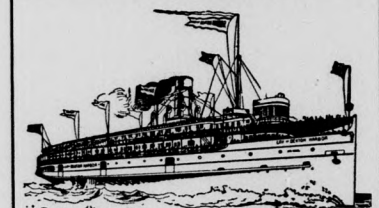
New Beds Entirely Refinished—Individual Towels

Chase Motor Wagons



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

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



Chicago Boats

G. & M. Line

Every Night

Fare \$2

Holland Interurban 8p.m.
 Boat Train at

Ramona

To-day and
 All
 This Week

ALWAYS DELIGHTFULLY COOL

Master Gabriel and Al Lamar in "Little Kick"

Master Gabriel has made millions laugh with his characterizations of Buster Brown, Little Nemo and Little Jack Horner.

Six Other Big Acts

Matinee daily at 3:00 Evenings at 8:30
 Prices: Matinee 10c and 20c; Evenings 10c, 20c and 35c. Few seats 50c.
 Box office: Citizens 1321. Bell M 350.
 Seats on sale downtown at Peck's Drug Store.

Beautiful New Ramona Dancing Academy open every evening,
 except Sunday, from 8:00 until 11:00

Grand Rapids is on the Map Again.

Grand Rapids, July 30—Bill Lovelace was in Muskegon one day last week, and he had to talk so hard in his attempt to convince R. H. Mann his line of machinery was the best that he had to take his teeth out to give his face a rest during his conversation.

The Knight Hotel, at Kalamazoo, is certainly giving the boys their money's worth. They do not seem to care how many baths a fellow takes and these baths are gratis. Not satisfied with this, they furnish an attendant to rub you down.

H. Fred De Graff has returned from a five weeks' trip over in Wisconsin and Minnesota. He reports business very good.

The repairs on the American Hotel, in Kalamazoo, will be completed in a couple of months. Cheer up, Boys!

Just a line to remind you of our picnic Aug. 17, Manhattan Beach. Don't forget your basket and kids.

Out of 425 members we ought to get enough items to write a book.

Important meeting Saturday Aug. 3, 7:30 p. m. Try and be on hand.

Invite your friends who are traveling men and their wives to our basket picnic Aug. 17, but they must be travelers.

Don't put off bringing that candidate down to our meeting Saturday night. Do it now before the picnic.

We have inside information: Harry North is on the water wagon. Only one bottle of milk since last week Monday, and his wife is in the country.

E. A. Clark, better known as "the banana kid," formerly with Casabianca & Son, has changed his line to cigars and tobacco for the Woodhouse Co., but we will get lemons for the picnic just the same.

Harry Winchester of the Worden Grocer Co., and his wife are spending a week or ten days around Chicago and Milwaukee. Harry well deserves a rest, as he is always on the job, day in and day out.

We understand Bill Drake has a promotion with the Woodhouse Co., so he now lays aside his bag and sample case to devote his entire time to the office end of it.

Geo. Benton, representing the Worden Grocer Co., went fishing one day last week with his father-in-law to Gull Lake. The idea was to teach pa-in-law how to fish. Geo. claims to have accomplished the job. He caught 97 of the 100 fish.

E. A. Bottje is also some fisherman. He and his family went to Grand Haven just to lose a bunch of keys. Just as if the water in Grand River wasn't deep enough.

C. H. Lee recently accepted a position with the Singer Sewing Machine Co. He formerly peddled flour.

Have you mailed your new address to the Secretary? It is very important that you do this at once. Our Secretary would like these now, so he can get his address-o-graph in shape, but he can't do anything on it until he gets all the new numbers, etc. You all have an assessment due Aug. 14, so make it a point to fill out the line on your card or tell him your new number. This is a mighty small item for you to do and it means much to Harry. Get Busy!

Judging by the large representation of the members of Grand Rapids Council, No. 131, at the automobile races Saturday afternoon at Comstock Park, traveling men like something swift. Bill Godfrey seemed to be about as busy a fellow, as you could find, at the races and raked in nearly as much money being in charge of Folgers soft drink stand, as the fellows at the entrance gate, who were collecting one dollar per. Bill is not a member of No. 131, but a good live member of Traverse City Council, No. 361, and is now living in Grand Rapids, and will some day come into our fold, but just remember you are more than welcome at our meetings, and, by the way, the next one is Saturday August 3.

E. A. Clark and family have given up their apartments at the Hotel Hermitage and have gone housekeeping. They have moved to the "Three Oaks". Mrs. Clark will now cook E. A.'s meals.

Our past Senior Counselor, Homer R. Bradfield, has resigned his position with the National Biscuit Co. and will now represent the Woodhouse Co. with a complete line of cigars and tobacco. We wish you success, Bro. Bradfield.

Brother White, a member of Muskegon Council No. 404 was buried Friday. He had been ailing for the last couple of years. The members of No. 131 extend their sympathy to our late brother's family.

Even the electric button has to be pushed. Let's all push one or two items into this column.

One of our U. C. T. boys writes me that he is out of a job and would like to secure a position on the road. He is steady and reliable and can be depended upon to meet any trust reposed in him. He has been selling heavy machinery but is not particularly concerned as to the line, because he is an all around man. Any of the boys who happen to know of a vacancy will confer a favor on our frater by dropping me a line.

J. A. Keane.

Commercial Travelers Aid Hungry Lad.

A rather pathetic incident occurred on the Lake Shore afternoon passenger train from Adrian Monday. A little lad no older than 8 years got onto the train at Lenawee Junction and took a vacant seat in the smoking car. He was noticed to make several trips to the water cooler, but failed to find a cup in which to quench his thirst. Several traveling men noticed the boy and wormed out of him the sad story that his father and mother had separated and his mother had sent him with barely enough money for his car fare from Gary, Ind., to Detroit; that he had had nothing to eat or drink since the afternoon previous and he was beginning to feel sick and faint. He was poorly but cleanly dressed and answered the questions in a manly manner. It is needless to say that when he reached the depot at Monroe he was well fed and that when he got into Detroit that he had money with which to pay for a night's lodging and get something to eat as well, as the traveling men got busy and passed the hat for the little fellow.

Honks From Auto City Council.

Lansing, July 30—Brother James F. Hammill has been appointed District-Deputy. It is hoped that in the discharge of his official duties our Council will not be neglected as much in the future as it has been in the past.

Brother Ward Hill, of the Michigan Bridge & Iron Co., reports an excellent business so far this season.

It is now reasonably certain that the Emerson Brantingham Co., manufacturer of threshing machinery and farm implements, will soon establish a sales branch in Lansing.

Brothers M. L. Moody and John Dailey have been appointed members of the Grand Legislative Committee.

Brother P. G. Plummer is erecting a large three-story brick building near the Lake Shore depot, to be used as a warehouse in connection with his rapidly increasing implement business.

Our Senior Counselor is anxious for a large attendance at our regular meeting next Saturday night. Important matters will be considered and the District Deputy has promised to be present.

Two of our fun-loving counselors recently registered at Saginaw, and during the evening's amusements "met up" with a professional rope-trickster. A suitable place was found and each invited to bind the professor just for the fun of seeing him work out of it. The first succeeded in keeping him busy for thirty seconds only. The second being somewhat wiser with the ropes and benefited by the experience of the first, so arranged the loops and knots around the professor's body and limbs, that nearly two minutes of apparent (?) exertion was futile. At this point a wager was offered and promptly taken. Encouraged by the sight of easy money the "Trickster" came out of it in a few seconds. Without sobbing over the loss of a little change, but anxious to gain further experience in this kind of entertainment, it was proposed that the professor bind this second brother, which was done very quickly. Immediately it was found that what he knew about loops and knots had suddenly vanished from his memory and he was allowed to ponder in bonds for nearly two hours before being released and then only through the intercession and final threats of the first brother. Further information concerning this escapade can not be had by asking Brother A. E. Krats, whom we understand was a witness.

H. D. Bullen.

A Horse on Richter.

Traverse City, July 30—Those of us who know Fred Richter, Jr., insist that he is one of the best fellows in the world but, like all good fellows, he sometimes makes a mistake. My attention has been called to the fact that he recently incurred a 25 cent indebtedness at the P. M. restaurant which he has not yet liquidated. The proprietor of the restaurant deemed him entirely good and the boys are all hoping that Fred will soon come across and square himself.

While he is about it, Fred ought to straighten up another 15 cent bill at McBain. This has been in arrears for sometime and, if I remember rightly, his attention was called to it in the traveling men's department of the Tradesman some weeks ago. I am not fully advised as to the character of this claim, but I understand it is a just one and I presume Fred will gladly liquidate it, now that his attention is brought to it in a forcible manner for the second time.

A Traverse City correspondent writes as follows:

Fred Richter is an all around good fellow but there is one branch of business in which he is especially proficient and that is in measuring the extent and variety of the hay crop. Some of Fred's friends may not know what this refers to, but the traveling men who reside in Traverse City are perfectly familiar with the situation and all will pay tribute to his remarkable experience in this particular direction.

His Sudden Change.

A traveling man was at Bellport and wanted to go across the country to Fowlerville, and the postmaster told him that old man Taylor was going to drive over and might give him a lift.

"He sure will if you hit him right," added the official.

"How do I want to hit him?" was asked.

"On his religion. He's a howling Baptist and has no use for a man of any other creed. Let him know that your creed and his is the same and he'll be glad to drive you over for nothing."

The traveler hunted up Taylor and asked for a seat in his vehicle. The old man looked him over and then asked:

"What's your religion?"

"Why, I lean to the Baptist."

"Oh, you do? Then I don't want you in my buggy!"

"But I—was told that you—"

"You were told that I was a howling Baptist, and so I was up to midnight last night. Then I saw the error of my ways and changed to a howling Methodist, and if you want to go over to Fowlerville you walk there!"

On the Safe Side.

A commercial traveler at a railway station in one of our Southern towns included in his order for breakfast two boiled eggs. The old darkey who served him brought him three.

"Uncle," said the traveling man, "why in the world did you bring me three boiled eggs? I only ordered two."

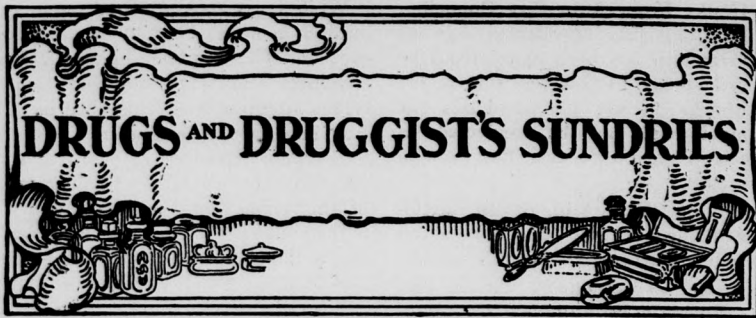
"Yes, sir," said the old darkey, bowing and smiling. "I know you did order two, sir, but I brought three, because I just naturally felt dat one of dem might fail you, sir."

Their Feeling.

"Well, old sport, how do you feel? I've just eaten a bowl of ox-tail soup and feel bully."

"I've just eaten a plate of hash and feel like everything."

"Yes," said a sad faced woman, "I know there is such a thing as a personal devil, for I married him."



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, Pompano.
 Second Vice-President—G. C. Layerer, Bay City.
 Secretary—R. W. Cochrane, Kalamazoo.
 Treasurer—W. C. Wheelock, Kalamazoo.
 Executive Committee—W. C. Kirchgessner, Grand Rapids; Grant Stevens, Detroit; R. A. Abbott, Muskegon; Geo. Davis, Hamilton; D. G. Look, Lowell; C. A. Bugbee, Traverse City.
 Next Meeting—Muskegon.

Grand Rapids Drug Club.

President—Wm. C. Kirchgessner.
 Vice-President—E. D. De La Mater.
 Secretary and Treasurer—Wm. H. Tibbs.
 Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

Midsummer Advertising For Druggists.

Paper Napkins.

In the season of picnics and outings, printed paper napkins are an excellent advertising medium, says a writer in the Pharmaceutical Era. One may place them conspicuously on sale at net cost and indirectly profit thereby. While it is well to sell them and have a publicly announced price, the enterprising druggist will find it profitable to present liberal quantities of them to churches, institutions and societies which are to hold open-air picnics or fetes. The druggist's advertisement should be printed upon the napkins prominently and in a color or colors and general design in harmony with the decorative printing already upon the napkins. It is best to have the printing done by the manufacturer or importer from whom the napkins are purchased.

Advertising Fans.

Many of the cheap, advertising fans that are offered to advertisers are comparatively worthless. It takes more than a rough stick and a piece of card to make a real fan. The advertising value of a fan depends upon its permanence and real utility. A printed fan is one of many advertising mediums that must be a "repeater" if it is to pay. While split bamboo and folding Japanese fans are seemingly expensive, they are, in the long run, the best fan advertising mediums.

Getting the Transient Trade.

If you are located in one of the smaller places to which people come for their summer outings, then it is for you to go after the transient trade. If there is a resort hotel in or near your town it is well to make from the hotel register a list of the daily arrivals and addressed to names on such list deliver to the hotel sealed envelopes or packages of advertising matter or samples, properly addressed for placing in the key boxes. There are few things that more directly appeal to summer visitors than souvenir postals of local views with the neat and short advertisement of the druggist printed thereon. Another "puller" is a ticket good for one glass of soda, mailed or delivered to each new arrival. A druggist in the Wisconsin lake region purchased a number of neat, quarter-pound candy boxes. On the cover was printed a local view and below this the words "M—'s welcome to Lake P—." One of these boxes, filled with choice candy and bearing a neat card with the words: "Compliments of S. F. M.—, Druggist," was delivered to each new arrival at the big hotel.

For Stay-at-Homes.

In this age of electrical rapid transit, thousands of towns have their "trolley parks" and other suburban resorts. The druggist may use them to advantage in the way of premium advertising. One druggist offered, for a certain number of days, a free ride on the resort merry-go-round with each can of his talcum powder. This proved so advantageous that during the season he offered with different specialties free tickets for every attraction at the park. Druggists may arrange with the owners of park amusements to purchase tickets in quantities at a very liberal discount. It is best to have some distinguishing mark on the tickets so used or even better to have them especially printed and dated for use within a certain period. By so doing the druggist need pay for only those actually used and returned to him by the amusement proprietor.

Open Air Concert.

A Kansas druggist evolved an advertising scheme from which there were no direct returns, but which satisfied him as having paid liberally indirectly. This plan is especially recommended to those who sell phonographs and records. A phonograph with a concert horn was mounted on a large toy wagon. At front and back there were uprights which held a muslin sign lettered thus: "We ask for no money. This concert is being

given with the compliments of D—'s Pharmacy. All that a good drug store should have and also a fine line of phonographs and records." The druggist hired one of the town's handy men to pull this musical outfit around the streets of the town in the evening when people were sitting upon their steps and porches. The wagon was stopped before the houses, a record adjusted and a short concert given.

It is suggested, that as a phonograph plays automatically when started, the men in attendance might hand matter or samples to the listeners.

Comparative Cost of Freight and Express Transportation.

Grand Rapids, July 30—I have little time to devote to writing for the papers, but can not let go unchallenged the article by J. R. M. headed, "Will Parcels Post cheapen transportation?" printed in your issue of July 24. J. R. M. first reaches a conclusion as to the rate per 100 pounds of what he terms "High class merchandise," sent by parcels post from New York to Chicago as being \$2.25 per 100. To reach this conclusion he divides the 100 pounds into nine packages of 11 pounds each to be sent from New York by parcels post to nine consignees in Chicago or St. Louis, the charges for transportation to be 25c on each shipment. J. R. M. then compares these figures of nine different shipments with a single shipment of 100 pounds by freight between the two named cities at a rate of less than one-quarter of \$2.25—presumably 50c.

In the first place, if J. R. M. will enquire, he will find the rate at present on first-class freight from New York to Chicago to be 75c per 100, and to St. Louis, 88c per 100, instead of 50c, and it has been right around these figures for at least five years.

Now J. R. M., suppose we compare the shipments in the following manner, which I am willing to submit to any judge as being more fair than your misleading comparison. Suppose you and I each have a package weighing 11 pounds which we wish to send to Chicago from New York. You elect to ship your package by freight as being cheaper. You must, of course, get your package to the freight depot, as, unfortunately, the railroad companies will not come to your place of business for it. If you don't care to lug it yourself, you must call in the services of an express or drayman at an expense ranging from 10c as a minimum up to say 25c as a maximum; call it 10c. Your article makes the rate of freight between the two cities 50c per 100 pound; let it go at that, but how about the price on 11 pound? It should be, if figured on the 50c rate, between 5 and 6c, but will the railroad carry it for that? Not on your life, the minimum charge on any package under 100 pounds being 25c. In possibly a week's time—more likely ten days to two weeks—your package reaches Chicago, but not your customer in that city. Another expressman gets a whack at it with another charge of at least 10c,

bringing your total charges up to 45c. Mind you, I have given the extreme minimum prices. You will be in luck if you get your package delivered at the end of a week or ten days at this price.

Now I elect to send my package by Uncle Sam's parcel post. The package is called for at my place of business, transported to its destination and given into the hands of my customer in probably 24 hours—certainly not more than 36 hours—at a total charge of 25c. Just where does your "handsome profit," in the way of saving in transportation, by lumbering freight, as against the quickest practical mode of transportation come in?

Noting what you say relative to the crying need of regulation of express companies, I am with you heart and soul, but I believe the best way, or certainly one of the best ways possible to help us toward a regulation of the express monopoly will be the establishing of a good parcel post. Otherwise why are the express companies working tooth and nail against the parcels post? J. B. Barlow.

Poison Secured from Frogs.

The arrow poison used by the Indians of Columbia has been found to be the secretion of the skin of a small frog. The arrows are eight inch palm spines, which are shot from a blow gun about fourteen feet long, and the hunter carries the frog along in a hollow bamboo in order that he may have the poison in a fresh condition. A simple prick of the skin yields the poison drop when needed. When one of the arrows enters the body of even a large animal—such as a jaguar, monkey or deer—paralysis quickly follows, and the victim is then easily killed. The use of the poison it is said, does not affect the flesh of animals killed, which is quite harmless when eaten. Two French naturalists have made experiments with the edible frog, *Rana esculenta*, showing that its skin exudes a similar poison when irritated, and that an extract prepared from the skin gives in guinea pigs the same symptoms as inoculation with the arrow poison.

Cleaning Plate Glass.

Most pharmacists who are located in regions where the illuminating medium is natural or artificial gas have experienced considerable difficulty with a peculiar greasy deposit on plate glass windows, mirrors, etc., which gives to them a bluish appearance regardless of the amount of energy expended in the cleaning. If, after having followed the ordinary procedure of cleaning a piece of glass, a small sack be made of coarse cheese cloth and filled with lamp black and the glass thoroughly polished with this and then polished with a clean cloth, it will assume a brilliancy unobtainable by any other means.

The Sale that Helps.

The sale that helps make another is the one that sends the customer home with a permanent as well as a temporary satisfaction in the purchase.

If there was a duty on fads fewer would be imported.

WHOLESALE DRUG PRICE CURRENT

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

Table listing various drugs and their prices, including categories like Lupulla, Lycopodium, Macis, Magnesia, Mannia, Mentha, Morphia, Myrica, Nux Vomica, Os Sepia, Pepsin, Picis, Piper, Plumbi, Pulvis, Pyrenthrum, Quassia, Quina, Rubia, Saccharum, Salacin, Sangula, Sapo, Seidlitz, Sinapis, Snuff, Soda, Strychnia, Sulphur, Tamarinds, Terebinth, Thebromina, Vanilla, and Zinc.



Our Home—Corner Oakes and Commerce

We solicit your orders for Soda Fountain Supplies Crushed Fruits, Syrups, Etc. Also Tables, Chairs, Stools, Holders, Spoons, Glasses and Utensils. Our stock is complete. Respectfully, Grand Rapids. HAZELTINE & PERKINS DRUG CO.

Four Kinds of Coupon Books

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

TRADESMAN COMPANY, Grand Rapids, Mich.

GROCERY PRICE CURRENT

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

ADVANCED		DECLINED	
Corn Syrups		Rolled Oats	
		Beans	
		Wheat	
		Oats	
		Hay	
		Cheese	

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By Columns

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D	Dried Fruits	Gooseberries
E	Farinaceous Goods	Hominy
F	Fishing Tackle	Lobster
G	Gelatine	Mackerel
H	Herbs	Mustard
I	Hides and Fats	Soured
J	Horse Radish	Soured, 1 1/2 lb.
K	Jelly	Tomato
L	Jelly Glasses	Tomato, 2 lb.
M	Mapleine	Mushrooms
N	Mince Meats	Buttons
O	Molasses	Buttons, 1/2 lb.
P	Mustard	Buttons, 1 lb.
Q	Nuts	Oysters
R	Olives	Cove, 1 lb.
S	Pickles	Cove, 2 lb.
T	Pipes	Plums
U	Playing Cards	Pears in Syrup
V	Potash	Peas
W	Provisions	Early June
X	Rice	Early June sifted
Y	Rolled Oats	Peaches
Z	Salad Dressing	No. 10 size can pie
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AB	Salt	Grated
AC	Salt Fish	Sliced
AD	Seeds	Pumpkin
AE	Shoe Blacking	Fair
AF	Snuff	Good
AG	Soap	Fancy
AH	Soda	Gallon
AI	Spices	Raspberries
AJ	Starch	Standard
AK	Syrups	Salmon
AL	Table Sauces	Warrens, 1 lb. Tall
AM	Tea	Warrens, 1 lb. Flat
AN	Tobacco	Red Alaska
AO	Twine	Pink Alaska
AP	Vinegar	Sardines
AQ	Wicking	Domestic, 1/4 Mus.
AR	Woodenware	Domestic, 1/2 Mus.
AS	Wrapping Paper	Domestic, 3/4 Mus.
AT	Yeast Cake	French, 1/4 Mus.
AV		French, 1/2 Mus.
AW		French, 3/4 Mus.
AX		Shrimps
AY		Dunbar, 1st. doz.
AZ		Dunbar, 1 1/2 doz.
BA		Fair
BB		Good
BC		Fancy
BD		Standard
BE		Fancy
BF		Good
BG		Fancy
BH		No. 10
BI		Carbon Oils
BJ		Perfection
BK		Gas Machie
BL		D. S. Gasoline
BM		Deodor'd Nap'a
BN		Cylinder
BO		Engine
BP		Black, winter
BQ		Catsup
BR		Snider's pints
BS		Snider's 1/2 pints
BT		Cheese
BU		Acme
BV		Bloomington
BW		Carson City
BX		Hopkins
BY		Riverside
BZ		Warner
CA		Brick
CB		Leiden
CC		Limburger
CD		Pineapple
CE		Sap Sago
CF		Swiss, domestic

3	4	5
CHEWING GUM	CONFECTIONS	Sweet Goods
Adams Pepsin	Stick Candy	Animals
American Flag Spruce	Paills	Atlantics
Beam's Pepsin	Standard	Atlantic, Assorted
Best Pepsin	Standard H H	Avena Fruit Cakes
Black Jack	Standard Twist	Bonnie Doon Cookies
Largest Gum (white)	Jumbo, 32 lb.	Bonnie Lassies
O. K. Pepsin	Extra H H	Bonnie Shortbread
Red Robin	Boston Cream	Brittle
Sen Sen	Big stick, 30 lb. case	Brittle Fingers
Sen Sen Breath Perf.	Mixed Candy	Bumble Bee
Spearmint	Grocers	Cartwheels Assorted
Spearmint, jars 5 bxs	X L O	Chocolate Drops
Yucatan	Special	Chocolate Trp Centers
Zeno	Conserve	Choc. Honey Fingers
CHICORY	Royal	Circle Honey Cookies
Bulk	Ribbon	Cracknels
Red	Broken	Cocoanut Taffy Bar
Eagle	Cut Leaf	Cocoanut Drops
Franck's	Leader	Cocoanut Macaroons
Schener's	Kindergarten	Cocoanut Hon. Fingers
Red Standards	French Cream	Cocoanut Hon. Jumb's
White	Hand Made Creamb	Coffee Cakes
CHOCOLATE	Premio Cream mixed	Coffee Cakes, Iced
Walter Baker & Co.	Paris Cream Bon Bons	Crumpets
German's Sweet	Fancy-In Paills	Diana Marshmallow
Premium	Gypsy Hearts	Cakes
Caracas	Coco Bon Bons	Dinner Biscuit
Walter M. Lowney Co.	Fudge Squares	Dixie Sugar Cookies
Premium, 1/4s	Peanut Squares	Domestic Cakes
Premium, 1/2s	Sugared Peanuts	Eventide Fingers
CIDER SWEET	Salted Peanuts	Family Cookies
"Morgan's"	Starlight Kisses	Fig Cake Assorted
Regular barrel 50 gal	Lozenges, plain	Fig Newtons
Trade barrel, 28 gals	Champion Chocolate	Floral Cakes
1/4 Trade barrel, 14 gal	Eclipse Chocolates	Fluted Cocoanut Bar
Bolled, per gal.	Eureka Chocolates	Frosted Creams
Hard, per gal.	Champion Gum Drops	Frosted Ginger
CLOTHES LINE	Anise Squares	Fruit Lunch, Iced
No. 40 Twisted Cotton	Lemon Sours	Gala Sugar Cakes
No. 50 Twisted Cotton	Imperial	Ginger Gems
No. 60 Twisted Cotton	Ital. Cream Bon Bons	Ginger Gems, Iced
No. 80 Twisted Cotton	Golden Waffles	Ginger Gems, 9 1/2
No. 60 Braided Cotton	Red Rose Gum Drops	Graham Crackers
No. 60 Braided Cotton	Auto Kisses	Ginger Snaps Family
No. 60 Braided Cotton	Coffy Toffy	Ginger Snaps N. B. C.
No. 60 Sash Cord	Molasses Mint Kisses	Round
No. 60 Sash Cord	Fancy-In 5th. Boxes	Ginger Snaps N. B. C.
No. 60 Jute	Old Fashioned Molasses	Square
No. 72 Jute	Orange Jellies	Hippodrome Bar
No. 60 Sisal	Lemon Sours	Honey Cake, N. B. C.
Galvanized Wire	Old Fashioned Hore-	Honey Fingers As. Ice
No. 20, each 100ft. long	hound drops	Honey Jumbles, Iced
No. 19, each 100ft. long	Peppermint Drops	Honey Jumbles, Plain
COCOANUT	Champion Choc Drops	Honey Flake
Baker's	H. M. Choc. Drops	Household Cookies
Cleveland	H. M. Choc. Lt. and	Household Cookies, Iced
Colonial, 1/4s	Dark, No. 12	Imperial
Colonial, 1/2s	Bitter Sweets, as'td	Jonnie
Epps	Brilliant Gums, Crys.	Jubilee Mixed
Huyler	A. A. Licorice Drops	Kream Klips
Lowney, 1/4s	Lozenges, printed	Leap Year Jumbles
Lowney, 1/2s	Lozenges, plain	Lemon Biscuit Square
Lowney, 3/4s	Imperial	Lemon Thins
Van Houten, 1/4s	Mottees	Lemon Wafers
Van Houten, 1/2s	Cream Bar	Lemona
Van Houten, 3/4s	G. M. Peanut Bar	Mace Cakes
Webb	Hand Made Crms	Mandaly
Wilber, 1/4s	String Wafers	Mary Ann
Wilber, 1/2s	String Rock	Marshmallow Coffee
Wilber, 3/4s	Wintergreen Berries	Cake
COCOANUT	Pop Corn	Marshmallow Walnuts
Dunham's per lb.	Cracker Jack	Medley Pretzels
1/4s, 5lb. case	Giggles, 5c pkg. cs.	Molasses Cakes
1/2s, 5lb. case	Fan Corn, 50's	Molasses Cakes, Iced
3/4s, 15lb. case	Azulikit 100s	Molasses Fruit Cookies
1s, 15lb. case	Oh My 100's	Iced
1/4s & 1/2s, 15lb. case	Cough Drops	Molasses Sandwich
Scalloped Gems	Putnam Mental	Mottled Square
1/4s & 1/2s pails	Smith Bros.	Oatmeal Crackers
Bulk, barrels	NUTS—Whole	Orange Gems
COFFEES, ROASTED	Almonds, Tarragona	Orange Sponge Layer
Rio	Almonds, Drake	Cakes
Common	Almonds, California	Penny Assorted
Fair	soft shell	Peanut Gems
Choice	Brazils	Picnic Mixed
Peaberry	Filberts	Pineapple Wafers
Common	Cal. No. 1	Pretzels, Hand Made
Choice	Walnuts, sft shell	Pretzettes, Hand Md.
Fancy	Walnuts, Marbot	Raisin Cookies
Peaberry	Table nuts, fancy	Raisin Gems
Maracaibo	Pecans, medium	Raspberry Cakes
Choice	Pecans, ex. large	Revere, Assorted
Mexican	Hickory Nuts, per bu.	Rittenhouse Fruit
Fancy	Ohio, new	Biscuit
Guatemala	Cocoanuts	Rosy Dawn Mixed
Java	Chestnuts, New York	Royal Lunch
Manding Growth	State, per bu.	Royal Toast
Aukola	Shelled	Rube
Mocha	Spanish Peanuts	Shortbread Squares
Long Bean	Pean Halves	Spiced Currant Cakes
H. L. O. G.	Walnut Halves	Spiced Ginger Cakes
Bogota	Filbert Meats	Spiced Ginger Cks Icd
Fair	Alicante Almonds	Sugar Fingers
Fancy	Jordan Almonds	Sugar Cakes
exchange Market, Steady	Fancy H P Suns	Sugar Crimp
Spot Market, Strong	Roasted	Sugar Squares, large
Package	Choice, raw, H. P. Jum-	or small
New York Basis	bo.	Sultana Fruit Biscuit
Arbuckle	CRACKED WHEAT	Sunnyside Jumbles
Lion	24 2lb. pkgs.	Superba
McLaughlin's XXXX	CRACKERS	Sponge Lady Fingers
McLaughlin's XXXX sold	National Biscuit Company	Triumph Cakes
to retailers only. Mail all	Brands	Vanilla Wafers
orders direct to W. F.	Butter	Wafer Jumbles cans
McLaughlin & Co., Chica-	Soda	Waverly
go.	N. B. C. boxes	In-er Seal Goods
Extract	Premium	Albert Biscuit
Holland, 1/2 gro boxes	Select	Arrowroot Biscuit
Felix, 1/2 gross	Saratoga Flakes	Baronet Biscuit
Hummel's foll, 1/2 gro.	Zephyrette	Bremmer's Butter
Hummel's tin, 1/2 gro.	Oyster	Wafers
	N. B. C. Picnic boxes	Cameo Biscuit
	Gem. boxes	Cheese Sandwich
	Shell	Chocolate Wafers
		Cocoanut Wafers
		Dinner Dainties
		Dinner Biscuits
		Faust Oyster
		Fig Newton
		Five O'clock Tea
		Frotana
		Fruit Cake
		Ginger Snaps, N. B. C.

6

Table listing various food items such as Graham Crackers, Lemon Snaps, Oatmeal Crackers, etc., with their respective prices.

7

Table listing various food items such as Cotton Lines, Linen Lines, Poles, Flour and Feed, etc., with their respective prices.

8

Table listing various food items such as HERBS, HIDES AND PELTS, Tallow, Wool, etc., with their respective prices.

9

Table listing various food items such as Smoked Meats, Sausages, Beef, Pig's Feet, etc., with their respective prices.

10

Table listing various food items such as Whitefish, SEEDS, SHOE BLACKING, SNUFF, SODA, SPICES, etc., with their respective prices.




11

Table listing various food items such as TOBACCO, Plug, Am. Navy, etc., with their respective prices.

Special Price Current

12	
Banner, 5c	5 96
Banner, 8 oz.	1 60
Banner, 16 oz.	3 20
Belwood Mixture, 10c	94
Big Chief, 2 1/2 oz.	6 00
Big Chief 16 oz.	30
Bull Durham, 5c	5 90
Bull Durham, 10c	10 80
Bull Durham, 15c	18 48
Bull Durham, 8 oz.	60
Bull Durham, 16 oz.	6 72
Buck Horn, 5c	5 76
Buck Horn, 10c	11 50
Briar Pipe, 5c	6 00
Briar Pipe, 10c	12 00
Black Swan, 5c	5 76
Black Swan, 14 oz.	3 50
Bob White, 5c	5 90
Brotherhood, 5c	5 95
Brotherhood, 10c	11 00
Brotherhood, 16 oz.	19 00
Carnival, 3 1/2 oz.	5 70
Carnival, 16 oz.	39
Cigar Clip'g Johnson	30
Cigar Clip'g Seymour	30
Identity, 8 & 16 oz.	30
Darby Cigar Cuttings	4 50
Continental Cubes, 10c	90
Corn Cake, 14 oz.	2 55
Corn Cake, 7 oz.	1 45
Corn Cake, 5c	5 76
Cream, 50c pails	4 60
Cuban Star, 5c foil	5 76
Cuban Star, 16 oz pails	3 72
Chips, 10c	10 20
Dills Best, 1 1/2 oz.	79
Dills Best, 3 1/2 oz.	73
Dixie Kid, 1 1/2 foil	39
Duke's Mix, 5c	5 76
Duke's Mix, 10c	11 52
Duke's Cameo, 1 1/2 oz.	41
Drum, 5c	5 90
F F A 3 oz.	4 95
F F A 7 oz.	11 50
Fashion, 5c	6 00
Fashion, 16 oz.	43
Five Bros., 5c	5 60
Five Bros., 10c	10 70
Five cent cut Plug	29
F O B 10c	11 50
Four Roses, 10c	92
Full Dress, 1 1/2 oz.	72
Glad Hand, 5c	1 44
Gold Block, 1 1/2 oz.	39
Gold Block, 3 oz.	11 88
Gold Star, 16 oz.	8 95
Gall & Ax Navy, 5c	5 38
Growler, 5c	4 56
Growler, 10c	2 70
Growler, 20c	2 63
Giant, 5c	1 55
Giant, 16 oz.	33
Hand Made, 2 1/2 oz.	50
Hazel Nut, 5c	5 76
Honey Dew, 1 1/2 oz.	40
Honey Dew, 10c	11 88
Hunting, 1 1/2 & 3 1/2 oz.	38
I X L, 5c	6 10
I X L, in pails	6 00
Just Suits, 5c	6 00
Just Suits, 10c	11 88
Kiln Dried, 25c	2 45
King Bird, 7 oz.	25 20
King Bird, 3 oz.	11 00
King Bird, 1 1/2 oz.	5 70
La ...urka, 5c	5 76
Little Giant, 1 lb.	28
Lucky Strike, 1 1/2 oz.	94
Lucky Strike, 1 1/4 oz.	96
Le Redo, 3 oz.	10 80
Le Redo, 8 & 16 oz.	38
Myrtle Navy, 10c	11 80
Myrtle Navy, 5c	5 94
Maryland Club, 5c	50
Mayflower, 5c	5 76
Mayflower, 10c	96
Mayflower, 20c	1 92
Nigger Hair, 5c	5 94
Nigger Hair, 10c	10 56
Nigger Head, 5c	4 96
Nigger Head, 10c	9 84
Noon Hour, 5c	1 44
Old Colony, 1-12 gro.	11 52
Old Mill, 5c	5 76
Old English Curve 1 1/2 oz.	96
Old Crop, 5c	5 76
Old Crop, 25c	20
P. S., 8 oz., 30 lb. cs.	19
P. S., 3 oz. per gro.	5 70
Pat Hand, 1 oz.	63
Patterson Seal, 1 1/2 oz.	48
Patterson Seal, 3 oz.	96
Patterson Seal, 16 oz.	5 00
Peerless, 5c	5 70
Peerless, 10c	10 20
Peerless, 3 oz.	10 20
Peerless, 7 oz.	23 76
Peerless, 14 oz.	47 52
Plaza, 2 gro. cs.	5 76
Flow Boy, 5c	5 76
Flow Boy, 10c	11 00
Flow Boy, 14 oz.	4 50
Pedro, 10c	11 80
Pride of Virginia, 1 1/2	77
Pilot 5c	5 76
Pilot, 7 oz. doz.	1 05
Pilot, 14 oz. doz.	2 10
Prince Albert, 10c	96
Prince Albert, 8 oz.	4 92
Prince Albert, 16 oz.	8 48
Queen Quality, 5c	48
Rob Roy, 5c foil	5 90
Rob Roy, 10c gross	10 20
Rob Roy, 25c doz.	2 10

13	
Rob Roy, 50c. doz.	4 12
S. & M., 5c. gross	5 76
S. & M., 14 oz. doz.	3 20
Soldier Boy, 5c gross	5 95
Soldier Boy, 10c	10 56
Soldier Boy, 1 lb.	4 80
Sweet Caporal, 1 oz.	60
Sweet Lotus, 5c	6 00
Sweet Lotus, 10c	12 00
Sweet Lotus, per doz.	4 85
Sweet Rose, 2 1/4 oz.	30
Sweet Tip Top, 5c	2 00
Sweet Tip Top, 3 1/2 oz.	38
Sweet Tips, 1/2 gro	10 08
Sun Cured, 10c	11 75
Summer Time, 5c	5 76
Summer Time, 7 oz.	1 65
Summer Time, 14 oz.	3 50
Standard, 2 oz.	5 90
Standard, 3 1/2 oz.	28
Standard, 7 oz.	1 48
Seal N. C., 1 1/2 cut plug	70
Seal N. C., 1 1/2 Gran	63
Three Feathers, 1 oz.	63
Three Feathers, 10c	10 20
Three Feathers and Pipe combination	2 25
Tom & Jerry, 14 oz.	3 60
Tom & Jerry, 7 oz.	1 80
Tom & Jerry, 3 oz.	8 75
Trout Line, 5c	5 95
Trout Line, 10c	10 00
Turkish, Patrol, 2-9	5 76
Tuxedo, 1 oz. bags	48
Tuxedo, 2 oz. tins	96
Tuxedo, 4 oz. cart	64
Tuxedo, 16 oz tins	84
Twin Oaks, 10c	94
Union Leader, 50c	5 96
Union Leader, 25c	2 55
Union Leader, 10c	11 60
Union Leader, 5c	5 95
Union Workman, 1 1/2	5 76
Uncle Sam, 10c	10 80
Uncle Sam, 8 oz.	2 20
U. S. Marine, 5c	6 00
Van Bibber, 2 oz. tin	88
Velvet, 5c pouch	1 44
Velvet, 10c tin	1 92
Velvet, 8 oz tin	3 84
Velvet, 16 oz. can.	7 68
Velvet, combination cs	5 75
War Path, 5c	5 95
War Path, 8 oz.	1 60
Wave Line, 3 oz.	40
Wave Line, 16 oz.	40
Way up, 2 1/2 oz.	5 75
Way up, 16 oz. pails	31
Wild Fruit, 5c	5 76
Wild Fruit, 10c	11 52
Yum Yum, 5c	6 00
Yum Yum, 10c	11 52
Yum Yum, 1lb., doz.	4 80

14	
Mop Sticks	
Trojan spring	90
Eclipse patent springs	85
No. 1 common	80
No. 2 pat. brush holder	85
Ideal No. 7	85
12lb. cotton mop heads	1 45
Pails	
2-hoop Standard	2 00
3-hoop Standard	2 35
2-wire Cable	2 10
Cedar all red brass	1 25
3-wire Cable	2 30
Paper Eureka	2 25
Fibre	2 40
Toothpicks	
Birch, 100 packages	2 00
Ideal	85
Traps	
Mouse, wood, 2 holes	22
Mouse, wood, 4 holes	45
Mouse, wood, 6 holes	70
Mouse, tin, 5 holes	65
Rat, wood	80
Rat, spring	75
Tubs	
20-in. Standard, No. 1	7 50
18-in. Standard, No. 2	6 50
16-in. Standard, No. 3	5 50
20-in. Cable, No. 1	8 00
18-in. Cable, No. 2	7 00
16-in. Cable, No. 3	6 00
No. 1 Fibre	10 25
No. 2 Fibre	9 25
No. 3 Fibre	8 25
Washboards	
Bronze Globe	2 50
Dewey	1 75
Double Acme	3 75
Single Acme	3 15
Double Peerless	3 75
Single Peerless	3 25
Northern Queen	3 25
Double Duplex	3 00
Good Luck	2 75
Universal	3 00
Window Cleaners	
12 in.	1 65
14 in.	1 85
16 in.	2 30
Wood Bowls	
13 in. Butter	1 50
15 in. Butter	2 00
17 in. Butter	3 75
19 in. Butter	6 00
Assorted, 13-15-17	3 00
Assorted, 15-17-19	4 25
WRAPPING PAPER	
Common Straw	2
Fibre Manila, white	3
Fibre Manila, colored	4
No. 1 Manila	4
Cream Manila	3
Butchers' Manila	2 1/2
Wax Butter, short c't	13
Wax Butter, full count	20
Wax Butter, rolls	19
YEAST CAKE	
Magic, 3 doz.	1 15
Sunlight, 3 doz.	1 00
Sunlight, 1 1/2 doz.	50
Yeast Foam, 3 doz.	1 15
Yeast Cream, 3 doz.	1 00
Yeast Foam, 1 1/2 doz.	58
AXLE GREASE	
	
1 lb. boxes, per gross	9 00
3 lb. boxes, per gross	24 00
BAKING POWDER	
	
Royal	
10c size	90
1/4 lb. cans	1 35
5 oz. cans	1 90
1/2 lb. cans	2 50
3/4 lb. cans	3 75
1 lb. cans	4 80
1 1/2 lb. cans	13 00
2 lb. cans	21 50
CIGARS	
Johnson Cigar Co.'s Brand	
	
S. C. W., 1,000 lots	31
El Portana	33
Evening Press	30
Exemplar	32

15

Worden Grocer Co. Brand
Ben Hur

Perfection35
Perfection Extras35
Londres35
Londres Grand35
Standard35
Puritinos35
Panatellas, Finas35
Panatellas, Bock35
Jockey Club35

COCOANUT
Baker's Brazil Shredded



10 5c pkgs., per case 2 60
36 10c pkgs., per case 2 60
16 10c and 38 5c pkgs., per case2 60

COFFEE
Roasted
Dwinell-Wright Co.'s B'ds



White House, 1lb.
White House, 2lb.
Excelsior, Blend, 1lb.
Excelsior, Blend, 2lb.

16

Tip Top, Blend, 1lb.
Royal Blend
Royal High Grade
Superior Blend
Boston Combination
Distributed by Judson Grocer Co., Grand Rapids;
Lee & Cady, Detroit; Symons Bros. & Co., Saginaw; Brown, Davis & Warner, Jackson; Godsmark, Durand & Co., Battle Creek; Fielbach Co., Toledo.

SAFES



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. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

SOAP
Gowans & Sons Brand.



Single boxes3 00
Five box lots2 95
Ten box lots2 90
Twenty-five box lots2 85


Lautz Bros. & Co.
Acme, 30 bars, 75 lbs. 4 00
Acme, 25 bars, 75 lbs. 4 00
Acme, 25 bars, 70 lbs. 3 80
Acme, 100 cakes3 25

17

Big Master, 100 blocks 4 00
German Mottled3 50
German Mottled, 5 bxs 3 50
German Mottled, 10 bx 3 45
German Mottled, 25 bx 3 40
Marseilles, 100 cakes6 00
Marseilles, 100 cks 5c 4 00
Marseilles, 100 ck toil 4 00
Marseilles, 1/2 box toil 2 10

Proctor & Gamble Co.
Lenox3 00
Ivory, 6 oz.4 00
Ivory, 10 oz.6 75
Star3 85

Tradesman Co.'s Brand




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

A. B. 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
Soapine4 00
Babbitt's 17763 75
Roseine3 59
Armour's3 70
Wisdom3 80

Soap Compounds
Johnson's Fine5 10
Johnson's XXX4 25
Rub-No-More3 85
Nine O'clock3 30

Paris Green Labels



POISON

PARIS GREEN

Antidote. Lime Water in copious draughts, emetics of Sulphate of Zinc. Give Flaxseed Tea, or Slippery Elm Tea.

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

100 labels, 25 cents
200 labels, 40 cents
500 labels, 75 cents
1000 labels, \$1.00

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

Tradesman Company, Grand Rapids

BUSINESS-WANTS DEPARTMENT

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

BUSINESS CHANCES.

Appreciated advertising is the best advertising. Just to convince you and to get acquainted, I'll print your advertisement on 250 lead pencils for \$4; 500 for \$6.75; 1,000 for \$11.50 delivered. The advertisement that stays is the advertisement that pays. Burton S. Osborne, Camden, N. Y. 310

65 cents on the dollar buys \$1,500 stock of shoes and rubbers largely Seiz make. Clean stuff. Good sizes and widths. Ralph G. Clement, Colon, Mich. 308

Wanted to buy, variety stock from \$1,500 to \$2,000 doing good business. Answer quick. Give particulars. Address No. 307, care Tradesman. 307

For Sale—Clean stock of general merchandise, invoicing about \$2,000. Hustling town, fine farming country. Mecosta county. Good reasons for selling. Address No. 305, care Tradesman. 305

For Sale—At once, art and novelty store in good town of 12,000. A fine growing business. Reason for selling, poor health. Address No. 304, care Tradesman. 304

If you want to live, come to Springdale; no malaria, mosquitoes, negroes, saloons; in Ozarks, perfect climate and pure water. Money-making orchards at half price of raw western land and no irrigation necessary. Our apples top the market for color and flavor. Bumper crop in this famous district. Summer bargains; 120 acres, fenced, no buildings, fine fruit land, \$1,800; bearing orchard in town, new buildings, 8 acres in all, \$3,000; 2½ acres, 10-room house, big crop of apples, \$2,250. Free list. Ten cents census map. Fredricks Realty Co., Springdale, Washington Co., Ark. 303

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

For Sale—Drug stock located in town of 600 in best farming district in Michigan. Good railroad facilities. For further particulars address No. 301, care Michigan Tradesman. 301

Wanted—To buy interest in drug stock where services of pharmacist are required. Address No. 300, care Michigan Tradesman. 300

For Sale—Cheap, McCaskey, American and Simplex account systems, second-hand. For particulars write A. R. Hensler, Battle Creek, Mich. 299

Salesbooks A Specialty. Specially constructed machinery for that purpose. No need in sending out of the state. Write for samples and prices. Wolverine Salesbook Co., Lansing, Mich. 298

For Sale—Hardware, stove and crockery stock, appraised at \$7,500. Fine location, brick building, reasonable rent. Established 37 years. Splendid opening. Must be sold at once. Best offer takes it. James Gracey, Trustee, Greenville, Mich. 297

Dry goods man, experienced buyer and manager, desires to invest \$2,000 in established dry goods or general store. Address No. 296, care Tradesman. 296

For Sale—Shoes and dry goods, country town, 1,000 population. Write Merchant, care Tradesman. 311

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

C. W. Reimer, Auctioneer. Merchandise and real estate sales a specialty. Write for dates. Arcola, Ill. 277

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. 293

For Sale—Fine grocery stock, St. Joseph, Mich. 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. 292

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

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, ¼ cash, balance easy, especially if purchaser will clear certain amount. Write for particulars. Address W. G. Davis, Owner, Goldendale, Washington. 269

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

For Sale—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

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

Will pay cash for stock of shoes and rubbers. Address M. J. O., care Tradesman. 221

\$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

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—An experienced shoe salesman for Southwestern Michigan and Northern Indiana. One who is familiar with the trade. Good position for the right man. Address No. 306, care Michigan Tradesman. 306

Wanted—Drug clerk, registered assistant, to begin Aug. 19. References required. Address C. E. Van Avery, Kalamazoo, Mich. 309

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.

IF A CUSTOMER

asks for

HAND SAPOLIO

and you can not supply it, will he not consider you behind the times?

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.

A SENSIBLE MAN.

It is proposed to have in Philadelphia next October a wonderful historical pageant in which the first families, the second families, and all the other families of that city are to take part. It is proposed to reproduce for spectacular purposes the good old days. In that city there are very many so-called old families who trace their lineage back to Benjamin Franklin's time, and naturally they are very proud of their ancestry and boast of it a great deal. The Mifflins are one of the oldest and most honorable families. The present residents of Philadelphia are descendants of Gov. Mifflin, for whom Fort Mifflin was named, and as well Mifflin county, Mifflinburg, Mifflintown and Mifflin street. The present head of the family there is James Ewing Mifflin, and he proposes to take part in the parade and will personally drive a plain, everyday, ordinary dump cart, whereat some of the aristocracy of the city are very much astounded. He is a man of large means and occupies an enviable social position. Many of his friends think that it is something awful what he proposes to do.

Mr. Mifflin shows his good sense and does himself credit by announcing his intention, which it is to be hoped he will carry out to the letter. His reason is a perfectly good one. He has been looking up the family records, and he finds that 200 years ago the founder of the family, John Mifflin, paid a city tax on forty dump carts, which would indicate that in those early days he had a contract for removing the ashes, garbage, etc., and in this way he laid the foundation of the fortune by which the family has profited ever since. He lost not caste because of his employment and he was regarded as one of the first gentlemen of the city. Therefore, with commendable regard for historical accuracy, his descendant, James E. Mifflin, will drive a dump cart in the parade, and he will be dressed in the attire which was fashionable for a gentleman of that time. Probably there are dozens and scores of other first families in Philadelphia who, if they would look up the records honestly, would find that their ancestors were engaged in just as humble vocations as Mr. Mifflin's, but probably most of them would lack the moral courage to follow this good example. That a man worked with his hands is no disgrace. It all depends upon whether he did his work honestly and well. There are plenty of aristocratic families in every city who assume to look down upon those who do hard work as menials, and yet their ancestors by just such work began to accumulate money which in later years came to be large wealth. Instead of being ashamed of it and trying to forget it, they might better be proud of it. It is evident that Mr. Mifflin succeeded in the dump cart business, for otherwise he would not have two score of them taxed, and that business is just as honorable as

any indulged in by the ancestors of other Philadelphia families.

SHOW EXHAUSTIVELY.

A prominent educator in a lecture on reading emphasized the importance of reading exhaustively. When any one subject was taken up his motto was to hunt up all available material on that subject. The mind was then concentrated upon it, and it was easy to systematize, to make comparisons, and to lay aside salient points for permanent use. It is much the same way in presenting goods to the public. If you show a few good examples of this and some more of that the visitor leaves with only a jumbled impression of the whole. There are no leading characteristics brought out and rendered permanent. There is no reason for placing your window at the front in the mind.

Just to-day we picked up a city paper and noticed among the locals the invitation of a leading merchant to view the embroidery of a certain outside firm. Curious, we went. In the front window were some beautiful specimens in white. Within there were rows of tidies, doilies, and many other articles worked in various styles. It was like a great fair, this fancy work show, and there were numerous admirers. The exhibit was not for sale, but, of course, orders were taken and, incidentally, other purchases made. The stamped material, embroidery floss or silk, and various articles pertaining to fancy work gained a new significance through the display. The real art at the point of the needle was presented in a permanent way. The same kind of work might have been in the shop for a whole season, but not to give the impress of a one-day exhibit all together.

Take any standard article and specialize upon it. See how many changes and permutations can be made. Arrange your handkerchiefs, for instance, in the front window. Make some special prices on them. Give them a really artistic grouping, and note the result. And after you are done with them, even the more prosaic towels may have the floor. It pays in the end to specialize in a way so convincing that people will not soon forget.

OUR NATIVE FLORA.

From every side comes the lament that it is fading away, vanishing as surely as the red man. And the main cause is not the felling of the timber, the claiming of new fields for agriculture, but the thoughtlessness of flower lovers. We see on every side waste which those who fancy themselves friends of the flowers are directly responsible for. The attentions which they give the wayside blossoms are mere mockery since they but lead to extermination.

One sensible girl says she never buys even a postcard unless she knows where she can put it to use. It may be ever so handsome, or the most skillful bit of humor. If she has not some friend who would appreciate it and to whom she wishes to send a card it is allowed to remain in the rack. If the same principle

were applied to the promiscuous plucking of the wild flowers, there would be fewer waysides denuded of their treasures. Do you ever stop to consider what you will do with the dainty blossoms when gathered? Will you find a place for them worthy of this beauty, or will they be thrown down to wither, perhaps ere you reach home?

Trailing arbutus, which once abounded near certain large towns, is practically extinct. Even the trailing bitter-sweet which so lovingly concealed the sightless stubs and rails has been stripped from its natural home and the bare sticks now meet our gaze. There are a host of gay blossoms which the farmer can well spare, and thus save the sowing of undesirable seeds. The Black Eyed Susans and the white Ox-eye Daisy may be gathered in handfuls, and there will still be enough by the wayside to perpetuate the crop. But if we follow the same methods with the arbutus, removing it carelessly by the root, if we pride ourselves on the great clusters of lady's slippers we can procure, the result is ultimately local extinction; and when a local fad is generally practiced, it becomes a total blotting out.

Charges Less When Goods are Called For.

A retail meat dealer in Ogden, Utah, has devised a novel plan to reduce delivery expense and make prices more attractive to his customers. Its working out will be watched with interest by merchants everywhere, particularly those whose delivery expense is as high as it is in many cities. This dealer, C. H. Larned, will base his charge to customers on two points: Whether they call, carry their package home, or have them delivered, and in the latter case the distance will make a difference. The prices will be based on customers calling at the shop and carrying home their own supplies. There will be no free deliveries. Mr. Larned will keep delivery wagons in service, but for each delivery made he will charge 1 cent a block. A customer living five blocks from the market will pay 5 cents delivery charges and a customer living ten blocks away will pay 10 cents.

Colors Matched by Electric Light.

The desirability of being able to match colors under artificial light, which is always more or less tinted with one color or another, has resulted in a special attachment for the ordinary electric lamp, by means of which a perfectly white light is produced. In this lamp the light is transmitted through a number of strips of different colored glass, arranged under the lamp. They could not be placed one over the other, as such an arrangement would practically prevent the transmission of the light rays, so they are placed side by side and the light is mixed by a diffuser after passing the strips. The size of each of these colored strips may be fixed according to the quality of the light, so that the result obtained is a perfectly white light. It is claimed that the ar-

rangement provides a light so close to that of daylight that colors matched by it match equally well in the light of the sun.

New Way of Seasoning Timber.

A novel electrical method of treating timber is said to have given striking results in France, and to have changed the greenest wood into perfectly seasoned material. A water tank of suitable size is required. The timber is piled on a large lead plate at the bottom until the tank is full, when a second lead plate is placed on top of the pile and connected to the negative pole of a dynamo, the bottom plate being connected to the positive pole. The space around the timber is then filled with a solution containing 5 per cent. of resin, 10 per cent. of borax, and a trace of carbonate of soda. On turning on the current, it passes from plate to plate through the wood, driving out the sap, and the resin and borax takes its place in the cells and interstices. This process being completed, the timber is taken out and dried, when it is ready for use.

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

Buffalo, July 31—Creamery butter, 25@27c; dairy, 20@24c; poor to good, all kinds, 18@22c.

Cheese—Fancy, 16@16½c; choice, 15@15½c; poor to common, 8@12c.

Eggs—Choice, fresh, 20@21½c; candled, 21@23c.

Poultry (live)—Turkeys, 12@14c; cox, 10@11c; fowls, 14@15c; chicks, 17@20c; ducks, 13@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, \$2.50 per bbl.

Rea & Witzig.

Perhaps this got into the wrong column, but read on. A doctor stopped his automobile in front of a hotel in Illinois and was surprised to see the laughter which accompanied the doorman's inspection of the rear of the machine. The physician strolled around the car, saw nothing remarkable and enquired sharply, "Well, what the blazes are you laughing at?" "Nothin' much, Doc," came the reply, "but, say, don't you think you ought to get a different number?" The license plate was inscribed thus: "35,000 Ill." Rather rough on an M. D.

The parent who claims credit for the success of the child is not always willing to bear the blame for its failures.

BUSINESS CHANCES.

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kauer, 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

HELP WANTED.

Wanted—Sales and advertising manager, familiar with the drug, soda fountain and grocery trade; follow up systems, etc. Good opening for the right party. Address Celerytone Company, Kalamazoo, Michigan. 312

SITUATIONS WANTED.

Wanted—Position as manager or clerk in general store. Address No. 313, care Tradesman. 313

Toledo Scale Company Under Bond

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

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

The Computing Scale Co.,
Dayton, Ohio.



Shredded Wheat

is better than white flour bread and better than whole wheat flour bread. It contains all the nutriment in the whole wheat prepared in a digestible form. It is the one staple breakfast food—always clean, always pure, always the same.

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

Shredded Wheat Biscuit is the only "breakfast food" made in Biscuit form.



The Shredded Wheat Company
Niagara Falls, N. Y.

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, MICH.**

Consumers are Wedded to the

Hart Brand Canned Foods

Because Quality is Always Notable

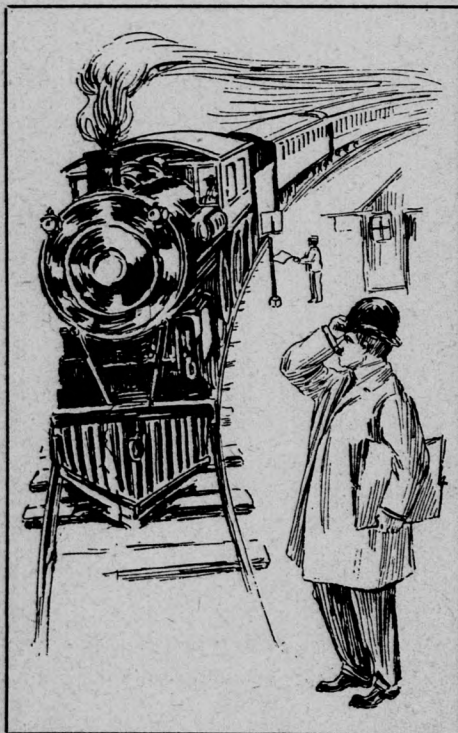
All products packed at our five plants in West Michigan, in the finest fruit and vegetable belts in the Union, are grown on our own lands adjacent to the various plants; packed fresh from the fields and orchards, under best sanitary conditions, insuring exquisite flavor, fine texture, natural color. Every can is well filled.

**The HART BRANDS Satisfy Consumers
They Are Trade Winners and Trade Holders**

Vegetables:—Peas, Corn, Succotash, Stringless Beans, Pork and Beans, Pumpkin, Red Kidney Beans, Tomatoes, Spinach, Beets.

Fruits:—Cherries, Strawberries, Red Raspberries, Black Raspberries, Plums, Pears, Peaches.

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

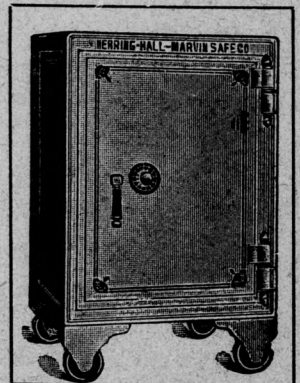


**Better be Alive and Cautious
Than Careless and in the Hospital**

"Only those who keep off the track and wait for the train to pass, will ever be able to even guess just how fast it was running."—W. L. Brownell.

Most of the cautious business men are still in business. Most of the careless business men are out of business and remembered only by their creditors. If you are not the owner of a good safe you are a careless business man. You know this is true, you know you haven't any moral right to run this risk. It takes a hard jolt sometimes to wake us up. Why not

**Wake Up and
Skip the Jolt**



Write us to-day and we will name you prices on Safes of various sizes, on Safes that are dependable.

GRAND RAPIDS SAFE CO. Tradesman Bldg., Grand Rapids, Mich.
