

## Ever a Song Somewhere

There is ever a song somewhere, my dear,  
There is ever a something sings alway;  
There's the song of the lark when the skies are clear,  
And the song of the thrush when the skies are gray.  
The sunshine showers across the grain,  
And the bluebird trills in the orchard tree;  
And in and out, when the eaves drip rain,  
The swallows are twittering ceaselessly.

There is ever a song somewhere, my dear,  
Be the skies above or dark or fair;  
There is ever a song that our hearts may hear—  
There is ever a song somewhere, my dear—  
There is ever a song somewhere!

There is ever a song somewhere, my dear,  
In the midnight black or the midday blue;  
The robin pipes when the sun is here,  
And the cricket chirrup the whole night through.  
The buds may blow and the fruit may grow,  
And the autumn leaves drop crisp and sere;  
But whether the sun, or the rain, or the snow,  
There is ever a song somewhere, my dear.

There is ever a song somewhere, my dear,  
Be the skies above or dark or fair;  
There is ever a song our hearts may hear—  
There is ever a song somewhere, my dear—  
There is ever a song somewhere!

James Whitcomb Riley.

## Nothing to Do But Work

Nothing to do but work,  
Nothing to eat but food,  
Nothing to wear but clothes,  
To keep one from being nude.

Nothing to breathe but air,  
Quick as a flash 'tis gone;  
Nowhere to fall but off,  
Nowhere to stand but on.

Nothing to sing but songs,  
Ah, well! Alas! Alack!  
Nowhere to go but out,  
Nowhere to come but back.

Nothing to read but words,  
Nothing to cast but votes,  
Nothing to hear but sounds,  
Nothing to sail but boats.

Nothing to comb but hair,  
Nowhere to sleep but in bed,  
Nothing to weep but tears,  
Nothing to bury but dead.

Nothing to see but sights,  
Nothing to quench but thirst,  
Nothing to have but what we've got,  
Thus through life we're cursed.

Nothing to strike but a gait,  
Everything moves that goes,  
Nothing at all but common sense  
Can ever withstand these woes.

Ben King.

## 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.

## SURPLUS FUNDS

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

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

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

**THE OLD NATIONAL BANK**  
GRAND RAPIDS, MICH.

New No. 177 Monroe Ave.

:::

Old No. 1 Canal St.

## Outings and Flannelettes

A well selected stock of Outings and Flannelettes is a mighty important factor in any store.

Not alone for the immediate profit resulting from their sale. But the merchant, who has a fine selection of these cloths, will bring customers to his store.

We have a fine complete line to select from ranging in price from 4¼ cents per yard and upwards.

**Paul Steketee & Sons**

Wholesale Dry Goods

Grand Rapids, Mich.

## Foster, Stevens & Co.

### Wholesale Hardware



10 and 12 Monroe St.

::

31-33-35-37 Louis St.

Grand Rapids, Mich.

## 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.**

**WORDEN GROCER COMPANY**

### The Prompt Shippers

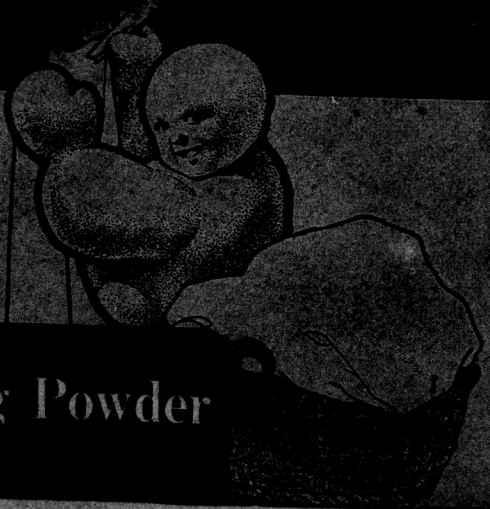
Grand Rapids, Mich.

**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, AUGUST 14, 1912

Number 1508

## SPECIAL FEATURES.

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## BE MORE SPECIFIC.

A girl wrote to playmates of childhood, "I'm going to Lake Blue next Saturday. Be sure to meet me there. I shall wear a black hat, shoes, and dress and a light linen coat. I wear my hair in one heavy braid and am rather stout." Poor child! She failed to realize that the little country resort had grown to one with thousands of comers and goers every day. And so the meager description, which might apply to many others, stood little chance of being verified.

Some of the advertising of the present day seems wonderfully like that of the little girl. We see people every day telling about the black hat and shoes when it is the distinctive features which should be brought to the front. A farmer brought to a botanist a plant with several very marked peculiarities, and because of these he was sure "she never could find out what that thing was." Little did he realize that it was because of these very peculiarities the location of the plant was speedily determined.

Bare generalizations accomplish so little in this busy world. The features which served as distinctive a generation ago are most commonplace now. Competition is so sharp that we cannot trust to the old slip shod ways. The girl with the black hat and thick braid would have been noticed then for the reason that no one passed along that road without being noticed. But the simple highway has grown to be a great thoroughfare. Not only are there more people, but they are going in all sorts of ways and at various rates of speed. We may announce our coming, but if we would expect to be seen we will do well to specify to our friends that they should look for. The man with a flying machine seldom passes unnoticed. It is the one who has something different and who keeps ahead of the crowd who is noticed and remembered.

## PENCILLED EYEBROWS.

A young girl who entered a car attracted much admiration because of the beauty of her eyebrows, which so well harmonized with charming complex-

ion. Before the trip had progressed far a companion playfully picked a crayon from her pocket. How the impression changed! It was now apparent to all—as it may have been suspected from the first by a few—that those dark eye brows were only made. And how quickly came the connection which even the most observing had before missed, that the complexion was likewise a sham, though a most cleverly effected one. Then came a survey of the charming curls, only another specimen of made-up finery.

As a rule, the people judge us by the general effect. If the whole make-up is good, we pass muster as readily as did the girl with the dark eye-brows. But when there is a false hair detected, how soon the lime light is turned upon every feature, individually and collectively. The goods which seemed fair suddenly show the marks of sham, and the fish which is a little off in flavor scents literally as well as figuratively a whole storeful of good material.

Doubt is a bad bit of impress to release. You never know just where it will stop, but you may always know that it will travel quite far enough. It ties up the purse and induces people to get along with a little less than they had originally planned. It creates substitutes, some of which are not purchased within your doors. The sham makes people stop and think, and often these thoughts are not re-assuring. Confidence is quite the opposite, making ready purchasers and giving all that is expected and more. But the single egg that is stale effects the sale of country produce for weeks. It is not the single thing which hurts so much as the associations aroused. The whole atmosphere of distrust pervades the space occupied by a single sham.

## Status of the Local Stock Market.

We have seen an exceptionally good market for investment securities during the past week. There was only one decline in price and several advances. Almost no hesitancy is shown in picking up securities at present prices.

American Light & Traction continues to rise and the price of 425-430 seems to be holding very well. Those in close touch with this stock are predicting still higher prices.

Cities Service Co. preferred and common were practically unchanged and the demand was in pretty fair volume.

American Public Utilities Co. common is being sought after but very little is being offered. The preferred is quoted around 80-81 and while there is no very great demand the

stock is being purchased as an investment.

Small amounts of Citizens Telephone Co. stock are appearing from day to day but the big demand seems to have disappeared.

Commonwealth Power Railway & Light Co. common is in better tone and the bid is up to 64 with stock at 64½. The preferred is being readily purchased at around 92.

The Brewing Co. stocks are very quiet. Furniture City is to be had at 65 and there are almost no bids for Grand Rapids.

Globe Knitting works common changed hands at 112 and there is now a little offered at this price.

All of the local bank stocks are actively bid but the same condition prevails as has for some time. Grand Rapids National City which has for a little while back been rather quiet is now being asked for and there are several unfilled orders in the market.

All of the issues of United Light & Railways Co. are strong with the possible exception of the first preferred. There is a demand for this but at prices at which holders are not willing to sell. The common has shown a further advance to sales at 74 and stock offered at 75. Both issues of second preferred are in very good shape.

Pacific Gas & Electric common softened a fraction and sales are now being made at 66½. The volume of sales however are very large and unless something unforeseen should develop this stock should sell at higher prices. C. H. Corrigan.

## Extra Twenty Per Cent. To Common Stockholders.

The American Tobacco Company has declared a special cash dividend of 20 per cent. on the common stock in addition to the regular quarterly dividend of 2½ per cent. The company also announced a distribution of 12,000 shares of stock of the American Machine & Foundry Co. to stockholders of the American Tobacco company.

In connection with its dividend disbursement, the American Tobacco Company states that under the decree of disintegration ordered by the Government, the company was required to dispose of certain securities, such disposition to be made before January 1, 1915. Of these securities the company states that it has disposed of one-half of its holdings of British-American Tobacco Company, Ltd., non-voting preference shares; practically one-half of its holdings of No. A ordinary shares of the Imperial Tobacco Company, Ltd., and all of its holdings of the corporation of the United Cigar Stores bonds.

From the cash received from the disposition of the securities, the 20 per cent. extra dividend is to be paid on the common stock of the American Tobacco Company.

## Annual Picnic of Kalamazoo U. C. T.

Kalamazoo, Aug. 12—Laying aside their grips and sample cases and substituting well filled lunch baskets, fifty members of the United Commercial Travelers, accompanied by their wives and friends, journeyed to Allendale, Gull lake, where they held their annual picnic. The affair was the most enjoyable ever participated in by the knights of the grip.

An interesting programme of sports and two baseball games furnished plenty of amusement. The following events were staged: 100-yard dash, won by F. W. Warren; fat men's race, won by Frank Clay; girls' foot race, won by Miss Anna Lee; shot-put, won by C. W. Siple, and a pie-eating contest which was won by Kirk Parker.

H. L. Hubbard picked out a ball team, who won an interesting game from a picked team under the captaincy of C. D. DeFrance, by the score of 6 to 5.

In the afternoon another picked team battled the Gull Lake Stars for 12 innings, when darkness interrupted the pastime with the score deadlocked at 4 all. The fielding of R. E. Lee stood out prominently.

## Snails Crawl on Razor Edge.

That snails can pass over such sharp implements as a razor's edge without the slightest harm has been demonstrated by a French scientist in the course of his study of these creatures, which are so well equipped for travel that they can move over surfaces exceptionally dangerous to seemingly better protected animals. The snail walks with the whole under surface of its body, and is provided with means to lubricate the road on which it travels. A peculiarly complex system of muscles enables it to cling in any position to the smoothest objects. In lifting itself over the razor's edge it clings with the hind part of its walking surface to one side of the blade and extends the fore part and bends it down onto the other side without touching the edge, thus accomplishing without harm what would naturally seem impossible.

There may be something in the theory that the angels are back of the stars—especially in the theatrical business.

To the man whose ambition is backed by cool determination, obstacles are only the stepping stones to success.

## TWO IN ONE.

## Consolidation of Leading Wholesale Grocery Houses.

The feature of the week in the mercantile world is the announcement of the consolidation of the Lemon & Wheeler Company with the Worden Grocer Co.

Negotiations had been in progress for several weeks, but a final conclusion was not reached until the latter part of last week, when formal notice of the proposed merger was mailed to the stockholders of both corporations.

The merged institution will be known as the Worden Grocer Co., the capital stock of which will be increased from \$200,000 preferred and \$100,000 common to \$400,000 preferred and \$200,000 common. Stockholders of the Lemon & Wheeler Company will receive stock in the Worden Grocer Co., share for share, in exchange for their holdings in the old company. Special meetings of the stockholders of both corporations will be held on Friday to ratify the action of the directors in carrying the merger into effect. At the meeting of the stockholders of the Worden Grocer Co., the number of directors will be increased from nine to thirteen. The new directors will probably be S. A. Sears, Dudley E. Waters, R. J. Prendergast and B. R. Barber. G. W. Rouse will continue as President of the corporation. The other officers will be elected at a meeting of the directors, held subsequent to the stockholders' meeting. It is understood that S. A. Sears will be prominently identified with the house, but to what extent he will devote his time to the business is a matter for him to decide. Mr. Sears conducted the negotiations in behalf of the Lemon & Wheeler Company and is considered to have secured an exceedingly satisfactory arrangement for the stockholders of that corporation.

The Worden Grocer Co. has already entered upon the work of increasing its floor space, equipment and facilities. It has leased the floors adjoining it on the north formerly occupied by the J. P. Seymour Co. It will take out the floor in one section and make a drive way through from the street to the alley, so that goods may be shipped from the north side of the establishment, instead of the south side, as heretofore. The old entrance will be used for receiving goods exclusively. The new entrance will accommodate several trucks at a time and will be protected by iron shutter doors at each end. The innovation will not only result of economy of time and expense in handling goods, but will greatly expedite shipments and deliveries.

## Biographical.

Guy Winchester Rouse was born in Grand Rapids, January 19, 1873. His father was of Scotch-Irish descent. His mother was a native of Grand Rapids, her ancestors having lived for several generations in New Hampshire. She was a beautiful character, beloved by all who knew

her. Mr. Rouse attended the public school, going as far as the tenth grade in the High School, when he relinquished his ambition for a higher education to take the position of messenger boy for the Grand Rapids Savings Bank. This was in 1888. He was subsequently promoted to the position of book-keeper, afterwards to that of a savings teller and still later to that of auditor, being employed by the Bank altogether a period of eleven years. Dec. 1, 1899, he became Secretary of the Worden Grocer Co., which position was changed to that of Vice-President and General Manager Dec. 1, 1903. A few months ago he was elected President.

When he took the management of the business it was in a somewhat

chaotic condition, owing to the suicide of the President and the defalcation of the Treasurer. It required the courage of a strong heart to step into the breach and undertake the rebuilding of a business which had been impaired by unbusinesslike methods. The credit of the corporation was seriously injured. The office and traveling forces were demoralized. The stock was in bad shape. The customers were permitted to do as they pleased and pay when they got ready. Mr. Rouse took the management of the establishment when it was at its lowest point and entered upon the work of rehabilitation. In less than thirteen years he has demonstrated what can be accomplished by correct methods, properly carried into execution. The credit of the corporation has been restored. The office and traveling forces are thoroughly organized and are working together harmoniously and profitably. The

stock is complete in every department. The customers have come to look upon the house with respect and confidence. As the result of patient and painstaking effort on the part of Mr. Rouse and his associates, the business has long been on a paying basis. Mr. Rouse has always believed in organization, not only in his own business, but in every branch of business with which he has been in any way affiliated or identified. He has been an active member of the Michigan Wholesale Grocers' Association for several years and was twice honored by being elected President. He discharged the duties of this office with credit to himself and with profit to the organization. He also served one year as President of the Lincoln Club and enjoyed the pleasure of introduc-

obtrusive to a degree which to some might appear as modesty. But the unobtrusiveness is due to his manner of considering well every condition before giving expression to an opinion that could be viewed lightly. He is modest in the sense that he seeks no praise for what he has accomplished, nor does he desire the plaudits or laurels commonly supposed to accompany success. He is just a softspoken, alert and ambitious young man, who lives not alone for himself but for the whole country.

Mr. Rouse is a man of sterling character. If physiognomy and craniology count for anything as indicative of character, balance, harmony and sound judgment are his native traits. Evenness and poise are evident in the well proportioned head, and what we call "character" is indicated in the set of the countenance and the lines of the features. Any one meeting Mr. Rouse face to face would know at once that he is an individual embodying all the elements of one whom in this country we term a "square" man—one in whom to have confidence, a dependable man in any relation and any emergency. His quietude of deportment, his easy dignity, his frankness and cordiality of address, with the total absence of anything sinister or anything to conceal, foretold a man who is ready to meet any obligation of life with the confidence and courage that come of conscious personal ability, right conception of things and an habitual regard for what is best in the exercise of human activities.

Starting out in life without any vaunting ambition to accomplish something especially great or famous, he followed the lead of his opportunities, doing as best he could anything that came to hand, seizing legitimate advantages as they arose. He never hesitated to take a forward step when the way was open. Although content with what he attained as he went along, he was always ready to make an advance. Fortunate in possessing ability and character that inspire confidence in others, the simple weight of his character and ability has carried him into important relations with large interest.

Guy W. Rouse.

ing President Taft when the latter visited Grand Rapids.

Mr. Rouse resides in his own home at 26 South Union street, which he purchased about six years ago. If he has any hobby in the world, it is horseback riding, which he very greatly enjoys. He invariably casts his influence with every movement inaugurated for the moral or material improvement of the city, and as he becomes more prominent in civic affairs he will probably become first and foremost in work of this character.

Mr. Rouse is a good example of the modern young business men. He possesses, to an unusual degree, an inherited courteousness that has been developed by contact with the better things of the world and a devotion to literature. He is slimly built, for his nature never has permitted him to loiter about and enjoy life and accumulate unnecessary tissue. He is un-

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

Buffalo, Aug. 14—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, 20½@21½c; candled, 22@24c.

Poultry (live)—Turkeys, 12@13c. cox, 10@11c; fowls, 14@15c; chicks, 17@18c; ducks, 13@15c; geese, 10c.

Beans—Red kidney, \$2.50; white kidney, \$3; medium, \$3; marrow, \$3.25; pea, \$3.

Potatoes—New, \$2.50 per bbl.

Rea & Witzig.

## Dandelion Vegetable Butter Color

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

Manufactured by Wells & Richardson Co. Burlington, Vt.

# Judson Grocer Company

Grand Rapids, Michigan

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**A Big Warehouse with a Big New Well  
Bought Stock of Staple Groceries  
The Very Best of Everything  
A Wide Line**

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All orders shipped the same day they are received.

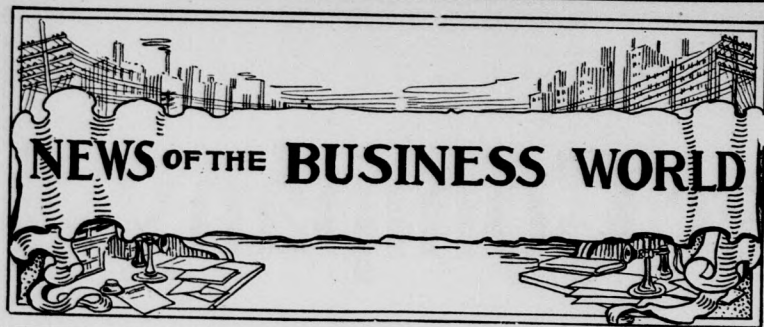
We enjoy the confidence of our many regular customers and will appreciate new business.

We are Wholesale Food Bankers for Retail Food Merchants.

Your demand draft for your grocery needs will be promptly honored.



## Judson Grocer Company



### Movements of Merchants.

**Bitley**—J. W. Howe succeeds Howe & Abell in the grocery business.

**Owosso**—Lathrop & Thompson succeed M. C. Lathrop in the grocery business.

**Fife Lake**—M. E. Arnold has opened a meat market in connection with his bakery.

**Jackson**—Cherin & Schatz have opened a women's tailoring establishment here.

**Sparta**—J. C. Ballard has added a line of bazaar goods to his stock of furniture and china.

**Flint**—The plant of the Flint Baking Co. was destroyed by fire August 11. Loss, about \$5,000.

**Detroit**—The J. A. Burns Co., dealers in dry goods, has changed its name to the Burns-Hickey Co.

**Grand Ledge**—A. P. Seward, of Jackson, has purchased the Spencer Cribb tobacco and cigar stock.

**Eaton Rapids**—Henry Goodrich has established branch egg buying stations at Dimondale, Pottersville and Olivet.

**Holland**—Harry Doornbos and Herman Kramer have formed a copartnership and engaged in the meat business here.

**Mesick**—Frank Willey is erecting a store building which he will occupy with a stock of general merchandise about Sept. 1.

**Williamson**—R. D. White, dealer in general merchandise, has opened a branch store at Mabel under the management of Ross Hoyt.

**Howell**—Satterla & Scully have leased the Henry K. White building and will occupy it with a line of men's furnishing goods about Sept. 1.

**Plainwell**—J. H. Clement, who has conducted a dry goods store here for the past twenty-eight years, has closed out his stock and will retire from business.

**Lansing**—George Hungerford and Joseph Schafer have formed a copartnership and engaged in the grocery business at the corner of Allegan and Logan streets.

**Holland**—John Van Dyke, who has conducted a bakery here for the past fifteen years, is erecting a two story building, 30x80, on West Seventh street which he will occupy with his bakery.

**Battle Creek**—The Alexander-Whalen Co. has been incorporated to do a wholesale and retail cigar and tobacco business, with an authorized capital stock of \$10,000, all of which has been subscribed and \$1,000 paid in in property.

**Coopersville**—E. D. Wright has purchased the general stock and store

building of Ferguson & Reed and will put in a new front and otherwise improve the premises. Mr. Wright will remove his stock from Hubbardston to this place and consolidate it with the newly acquired stock.

**Kalamazoo**—Jacob Donker, who has conducted a grocery store and meat market here for the past thirty years, has sold his stocks to two of his former clerks, Peter Beck and Edward L. Tase, who have formed a copartnership under the style of Beck & Tase and will continue the business at the same location, 114-116 West Water street.

**Jackson**—The grocers of Jackson will hold their twenty-first annual picnic August 29, going this year to Lansing. Special cars will convey the crowd to the Capital city and during the day the city will be seen instead of games and sports. Many will visit the industrial home, the institution for the blind, the Agricultural College, while many will spend the day at one of the parks. Lunch will be served at the Agricultural College.

**Bay City**—C. G. Casterline, who has been manager of the Jay Thompson & Co. shoe department for the past two years, has accepted the position of buyer and manager for Heavenrich Bros. of Saginaw.

### Manufacturing Matters.

**Kalamazoo**—The Hawthorne Paper Co. has increased its capital stock from \$250,000 to 400,000.

**Watervliet**—The Watervliet Paper Co. has increased its capital stock from \$250,000 to \$400,000.

**Owosso**—The assets of the Owosso Motor Truck Co. have been sold to Adolph Voegel, of Detroit, for \$650.

**Charlotte**—The Model Packing Co. has its plant nearly completed. The company, in addition to its pickle packing, will make sauerkraut.

**Lakeview**—Howard A. Black has purchased the interest of his partner, James Lynch, in the Lakeview creamery and will continue the business under the same style.

**Monroe**—The Chicago Candy Kitchen has been incorporated with an authorized capital stock of \$2,500, of which \$1,650 has been subscribed, \$65 being paid in in cash and \$1,135 in property.

**Escanaba**—Richard Stack, general manager of the Escanaba Lumber Co., says that although wages in the woods are higher than they have been for some time, it is almost impossible to secure necessary help.

**Mancelona**—The Mancelona Milling Co. has been incorporated with an authorized capital stock of \$5,000, of which \$2,700 has been subscribed,

\$800 being paid in in cash and \$1,000 in property.

**Detroit**—The Sanitary Utilities, Incorporated, has been organized to manufacture and sell toilet articles of all kinds with an authorized capital stock of \$10,000, \$5,000 of which has been subscribed and paid in in cash.

**Cadillac**—The Cadillac Veneer Co., following its usual custom, has spent considerable time this summer making repairs and improvements tending to increase the capacity of the plant. Among other changes has been the installation of a new planer which will increase the output of the factory.

**Sault Ste. Marie**—Thomas Foster has purchased a tract of timberland on the north end of Neebish Island, St. Mary's River, and expects to begin lumbering operations soon. The timber is of such dense growth that the owner expects to be actively engaged on the island for five or six years. A sawmill will be installed.

**Perkins**—John Van Klotz, an experienced cheese maker of Wisconsin, has leased the creamery at this place for a period of three years and will move to this village at once. Mr. Von Klotz has been engaged in the cheese making business for a number of years and considers the Perkins district one of the best dairy districts in the northwest.

**Owosso**—The Owosso Creamery Co. has filed articles of corporation with the Secretary of State and the county clerk and will re-open the plant of the defunct American Farm Products Co. The company is capitalized at \$60,000 with \$30,000 preferred and an equal amount of common stock. Milk will be bought and sold, and butter manufactured and refined.

**Owosso**—Todd Kincaid of Cleveland, formerly of this city, has commenced suit in the Circuit Court for \$1,800 against Charles W. Gale, of Owosso. The declaration filed by the plaintiff alleges that several years ago, when numerous Owosso men became interested in a starch making concern at Greenville, Gale and Kincaid invested \$3,000, securing the money from the Citizens Savings Bank of Owosso on a note signed by both. After the concern had failed and the note became due Kincaid alleges that he was compelled to pay the full amount of the note, with interest, \$3,100.35. Gale, he says, refused to pay his share at the time and has since refused to settle.

**Muskegon**—Assurance has been given that the Gow & Campbell sawmill will resume operation next spring. Logs from the Muskegon River have been lifted in such number that there are expected to be enough to run the institution for the next ten years. Mr. Gow has purchased the log lifting machinery formerly used for this purpose on the river and has put it in the best of repair for this work. Last year 2,000 deadheads were raised and this month will see the beginning of this effort and it is expected from 50,000 to 60,000 logs a year will be taken from

the Muskegon River. The mill is being repaired and will be ready for the first big lumber cut in Muskegon for years.

### Get Your Orders on the Books.

A country merchant at a local hotel said: "For a long time I've been wondering in an idle sort of way what was the real reason for 'pay as you enter' cars. It never struck me till now that the 'pay as you enter' is to the street car company what the duplicate carbon slips is to us merchants. In the first case, the conductors let lots of customers slip through without paying under the old system, and in our own case the clerks used to let all kinds of purchases go out of the store without being entered in the day book.

"According to my figures, I used to lose about 8 per cent. of my goods by having somebody walk off with them without any record being made. All the others I ever have talked with have had the same experience. I used to swear at my clerks, except when they were girls—then I just went through the motions—but it didn't do any good. They were average clerks, and they tried. But there it was—a store full of people. Mrs. Brown would take out a pair of shoes, charged, and Mrs. Smith and half a dozen others would be clamoring to be waited on, and before my clerk got through Mrs. Brown had gone away with the shoes and he had forgot to make an entry in the book.

"So I just 'canned' the old system and went in for the duplicate carbon slips, and, now that the system is thoroughly established, it's a money saver. When the clerk has to make out a memorandum of every purchase at the time, there isn't much chance for goods to 'walk out' and leave no trace of their existence."

Irwin Ellis.

### What Constitutes Successful Salesmanship.

Intelligent salesmanship is successful salesmanship, and that means satisfactory service both to patrons and employer.

A salesman should be able to judge at a glance the temperament and peculiarities of his patrons and know how to approach them.

He must avoid arguments, know what to say and when to say it. Too much selling talk spoils many sales, and drives away trade.

Time spent in showing goods is never wasted, whether a sale results or not.

It never pays to try to force a sale. Many customers are lost by the use of such methods.

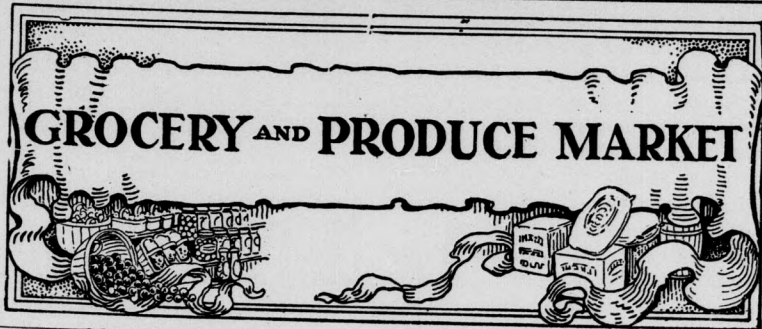
Be honest and straightforward in all dealings. Never misrepresent an article of merchandise.

Look to the customers' interest first. Serving them best means serving your employer better.

All successful salesmen do not start at the bottom of the ladder. Natural ability and experience are the chief factors.

L. F. Simon.

Some men look for trouble so that they may be ready to dodge it when it comes.



**The Produce Market.**

Apples—Duchess command about \$4 per bbl.

Apricots—California, \$1.15 per box.

Bananas—\$3.75 per 100 lbs.

Beets—20c per doz. bunches.

Blackberries—\$2 per 16 qt. crate.

Butter—Receipts continue to increase. The make is above what is usual for the season on account of the favorable weather, and the average quality is fine. The market is steady and prices are unchanged for the week. The consumptive demand is normal for the season and considerable of the arrivals are still going into storage. 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—\$1.85 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—Receipts continue very light, and the arrivals are meeting with ready sale at the top of the market. The quality of the eggs arriving is better than usual for the season, owing to the favorable weather, and the market is healthy throughout. No change seems likely in the near future. Dealers are paying 17c loss off.

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

Green Peppers—\$1.50 per bu.

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

Lemons—California and Messina have declined to \$5.25 per box.

Lettuce—Leaf, 65c per bu.; head, 90c per bu.

Musk Melon—Osage from Benton Harbor district, \$2 per crate; Nevada Rockyfords, \$2.50 for 54s and \$3.25 for 45s and 36s.

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, are sold at \$1.75@2 per bu. Six basket crates command \$1.75. Home grown are beginning to come in.

Pears—\$1.75 per bu. for sugar.

Peas—\$1.50 per bu. for Telephones.

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

Plums—California, \$1.50@1.65 per box; \$1 per bu. for home grown early Burbanks.

Potatoes—Home grown are now in control of this market on the basis of \$1 per bu.

Poultry—Local dealers pay 12c for

broilers; 10½c 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.

Spinach—75c per bu.

Tomatoes—Four basket crates, 85c; 8 lb. basket of home grown hot house, 65c. Garden stock, \$1 per ½ bu. basket.

Veal—5@11c, according to the quality.

Watermelons—Missouri stock is in strong demand at \$2.50 per bbl. of 10.

Wax Beans—\$1 per bu. for home grown.

Whortleberries—\$1.65 per crate of 16 qts.

**The Grocery Market.**

Sugar—The refiners have reduced their list to 5c, which is the basis on which they have been doing business for several days. The consumptive demand for refined sugar is dull, as the small fruits are over and the large fruits are not ready yet.

Tea—No changes of importance in the market. The jobbing demand continues steady at firm prices in all lines. New Japans are now arriving, the market for first crop teas having closed in Japan, July 18th, with settlements for about 16,000 piculs (133½ lbs.) in excess of last year's first crop. Second crop teas are now being marketed. The quality is fair. Prices at the primary markets remain firm with no prospect of a decline, although the local markets in this country are somewhat depressed. Ceylons and Indias are firm, and quality of new arrivals not of the best. China and Formosa markets remain the same.

Coffee—All grades of Rio and Santos are steadily held, without fluctuation of any character. Mild grades are all unchanged. Java and Mocha are unchanged. The demand for coffee is fair under the conditions.

Canned Goods—Corn has been hurt by bad weather and the pack will probably be cut down, although this may not be important, as there is still a large surplus of old corn in second hands if not in first. Prices show no change for the week. Peas are still in bad shape. From the Western packers the deliveries will be particularly small, ranging from 16 per cent. up to possibly 50 or 60 per cent. In New York State deliveries will also be reduced, although not to that extent. Prices are unchanged for the week. While the prospects for the coming tomato crop and pack are perhaps not quite so good as they were a short time ago, it is generally conceded that unless

something very unusual and unexpected happens there will be a large pack, possibly 2,000,000 cases or 20 per cent. more than last year. New-packed goods can now be gotten for around 87½c factory in a large way, which is about 2½c below a week ago. What few 1911 tomatoes are about are ruling at about that figure. Future tomatoes are unchanged and fairly steady. Apples are unchanged and dull. California canned goods show no activity and no change in price. Small Eastern staple canned goods are unchanged and quiet, spinach being particularly firm.

Dried Fruits — Prunes, peaches, apricots, currants and other dried fruits are all dull and unchanged. Raisins are being enquired for to some extent. Some packers have named prices as low as 4¾c coast in a large way, which is a very low price.

Cheese—The consumptive demand is normal and the outlook is for a continued very firm market with a possible advance in high grade cheese. Under grade cheese is very scarce and meets with a ready sale at relatively lower prices.

Syrup and Molasses—Glucose is without change. Compound syrup is unchanged and in usual small consumptive demand. Sugar syrup dull and unchanged. Molasses quiet at ruling prices.

Fish—Cod, hake and haddock are still quiet at ruling prices. Domestic and imported sardines are about unchanged at ruling quotations. Salmon unchanged and moderately active. The mackerel market has been rather easy during the week on account of lack of demand. Prices are rather in buyer's favor and business is very dull.

Provisions—Smoked meats are in normal demand, with unchanged prices. The consumptive demand for pure lard is considerably increased and the market is firm at ¼c advance. Compound lard is steady with an increased consumptive demand, but unchanged prices. Barrel pork, dried beef and canned meats are all unchanged and with seasonable demand.

**Fewer Houses and Larger Volume.**

Twenty-nine years ago to-day were six wholesale grocery houses in Grand Rapids as follows:

- Cody, Ball & Co.
- Freeman, Hawkins & Co.
- Fox, Musselman & Loveridge.
- Shields, Bulkley & Co.
- Arthur Meigs & Co.
- John Caulfield.

To-day there are four wholesale grocery houses in this market and any one of three of them probably carry as much stock and sell as many goods as all six did twenty-nine years ago.

The house which goes out of business by consolidation with the Worden Grocer Co. was established by Fox & McSkimmen about 1875. The name was subsequently changed to Fox, Shields & Co. In 1878 the name was changed to Shields, Bulkley & Co. In 1880 Mr. Lemon removed to Grand Rapids and purchased the in-

terest of John A. Covode in this house, which was then located on South Division street. On the removal of the firm to the new building, in 1883, the firm name was changed to Shields, Bulkley & Lemon, which afterward became known as Bulkley, Lemon & Hoops. On the retirement of Mr. Bulkley, the firm name was changed to Lemon, Hoops & Peters, and on the retirement of Mr. Hoops, the firm name was changed to Lemon & Peters. The co-partnership continued until the failure of Mr. Peters—which did not involve the grocery house except as he was related to it as a partner—when Mr. Lemon immediately organized a corporation to continue the business under the style of Lemon & Wheeler Company, which continued the business until this week.

**Merged Into Corporation.**

DeJongh & Clouse have merged their general stock and new store building into a corporation under the style of the DeJongh & Clouse Co. The company has a paid in capital stock of \$10,000, distributed among eight stockholders in the following amounts:

John DeJongh .....	\$2,250
G. A. Clouse .....	2,250
C. B. Towner .....	1,000
Fred Oesterle .....	1,000
Fred Dykema .....	1,000
David Hoogerhyde .....	1,000
E. A. Stowe .....	1,000
Herbert O'Mera .....	500

All of the stockholders were elected directors at the first annual meeting, held last Saturday. The directors subsequently elected the following officers:

- President—C. B. Towner.
- Vice-President—John DeJongh.
- Secretary—Fred Oesterle.
- Treasurer—G. A. Clouse.

The company has one of the handsomest and best equipped store buildings in the State.

**Errata.**

An annoying error appears at the top of the first column on page 11 of this week's issue. The sentence should read:

"Is it fair for the banks to divert local money made up of local savings and the surplus accumulated by local business men, to the use and benefit of business institutions in the competing markets?"

Eleven lines further down the same column the word "make" should be "enable."

The National Lock & Stamping Co. has been incorporated with an authorized capital stock of \$10,000, of which \$5,600 has been subscribed and paid in in cash.

A. D. Kendall, hardware dealer of Remus, has added a line of groceries. The Lemon & Wheeler Company furnished the stock.

A. Kruidenier has engaged in the grocery business at the corner of St. Clair avenue and Michigan street.

A man can not sympathize with any one who has the toothache unless he has had it himself.

## BANKRUPTCY MATTERS.

## Proceedings in Western District of Michigan.

August 7—In the matter of Simon Dosie, bankrupt, merchant of Boyne City, a special meeting of creditors was held at Petoskey to consider the bankrupt's offer of composition at 25 per cent. No acceptance of such offer were filed by creditors and it was determined to recommend that such composition be not confirmed. Sale of the assets in this matter was held at Boyne City, and the highest bid received for the stock and fixtures was \$5,800, made by Harold Goldstrom, of Bay City. Such sale was reported by the trustee, and if no cause to the contrary is shown by creditors within five days the same will be confirmed. After such sale the purchaser, Harold Goldstrom, transferred his rights to S. C. Smith, of Boyne City. The bankrupt's equity in the real estate and the stock of the Boyne City Hotel Co. were not sold. A petition was filed by Gerrit J. Wessink, trustee, alleging that the bankrupt, as shown by the records in this matter, has knowingly and fraudulently appropriated to his own use and secreted and concealed from his creditors and from the trustee money or property, or both, belonging to his estate, in the sum of \$7,950, and praying for an order directing such bankrupt to account for this sum. An order was made by the referee directing the bankrupt to file an answer to such petition and for hearing on same on September 19, at the time of the adjourned first meeting of creditors.

In the matter of Manistee Watch Co., bankrupt, of Manistee, a report was filed by the trustee, John A. Meier, of Manistee, showing sale of the personal property assets to Samuel Winternitz & Company, of Chicago, for the sum of \$3,800, subject to confirmation by the court. He also reported an offer of \$4,050 from George A. Hart, of Manistee, for the real estate belonging to said bankrupt's estate, but recommended that the offer be rejected. If no cause to the contrary is shown within five days such sale of personal property will be confirmed by the court.

August 9—In the matter of G. W. Stevens & Sons, bankrupt, of Greenville, the sale of the stock and fixtures for \$5,000, reported by the trustee, James Gracey, of Greenville, was ordered confirmed.

In the matter of the Brink Shoe Store, bankrupt, of Grand Rapids, the receiver, Albert A. Frey, of Grand Rapids, reported sale of the entire assets of such estate, excepting the accounts receivable, to William VanderMass and Joseph Stevens for the sum of \$1,230, subject to confirmation by the court. The appraised value of such assets is \$1,340.15. Unless cause to the contrary is shown by creditors within five days such sale will be confirmed.

August 13—A voluntary petition was filed by Floyd Donaldson, a Pere Marquette engineer, of Grand Rapids, and he was adjudged bankrupt by Judge Sessions and the mat-

ter referred to Referee Wicks. An affidavit of impecuniosity was filed by the bankrupt, and the court deposit fees were not paid. The calling of the first meeting of creditors had been delayed until money for the actual expenses is advanced by the bankrupt. There are no assets scheduled. The following creditors are listed:

G. Negalkirk, Grand Rapids	\$ 70.00
W. Waalkes, Grand Rapids	13.50
Miss Colby, Grand Ledge	9.00
G. E. Donaldson, Lansing	110.00
Heyman Company, Grand Rapids	185.00
Hartman Furniture Co., Chicago	3.79
	<b>\$391.29</b>

A voluntary petition was filed by Thomas W. McFadden, a hardware dealer, of Muskegon, and he was adjudged a bankrupt by Judge Sessions and the matter referred to Referee Wicks, who was also appointed as receiver. An order was made by the referee appointing Charles E. Moore, of Muskegon, to act as custodian until the appointment of a trustee.

The following assets are scheduled by the bankrupt:

Stock in trade	\$3,300.00
Debts due on open account	150.00
Equity in real estate (claimed as exempt)	1,450.00
Household goods (claimed as exempt)	250.00
Tools used in his trade (claimed as exempt)	150.00
	<b>\$5,300.00</b>

The following creditors are scheduled:

Atlas Brass Mfg. Co., Cleveland	\$ 155.00
Donelson Brothers, Muskegon	8.35
Federal Huber Co., Chicago	2.06
G. R. Supply Co., Grand Rapids	87.65
A. Harveys Sons Co., Detroit	72.67
Humphrey Company, Kalamazoo	6.00
F. E. Hathaway, Muskegon	5.00
International Harvester Co., Utica	29.69
Ideal Mfg. Co., Detroit	42.49
Linsley Light Co., Chicago	81.60
Peerless Selling Co., Evansville	168.00
T. Riessner, New York	21.50
Republic Mfg. Co., Chicago	172.66
Rickersberg, Brass Co., Cleveland	156.59
Standard Mfg. Co., Toledo	252.35
John Stegink, Muskegon	7.41
W. G. Stone, Muskegon	400.00
Wolverine Brass Works, G. R.	116.45
Weil Brothers, Chicago	258.45
Wisnor Mfg. Co., Milwaukee	38.30
G. R. Supply Co., Grand Rapids	33.00
Peerless Selling Co., Evansville	21.60
Western Plumbing & Supply Co., Chicago	34.84
Illinois Malleable Iron Co., Chicago	234.63
Federal Huber Co., Chicago	541.43
Niagara Radiator & Boiler Co., Utica	18.97
Holland Radiator Co., Chicago	182.56
Honeywell Heating Specialty Co., Wabash	24.04
Michigan Pipe Co., Bay City	9.50
United Brass Mfg. Co., Cleveland	249.17
Wolverine Brass Works, G. R.	14.20
Richardson & Boynton Co., Chicago	221.69
Peerless Light Co., Chicago	65.84
C. Blais, Muskegon	569.98
Hackley Nat'l Bank, Muskegon	800.00
E. W. Krueger, Muskegon	1,350.00
	<b>\$4,454.57</b>

## What Some Michigan Cities are Doing.

Written for the Tradesman.

The campaign for new members of Battle Creek's Chamber of Commerce is going on merrily, with indications that this re-organized body will soon have over 400 members. Mrs. V. A. Williams, who conducts a grocery store in Battle Creek, has the honor of being the first woman to join this organization. She says: "No, I'm not a suffragette and am not worrying about my right to vote. But I am anxious to do my part toward helping make Battle Creek a prosperous and progressive city."

The Michigan Association of Postmasters will hold its annual convention in Port Huron Aug. 29 and 30.

Messrs. Rix and Flynn, manufacturers of a road cart at Kalamazoo, have offered to locate their plant at Vicks-

burg, provided local capital can be interested in the proposition.

Lansing now claims a population of 40,000, or an increase of nearly 2,500 in the past year. The population of Lansing and suburbs is estimated at 45,000.

Kalamazoo hopes to secure a new paper coating mill, to be operated in connection with the Watervliet Paper Co.

Flint secures a new manufacturing industry in the removal to that city of the Marvel Carburetor Co., of Indianapolis, and 100 skilled mechanics will be employed at the start.

Kalamazoo's list of conventions and other doings during the next two months is as follows: Michigan Retail Clothiers, Aug. 21-23; Michigan Retail Merchants' Association, Aug. 21-23; State Association of the Deaf, Aug. 31-Sept. 2; Michigan Association of Horseshoers, Sept. 2-4; West Michigan Association of Seventh Day Adventists, Sept. 3-13; Michigan Retail Shoe Dealers' Association, Sept. 10-11; Michigan Good Roads Association, Sept. 18-19; Interstate Fair and Michigan ship circuit races, Sept. 24-27.

The Battle Creek council voted \$250 for five public band concerts but Mayor Zelinsky vetoed the action on the ground that the city needed the money for other purposes.

Kalamazoo's population according to the new directory is crowding the 50,000 mark.

Owosso has been hit hard in recent months by fire and cyclone, but is going ahead, industrially, just the same. Estey's new factory is nearly completed, also the big addition to the Woodard plant. Other plants, including the carriage factory, the Owosso Mfg. Co. and the Owosso Canning Co. are preparing for busy seasons. New carshops and new depots are assured.

The Randolph Motor Co., of Flint, is increasing its output and the working force will be more than trebled within the next year.

The Marquette Commercial Club held an enthusiastic meeting recently, with Col. Mott, manager of the Upper Peninsula Development Bureau as the principal speaker.

Muskegon Heights has voted bonds for \$14,000 to erect a new school building.

Grocers and butchers of Flint held a big picnic Aug. 7 at Lake Orion, with 1500 people in attendance.

Durand has purchased four acres for playground purposes in connection with the public schools.

The typhoid fever situation at Port Huron is now well in hand, no new cases having developed for the past two weeks.

Mendon's harvest jubilee will be held Aug. 22.

Plainwell claims to be on the line of the proposed Grand Rapids-Kalamazoo electric road, land having been bought there recently for station purposes. Grading on the proposed line has been in operation between Otsego and Plainwell for some time.

Muskegon is promised lights by the

Grand Rapids-Muskegon Power Co. on Sept. 1.

Grand Haven now has a "great white way," the new lights along Washington street having been turned on.

Kalamazoo has voted bond for \$40,000 for water main extensions and five miles of pipe will be laid.

Battle Creek will build a \$35,000 pumping station at the Verona wells.

Hancock's smoke ordinance will now be enforced, the sixty day notice having expired.

Dowagiac's home coming committee is sending out 2,000 invitations to the doings there which open Aug. 28, continuing four days.

Ten million flies were killed at Lansing during the recent campaign. Harold Ackerman was the champion swatter, with 74,500 fly funerals to his credit.

The Michigan Boxboard Co.'s plant, at White Pigeon, which has been idle for nearly two years, is again in operation.

The Michigan State Humane Association will hold its annual meeting Sept. 5 and 6 at Traverse City. The Michigan Audubon Society will join in the Traverse City gathering.

Barring the burning of the Lion Motor plant at Adrian the year has been a prosperous one in that city, with the fence factories and other industries busy through the summer.

The Michigan Central will spend \$200,000 in erecting new car shops and a round house at Bay City. These buildings will furnish work for 350 to 400 more men.

Members of the Detroit Board of Commerce who are engaged in retail trade have requested that a bureau be formed, to be known as the Retail Merchants' Division.

The railroads have assured Detroit that there will be no shortage of coal there this winter, due to inability of the carriers to handle coal promptly.

Detroit automobile manufacturers estimate that 102,000 freight cars will be required for shipment of their machines the coming season. The total output of the 1913 cars is placed at 326,000.

Flint continues to grow thriftily, the recent school census showing a gain of 1,190 children since a year ago.

The Oakland Motor Co., of Pontiac, is planning to build 11,500 cars the coming season, which will necessitate a number of factory additions.

Celery shipments from Kalamazoo have increased from four and five cars daily to nine and ten cars. This year's crop is reported to be a record-breaker, both in quality and quantity.

Detroit will entertain the American Bankers' Association during the week of Sept. 9.

Greenville is preparing for its annual fair, to be held at Phelps Park Sept. 17-20.

The Lyons Machine & Mfg. Co., of Lyons, has increased its capital stock from \$10,000 to \$100,000 to care for a growing business.

Saranac's annual harvest picnic will be held Aug. 21. Almond Griffen.



# Oldest, Largest and Strongest Wholesale Grocery House In Western Michigan

**W**E take pleasure in announcing to the retail grocery trade that the LEMON & WHEELER COMPANY, which has enjoyed a successful career for over thirty years, has been consolidated with this company, which will continue the business under the same corporate style as before.

This accession will nearly double the volume of our business and enable us to serve the patrons of both houses even more satisfactorily than either house has been able to do in the past.

We have nearly doubled our floor space by securing the adjoining building on the north and shall introduce improvements and innovations which will enable us to handle the largest volume of goods with the least possible ratio of expense.

All of the active officers of the Lemon & Wheeler Company will be prominently identified with us in our new relations and we will undertake to make places in our establishment for all of the trusted employes of that house. We shall continue the Kalamazoo branch under the able management of Mr. B. R. Barber, who has made an excellent record and enjoys the complete confidence of the patrons of that market.

With the increase in our capital stock to \$600,000 and the accession of such a large volume of business, we believe we are on the side of safety in claiming for our institution the largest capital and the largest volume of business of any wholesale grocery house in Western Michigan.

We thank the trade for the generous patronage accorded us in the past and bespeak for the continued confidence and co-operation of our patrons.

**WORDEN GROCER COMPANY**

GRAND RAPIDS

THE PROMPT SHIPPERS



DEVOTED TO THE BEST INTERESTS  
OF BUSINESS MEN.

Published Weekly by  
**TRADESMAN COMPANY**  
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Subscription Price.  
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Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

August 14, 1912

### THE THIRTIETH THRESHOLD.

With the issue of this week the Tradesman closes its twenty-ninth year. The issue of next week, therefore, marks the beginning of the thirtieth year of successful publication. During all this time the Tradesman has been continued without change of policy, both editorial and business management being in the same hands it was when the paper was established in 1883. Twenty-nine years is a long time to look back over, but the years have glided along so pleasantly and so profitably that it seems but yesterday that the Tradesman made its first bow to the merchants and business men of Michigan and the Middle West. The years intervening have brought their full share of care and perplexity and hard work, but the duties have been cheerfully performed and the burdens assumed have been faced with a determination that has made the battle easier and the victory greater.

### POT HUNTER EXHIBITORS.

County and district fairs are almost ripe. In another month they will be in full blast, not in Michigan alone but all over the country. These fairs are of greater importance and value than is generally appreciated and are worthy of every encouragement in every community. They have a trade and a social value, but their greatest worth is educational. The comparison of products of the soil and of live stock and the exchange of ideas all tend to make more intelligent and better farmers and to raise agricultural standards. The smaller fairs conducted on old fashioned lines are often little more than neighborhood affairs, but they fulfill their mission and their influence is good. The larger fairs, such as the West Michigan State fair, have larger scope and infinitely greater opportunity for good, but as they are conducted it is a question if they really accomplish as much as they might. The West Michigan State fair offers several thousand dollars every year in prizes for the best exhibits in fruits and agricultural products and invites all the world to compete. The liberality of the prizes ought to bring results, but, as a matter of fact, the only competition is between semi-professional collectors. The big and successful farmer and gardeners are too busy

to bother with an exhibit or to modest to come forward with the best their orchards or fields may yield and the whole matter of making the exhibit is left to those to whom the prize money is an object. These semi-professionals, or prize pot hunters, as they may be called, raise little jags of nearly everything to be found in the seed catalogues and supplement what they raise themselves with stuff they buy or beg from the successful farmers who are too busy to make exhibits of their own, and what they gather together in this way is displayed at the fair as representative of the best that Kent county can produce. The display may have an imposing appearance to the inexperienced city man, it may make some of us wonder that there should be so many different kinds of potatoes and such a wonderful variety of squash, but, to the practical everyday farmer, the exhibit has no educational value and at best is little more than a joke. Grand Rapids is too big a town and the West Michigan State fair too big an institution to make the old methods of fair giving possible. No longer does everybody in the city and county know everybody else. The old spirit of friendly competition is gone. And the fair officials ought to recognize the changes in the conditions. A high grade and creditable agricultural and horticultural exhibit is one of the best features that the fair can have, but instead of asking successful farmers to go through the formalities of making entries and then delivering and looking after their exhibits the fair management ought to employ a competent man to go through the county to make up an exhibit that will be worthy of one of the richest agricultural counties in the state. With an automobile a man could visit every township in the county and, carrying proper credentials, there is no question but he would be everywhere cordially received and everywhere he would be given the pick of the best that could be found. The farmers of the county would recognize the object as worthy and their hearty co-operation could be depended upon in peck and half bushel measures. And these samples of the best that real farmers produce should be exhibited under the name of the grower, and, when possible, data should be given with the exhibit as to the conditions under which grown, as to soil, fertilization, cultivation and treatment. Fifty different kinds of potatoes, most of which nobody ever heard tell about, shown in single small plates, represent no educational value, but standard market potatoes grown in half a dozen different sections of the county and shown side by side would have educational value and commercial interest. The same is true of corn and beans and pumpkins and everything else raised on the farm. Nobody cares how many different kinds of things there may be, but how different growers in different sections succeed with the same crops touches the vital spot. The fantastic collection of the pot hunter exhibitor may be interesting as a collection,

but how much more to the point it would be to have a hundred or five hundred well known and successful farmers from all parts of the country represented by their products and every exhibit labeled with the name of its producer. The West Michigan State fair has a month yet in which to prepare an exhibit that will really and truly represent the resources of Kent county, in fruit, agriculture and garden truck, and the amount it would cost could not be more wisely spent or spent in a way that would bring such large and immediate returns. Every farmer with his name on a plate of fruit or vegetables would want to go to the fair to see how his product compared with that of some other grower, and the comparisons would naturally lead to the exchange of ideas and experiences and the true mission of the fair would thus be promoted.

### IN THE RIGHT DIRECTION.

The State Railroad Commission some time ago appointed a committee made up of representatives of the various electric power companies in the State to co-operate with the Commission in the formulation of a schedule of rates for service to apply to all the possible different conditions that may exist and to the uses to which the service may be put, both for lighting and power. At first glance this might seem like an easy task, but so many things enter into the rate to be charged that after several months' work the committee has not yet completed its report. Some of the questions having bearing on the rates are the distance the current is to be transmitted, amount of current used, hours of use, cost of the construction of the service wires, and even the season of the year. It is expected, however, that the committee will have its report ready by October 1 and then it will be for the Commission to study out their reasonableness and to sanction their application. It is the plan of the Commission to have all the rates a matter of public record and to give the electric rates, whether for lighting or power, the same publicity as applies to railroad freight and passenger rates. Another part of the plan is that if a community or individual finds fault with the rates charged the appeal shall be not to the company furnishing the service, but to the Commission, which shall have jurisdiction in ordering hearings and making readjustments if it shall be found the rates are unfair.

This is a very sensible plan and will be as much to the advantage of the companies furnishing the power as it will be to the consumers. It will be good for the companies, for the reason that it will serve as a protection against the hold-up tactics of local politicians and the threats of uncalled for competition. It will give those companies which endeavor to be fair reasonable safeguards against attack from those who have personal or political axes to grind. On the side of the consumer it will insure just rates and a square deal. The rates to be charged for power is as important for the manufacturer

as the rate for his railroad freights and, perhaps, more so, and it is right the consumer should have protection against rebates or discriminations which shall give his competitor an advantage. It will also insure the small consumer of electricity for lighting or domestic use protection against any extortion that his location or circumstances might make possible.

For the State to take control of the rate making is, as stated, eminently sensible and will be to the advantage and benefit of everybody concerned. Electrical power has become one of the greatest factors in modern life and, as much of the water power of the State has been gathered under a single control, it is right that there should be official regulation over it. There will be safety in this for the people and at the same time there will be safety for those who are putting their money, energy and abilities into the development of the State's water power. The matter of making rates, however, will not be simple or easy if it is expected to please everybody. The original plan will be little more than tentative. It will take time and experience to demonstrate how just the rates may be under differing conditions. If the State and the power companies, however, go at the task in the same spirit of good faith that seems to characterize their early dealings a schedule will eventually be evolved that will insure everybody the same treatment, and this after all is the most important consideration.

Another matter the State Commission should soon undertake is that of telephone rates. There seems to be some doubt as to the authority of the Commission to fix telephone rates, and to clear up this doubt should be one of the first duties of the new Legislature. Telephone competition in the State is rapidly being eliminated by purchase or division of territory and, in the interest of good service, this is desirable, and as soon as the State has unquestioned supervision over the rates to be charged the last objection will be removed to making the telephone the monopoly it should be.

The consolidation of the Lemon & Wheeler Company and the Worden Grocer Co. cannot be regarded in any other light than as a stepping stone in the pathway of progress. The merger is a good thing for this market and for the retail dealers who look to this market for supplies, because it will necessarily involve a reduction in the cost of doing business and enable the new house to enlarge the volume of its sales without a corresponding increase in the expense of doing business. The Worden Grocer Co. has demonstrated its ability to do business successfully in the past and there is every reason to believe that it will continue to reap the reward which comes to well directed energy, supplemented and supported by ample capital, enlarged facilities and the adoption of the most modern methods of conducting business on a large scale.

SOME POLITICAL ANOMALIES.

The Republicans of Kansas have nominated presidential electors who, if elected in November, will cast their ballots in the electoral college for Theodore Roosevelt. In view of the fact that Wm. H. Taft was the nominee of the Republican National convention in Chicago, no doubt there will be many who will wonder how the Kansas Republicans can do this and play fair. And there will be many who will be surprised, perhaps, that in nominating Roosevelt electors the Kansas Republicans are entirely within their legal and moral rights. And the Republicans in any other state, if so disposed, can do the same and be within their legal and moral rights.

It is not the purpose of this article to discuss the merits of the candidates to take a partisan stand for or against any of the tickets in the field, but simply to show how long custom has given sanction to methods which the Federal constitution does not authorize and which the Federal laws do not recognize. The National convention has been a recognized institution for eighty years and yet it has no legal existence in our political system. The convention is a mere party convenience, not a lawful body, and there is nothing mandatory or compulsory in what the convention may do. This may be surprising to some rock ribbed partisans, Republicans and Democrats alike, who from their earliest day have looked upon the decrees of the National convention as being next to sacred; but it is true, nevertheless.

The Federal constitution originally provided that the presidential electors should meet in their respective states and vote for two persons, and when these votes had been transmitted to Washington and counted the person having the greatest number of votes was declared to be president and the second on the list vice-president. The constitution contemplated that the electors should be free agents and there was only one restriction upon whom they should vote for, and that was that the two votes should not be for persons living in the same state. Under this system in 1796 John Adams, federalist was elected president and Thomas Jefferson, democrat-republican, vice-president, which made about as happy a combination as would the election of a Republican president now and a Democrat vice-president. In 1800 Jefferson and Aaron Burr received a tie vote in the electoral college and this threw the election into the house with the result that Jefferson was given first place and Burr the vice-presidency. Both were of the same party, but the contest became bitter and it became apparent that a change was necessary. The constitution was amended to make one of the votes cast by the electors for president and the other for vice-president, the candidate receiving the highest number of votes in each classification to be declared the nominee. The constitution remains as thus amended, and it still contemplates that the electors shall be free agents to vote for whom they pleased. With the development of

parties and the party spirit, which began very early in our National history, it became necessary for those in the different states who thought alike politically to confer together to secure concert of action. At first the concert of action was secured by a conference of the delegations in Congress, the congressmen and senators, and the candidates favored by the congressional caucus became the party candidates for the country. In time the folks at home became restive under what they regarded as congressional dictation and in 1832, exactly eighty years ago, the first National conventions were held to give the parties themselves, through delegates, a chance to declare who the nominees should be. Three conventions were held, the first that of the Anti-Masons in September more than a year preceding the election and which nominated Wm. Wirt for the presidency. The National Republicans in December following nominated Henry Clay and, finally, the Democrats in May, 1832, nominated Andrew Jackson. The first conventions were mass meetings rather than delegate conventions and to give all states a fair show, regardless of the number of representatives present, the rule was adopted that each state should have as many votes in the convention as such states were entitled to in the electoral college. This rule has since been followed with the single modification that the representation in the National convention has been made double the electoral vote. Michigan for instance, has fourteen votes in the electoral college, one for each of the congressmen and two for the senators, and has twenty-four district delegates and four delegates at large in the conventions.

For eighty years we have had the convention plan of making nominations and yet we have never given the National convention a legal or constitutional recognition. It remains exactly what it was in the beginning, a partisan counsel or conference or caucus to insure concert of action in the election to follow. We have grown accustomed to regard the judgment of the National convention as supreme, but, as a matter of fact, the action of the convention is no more binding upon the party in the respective states than such party wishes to make it. What the delegates in the convention may do may be repudiated by the party in the state and this can best be done by the nomination of electors pledged to cast their ballots for the candidates whom the state party prefers. Political honor usually prescribes that those who go into a caucus or conference shall abide by the results, that they shall subordinate their views to the views of the majority. In the Republican convention this year the Roosevelt delegates refused to participate in the nomination. They did not bolt, but they remained silent on the roll call and, according to the usual action, this absolved them from bowing to the will of the majority. The party at home sustained their

action, repudiated the nominations made by the convention and the nomination of Roosevelt electors will follow, as has already been done in Kansas. In the states doing this the Roosevelt ticket will be entitled to the Republican emblem and place on the National ticket and it will be the Taft ticket that will have to enter the field as the independent movement, with a new emblem and a new place. In the states accepting the results of the convention the Taft ticket will be the regular and the Roosevelt the independent. This is the first time in the history of the country, so far as now recalled that such a situation has arisen, and it is certainly interesting and the election itself may result in some interesting complications. The constitution provides that the candidate for the presidency must have a majority of all the electoral votes cast, and if none has a majority then the election goes to the House of Representatives, with the choice limited to the candidates receiving the three highest votes in the electoral college. Neither Taft, Roosevelt nor Wilson may have the required majority and in that event the House would decide.

The vote in the House is not by individual members, a majority ruling, but under the constitution each state

will have one vote, regardless of the number of representatives it may have in Congress. Nevada, with three votes in the electoral college, will have as much of a voice in the election by the House as New York with thirty-nine votes or Michigan with fourteen, and it will be the old House and not the House as it will stand after March 4 next that will do the electing. As at present constituted, politically, the Republicans have the majority of the House members in 23 states and the Democrats in 22. With the feeling as it is between the Roosevelt and the Taft forces it is quite likely that Wilson would be the final choice, but this should not be regarded as a prophecy, for many things may happen to change the situation entirely. If Congress should fail to give any of the three highest candidates the election before March 4 then the retiring Vice-President, "Sunny" Jim Sherman takes the executive office and will retain it until, in the course of events, a new President is regularly elected.

Depend upon this: The man who has never made a mistake has never made anything else worth a d—. The point is never to make the same mistake twice.



Signs

IN your city you have been passing some particular sign for years. If someone were to remove that sign overnight, you would feel the same impression by its very absence, because it stands for something. It is a mark of identification. That is the way with the famous In-er-seal Trade Mark. It is a mark of identification that has left its impress on the daily lives of thousands and thousands of American families. It is a device that says to them plainly, "The best products—perfectly baked and perfectly kept." The sign of progress in your store will be a complete line of N. B. C. goods in the world-known In-er-seal Trade Mark packages and the handsome glass-front cans. Be sure to have plenty of Rykon Biscuit, the newest N. B. C. product.

NATIONAL BISCUIT COMPANY





### Building Up Competing Markets at Our Expense.

Are the banks of Grand Rapids really as progressive as they would like the general public to believe? The banks have handsome offices. Most of them own the properties they occupy. The records show that they have grown handsomely in deposits, that, in addition to substantial dividend disbursements, their surplus and undivided profits have steadily mounted upward and the current market quotations indicate that bank stocks are held in high esteem as investments. Yet with these visible evidences of prosperity, it is a pertinent question if the banks are pursuing policies that entirely satisfy their patrons? The building and loan associations in this city have assets to a total of about \$3,500,000, and a large proportion of this represents small savings, the very kind of savings the bank most want. Of the capitalization of the Citizens Telephone Co. fully \$2,500,000 is held by small investors many of whom have bought stock one share of \$10 at a time, and to a large degree this, too, represents small savings. How much Grand Rapids money has been invested in the various gas, electric and traction propositions that have been floated in recent years can hardly be estimated, but the total runs well up into the millions and if a list of those who have bought these securities could be published it would be found that many small investors are included. Why do small investors put their money into these outside ventures to such large totals? Is it because they are not satisfied with the treatment that the banks give them? The banks allow 3 per cent. interest on regular savings books accounts and 3½ per cent. on certificates when the money is left a year. Is this enough of a return on deposits to make putting the money into the bank and leaving it there an object? The banks here used to pay 4 per cent. on deposits, but cut to the present rate following the panic of '93. Many of the banks in other Michigan towns to-day pay 4 per cent. on their savings, and they are prosperous institutions, too. If the banks in Grand Rapids paid 4 per cent., is it not possible that a considerable portion of the money withdrawn to be put into other channels would remain in the banks? It may be contended that the deposit in the bank represents security, that as a conservative investment the interest rate allowed is all that should be expected. This may be conceded, and yet municipal and school bonds are offered at 4 and 4½ per cent. and it will

probably be allowed that they are as safe as certificates of deposit issued by any bank on earth. The banks here take justifiable pride in their unbroken record of solvency, but in this respect they have no advantage over some of the other popular investments. The building and loan associations, for instance, have as fine a record as the banks. The gas, electric and traction propositions have, with a few exceptions, made good. What the Citizens Telephone Co. has done is a matter of record. As far as security of capital is concerned the banks have no great advantage over some of the other things that people put their money into when they want a modest increase in their incomes. It may be argued that the banks cannot afford to pay a higher rate of interest on their deposits. The National banks last year paid dividends averaging 10 per cent. and the records show they added 5 per cent. more to the surplus and undivided profits. The state banks paid dividends ranging from 8 to 12 per cent. and added 10 per cent. to wealth. The stock holders are deserving of liberal returns on their investments, but are not the depositors also entitled to some return on their thrift and economy?

In another direction the question may be asked if the banks are as progressive as they might be. This is in the matter of interest rates on loans. The recognized rate for commercial loans in this city is 6 per cent. and this is the rate charged, no matter how unquestioned may be the credit of the borrower or how large his account. In other cities borrowers have no trouble in securing accommodations at 5 or 4 per cent. or even lower. Some of the local business houses with high credit, when in need of additional capital, go to the banks in other cities to get it and the lower interest rate given them makes this worth while. And the difference in the interest they pay gives them an appreciable advantage over the small business man who confines his borrowing to his home banks. The banks may argue that 6 per cent. is the lowest they can afford to give, and yet almost daily they are buying outside commercial paper that pays 4 and even a lower rate of interest. This outside paper, in fact, is a favorite use for funds not otherwise in demand and, in buying it, the suggestion might be made that the banks are discriminating against their home people in favor of the outsiders. If the current rate were reduced to 5 per cent., would not this be a great stimulus to business in Grand Rapids

and would not the demand for money increase to a degree to make the buying of low rate outside paper unnecessary?

Every dollar invested in outside paper helps to build up other indus-

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

**GRAND RAPIDS SAVINGS BANK**

Only bank on North side of Monroe street.

## 2½% 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 6½% and **TAX EXEMPT**

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

Place your **Buy and Sell** orders with

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

341-343 Michigan Trust Building Grand Rapids, Mich.

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

## FAILURES

1st six months 1912

**DEFAULTS 8317. LIABILITIES \$108,012,223.00**

## We Insure Book Accounts

Write for our plan and avoid the danger lurking in every credit

**American Credit-Indemnity Co., of New York**

W. J. Brueckman, Agent, 311 Henry Ave., Grand Rapids

# 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**

ries and other markets which are in competition with local manufacturers and the local market. It is fair for the banks to divert local money, made up of local savings and the surplus accumulated by local business men, to the use and benefit of business institutions in the competing markets. Handicapped as Grand Rapids is by poor freight service, high freight rates and unjust discriminations as to classifications, it would seem as though the banks ought not to join hands with the railroads in maintaining unnecessary hardships for local manufacturers. Why build up competing markets at the expense of our own? Why put a club in the hands of competitors to make them to undersell our manufacturers and jobbers by giving them the use of Grand Rapids money at a lower rate of interest than Grand Rapids manufacturers can obtain it?

Last week the Tradesman commented on the fact that the local banks were neglecting that recognized branch of banking known as investment securities, that they were letting their depositors find their own financial advisors instead of acting in that capacity for them and offering them investments in small denominations of assured merit. The securities most often handled by banks, when they do a counter business in investments, is bonds, but could not the Grand Rapids banks very consistently recommend to the small investors the preferred stocks in some of the Grand Rapids industries? The preferred stock of the Macey Co., for instance, or the Globe Knitting Works or the re-organized Phoenix—are they not as secure and safe as two-thirds of the bonds in the market? Such investments could be sold in single share lots and the banks handling them would serve several good purposes. It would insure a wider distribution of stocks in our home industries among our own people and this would be a source of strength for such industries. It would create a market for home securities and give that market a greater stability. It would keep Grand Rapids money at home instead of letting it go outside to develop other communities. At present local industrial securities are in disfavor because there is no stable market for them, but if the banks would give such securities recognition and encourage investment in them it would do wonders in the development of our own city. When the stock issue is of only one class to recommend it as an investment might be hazardous, but preferred stock—preferred as to assets as well as to dividends, with a substantial junior issue back of it representing money actually paid in—is tolerable safe and the banks, if they would, could be wonderfully helpful in finding a ready market for them, with returns of 6 or 7 per cent. to the investor.

The Grand Rapids Savings Bank is said to be seriously considering an increase in its capitalization from \$200,000 to \$500,000, the increase to be effected by issuing \$300,000 additional stock to be subscribed for at such a

premium as will give the total issue a book value that will compare favorably with what it is now. The Grand Rapids Savings increased its capitalization a year ago by the declaration of a 33 1/3 per cent. stock issue. The increase in capitalization is deemed desirable because of the rapid growth in the bank's business. In the last four years its deposits have increased nearly 50 per cent., with a present total of more than \$3,000,000. With the increased capitalization it is understood the bank will broaden its scope in various respects and, incidentally, it will hope to occupy handsome new offices in a modern building which Chas. B. Judd and the White estate may build on the present site.

An increase in the capitalization of the People's Savings Bank cannot be regarded as a remote possibility although plans for it are not being actively considered at this time. The Bank is capitalized at \$100,000 and has a surplus and undivided profits account greater than its capital. This puts it in a very comfortable position, but the small capitalization is something of a handicap in going after business. The Bank owns the corner it occupies and is seriously considering the building of a ten story building and, to do this, the increase in the capitalization would probably be regarded as desirable.

Quotations on Local Stocks and Bonds.

	Bid.	Asked.
Am. Gas & Elec. Co., Com.	80	83
Am. Gas & Elec. Co., Pfd.	46	47 1/2
*Am. Light & Trac. Co. Com.	425	430
*Am. Light & Trac. Co., Pfd.	108	110
Am. Public Utilities, Com.	55	58
Am. Public Utilities, Pfd.	80	81
Can. Puget Sound Lbr.	2 3/4	3
Cities Service Co., Com.	109	113
Cities Service Co., Pfd.	89	91
*Citizens Telephone	95	96
Com'wth Pr. Ry. & Lt., Com.	63 1/2	64
Com'wth Pr. Ry. & Lt. Pfd.	91	92 1/2
Dennis Salt & Lbr. Co.	95	100
Elec. Bond Deposit Pfd.	79	80
Fourth National Bank	200	203
Furniture City Brewing Co.	60	70
Globe Knitting Works, Com.	110	112 1/2
Globe Knitting Works, Pfd.	100	101
G. R. Brewing Co.	200	200
G. R. Nat'l City Bank	175	176
G. R. Savings Bank	185	185
Holand-St. Louis Sugar Com.	10 1/4	10 1/2
Kent State Bank	260	260
Macey Co., Com.	200	200
Lincoln Gas & Elec. Co.	42	45
Macey Company, Pfd.	95	98
Michigan Sugar Co., Com.	89 1/2	90 1/2
Michigan State Tele. Co., Pfd.	100	101 1/2
National Grocer Co., Pfd.	86 1/2	87 1/2
Ozark Power & Water, Com.	45	48
Pacific Gas & Elec. Co., Com.	66	67
Pacific Gas & Elec. Co., Pfd.	91 1/2	92 1/2
Peoples Savings Bank	250	250
Tennessee Ry. Lt. & Pr., Com.	23 1/2	25
Tennessee Ry. Lt. & Pr. Pfd.	77 1/2	79
United Light & Railway, Com.	72	75
United Lt. & Railway 1st Pfd.	86	87 1/2
United Lt. & Railway 2nd Pfd.	(old) 79	80
United Lt. & Railway 2nd Pfd.	(new) 73	75
Bonds.		
Chattanooga Gas Co.	1927	95 97
Denver Gas & Elec. Co.	1949	95 1/2 96 1/2
Flint Gas Co.	1924	96 97 1/2
G. R. Edison Co.	1916	97 99
G. R. Gas Light Co.	1915	100 1/2 100 1/2
G. R. Railway Co.	1916	100 101
Kalamazoo Gas Co.	1920	95 100
Saginaw City Gas Co.	1916	99

\*Ex-dividend.  
August 13, 1912.

Doings in the Buckeye State.

Written for the Tradesman.

The National Kraut Packers' Association held its annual meeting at Cedar Point and reports indicated a cabbage crop somewhat shorter than usual. The Ohio crop, particularly that grown in the Sandusky river bottom, near Fremont, is excellent.

A state reformatory for women will be built at Marysville, the work of construction beginning in September. A large tent will be pitched for

use of the prisoners from the penitentiary who will work on the new building.

The Newark Tire and Rubber Co., with plant at Newark employing 100 men, has been purchased by the Pharis Bros. Rubber Co., of Columbus, and the industry will be removed to Columbus.

Four Ohio cities, Columbus, Cincinnati, Dayton and Toledo, have entered into arrangements with Detroit, Kansas City, Louisville, Memphis, Peoria, Pittsburg and Rochester for a careful study of the high cost of living problem. First on the program is a ten weeks' test, which is now under way, to ascertain current prices on sixteen different commodities, including potatoes, butter, eggs, coffee, rice, chickens and other common articles of food. These prices are secured from six grocers scattered about the city, also from the superintendent of the city market. Where marked discrepancies are shown in prices in the different localities the next step taken will be to locate the cause if possible.

Cincinnati is the leading city in the State in the shoe industry and Ohio ranks ninth in the value of production.

The locomotive works at Lima will award contracts soon for new buildings approximating two million dollars in value.

Toledo shippers claim improper classification and rating of merchandise for shipment and will lay their complaint before the central freight association.

Wadsworth is asking the Erie railroad for better train service and if relief is not furnished will go to the state public service board.

The Ohio Shippers' Association has petitioned the State Public Service Commission to eliminate a clause in the code of demurrage rules which prohibits shippers from applying credits earned on cars belonging to one class of equipment in offsetting debits accruing on cars belonging to a different class of equipment. The

defendants in the complaint are fifty-one railroads operating in Ohio.

The American Druggists' Society has plans for building a drug manufacturing and jobbing plant in Cleveland, costing \$250,000.

Almond Griffen.

It does not take much of a joke to make a man laugh—when he is telling it.

Call a man a donkey and he will be justified in kicking.

Kent State Bank

Main Office Fountain St.  
Facing Monroe

Grand Rapids, Mich.

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

Deposits  
6 3/4 Million Dollars

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

3 1/2 %

Paid on Certificates

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

We recommend the purchase of the

Preferred Stock of the

Cities Service Company

at prevailing low prices

Kelsey, Brewer & Company

Investment Securities

401 Mich. Trust Bldg., Grand Rapids, Mich.

Fourth National Bank

Savings Deposits

3

Per Cent Interest Paid on Savings Deposits

Compounded Semi-Annually

Capital Stock \$300,000

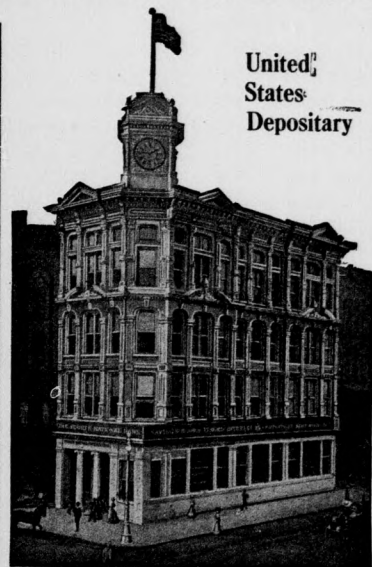
United States Depository

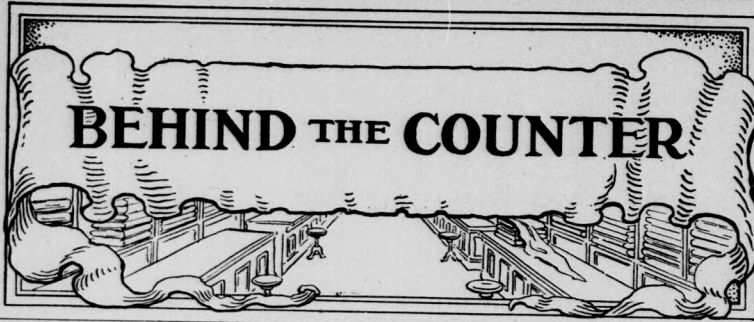
Commercial Deposits

3 1/2

Per Cent Interest Paid on Certificates of Deposit Left One Year

Surplus and Undivided Profits \$250,000





### How to Become a Successful Salesman.

An analysis of the salesmanship question shows us that success means to accomplish one's desire. It is not a question of degree, but of kind. Two persons working at the same counter but handling different stocks, may be equally successful, although one earns only \$8 per week and the other \$25. The one misses no sales, pleases customers, and does all that could be reasonably expected of anybody in that position, but the merchandise is easy to sell and the sales, perhaps, small in amount. The other handles more valuable merchandise. Each sale is much larger, the customer exercises more care in her selection, and the salesman is called upon for a much greater exercise of his faculties than is his companion.

In describing the qualifications necessary for success as a high priced salesman I do not wish to discourage the young man and woman who wish to earn a living in this way but who realize they have not all the requirements described. Most of these are absolutely essential for the easiest of selling, but not all of them. For the one who is already at work and wishes to increase his or her usefulness and also salary, I suggest a careful search for faculties heretofore dormant.

The qualifications necessary for real success of the most modern kind are an alert, pleasant manner, good memory, quick understanding of a customer's wants, and an earnest desire to satisfy them, neatness, the use of good language, good health, energy, persistence, knowledge of stock, and tact. The sum of these is ability, and ability determines the salary.

Every successful salesman possesses these faculties in varying quantities, some excelling in one, some in others. Lack of tact is a serious fault in any salesperson, no matter how able he or she may be in other ways.

#### Lack of Tack Cost Job.

Lack of tact cost an otherwise well qualified salesman his job in a big State street store a few years ago. This man had charge of a large and complicated stock containing a great many colors. He knew his goods so thoroughly that when a customer presented a sample to match, he instantly showed her the match, or told her he did not have it. One day a woman entered his department seeking a piece of material she needed to complete her costume.

"We can't match that, madam," declared the salesman as soon as he saw the sample.

"Why, how do you know you can't? You haven't even looked," the woman retorted. "I have been all over State street trying to match this piece, and I wish you would make a thorough search in your stock."

"I know we can't match it, so it's no use looking," replied the salesman, disinterestedly.

"I'll go to the manager then," and the indignant patron immediately reported the salesman's apparent discourtesy.

"I did nothing to offend her, and I can't understand why she should report me," the salesman insisted when he was called to the office. "I knew positively we did not have a match for her sample, so what was the use of my searching for something we did not have?"

His explanation was plausible to the manager, but he cautioned the man to use more tact in dealing with future customers. Repeated complaints of the same character finally resulted in his dismissal, however, and the store and its customers lost the services of probably the best qualified man on State street for the position he held. Absolute lack of tact and his seeming inability to acquire that qualification cost that man his position. A salesman with any tact at all would have taken a great deal of pains to convince his customer that he really did not have the desired match. Rather than have a patron go away dissatisfied, it would have been better for him to take down every piece of goods in his department.

#### Get Acquainted with Patrons.

"I would like to have Mr.—wait on me, please," remarked a woman customer.

"He is busy now, but will be here in a minute," replied another salesman.

"Very well, I will wait," declared the patron, seating herself.

The salesman she desired to have wait upon her is successful because he makes it a point become acquainted with as many of his customers as possible. He studies their characteristics and learns how to serve them so well that they will ask for him whenever they need any of the goods he sells.

There are different degrees of successful salesmanship, and while one person may possess the same ability as another, there will be a difference in their pay envelopes because one has a technical knowledge of merchandise he is selling that the other has not. This knowledge is often of such a character that it can only be acquired by a person who is willing to make a special effort. It requires hard

work and careful study that the firm has no means of compelling its sales force to perform, but the salesman who gains such knowledge is in a position to give valuable advice to any purchaser.

The salesperson who knows all about furs, genuine and imitation, their good and weak points, this recommended for its beauty, that for its durability, another because it is stylish and everybody is wearing it, even though not durable—is manifestly more valuable to himself, his employer, and to his customer than is his fellow salesman with equal ability and no technical knowledge.

It has always been an axiom that salesmen are born, not made. In recent years this has been disputed by those who have treated the matter scientifically, certain well known principles which govern every sale are taught. A knowledge of these principles is an aid only to those who are thorough and earnest in their work.

The really gifted salesperson uses these principles, not knowingly, but naturally. Every customer passes through four stages before a purchase is made: Attention, interest, desire and resolve. She may have passed through anywhere from none to all of these stages before she meets the salesman, the salesman's work to complete the sale depending on the stage of the customer's mind.

#### How Sales are Made.

Attention first and then interest may have been reached by seeing something in the show window, leaving to the salesman the task of creating in the customer's mind the desire for the article and finally the resolve to buy. A clumsy sales person sometimes works hard on one of these stages after the customer has proceeded to a more advanced one, and may even spoil a sale in that way. If a customer has reached the third stage, desire, it is manifestly unwise to work to create interest, which stage she has already passed.

Sales people are supposed to be and should be good talkers, but talk for mere talk's sake will never carry one to success. Say something worth

while. Find the talking points in the merchandise and present them in as clear and simple manner as possible. Do not repeat too often, and if you cannot find something to say that interests your customer keep still. No one likes to be bored by a continuous rattle of meaningless talk. While the particular sale you are trying to complete must not be lost sight of, reasonable deviation from the subject may be allowable with some customers, especially if you are

### Up-to-date Stores use

THE BEST SALES  DUPLICATING BOOKS

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

### Wilmarth Show Case Co.

Show Cases  
And Store Fixtures

Take Division St. Car Grand Rapids, Mich.

## 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.

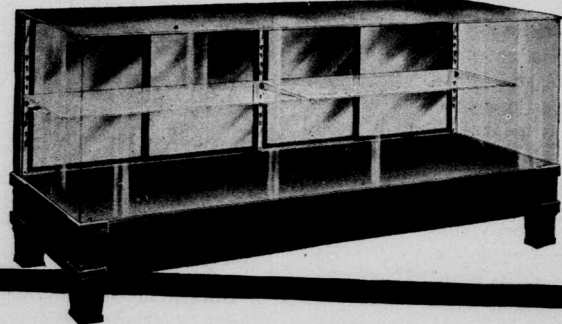
They are staple goods, the standards of the world for purity and excellence.

MADE ONLY BY

**Walter Baker & Co. Limited**

DORCHESTER, MASS.

Established 1780



"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

well acquainted with them and can gain or retain their good will by talking on some subject in which they are especially interested. Good judgment must be exercised here or the customer may lose interest in the transaction, and you will find the subject cold when it is again approached.

"Do you think this looks well on me?" a customer asked the salesman who was waiting on her.

"Yes, it is perfectly suited to you," was the reply.

"Then I'll take it."

The customer had absolute confidence in the taste of the salesman, and in my opinion the salesmanship prizes of the future will go to the possessors of taste. While good taste is usually an inborn faculty, it is also susceptible to education. As our country grows older and richer, and therefore more able to indulge in the refinements of modern civilization, salespeople whose taste can be relied upon will be required at extremely remunerative salaries. Even now our store's watchword is "Taste in Dress," and the most important requirement in our salespeople is taste.

It will help one who does not fully realize the particular part he is supposed to perform in the store machinery if he will remember that the store has provided the building, the merchandise, the advertising, and the thousand and one details necessary to bring the customer to his counter, and that it is now up to him to complete the deal and harvest the profits out of which his own salary is paid and without which no business can live.

Ability in a sales person who is asking for employment is usually very quickly recognized by the experienced employer. An applicant of this kind requires no pull or indorsement, except as to honesty and character, to secure a position if there is a vacancy. Neither need he fear for the loss of a position, as able salespeople are always in demand.

Success cannot come without incentive. Poverty may compel one to effort, thereby proving a blessing. Ambition may be and generally is the spur. Pride often prods its possessor. Whatever may be the cause, effort is necessary for success.

S. L. Tompkins.

[S. L. Tompkins, superintendent and general manager for Charles A. Stevens & Bros. of Chicago, was born in Avon, Ill., in 1856. After graduating from Lombard college at Galesburg he went into partnership with his father in a general store and continued in that business until 1886 when he went to Chicago. He has been superintendent and general manager of the Charles A. Stevens firm since that time.]

Do not frown at the fellow who tells you that your business will produce better results than you have yet scored. He may be preaching, but he is also helping you get out of the rut.

If you would win life's battle you must be a hard hitter and a poor quitter.

#### Railway and Depot Sanitation.

Lansing, Aug. 12.—A concerted movement by the managers of railway lines in Michigan, State Board of Health and local health officers is now under way, looking towards sanitary depots, waiting rooms, closets, toilets and surroundings of railway depots throughout the State.

An investigation is being made by the Secretary of the State Board of Health through the local health officer of each health jurisdiction. So far as this investigation has proceeded it has demonstrated that about 50 per cent. of depots and surroundings in Michigan are unsanitary; in some instances a positive nuisance.

It is not unlikely that a conference of the general railroad managers of lines in Michigan and the State Board of Health will be held the coming autumn to discuss ways and means of putting railroad depots and surroundings in a clean condition, and maintaining such.

The general managers have evinced a desire to co-operate in such a much needed reform with the State Board of Health.

In many waiting-rooms of depots the seats are dusty, spitting on the floor (the sputa drying and rising in dust) is not prohibited and the outhouses and toilets are filthy. Many caretakers of depots wait until the seats are filled with waiting passengers and then proceed to sweep, sometimes without dampening the floor. Such caretakers should be taken care of either at Jackson or Kalamazoo.

Traveling is the greatest vocation of tens of thousands of people. They should be provided with comfortable, necessary waiting rooms and well ventilated sanitary coaches.

It is worth the time and cost of a trip to Battle Creek to see and go through the Grand Trunk depot there. The same can be said of the new North Western depot at Chicago, but it cannot be said of one-third of the depots in Michigan; indeed I believe one holds his life cheaply and carelessly who ventures into some depots and their surroundings.

It is not the purpose of this communication to jump onto the railroads. This field is too well occupied by sweating and fuming statesmen who jump onto the railroads in order to jump into Congress. This species of statesmen is not unknown to Michigan people.

We have faith that, through co-operation with the railroad managers, we can correct nearly all the unsanitary conditions now menacing public health through the uncleanly depots and their surroundings.

D. E. McClure,

Ass't. Sec'y State Board of Health.

#### Easy To Find Out.

"Why do the most worthless men often get the best wives?"

"I don't know. Ask your husband."

In Belgium the man who refuses to vote is thrown in jail. If all nonvoters in this patriotic country were to be similarly treated prisons everywhere would need several additions.

# Judge Us

Judge us by our September catalogue.

If we have any message for you, it is in that book.

If we have any profit-payers for you, it contains them.

If our five house buying ability can make you any saving, the evidence is in "Our Drummer."

We have placed our whole appeal in that volume and are willing to go after your business on the basis of what it contains.

We stand upon it.

Judge us by our September catalogue.

## BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

Chicago New York St. Louis Minneapolis Dallas

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



### The Buyer's Preparation Before Going to Market.

Written for the Tradesman.

So much has been said and written regarding the vital importance of good buying that nothing can be added that will emphasize the fact that no merchant can hope for success with a stock of goods that has been bought carelessly, or with poor judgment, or that is not adapted to his trade. Buying the right things at the right prices has come to be recognized as a matter so fundamental that anything that can be said on the subject sounds like an axiom—it is truth that has become so familiar that it appears self-evident.

The processes mental, physical and financial that lead up to good buying have not been so thoroughly elucidated. The end is perfectly clear—the means by which it can be attained need some explanation.

It is now the season when buyers already are or soon will be hiring away to the city markets. When the new goods are selected and purchased and gotten into your store, you desire that your stock shall be such that it will satisfy the wants of your patrons, hold the customers you already have and bring more, and sell at a fair profit. Only the goods that have been correctly bought will gain these ends for you. Now how to go at it so as to obtain these results.

Much of the buyer's success depends on the work he has done before he goes to market. Indeed the proper preparation for buying is all that can be treated of in this article.

The idea prevails in many stores that the buyer's job is a snap—that going to the city to buy is an opportunity to have the time of one's life. This is a mistake. The conscientious buyer who knows his business works hard while actually engaged in making purchases, and before he starts for market at all he does a lot of pure and simple drudgery in order to be equipped for his task.

He must know thoroughly and in detail the stock already on hand. Suppose that you have now in the store and already ordered a certain number of thousand dollars worth of goods and that you want to buy half or two thirds as much more. In buying the new goods what is now on hand must never be lost sight of.

Take wool dress goods for instance. The stock should be gone over piece by piece, and, unless the buyer is possessed of an unusually good memory, it is best to make a list of what is on hand with samples. Then the error will not be made of laying out money for what you already have enough of.

What is bought new should add to the variety and attractiveness of the stock. Even in staples, a fabric that is a little changed in weave or texture, or of a slightly different shade of color from what you now have on the shelves, may serve this purpose. A stock of dress goods sometimes may be wonderfully livened up by the addition of a comparatively small amount of just the right things, but to do this skillfully one must know exactly what is on hand. As has been intimated, getting this detailed knowledge is time-consuming and laborious.

Silks and indeed all important lines of goods should be gone over in this painstaking way.

Filling in sizes is an important part of the buyer's work. In hosiery, underwear, men's shirts and overalls, ladies' shirt waists, children's dresses, and in fact all ready-made articles, it requires constant care and watchfulness to keep up the stock on the best selling sizes. Sometimes it is not possible to find exactly the same line again, and something as nearly the same in quality and price as can be found must be substituted. Sometimes of course it is best not to try to continue a line—close out what there is left of it and put in a full line of something different.

The buyer must be thoroughly acquainted with the trade for which he is making selections. He must know what kinds of goods sold best last year, and what were slow in moving, and how much was sold of all the various lines carried.

We have spoken of the buyer as one person, and indeed we have in mind the rather small store where a single individual, very likely the proprietor himself, does all the purchasing. Of course in a large establishment the work is divided among several, each buying for his particular department. The same general rules apply in both cases.

The buyer must know the plans of the store for the future—in just what directions it is trying to extend its business, and what is the policy mapped out. He must be conversant with local financial conditions, and be able to estimate how this fall's trade will probably compare with last fall's. He must know the total amount he is to expend for goods and how this should be divided among different lines.

A knowledge of the stock already on hand, a knowledge of the trade he has to cater to and its requirements, a knowledge of what the business has been in the past and what it reasonably may be expected to be in the

near future—these make up what may be called the buyer's special equipment, that which will enable him to buy intelligently for his particular store.

If the buyer has all this detailed knowledge well within his grasp, and possesses also the taste, judgment, and familiarity with goods that constitute the general qualifications necessary for his work—we may say that our buyer is ready to go to market. Fabrix.

### Profit in Selling at a Loss.

Ever make money selling something at a loss? It is done every day. Why don't you try it? The thing is simple enough. Don't sell too much at a loss and make up that loss and more on something else. A good many merchants figure they can give away from 2 to 4 per cent. of their sales for advertising of this sort.

You have to have something to attract a crowd, especially during these dull summer months. Something for nothing is sticky fly paper for humans. Use a little of it. Lay aside from 2 to 4 per cent. of your sales for this benevolent purpose. Whenever you want to inject new interest in town put out something in the window that is a bargain, a real below cost snap.

In times when business is booming you will not have to do this sort of thing. During the rush weeks you can be piling up your fund. Then when you feel you've got to do something or perish of weariness, dig into the fund and sprinkle out the bargains. It is advertising and you must expect it to cost. If your annual sales amount to \$12,000 you can spend between \$350 to \$400 in this way. The difference between the regular sale price of the sacrificed article and the leader price must be charged to this special fund. But be careful not to be too generous with your customers. A good merchant can often save his something-for-nothing fund a lot by picking out goods that look like "below cost," but aren't. S. R. Osborn.

### Will Double the Price.

The Fisk Publishing Co. announces that the price of its interlocking advertising service will increase from \$5 to \$10 per year on Oct. 1. The new price of the service is more in keeping with the value to the retail merchant than the introductory price named by the originator.

The first thing a pardoned Minnesota convict did was to return a stolen umbrella. A commission is now deliberating whether or not to commit him to an insane asylum.

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.



## GET IT

The big Sunbeam Winter Goods Catalog—a splendid and swift selling line of guaranteed

ROBES, BLANKETS  
FUR COATS  
(For Men and Women)  
GLOVES, MITTENS

Two numbers—one the full line, the other just clothing—a y "which" and do it TO-DAY.

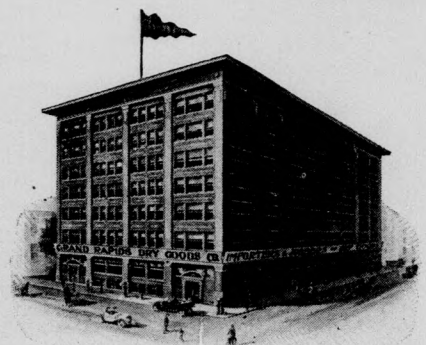
BROWN & SEHLER CO.

Grand Rapids, Mich.

## D. M. C.

Is a Big Seller

WE CARRY a good stock of the D. M. C. Cottons as well as other popular selling items in the embroidery material line such as Belding's Skein Silks, Peri-Lusta Filoselle, Peri-Lusta Floss, Crystal Rope, Columbia Pearl Lustre, American Beauty Rope, Floss and Crochet, Barbour's F. D. A. Crochet, O. N. T. Crochet, San Silks, Sylvia Floss, Pillow Top, Center Piece, Table Runner Outfits, Etc. We aim to give mail orders prompt and careful attention. Give us a trial.



WHOLESALE ONLY

GRAND RAPIDS DRY GOODS CO.  
GRAND RAPIDS, MICH.



**LOST BY A THROW.**

**Defeated For the Legislature By a Mean Act.**

*Written for the Tradesman.*

"My friend John Renford kept store at Gulchville in an early day. He was a mighty good fellow; a little slack in his methods, yet everybody liked John. His place was a resort for hunters and trappers who went into the woods in the fall. He made a neat wad out of these and was always good natured and accommodating."

Old Tom Tanner chewed a straw as he sat reminiscing on the porch at Nick Farley's country store. His listeners were anxious for the old fellow to proceed, which he did after a minute of silent thought.

"There was one strenuous chap who got into Congress years later, who was a yearly caller at Renford's store. In those days nobody thought Nat Goodman would amount to anything even near great. He lumbered some, hunted, fished and did other strange things not expected of one who was in a later day to set himself up as a statesman and a scholar.

"I shan't tell you his life story, but relate a single incident which goes to show that it pays in the long run to be half way human even in the small things of life. My friend John was a lover of the brute creation. He made pets of animals; among these were his two dogs, Bony and Jack. One a little Scotch terrier, the other a big Newfoundland. Both were good natured, although Bony the terrier was a bit waspish sometimes if you teased him.

"It so happened that big Nathan Goodman one time in the store teased little Bony until the dog lost his temper and snapped at his tormentor. No harm was done, but Goodman in his wrath kicked the dog. This led to a few words with the storekeeper. Goodman passed the affair off as a joke, but John was nettled, although he might have forgotten the incident had not Goodman in a spirit of reckless bravado consigned both dogs to an undeserved demise some time later.

"Time wore on. Nat Goodman made a small fortune in lumber, got his name into the newspapers, posed as a friend of honest toil and came up as a candidate for the Legislature. He had many friends in the lumber camps and counted on these to help him into the State house. Goodman posed as one of the common people. He was also a mighty hunter; had killed several bears and any amount of deer and smaller game. His prowess in this respect had spread far and wide. To tell the truth he was a Teddy Roosevelt on a small scale.

"Storekeeper John, however, looked askance at the candidacy of Goodman. The two were of the same party, yet John loved animals and was never known to harm a fly. He even held that the wild game of the woods had as much right to live and enjoy themselves as had human beings. 'We can't give life,' said he, 'therefore we have no right to take it.'"

"And he was more than half right," interpolated Farley.

"I am not saying as to that," chuckled old Tom. "Anyway, as the campaign waxed warm much was made of the prowess of the candidate as a mighty Nimrod. The storekeeper did not like this, and his influence was big. A committee went to see John, finally persuading him that it was his duty to stand by his party candidate. Ten days before election, with everything going his way, Nat Goodman made the one mistake of his life. I happened to be riding with him along the State road when, as we drove upon the river bridge, we met two dogs trotting comfortably along, side by side—big Newfoundland Jack and his ever present companion Bony.

"Goodman drew rein and sprang out. I wondered what he was going to do. He snatched up the ferrier and approached the open side of the bridge. I called to him to hold on, demanding what he meant to do. 'Give this little devil a ducking' he cried, grinning. It was twenty feet down to the swift current of the river. The moment Goodman snatched Bony his friend Jack bristled and growled. Too late. With a quick toss the office-seeker sent the terrier headlong into the swift water below.

"It was meant for a bit of sport of the kind that Goodman so hugely enjoyed. Jack, uttering a quick yelp, dashed across the bridge and the next instant plunged after his little friend. Both dogs were in the swift current. I could see them after a minute as they were swept down the stream. There stood Nat Goodman, watching and laughing as the big Newfoundland seized Bony by the back of the neck and started to swim ashore.

"Not a rod below was a big log jam. With desperate effort Jack strove to save his friend. It was pitiful to watch the fearful struggle of the big black dog in an attempt to rescue his chum. I sat petrified until the foam-lashed water swept the struggling canines from view beneath the jam. Then I turned to Nat. His face was white and troubled. 'Good heavens!' he ejaculated, 'I forgo: about that jam!' True, he had forgotten it, and the two brave dogs were swept into eternity."

The speaker paused and wiped his eyes.

Silence fell over the little group on the store platform. We all felt that Goodman had done a mean act and ought to have been punished. Finally Nick asked: "Did John Renford make the fellow pay for his property?"

"No," shaking his head, "but—" "Maybe the dogs escaped," suggested another. "How was it, Tom?"

"Both were drowned," grunted the old schoolmaster, and Nat Goodman lacked two votes of going to the Legislature. Old Timer,

**Out of Reach.**

Townley—How's the new cook getting on?

Suburbs—I don't know. She didn't leave her address.

When his Satanic majesty wants anything done that he is ashamed to do himself he turns the job over to a hypocrite.

**Lindquist Law Growing on People of Eleventh District.**

Greenville, Aug. 12—Since I announced myself as a candidate for Congress, from the Eleventh District of Michigan, I have been flooded with correspondence from the people from every section of our District, and I have been unable to give you the proper attention that I should have given.

The most important problem before the American people to-day is the high cost of living, and the only manner in which we can accomplish a readjustment of prices to the consumer is by the adoption of proper Government laws and such laws as would give the people proper protection must come through some channel other than that of the political machine organization; therefore I have started this fight for Congress in the interest of the people, single handed, defraying my own expenses and conducting my campaign entirely by mail and the main plank in my platform is the Lindquist Pure Fabric & Leather Bill, the only practical solution, in my estimation, that will absolutely reduce the high cost of living. There is no question whatever in any thinking man's mind but what the high cost of living is due to the manipulations of the corporations on the common products after they have left the hands of the producer. If every inferior article that has been purchased by the consumer had been genuine, and just as it was represented to him, the condition of our country would then be entirely different from what it is. If all goods which are consumed by the public and sold for genuine were exactly as they are represented, there would be less dissatisfaction; therefore I believe that the adoption of a pure fabric and leather law will be the means of bringing about a better commercial standard, which will give the public a protection that it deserves, it will also protect the legitimate merchant against the unscrupulous manufacturer as well.

When you consider that practically every old woolen rag that has been worn threadbare and thrown in the alley, eventually finds its way back to the woolen manufacturer and into the improved machinery, and by the manipulations of the manufacturers, they reproduce a new fabric from old rags, which are again sold over the counter of the merchant for genuine, is it not reasonable to believe that our Government should reserve the right to protect the people against paying genuine new wool cloth fabric prices for clothing made from old deteriorated rags? In my investigations, I find that clothing made from such products are marketed, at the same price over the counter as garments which are made by legitimate factories which manufacture their goods from pure new sheeps wool. The same holds true about rubber goods. All old deteriorated rubbers are collected by the junk dealers and returned to the rubber manufacturers, remelted and remanufactured and sold over the counter for genuine.

The passing of such bill as I advocate, perhaps would not abolish

this practice, but it would give the consuming public the privilege of purchasing that class of merchandise if they preferred to, but I feel satisfied that in order to market such products under a Government law, that it would have to be done at a much less price to the consumer, than they are taking to-day.

While I have taken a single handed stand in this fight, and while I am being opposed bitterly by the old line ring politicians, my office is being flooded with letters from farmers and laboring people from every section of the District, and I have to-day thousands of followers, which convinces me that the people realize the importance of such a law as I advocate.

F. O. Lindquist.

**Tribute to the Flag.**

I have seen the glories of art and architecture and of river and mountain. I have seen the sunset on the Jungfrau and the moon rise over Mount Blanc. But the fairest vision on which these eyes ever rested was the flag of my country in a foreign port. Beautiful as a flower to those who love it, terrible as a meteor to those who hate, it is the symbol of the power and the glory and the honor of one hundred millions of Americans, Geo. F. Hoar.

It is human nature to ridicule a man's follies behind his back and to approve of them to his face.

It is practically impossible for a man to form an impartial opinion of himself.

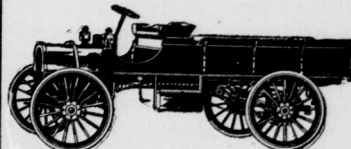
**THE IDEAL CLOTHING CO.**  
TWO FACTORIES.  
GRAND RAPIDS, MICH.

**A SOLIDLY BUILT**

Express Wagon, Koaster-Kart or Sulky means repeat orders. We keep this constantly in mind in our manufacturing departments and a trial of our goods will convince you. New catalogue ready.

MICHIGAN TOY CO.  
Grand Rapids, Mich.

**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

Established in 1873

**BEST EQUIPPED FIRM IN THE STATE**

**Steam and Water Heating**  
**Iron Pipe**  
**Fittings and Brass Goods**  
**Electrical and Gas Fixtures**  
**Galvanized Iron Work**

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

## BE A LEADER.

## Do Not Lag in the Race for Supremacy.

Written for the Tradesman.

It is worth a good deal to a merchant to be in love with his business. It is worth a great deal to his customers, too.

If I were a country merchant, I'd be so deep in love with my business that I'd never tire of talking about my golden rule store policy and my trustworthy merchandise and my genuine value giving. I would not shout in a "braggadocio" manner because that would be blustering and I would be called a "Hot Air Merchant." I would not fill my advertising space with long and meaningless words because then my newspaper advertising would not be effective and "a poor advertisement is worse than no advertisement at all." I would never be satisfied with myself or my business until every one of my customers was satisfied with my merchandise and my treatment of him.

I've spent many years behind the counter and ever since that time I've been in close personal touch with the men who own these counters and what I now say to Tradesman readers is founded on a practical experience gained in the Mercantile University of Hard Knocks.

Two great fights are being waged in the merchandising world.

The big city merchant is facing a competition which is becoming more keen and severe each succeeding week. His rents and expenses are increasing at a rapid clip. No matter whether he be located on a choice spot or whether his store be situated on a side street, the victims of that immutable law, "The Survival of the Fittest," are constantly spread out before him. He must constantly fight to make good locations better and poor locations good. It is a toss-up. Take your choice. Fight or acknowledge that you are a back number.

The country merchant finds that his big city brother must have more room to grow in and that he is not at all backward in coming right into his community after the business of those personal friends who formerly did all their trading at his store. The interurban lines are proving to be attractive out-of-town carriers. No matter whether the country merchant possesses the sole store in a small town or whether he is the proud owner of the Big Elephant on the best corner on the main street, the rural routes carry the enticing and highly colored literature of the big retail mail order house to the very door-step of his customers. It is a toss-up. Take your choice. Fight or acknowledge that you are a back number.

The consuming world loves a fighter and hates a quitter; therefore, if I were a country merchant I'd be a fighter. I'd be so deep in love with my business and my opportunities that I'd fight for my business at every inch of the road. I'd never be satisfied with condi-

tions as I found them—I'd make things as I wanted them to be. I'd continually move forward and cut a path for a larger business, no matter whether I faced biting competition from within or without. I'd be the biggest and best advertiser in my section of the state, keeping constantly in mind the fact that the growing of public confidence depended not on the quantity but on the kind of advertising which I did. I'd never permit my store and my methods of doing business to pass out of the minds of my customers or the other fellow's customers. I'd be so deep in love with my business and so proud and hopeful for its future that I'd realize that the time could never come when I could afford to stop advertising. I'd realize that public confidence, once gained, must be held—that it is a plant of slow growth and I'd keep it well nourished with the sunshine and water of carefully planned store publicity.

My advertising would reflect my store's personality. It would convince every newspaper reader that I applied the golden rule not only in the purchasing of my merchandise but in the treatment of my customers. It would persuade the other fellow's customers that I firmly believed I was best looking after my own interests by putting my customers' interests ahead of my own interests. Very seldom would a customer try to get the best of me, but just as soon as he found out that I was more than willing to play square, he would change his tactics and become my close friend.

If I were a country merchant, my advertising would sell my merchandise on the principle that my customers would be best serving their own interests by buying from me. I would convince them that I made it my business to have in stock what they desired. I would back up this advertising by serving these customers in a courteous and absolutely satisfactory manner. My store service would be so pleasant that my customers would appreciate it.

Store publicity must be on the offensive; it must be striking and every shot must tell. You can always size up a merchant by the appearance of his advertising. If the advertisement looks aggressive, you can tell he is fighting for business and people nowadays trade with the merchant who really wants their business.

The consumer is apt to get a better satisfaction from the dealer who really wants his business, than from he who conducts his store like a setting hen.

Modern newspaper advertising is the sustaining food of the powerful store and is also the most strengthening nourishment for a weak one. The merchant who delays his entry into the right sort of advertising must pay a big penalty for his procrastination. He will have to face more strenuous competition. He will have to tag on behind.

It is always better to lead. If you are the first in your town to install the proper ways and means

of advertising you will not only be given the credit in a resultful sense, but you will also get a slice of the good things your competitors may do who follow the lead. The world hates a "tagger" or an imitator—a man who makes an improvement simply because he is compelled to make it.

If I were a country merchant, I'd see to it that my sales force was in a happy frame of mind, that they backed up my advertising, that their faces reflected my store policy, that their conversation and deportment indicated that I practiced what I preached. I have always placed special stress on the importance of appreciation. It is the cornerstone on which rests relations between the employer and the employe. No matter how conscientious and ambitious an employe may be, he is almost certain to lose interest and become lax and listless if he finds that his work is not appreciated by the ones above him. Employes are human beings first, and, as such are imbued with the eternal desire of human nature, appreciation of their labors and qualities. When a man does good work he demands recognition and the granting of same means the proper backing up of a good advertising policy.

A great portion of Napoleon's success may be attributed to his marvelous knowledge of men. He gathered around him the most brilliant corps of generals the world has ever seen. He knew perfectly the idiosyncrasies, the weaknesses and the strength of his race, and playing on them with the skill of a Paderewski touching the keys of his piano, he attached men to him with unparalleled devotion.

The principle is as true in business as in statesmanship or war. The successful merchant is one who understands men, knows when to praise and when to blame, and realizes that justice and honesty is of just as much importance in dealing with his employes as in dealing with his clients or in preparing his advertising copy.

It pays to tell the truth about the merchandise you have to sell. There is nothing which we admire so much as simple truth, and we all recognize the amazing importance of acquiring the habit of strictest truth. Let us have faith in truth and trust in it at all times. Choose truth as a sole companion. Love it, be wedded to it. Let your words speak it—your advertising beam it.

C. A. Dickens.

## Protecting Business Men from the Unworthy Solicitors.

Lansing, Aug. 12—Representing a large number of businessmen as you do I thought it would be some interest to you to know the methods the Lansing Chamber of Commerce are using to protect local business men from soliciting and advertising schemes.

This Association has initiated a strenuous campaign of late and the results therefrom show that much

good has already been accomplished.

We have an understanding with our members in which they agree not to subscribe to any advertising or soliciting projects which do not bear the officials endorsement of the Chamber of Commerce.

The system is already known throughout the city and many who are not members have used the protection to their advantage.

A secret committee was appointed by the President, individuals of which are known only to the President, Secretary and said committee.

When a business man is approached by some vender of advertising or solicitor of funds, no matter who the parties may be or what their project consist of, they are asked if they carry an endorsing letter from this body. If they answer in the negative, they are requested to go to Association's office and present their proposition to the Secretary.

He, in turn, calls a meeting of the committee who consider the matter at hand and render decision according to its merits. In very few cases is the letter ever given. The Secretary then takes the decision of the committee to the party seeking an endorsement and informs him the same.

In this way fraudulent schemes are prevented and much useless advertising has been condemned.

I write you of our action in this matter feeling that it will be of much interest to other Michigan associations and members thereof.

Any further information as to the methods and procedure we will gladly furnish you upon request.

T. H. Stambauch, Secretary.

Lansing is to be congratulated on this achievement in the event of her citizens living up to the letter and spirit of the agreement. The same result was accomplished by the Grand Rapids Board of Trade several years ago. It is, apparently, the only practical way to head off the unscrupulous union leaders, Salvation Army collectors and bogus church and charity representatives. Before this plan was put into effect in this city it was found that nine-tenths of the money solicited by labor union representatives never got further than the dirty palm of the solicitor. The Salvation Army, with its large claims and small performances, also suffers as the result of this method. The Salvation Army is the only organization in the city which refuses to unite with the other philanthropic and charitable agencies in the city to maintain a card index and report bureau, so that unworthy applicants for charity may be detected and routed out. Lansing is fortunate if the Salvation Army does not establish an industrial home feature in that city. This feature is a notorious swindle on the people, because contributions are solicited in the name of charity, which are really sold for cash and the proceeds divided among the officers of the Salvation Army. No more mercenary work was ever undertaken by any commercial organization than that carried on by the industrial home branch of the Salvation Army.



EVERY DEPARTMENT STORE PROPRIETOR  
 EVERY GENERAL MERCHANT  
 EVERY VARIETY MERCHANT  
 EVERY DRY GOODS MERCHANT

Should Throw Up His Hat for

Edited by Henry Stirling Fisk



\$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

R. W. Crompton, Art Director



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

and then sit down and write a check for five dollars and send it to us so he can commence to receive the service at once. It's bully for a store without an advertising man, and bully for one with an advertising man

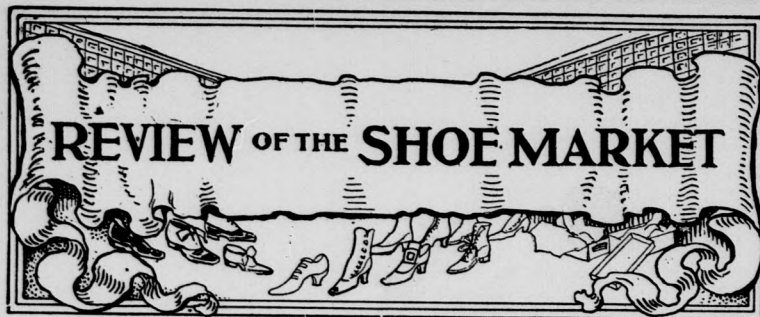
James P. Ryan, Bangor, Mich., writes: "Your advertising service is coming each week. It's the greatest line of advertising stuff I've ever seen for the money. I felt you were offering too much for the money, so sent my check to the Dry Goods Reporter to be forwarded to you in case they felt you would do as you said. They wrote me they sent my check to you, as they know you will do as you promise. I am more than pleased with the service so far."

After October first Fisk Interlocking Advertising Service will be \$10.00 per year. Order now and save five dollars.

**FISK PUBLISHING COMPANY**

Schiller Building, Chicago

Henry Stirling Fisk, President



### Unusual Experiences of Shoemen— Bud Williams' Story.

Written for the Tradesman.

#### Chapter VI.

"I think our friend Bud Williams has a good story in his system," observed William Macfarland; "that is if I am correct in my diagnosis of his smoke rings. How about it, Bud?"

"Thank you, Macfarland," replied Bud; "I sort o' think I have, too; but one never knows till he tries." And Bud smoked away in silence as if he were in no hurry to try.

"Come on, Bud," urged Archibald Courtland, "let's have the story. You can do your fancy smoking later."

"Yes," retorted Bud, "and I fancy I'm not the only gentleman in this merry company who'll smoke later."

"But since you insist upon it, I'll tell you what I've been thinking about. I'll tell you of a wild drive I had in the country some years ago; how I sold two pairs of shoes as a result of the drive, and incidentally came near getting the blood frozen in my veins. I wouldn't go through that experience again—no, not if I were absolutely certain of selling two dozen pairs of shoes at fancy prices. One drive like that goes a long way."

"It was late in November, and the heavy frosts had transformed the leaves into all manner of autumnal colors. Such leaves as weren't nipped off by the frost were metamorphosed into rich and varied tints; and many a staid and sober old tree looked as if it had grown facetious in its old age, and had flung out a banner."

"When the skies were free from clouds—which was not often, for we had a deal of rain that fall—they had that clear, haunting quality characteristic of late fall skies; but the weather was strangely unsettled. We had rain, flurries of snow, and alternate heat and cold. But business was mighty good in our store; so we didn't fret about the weather."

"One afternoon I had a telephone call from a certain Miss Vance who lived some seven miles out of our town on the Locust Grove pike. And if you happen to know the Locust Grove road, you'll remember what a queer old highway it is."

"Miss Vance wanted a pair of dress pumps. 'What kind, please?' I asked. 'Oh, mercy, Mr. Williams, I don't know. How should I know. You know what they are wearing now. I want something new, don't you know.' And then I asked her if she couldn't come in the next day and have a look. 'Oh, no,' and she giggled. 'What's up?' I wondered. And then I asked her if she wanted me to bring them out. 'Yes; by all means,—

and that very night. Bring three or four pairs—and the size she had been wearing; for Miss Vance was a regular customer of the store. She was particularly anxious for me to come out that night, for she had a visitor—a young lady from somewhere, I don't remember now. And I promised her I would come. Told her to look for me about 8 o'clock or shortly thereafter."

"As night came on I regretted that promise; for it was evidently getting ready to storm. When night fell, it fell with a vengeance. The darkness was so black you could slice it with a knife. But I took my automatic revolver, my heavy rain coat, and the cartons (securely wrapped in heavy paper) and meandered over to the livery stable shortly before 7 p. m. I told Naparella, the liveryman, to give me a good horse—something that could get up and go, and to give me a light-running buggy with a good storm apron. And he fitted me out to the best of his ability—and Nap's ability in that line was considerable."

"So I put the cartons beside me on the seat, lit a cigar, put on my gloves, took up the reins and said: 'Giddap!' and that wiry little animal took the great highway."

"Skeeters! but it was dark. There wasn't enough light to make a shimmer on puddles in the road. You couldn't see your hand before your face. The only thing to do was to let your horse take it's own gait—and trust to Providence. Though it was too late in the season for thunder and lightning, we had plenty of both that night. It was a wild and woolly night. There was something positively creepy in the sighing of the wind. It was as if the ghosts of all the dead were abroad."

"I knew exactly where the Vance's lived, although I must say I had no little difficulty in finding the big gate through which you enter to get on the long gravel drive leading from the road to the house. It is a winding road, and follows a creek for the better part of the way. I remember feeling devoutly thankful that crazy drive didn't cross the creek anywhere on the way to the house."

"After I had rounded a curve in the gravel road, the cheerful lights of the Vance homestead streamed out and lighted my way."

"The Misses Vance (there were two of the Vance girls who had reached adorable ages) received me cordially, and their visitor certainly exerted herself to be pleasant. There was another young man there—had arrived shortly before I did—so we had a merry time of it."

"Incidentally, I may say that Miss Edith Vance (the young lady who called me up) was pleased with my selections and took one of the pairs of pumps that I brought; and her visitor was also so well pleased that she took a pair—as good luck would have it, she and Miss Edith Vance wearing exactly the same size. The pumps regularly retailed at five dollars a pair. This being a special trip, they sold for six dollars per—the two extra dollars being required to pay my livery bill. I threw in the smokes and good fellowship."

"Still there was no need of my staying till 11 o'clock. Eleven o'clock in the country on a dark and stormy night, is a prodigiously late hour. Especially when the ladies upon whom you are calling have been grave-robbing during the day and are regaling you with uncanny tales about the business."

"'Oh, Mr. Williams,' said Miss Edith Vance, 'I bet you can't imagine what we've been doing to-day.' Whereat the other girls giggled and protested that Miss Edith had divulged something perfectly atrocious—something that should have been kept dark, by all manner of means."

"No; of course I couldn't imagine. There were so very, very many things that resourceful young ladies such as these by whom I was being entertained might have been engaged in, that I rather felt it safer not to hazard a guess."

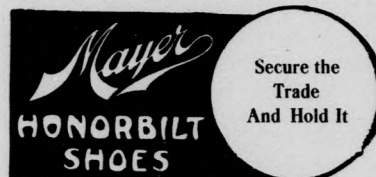
"'Robbing graves,' they said. 'And now, Mr. Williams, we are going to give you a nice souvenir.' And would you believe it, those silly things presently produced a shoe carton half filled with bones—human bones—phalanges of the hands or feet, or both, and teeth, and a jaw-bone with three partially decayed molars in it."

"And now what would I have as a souvenir—something by which to

remember the occasion?' I didn't enthuse over anything; but thought if I must have a souvenir from that collection, a tooth would be about as bad as anything else; so I chose a tooth. I put the tooth in my waist-coat pocket."

"When I finally left the night seemed, if anything, darker and blacker than before. Certainly the wind was higher, and there was a grewsomeness in the air that somehow seemed to effect both myself and the horse I drove. He picked up his feet with alacrity. He was awfully glad, apparently, to be headed for home."

"When once I get out on the road, I thought to myself, my night's work will be substantially over. But I had another guess coming. When I had gone fifty paces on the main road, that beast suddenly stopped. I tried to urge it on; but it absolutely refused to budge an inch. I clucked, hit it with the lines, cut it with the whip; but all to no purpose. He wouldn't budge. I got out my automatic revolver and peered into the night. Couldn't see a thing. Then I climbed out of the buggy and walked around to the horses head. The poor beast was trembling like a leaf. I tried to soothe him, though I felt far from being soothed myself. I couldn't lead that horse. I was utterly baffled. I could hear nothing, see nothing, feel nothing. Yet somehow I seemed to sense a presence. Oh, well, I can't describe my feelings. But I'm frank to say, I was scared. Since I couldn't lead the animal by whatever it was, I thought I'd perhaps be a trifle safer in the buggy; so got back on in the buggy, and took up the lines, thinking



## There is a Demand for Quality in Every Good Shoe Store

Of course every retailer has calls for shoes where **LOW PRICES** are the only consideration. Likewise he has calls for **STYLE** with no attention paid to **QUALITY** or **PRICE**.

However the really down deep satisfaction comes when you fit a pair of **H. B. HARD PANS** for service or the **BERTSCH** for dress wear.

You can watch that man leave your place of business with his bundle and his satisfied countenance, and it is a safe bet that he will be back to see you when again in need of shoes.

**ARE YOU, Mr. Retailer, a "BERTSCH" or an "H. B. HARD PAN" dealer? If not, become one this season. These names are synonyms of "QUALITY."**

Our spring samples are about ready. Shall we have our salesman call and show you the line? No obligation to you. Drop us a card.

**THEY WEAR LIKE IRON**

**HEROLD-BERTSCH SHOE CO.**  
GRAND RAPIDS, MICHIGAN

maybe the animal would start, after having thought it over. But the horse seemed to be glued to the spot. And it was an uncanny spot.

"And then I thought of that tooth. It wasn't a comforting thought. And I determined to part company then and there with that old molar. So I tossed it over into the sodden grass. Though the horse couldn't have seen the motion of my arm, and though the impact of that tooth on the wet grass couldn't have been heard by the horse's sensitive ear, that horse shot forward as if it had been shot out of a catapult. We must have gone nearly two miles before I got control of the animal. I tell you," concluded Bud, "I was glad when I hit the bed about one o'clock that night."

"How do you account for the strange conduct of the horse?" inquired Tony Collins.

"I don't account for it," answered Bud. Charles L. Garrison.

**Catchy Phrases and Fetching Ads for Shoe Dealers.**

Written for the Tradesman.

That the daily newspaper is the local merchant's staple advertising medium has become an old story. But you don't get results commensurate with your investment unless you use that space advisedly.

Watch the local trend of trade, and come out strong on special lines that are calculated to go big. Don't spread out over your entire stock, but select a few choice leaders and bear down good and strong on these.

Get out of the beaten line of talk as much as you can. Be yourself. In other words inject into your advertising your own individuality. Wherever that is done you'll find a dealer who is getting results from his advertising appropriation.

"It's the after wear and fitting results that determine the value of today's shoe purchase." Pretty good, eh? Well, it struck me that way.

And how's this? "Shoes are never considered sold until the wearer is satisfied."

That from the store that frequently uses the slogan—"The Store of Famous Shoes."

"High grade shoes at little cost. Our revised price of men's, women's, and children's shoes began this morning. The most startling reductions will not have newspaper mention or window display. But are prominently displayed in our store for quick sale and agreeable service."

"Grand clearance sale—men's, women's girls', children's and boys' summer shoes—now going on—and continues until all clearable styles and lines are sold. Fourteen famous makers are represented in this sale. A tremendous advantage in trading at Blank's store," etc.

"The bull-moose convention is over. Let's forget it and go along enjoying the good things of life. One of these is Blank's famous shoes for men. We have them from \$3 to \$7 the pair," etc.

"You ought to see Blank's snappy, new fall styles. They are not freakish—still there's enough dash to keep them from being tame."

**What's Become of That Cool Store Talk?**

Written for the Tradesman.

I notice they are not stressing that cool shoe store talk much just at present.

Not much.

All that sort of thing was well enough last summer during those hot, dusty, sizzling days when the heat waves danced festively over the blistering walks and people fairly gasped for breath. But this summer—especially for the last two weeks—it has been delightfully cool. Nobody particularly seemed bent on finding "cool" stores in which to shop.

And yet that cool store talk is a good line all right when the weather is seasonable.

If your store happens to be on the sunny side of the street all you've got to do to have a "cool" store is put up an awning, install a few electric fans, keep a good supply of ice water on hand, see that your store is well ventilated—and there you are.

Simple as falling off a log.

You can make your store as "cool" as the next one; and most any store is several degrees cooler than it is out in the broiling sun.

And the people get the idea that your store is cooler than it actually is. Not that you exaggerated—oh no; that's not the idea. It's their imagination that does the work.

But, as I observed in the beginning, this sort of thing isn't necessary just now, for the weather is so cool the alert shoe dealer doesn't have to manufacture cooling sentiments for his newspaper announcements. This is well enough for it saves valuable "squares" for more important statements.

**Findings Go Big—If They are Pushed.**

Written for the Tradesman.

I had occasion recently to advertise a line of merchandise that had practically ceased moving.

We decided we would make it move—and make it move, not by cutting the price, for there was no occasion for doing that; but make it move by putting motive power behind it.

After a short, intense advertising campaign, the merchandise began to move. And it moved so vigorously the young man in charge of it said to me:

"Well I declare, it does look to me as if you can sell anything by advertising."

"Sure you can," I replied. "You can sell a patch of mackerel sky if you'll only advertise it properly." And this is an old story to every advertising man.

Now what's the matter with getting behind your findings with some live advertising, backed up—and followed up—by some good salesmanship.

Don't you think it'll pay you?

Some things in the findings line sell automatically, as it were.

For instance when milady or the little girl buys a pair of white canvas or white buck shoes, the chances are there'll be a call for some polishing material. And the clerk who doesn't sell some white polishing material

with every pair of white shoes is certainly a poor stick.

But then there are lots of things in the findings line that will not move unless they are pushed.

As long as you have findings it looks as if you ought to sell them. It's generally supposed that you have them for that purpose; and somehow the impression is abroad that you do not get your profits until the goods are sold. Is that correct? Well, then, sell the goods. Advertise them. Back your advertising up with the right sort of salesmanship in your store and you will be surprised and delighted to see how readily they move.

**How About Pushing School Shoes this Time?**

Written for the Tradesman.

Wasn't it last fall you made up your mind you'd push school shoes prior to the opening of the schools another season?

Well, that other season has just about rolled around; and it isn't long now until the schools will be opening.

Have you kept your resolution?

Is the campaign mapped out?

Has the copy for the newspapers been carefully prepared?

If not, I know somebody that had better be getting busy just about now. And that somebody is you.

If you want this school business you've got to go after it. It doesn't come in automatically.

You have shoes that are suitable for boys and girls to wear to school. Of course you have.

That's what you bought 'em for.

Well advertise that fact.

Let the people of your community know that you have school shoes—that they are good fitters and good wearers; that they have dash, style, and all and sundry of the innumerable good features that inhere (or are supposed to inhere) in footwear made for little people.

And if you want to get next to the juvenile heart give souvenirs—to boys, something appropriate for boys; to girls, something suitable for girls.

Perhaps adversity may be useful in bringing out the strong points in a man's character, but most men would vote to abolish it just the same.

**What Publicity Does for the Washing Machine.**

Written for the Tradesman.

Statistics show that the sale of fireless cookers and of vacuum cleaners has increased three-fold in as many years, while that of washing machines has increased seven-fold within the same period. Here we have three articles which are in common use and which are fast becoming necessities. The difference in the rate of increase may be attributed, not so much to that fact that the washing machine is a better bargain as that people are awakening to the value of it. For years it was heavy, cumbersome and expensive and did the work only fairly well. But with increased efficiency and lightness it is quite another proposition and people are finding it out.

It takes time to find out these things, and more when there are old barriers to be removed. The very fact that the old machine had serious objections has been a hindrance to the newer models. Not necessarily a great one, had the thing been energetically pushed. But when the attempt was made to launch the new on the name alone there was a loss of interest. People had learned that a new wringer was necessary when the old one failed, but the washer was a different proposition.

The measure of increase is, of course, to be rated upon efficiency and general need. Then comes the extent to which the public are educated regarding the stock. A gas engine would have very little sale among the Indians of Alaska, for they would not know what to do with it, but the farmer who is learning that it makes the best plow horse now sees in it a legitimate proposition. The methods and reasons for advertising vary greatly, according to time, place and conditions, but the fact that advertising is necessary remains always the same; and if we would increase our sales three or seven fold, it is hopeless to try to dodge a condition as indispensable as air. In fact, it has become the ozone of trade.

Bessie L. Putnam.

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

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

**Brecht's Enclosed Brine Circulating System**

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

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

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

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





### Things for the Sheltered Woman to Think About.

Written for the Tradesman.

The woman I have in mind is the one with a fine, well-equipped home and a kind and affectionate husband who is wealthy or at least in very comfortable circumstances, able to provide an ample and steady income, and generous in money matters with his wife and children; the woman of refinement and education and an established position in society; in short, the kind of woman who seems to have drawn a lucky number in the lottery of life, and who has every chance in the world to grow in womanly grace and graciousness and to develop in loveliness of character and personality.

By a strange paradox the woman so fortunately situated does not always develop as might be expected, but in many instances manifests a narrowness and prejudice of mind, a hardness and even a heartlessness toward those less happily situated than herself, particularly if they are members of her own sex. Hence this little preachment.

Those who are working to secure legislation for the benefit of women and children find one of the hardest things they have to contend against is the indifference of the sheltered woman. Whether it is equal franchise, or a statute that will give a mother the same rights as the father in the custody of the children in states where the mother is discriminated against, or a provision for allowing the wife a more equitable share in the property acquired during marriage—whatever the measure proposed, it must meet, if not the active opposition, at least the apathy and unconcern of large numbers of women in the circumstances I have described, who fail to realize the necessity for any change, who can not see but things are plenty good enough just as they are.

For the woman we have in mind things are good enough as they are. Such a one does not need new laws or measures for her benefit or protection. She and her children are so safeguarded already that she has nothing to expect or desire from legal enactments. And so, having no interest in such things on her own account, those who try to secure her influence in support of a movement are apt to receive from her no encouragement, but only a chilling indifference.

It seems to be natural for the sheltered woman to fall into the way of thinking that any other woman could be just as well situated as she is her-

self if only she had a mind to be; or at least that it is the other woman's fault if she is not so situated.

If the sheltered woman will once and for all rid her mind of this comfortable delusion and allow herself to see things as they actually are and under present conditions must be, she will take the most important step in getting into a just attitude of mind toward those of her own sex not in such circumstances as her own, and toward all the unfortunate of both sexes. Moreover she will begin to count her mercies.

In any city, town, or community only a small proportion of the whole number of men can earn an income sufficient to maintain a family in a liberal style of living. Such being the case a very large majority of women must marry poor men—men whose earning capacity is very limited—or else not marry at all. Some must even take lazy, shiftless, or drunken husbands or remain unmarried.

The sheltered woman needs to grasp the simple and seemingly obvious fact that there are not enough such husbands as her own to go around, and that other women are situated as they are, not through fault of their own, but through force of circumstances. Then she can begin to have some insight into the problems and difficulties of other lives, and can see things from the other woman's point of view.

If you, dear reader, are one of the sheltered women, take things right home to yourself. Perhaps you have excellent taste in dress, and, having ample means to devote to your wardrobe, your clothes are always smart and fresh and becoming. Very likely you have been annoyed by your friend or your sister or your neighbor whose garb is sometimes a little shabby and out of style. Consider just how you would manage to dress if you had no more to spend than your friend has. The chances are that instead of finding fault with what you have heretofore considered her lack of taste you will come to admire her wonderful economies.

Possibly you have been needlessly exacting with your dressmaker. It may be you have been not only hard to suit but desirous of getting a great amount of painstaking work for a very little money. Picture to yourself just how it would seem to be obliged to earn your bread by making gowns at the rate of a few dollars each for overfastidious customers.

Be kindly and pleasant to the salesgirls who wait upon you when you are shopping. Learn to look at things as they must seem to your servant

girl and washerwoman. Have regard for the feelings of even the poor book agent who comes to your door.

You know a woman who works in an office down town and does her housework nights and mornings. You often have said she was very foolish to work as she does and hinted that she was slighting her housekeeping. But if your husband's income were no larger than is that of this woman's husband (although he is an industrious, hard-working man), should you feel obliged to supplement his earnings if possible?

Your husband and sons are not drinking men and you never have been able to see why some women consider it necessary to be, as you have sarcastically put it, "forever ranting around in the cause of temperance." But if your boys had been ruined and the happiness of your home destroyed by the drink evil, might you not feel called upon to lift up your voice against the monster wrong? You care nothing for the ballot—can not see that it would benefit you a particle. But suppose you were a widow or a spinster with heavy taxes to pay, might you not feel that so long as you must help bear the burdens of government it would only be just that you have a voice in selecting lawmakers and officials?

Now, dear sheltered woman, this is not an exhortation that you lend your influence and support to every movement, or that you be indiscriminate or overlavish in giving assistance or bestowing charity; but rather that your affluence and leisure be made the means of your gaining broader sympathies and understanding, and getting into closer touch with your fellow-beings; instead of becoming, as is so often the case, a bar to shut you away from a knowledge of the wants and sorrows of the generality of humankind. Quillo

#### Apt Illustration.

Willie—Paw, what is a telling situation?

Paw—Any occasion when two or more women meet.



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.

## 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

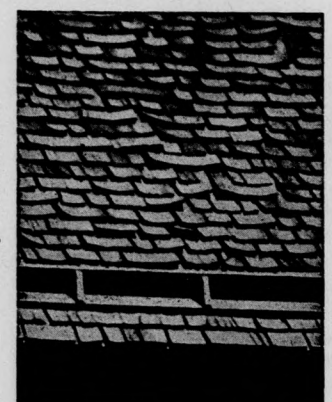
Grand Rapids, Michigan

## REYNOLDS FLEXIBLE ASPHALT SLATE SHINGLES

HAVE ENDORSEMENT OF LEADING ARCHITECTS



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 Chicago  
Detroit Lansing Cleveland Cincinnati Buffalo Worcester Jackson  
Milwaukee Battle Creek Dayton Youngstown Syracuse Scranton

**H. M. REYNOLDS ASPHALT SHINGLE CO.**

Original Manufacturer, GRAND RAPIDS, MICH.

**SOME SUMMER WORRIES.**

**Why Gibson's Salesladies Sought Long Vacations.**

Written for the Tradesman.

Gibson knew there was something doing as soon as he entered the store that hot morning.

There was an air of suppressed excitement scintillating about the large salesroom upon which the window of his private office gave. It was not big business, for big business did not excite his salesladies. It only made them languid and more important.

Long before he had finished with his morning mail, there came a light tap at his door, and in a moment a blonde head and the towering eruption of adjuncts to a blonde head appeared at the side of his desk. This was Minnie Maree McMurtaugh, who presided at the ribbon counter with becoming dignity.

Minnie Maree had been in the Gibson store ever since she was 10—beginning as a cash girl during summer vacation—and she was now not far from 20, although she would never have admitted being more than 17. She had seen the department store grow upward and outward until now it spread over a city block.

Minnie Maree was always chosen to talk to Gibson for the girl clerks, because she knew Gibson's ways, and because she amused Gibson and he liked her, and she knew it. Now she smiled as she laid a beringed hand on the top of the desk, as if for physical support during the interview.

Gibson leaned back in his swivel chair and waited, but Minnie Maree was in no haste to begin. Perhaps she was waiting for the fascination of a new gold bracelet—cost price, \$1.67; weight, eight ounces—to sink into her employer's busy brain.

"Minnie Maree," Gibson said, presently, "I thought you knew that the skyscraper style of dressing the hair had been called in. How do you manage that metropolitan tower, anyway? Do you build it up on a raft, as they do the twenty-story buildings down in the swamp, or do you put down wells and set it up on stilts of concrete? I shouldn't like to tote that bunch of spinach around this warm weather."

"Oh, Mr. Gibson," giggled Minnie Maree. "You're always too keen about a girl's dress."

"Well, Minnie Maree," continued Mr. Gibson, "I don't understand how you manage to offset the wind pressure on that elevation. Do the walls of each story rest on their own floots, or do—"

"Why, Mr. Gibson!" exclaimed Minnie Maree.

"Well, what is it?" asked Gibson. "Have your say and take that make-up out of here. Is it more wages or shorter hours, or both?"

"Why," replied Minnie Maree, "us girls in the back end of the store want vacations. Here we've been harnessed down in this busy mart of trade until we're ready to shoo flies that ain't there out of our rooms. Honest, Mr. Gibson, I'm countin' the spokes of the wheels that go roun' in me head half the time. You can't

expect perfect lalies like we be to keep up our wardrobes and show pleasin' ways to customers without you give us a chanct to mingle with the eleet occasionally."

"That's a fact!" murmured Mr. Gibson.

It was always better than a vaudeville sketch to him to hear Minnie Maree plead for the poor, downtrodden salesgirls.

"You know it!" Minnie Maree continued. "Believe me, if that there Jack Johnson ever wants to lose weight before he weighs in at a ring-side, you just stake him to a couple of days behind that ribbon counter. He'd come out so thin you couldn't hit him with a board a yard wide."

"I'll mention it to him," interrupted Gibson.

"Do," answered Minnie Maree. "An' give him my compliments, an' say for me that he can soak that floor-walker for exercise. Honest, Mr. Gibson, if I had a face like that there floorwalker, I'd wear a mask when I went out on the street."

"But about this vacation," Gibson asked, glancing at the clock and then at the pile of letters on his desk. "What about it?"

"Why," answered Minnie Maree, "we'd like a outin' long enough to make somethin' of ourselves. All we can do now is to hike back and forth between the store an' the hall room an' dream of the green fields. How's us girls goin' to get settled in life if we has to eat coffee an' sinkers off a trunk in the morning an' stand up in a beanery at noon? Honest, Mr. Gibson, the best we ever get now is a bid to a bum motion picture show, or a ride on a boat in the park. How's a girl ever to get a steady if she can't get the flush of health on her palid cheeks? I'm givin' it to you straight that it's me for a furnished flat as soon as some guy that wants to die for me gives the invitation."

"Newport or Long Branch?" asked Mr. Gibson, turning away that Minnie Maree might not see his approval of her stunt in his eyes.

"Any old place where there's hay in the fields an' the long, sweet silence of Nature's heart," replied Minnie Maree, quoting from her last volume of Laura Jean Libbey. "We're lookin' for some of these brown old homes out in the pastures, with swell French windows an' cows lookin' in over the gate. This here busy hum of commerce makes us have pains that no electric pads will shoo away. What I want to know now, is if we get these long vacations."

"I'm afraid you won't come back," replied Gibson, trying hard to look anxious.

"You bet we won't ever come back if we can look down into the hearts of these sons of the fields an' see three square meals a day an' roses lookin' in at the windows. Say, honest, Mr. Gibson, I've et chuck that a dog wouldn't look at so long that I want to get out where the dew is on the berry patch."

"But if you girls all get married and quit—"

"Forget it! There ain't no such luck! We'll go out into the glad sunshine an' come back et up by bugs an' things with the duds tore off our back, an' you'll have to raise our weekly stipend if you don't want the edges chewed off your counters—we'll be that hearty an' hungry. Do we get two weeks?"

"You do," answered Gibson. "Go out and make love to the cows."

"Cows," replied Minnie Maree, making for the door, "don't furnish no steam-heated flats, nor yet take you down back of the fiddles at the playhouse."

So Gibson went back to his letters. Alired B. Tozer.

A child can save its parents a lot of money by not being twins.

**Watson-Higgins Milling Co.**

Merchant Millers

Grand Rapids :: Michigan

**Satisfy and Multiply**

Flour Trade with

**"Purity Patent" Flour**

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

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



**GRAND RAPIDS BROOM CO.**  
Manufacturer of  
**Medium and High-Grade Brooms**  
GRAND RAPIDS, MICH.

**Just as Sure as the Sun Rises**



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 outlets, recommend it to your discriminating customers.



**Voigt Milling Co.**

Grand Rapids Mich.

**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.**

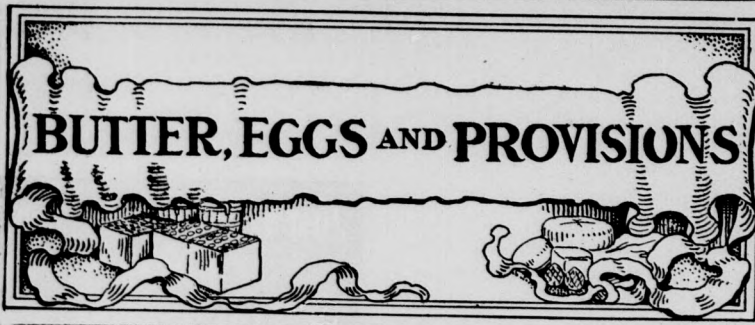
**RAMONA RESORT**



**Japanese Fete Nights**

**Wednesday and Thursday**

**August 21-22**



### Jones Won Out by Adopting Original Methods.

Written for the Tradesman.

The other day I strolled into one of the leading hotels in Chicago and the first man I saw was Jones, of Bingville.

Now Jones, as well as Bingville, are fictitious names, but as the facts are according to Hoyle, the difference in names won't count. Jones was looking mighty prosperous, far different from the first time I went into his little store to solicit an order for canned fish and salt cod.

Jones was of an optimistic nature. He started out in the grocery game in the face of pretty strenuous competition. There were at least four hustling grocers in Bingville who seemed to have the trade and Jones had a capital composed chiefly of nerve and a sunny disposition.

His wife and daughter clerked for him and I know there were many sacrifices made those first days which Jones would like to erase from memory. His competitors gave him mighty short time to cave in, but they didn't know Jones.

Gordon sold groceries for the United Grocery Co. and called on Jones as a prospect when he hit Bingville. There wasn't much of anything to Jones' store—a few old counters and some canned goods, a sign on the window "Jones Grocer"—but then there was the Jones smile and that went a long way. What the conference consisted of I never did find out, but the result was a big load of groceries went in to Jones a few days after Gordon's visit. Gordon stood ace high with the United and he usually secured anything he asked for.

The other grocers of Bingville sat up and took notice as Si Hubbard's old dray hauled those groceries up to Jones and the stock wasn't carted right into the store either—that was not Jones' way. The new boxes and crates and bags all looked pretty good out there on the walk and passersby couldn't help notice them.

In the lot of stuff was a couple gross of cheap canvas gloves which the United were anxious to close out and I guess Jones paid mighty little for them—anyway he painted a sign on a full sheet of cardboard and just dumped the whole lot of gloves in his window. The card said; "These gloves given away, starting to-morrow morning at 8 o'clock."

Canvas gloves always were in demand by the folks down in Bingville and the next morning the folks came in for the gloves. They found Jones was up to his word, but to get the gloves they had to go the full length

of the store and along each counter were stacked the new goods tastily arranged, and several leaders at a special price were temptingly displayed.

Jones afterwards confided to me that he had a quarter in his jeans the day he started giving away the gloves—and darned if he didn't have it made into a watch charm afterwards. But to get back to Jones and Bingville.

Folks just couldn't resist that Jones smile. He had a pleasant word for all, a stick of candy for the kids, a cigar for the men, a little candy for the women. He kept on the jump and saw to it that the bargains on sale did not miss the eyes of those who came for gloves.

That night Jones wasn't kicking on results. He had some extra money in the cash drawer and people were talking about him, and talking favorably, which was the most important fact.

The next few days things went back a little. The trade stimulated at first sort of went into the old ruts and Jones decided something more should be done. He put a big sign in his window and filled it with new brooms. The price of brooms wasn't so high in those days as at present. He placed in a sign which read "Brooms Exchanged—A New Broom For Your Old One"—and, in smaller letters underneath, were the words "and 10 cents cash"; did it take?

Well, the women of Bingville formed a broom brigade and the sight of women parading into the Jones store with old brooms was a sight for sore eyes. As Jones made no deliveries, the women had to go home with a new broom and all served as a walking, living advertisement for the man who was onto his job.

It was about this time I hit him with the fish goods. It was just before Lent and Jones convinced me he would settle for his goods and I let him have several varieties of fish never sold in that vicinity before. Jones settled for the fish and got in a good second order, but then that was Jones' way.

He kept on sawing wood and I often recall his favorite remark back in the early days, "It's all right to take things as they come, but you get a heap more going after 'em."

To-day Jones of the pleasant smile and the aggressive way is living well up on the shady side of Easy street. He has a big double store in Bingville and carries a good heavy stock. Like all wise merchants he takes advantage of the cash discounts at all times, and it was just these discounts which paid for the Chicago trip.

Jones was looking for leaders to use as ammunition for special sales back in Bingville.

"I have some dandy specials lined up which will just keep the old force humping to serve the good folks back there in Bingville. I might buy a carload of fish specialties if you have something worth while."

I told Jones I had cut the fish business for some time past and was now in the advertising game. His eyes lightened and he was all interest at once.

"That's the checker, boy" he said. "Advertising ain't half appreciated by

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

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

**G. J. Johnson Cigar Co.**

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

— ESTABLISHED 1876 —

**MOSELEY BROTHERS**


**WHOLESALE FRUITS AND PRODUCE**  
GRAND RAPIDS, MICH.

**The Vinkemulder Company**

JOBBERS AND SHIPPERS OF EVERYTHING IN

**FRUITS AND PRODUCE**

Grand Rapids, Mich.

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

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

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

**PEACOCK  
BRAND**



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

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.

Ludington, Mich., F. L. Bent  
Grand Rapids, W. T. Irwin, 141 Lyon St. N. E.  
Kalamazoo, H. J. Linsner, 911½ N. Burdick  
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



these chaps back in the towns like Bingville, so many set down and holler like a yellow hound at the big round moon, kicking against local conditions, high cost of living and damning the mail order concerns.

"Why, if they could take a squint at those printing presses in Wards, and over to Sears-Roebuck grinding out so many thousands of catalogues, and realize the big fellows got their strong hold on the nation's pocket book by means of printers ink and the sales talk they put on paper, they would be busy waiting on trade and not cussing around.

"Come on over and take a cigar. I want your opinion on a letter I am going to fire out to a thousand farmers who live around Bingville. It is a special invitation to come and look over an anti-mail order collection I have in the window and a chance to get a cob pipe free for their trouble."

I followed the old man over to the cigar counter and then into the writing room.

Soon we were deep in a discussion of practical publicity, and, take it from me, Jones of Bingville had somewhat a shade on your Uncle Dudley when it came to a showdown on the fine points of the game as applied to the ruralites in the small towns, such as Bingville.

Hugh King Harris,

**Taxed Sugars Less Than Half Our Output.**

Grand Rapids, Aug. 12—Here are some interesting figures pertaining to the consumption of sugar in the United States:

We used in 1911, 3,902,871 tons of sugar. Of this amount Porto Rica, Louisiana, Hawaii and the Philippines sent us ..... 1,440,611 tons.  
Domestic Beet Sugar gave us ..... 606,033 tons making a total of \_\_\_\_\_

Domestic Sugars .. 2,046,644 tons all of which is duty free.

The taxed sugars were as follows:

From Cuba we received ..... 1,586,348 tons.  
From all other foreign countries only 269,879 tons being a total importation of taxed \_\_\_\_\_

sugars ..... 1,856,227 tons.

Therefore, the domestic sugars amount to 52 per cent. of the total and the taxed sugars only 48 per cent. and if the regular growth of the domestic beet industry continues, we shall import less and less foreign raw sugars every year. The total of foreign refined sugars sold here is extremely small.

This information will be interesting at this time on account of the tariff agitation which will not effect this season's prices at all, as the contemplated legislation will not become effective until six months after the President signs the bill, if it passes.

William Judson,

When a straight man strays into crooked paths he is apt to go lame.

**SUCCESSFUL SALESMEN.**

J. A. Keane, Local Representative Salada Tea Co.

J. Albert Keane was born at Stratford, Ont., March 27, 1888. His antecedents were Irish on his father's and Scotch on his mother's side. When he was five years of age his parents removed to Detroit where he attended the public schools until 1905, when he entered the office of the Salada Tea Co. as office boy. Nine months later he was given a position on the road and since that time he has covered



the retail trade of Michigan, Northern Indiana and Northern Ohio. He removed from Detroit to Grand Rapids in the fall of 1910 and now covers the retail trade of Southwestern Michigan and Northern Indiana.

Mr. Keane was married November 22, 1910, to Miss Florence Highland, of Detroit. They have a boy eight months old and reside at 519 North Prospect avenue.

Mr Keane is a member of Detroit Lodge, No. 357, F. & A. M., and the United Commercial Travelers. Aside from these two fraternities, he has no other social affiliations. His hobby is fishing and base ball. He undertakes to see his trade three or four times a year. He is a man of pleasing personality. He is a good dresser. He makes friends easily and holds them strongly.

As an indication of the esteem in which he is held by his house, it may be stated that he was called into Detroit last week to attend to the duties of the State manager during his absence on his summer vacation. There were other men whom the manager could have called to his assistance, but he evidently felt more confidence in Mr. Keane than in any man in his employ.

Mr. Keane has very cheerfully stepped into the breach and taken up the work of Grand Rapids correspondent for the U. C. T. and it goes without saying that his work is entirely satisfactory to all concerned. His comments are newsy, without being prosaic, and up to date he has not been detected in attempting to write a jingle or compose a rhyme. This is a pretty

good indication that he has a sound mind and a clear head.

**Most Accidents on Monday.**

The time and season of accident has been subject of investigation in Germany. The months show little difference in the frequency of accidents, and the month of greatest number—October—rises only to 9.39 per cent of the year's total. The days of the week have much greater difference. The accidents are most numerous on Monday, supposed to be due to abuse of alcohol on Sunday, and the daily number then diminishes to a minimum on Wednesday Sunday being excepted, afterward rising steadily to Saturday, which has a record between those of Monday and Tuesday.

If you are truthful you will have to admit that you are more or less gossipy.

**Hammond Dairy Feed**

"The World's Most Famous Milk Producer"

LIVE DEALERS WRITE

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

**Spring Wheat---Flour and Feeds**

Mixed Cars a Specialty Reasonable Prices and Prompt Service

Michigan Agent for SUCRENE Feeds

ROY BAKER

Wm. Alden Smith Bldg.

Grand Rapids, Mich.

**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.

**Good Things to Eat**



Jams Jellies Preserves Mustards

Fruit Butters Vinegars Catsup

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

**Hart Brand Canned Goods**

Packed by

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

Michigan People Want Michigan Products

**Rea & Witzig**

PRODUCE COMMISSION MERCHANTS

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

Established 1873

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

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

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

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



**Michigan Knights of the Grip**  
 President—C. P. Caswell, Detroit.  
 Secretary—Wm. J. Devereaux, Port Huron.  
 Treasurer—John Hoffman, Kalamazoo.  
 Directors—F. L. Day, Jackson; C. H. Phillips, Lapeer; I. T. Hurd, Davison; H. P. Goppelt, Saginaw; J. Q. Adams, Battle Creek; John D. Martin, Grand Rapids.  
**Grand Council of Michigan, U. C. T.**  
 Grand Counselor—John Q. Adams, Battle Creek.  
 Grand Junior Counselor—E. A. Welch, Kalamazoo.  
 Grand Past Counselor—Geo. B. Craw, Petoskey.  
 Grand Secretary—Fred C. Richter, Traverse City.  
 Grand Treasurer—Joe C. Wittliff, Detroit.  
 Grand Conductor—M. S. Brown, Saginaw.  
 Grand Page—W. S. Lawton, Grand Rapids.  
 Grand Sentinel—F. J. Moutier, Detroit.  
 Grand Chaplain—C. R. Dye, Battle Creek.  
 Grand Executive Committee—John D. Martin, Grand Rapids; Angus G. McEachron, Detroit; James E. Burtless, Marquette; J. C. Saunders, Lansing.

#### Wafted Down From Grand Traverse Bay.

Traverse City, Aug. 12—Traverse City U. C. T. Council No. 361 held their sixth annual picnic at Fouch on Carp Lake, Saturday, August 10. The train left at 9:30 a. m. on the M. & N. E., carrying about 100 of the boys with their families and friends, arriving at their destination about 10 o'clock, where they found the committee awaiting them with all the arrangements made for a jolly good time. The threatening weather held the attendance down somewhat.

After arriving, games immediately were arranged and the prize winners were as follows: Fat men's race, W. D. Murphy; Lean men's race, John Cheney; Skinny ladies' race, Miss Hutner; Ladies' ball throwing, Miss Gilbert; Men's one-eighth mile walk, Jay Young; Ladies' 100 yard walk, Mrs. James Fortier; Misses' race, Miss Friedrich; Little boys' race, Jimmie Niles; Little girls' race, Fern Wilson; Girls' race, Miss Yound, of Kankakee, Ill.; Stout ladies' race, Mrs. Ray Thacker; Cracker eating race, Kenneth Livingstone; Guessing contest, Miss Corner—Miss Florence Filmore won the pair of baby shoes for making the high dive. Dinner was now in waiting in the pavilion and official organist Lew Miller favored the bunch with a few selections on a phonograph.

After dinner we immediately adjourned to the ball ground, where some featured plays were pulled off. Following we give you the lineup and results:

Reynolds Yanigans:  
 Catcher—Miles.  
 Pitcher—Reynolds.  
 First Base—Archie Jourdan.  
 Second Base—E. Packard.  
 Short Stop—Bowman.  
 Third Base—Sam Taylor.  
 Left Field—Frank Wilson.

Right Field—Jay Young.

Richter's All Stars:

Catcher—Ray Thacker.

Pitcher—Fred Richter.

First Base—John Cheney.

Second Base—L. D. Miller.

Short Stop—W. F. Murphy.

Third Base—E. C. Knowlton.

Left Field—Herman Hoffman.

Right Field—W. E. Bennett.

The honors in the pitching line on the All Stars were divided between Richter, Murphy and Bennett.

Umpire—Harry Hurley.

Scores by innings:

Yanigans 2-3-1-1-1-0-0-1-0—9

All Stars 1-1-2-0-2-2-0-4-1—13

Home runs—Murphy, Richter.

Two base hits—Herman Hoffman.

The following distinct features of players must be noted:

Reynolds pitching in German style.

Murphy pitching Pig tail curves.

Bennett pitching Horst Academy Swing.

Cheney catching Hebrew style, hands up.

Niles sneaking in when not expected.

Taylor hitting pop-ups—his business.

Knowlton canned (Monarch Brand) at bat.

Packard Rip Van Winkle stunt at second.

Thacker heavy on the long distance throw.

Jourdan, while at bat, imagined attending B. P. O. banquet at Cadillac.

Wilson coaching with kid gloves on.

We would suggest that each outfielder provide himself with blue goggles, bushel baskets and a set of casters hereafter.

Scout Adrian Oole, of the National Grocer Co., witnessed the game from an aeroplane.

The work of the umpire was commendable, excepting on balls and strikes, fair hits and putouts.

Jourdan and Bennett pulled off an acrobatic stunt at first base.

We might add that Miller and Young lost heavily on the result of the game.

The outside visitors were Will Godfrey and James Fortier and family, of Grand Rapids.

James Fortier acted as official cop and Bill Bennett as judge and if more judgment was used we would have been more pleased.

Godfrey and Weaver spent the afternoon in fishing. It is a good thing that Allen Smith was not there when the catch was presented.

W. F. Murphy favored Mrs. Ray

Thacher with a tale of a hog which was very interesting on the way out. Some stories are sometimes out of place.

E. C. Knowlton used Reid Murdoch mileage book for transportation instead of purchasing the 25c return trip ticket.

James Fortier favored the bunch with a few selections in imitation of the steam calliope, which was very much appreciated.

The eatables were certainly fit for a king.

Too much praise can not be given to the committees for the excellent programme which was offered and special favors are extended to our postmaster, Frank Friedrich, for his services and the use of his cottage and grounds; also to Herman Hoffman, who certainly was a great asset to the event. Herman is always on the job. Thanks are offered to Straub Bros. & Amiotte, candy manufacturers, for the delicious candies which they presented; also to the Oval Wood Dish Co. for plates; Musselman Grocer Co. for coffee and R. E. Weaver for the smokes.

We all left feeling that this was one of the most notable events in the history of our Council and the picnic was a success from every point of view.

Edward Wells took advantage of his competitors while they were at the picnic and called on the trade.

We also at this time wish to thank the management of the M. & N. E. for special favors extended the picnic party.

Thos. Keaveney will succeed Kent Butters on this territory in the interests of Liggett-Myers Co., selling tobacco. He will make his headquarters at the Park Place Hotel.

Con. Broene, of the Steketee Dry Goods Co., of Grand Rapids, is confined at a Petoskey sanitarium, being somewhat under the weather. Speedy recovery, Con.

We received the sad news that our worthy brother and Secretary, W. I. Barnes, of Hillsdale, has passed to

the "Eternal City Council," blood poisoning being the cause. We certainly extend heartfelt sympathy to the bereaved members.

Sam Beaubian, manager of Baker's Inn, at Charlevoix, has favored the boys with the individual towel and we assure you, Sam, that we appreciate it. Sorry that we have not the pleasure of giving you this mention before.

Ray Thacker spent one night away from home last week and returned with his night robe torn into shreds. Now Mrs. Thacker sings to him the following: "Now, sweetheart, if you talk in your sleep, please do not mention my name."

If Lee Sanford, of Reed City, visits Boon frequently it will certainly help the hardware business in the village. Tubs and pails have advanced in price, too.

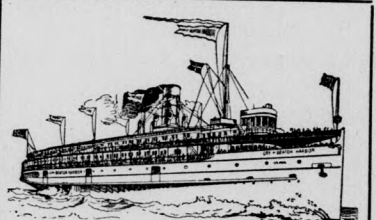
Fred C. Richter.

Too many men mistake conspicuousness for greatness.

#### OFFICE OUTFITTERS LOOSE LEAF SPECIALISTS

*THE Tisch-Hine Co.*

137-239 Pearl St. (near the bridge), Grand Rapids, Mich.



#### Chicago Boats

G. & M. Line

Every Night

Fare \$2

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



We Manufacture

#### Public Seating

Exclusively



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

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

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

Write Dept. Y.

**American Seating Company**

215 Wabash Ave.



CHICAGO, ILL.

GRAND RAPIDS

NEW YORK BOSTON

PHILADELPHIA

### News and Gossip of Interest To U. C. T.

Grand Rapids, Aug. 12—The Pike House, at Niles, which has been closed for eight months, has changed hands. Geo. R. Benson is now proprietor. In the four weeks' time Mr. Benson has been on the job he has tried to make the place look like something, painting here and there, and has taken particular care to put the dining room and kitchen in shape. The barns and sheds have been removed from the rear and our friend Benson promises to give the boys better accommodations and service, than the boys have received in Niles in sometime.

Mell's Transfer Co., of Niles, is talking of charging 25c one way. They would do better if they leave the price where it is. The boys can't swallow too much of this "25c one way stuff."

Better buy that rain coat this week, as the clouds leak every day now.

Your assessment is due Aug. 14. Pay it on time or your insurance is absolutely no good.

Well, it's this Saturday, boys, Aug. 17—1 p. m., Manhattan Beach, (Basket Picnic) Races and Sports will start at 2 p. m. Now these things are going to be pulled off on time. So if you are not there on time you are going to miss part of it. The committee has made all arrangements except for the weather. What kind would you like?

Hyatt & Son, formerly of Lake Odessa, bought out Mrs. Burk, of Lake Odessa, cleaned it up and refurbished it, and one of the first and important things done was to put in individual towels. Now, boys, go to the brick hotel.

Big blow out at Lake View Aug. 21. All traveling men are invited. Don't forget the date—Wednesday, Aug. 21

It seems that the Grand Trunk could stand a train east between 7:15 a. m. and night Sunday. How about it, Grand Trunk?

Harry D. Hydorn's little son, Douglas, age 22 months has made his mark in this world already. He kicked over the ink bottle on Harry's desk—general results.

Sign in a Michigan Hotel.

"Guests are Not Allowed to Take Soap from the Hotel. In Order to Prevent this, There Will Be No Soap."

The ninety room addition to the Post Tavern, at Battle Creek, will be ready this fall. The proprietors will now be able to accommodate the boys. Strictly fire proof, so now boys you will not have to double up in Battle Creek any more.

The Dalton Hotel, at Jackson, is some hotel. They certainly make the boys feel at home. The new grill room which has recently been added to the hotel is strictly up to date, giving the boys their money's worth on the feed question. We cannot recommend the beds at the Dalton Hotel too highly.

Our genial friend, Chas. C. Bronaugh, from Battle Creek Council No. 253, was in town last week. We will be glad to see you at our picnic, Charlie, Aug. 17. Bro. Bronaugh sells Hemmeter cigars.

S. W. Johnson, a member of Battle Creek Council, No. 253, has promised time and time again to join No. 131, we would like to have you show up at our next regular, Bro. Johnson, Sept. 7.

Bill Drake likes his new position of assistant manager, but he does miss that expense account.

Frank Pierce (Standard Oil) has had a new town added to his territory. Bitely is the name. Bro. Pierce was hollering to the boys at White Cloud because he would have to winter in Bitely over night in order to make the town.

We note that E. R. Carpenter, formerly with the Woodhouse Co., now representing Dwight Bros., has discontinued smoking "Milos." There is a reason.

Roy Davy, in his little Hupp, tried to push a street car off the track one day last week—with the usual results. Roy is with Overland Auto Co. now, as city salesman.

The subscription price of the Tradesman is temporarily reduced to \$1. Those of you who do not receive this valuable paper with all the U. C. T. news in better mail his name, dollar and address to our friend, E. A. Stowe.

The programme arranged for our annual picnic is as follows:

1. Boy's Foot Race.
2. Girl's Foot Race.
3. Men's Pipe Race.
4. Ladies' Nail Contest.
5. Boy's Pop Race.
6. Girl's Bottle Race.
7. Past Senior Counselors' Race.
8. Ladies' Needle Race.
9. Men's Foot Race.
10. Ladies' Hat Race.
11. Girls' Pie Eating Contest.
12. Ladies' Gum Drop Contest.
13. Girls' Spoon and Egg Contest.
14. Ball Trowing Contest (Ladies.)

Guessing Contest—open.

Ball Game.

U. C. T. vs. "Suffragettes."

Harry Hoeg certainly made a fine speech in Bay City. He used his arms, hands, and feet to emphasize his points, etc. This speech was so interesting it has been traveling around until at last we hear of it. With Harry's permission, we will print it in next week's issue. Order extra copies early.

One of our members who travels for the Worden Grocer Co. had one jolly time going to Gunn Lake. He claims to have broken all records, covering the distance between Gunn Lake and Grand Rapids, in forty-five minutes. Brother, your name and address, has been forwarded to Dawson, at Indianapolis. Look for a challenge.

Jno. H. Taylor, of Keystone Type Foundry Co. Detroit branch spent the week, around our beautiful city and found time to visit our secretary, Harry D. Hydorn. Bro. Taylor is an old member of No. 131.

We still have two brothers who are looking for employment in the speciality lines. One has had four years' experience with one house and the other one five years' experience. These two boys have been handling grocery specialities, but are open for

any line. Now, boys, do you know of anything? J. A. Keane.

### Chirpings From the Crickets.

Battle Creek, Aug. 12—We are back on our Michigan job again, after a few weeks' sojourn among the cities of our sister state, Indiana. We hear again the Song of the Crickets, which music we will try and reproduce for your hearing.

We might explain that the Crickets are not all dead here, but owing to a misunderstanding, Brother Riste did not record the Chirpings the last two weeks, as he had intended to do. Brother Riste is not dead, either, for we met him at the picnic and he was looking as hale and hearty as ever.

Ed. McGee was called to Grand Rapids on a business trip last Friday night. We regret that any business of more importance than the U. C. T. picnic should have presented itself to any of our members.

It beats all what fine beet pickles grow upon the "farm" of Brother and Sister Ireland. By the way, friends, Brother Ireland wishes a suitable name for his new home, so those interested in helping him to christen it may send such names to his address, Herbert Wier Ireland, R. F. D. No. 4, Battle Creek, Michigan, U. S. A. Only one name is allowable in the contest. As they have a branch Angora cat ranch started, the title of Category Gulch has been suggested. Let all bids be sent postpaid and sealed.

We often hear of people losing their patience, their heads or their pocket books, but it does not seem necessary for a fellow to lose his hat. If Brother Pfander had not given up the idea of eating at lunch counters where it is permissible to wear one's head gear and gone to putting up at the best hotels, he might now be in possession of his panama. Never mind, however, it is now the "off" season, and we think that the extra \$5 which was awarded the travelers of the United Confectionery Co. recently will put him next to a brand new one.

By the way, speaking of the United Confectionery Co., it has been asked, What is the best thing this well-known house has put upon the market in box goods? Why, Mister Guy Pfander, in the Pitcher's Box. He's there with a fancy Spit Ball, believe me.

Brother Charles H. Spencer and family, of Peoria, Ill., are visiting friends in the city for a few days. It was a treat to have them with us at the time of the picnic.

Brother Milt. Loomis had the satisfaction of finding out how many friends he had among the U. C. T. In his open honest manner, he walked around among the boys, asking them for just eight cents. Without any suspicion on their part he was handed coin to the amount of a dollar or more, but you should have seen the peculiar expressions on the faces of the innocents when they were reminded that he had heard that they were an "easy" bunch and that he was just satisfying himself upon the subject.

We have had our annual picnic and, while we have been satisfied that former occasions were happy events, it seems as if this year eclipsed them all. The affair was held this year at Allendale, Gull Lake, the date being August 10, all day.

The boys and their families left on a special car at 9:30 a. m. and, upon arriving at the resort, baskets were deposited upon tables in the grove, where they were to remain until the noon hour.

The first thing upon the programme was a ball game between teams picked from the Council. The Whangdingers were captained by Boyd Courtright, while the Snyderenes were managed by R. Snyder. Brother C. H. Spencer, of Peoria, and Moore, Jr., acted as umpires.

Despite a few threats to kill the umpire, the game was played with few errors and much enthusiasm. The results, aside from a few scratches, bruised hands, and lamed muscles, was 22 to 20 in favor of the Whangdingers in a hard fought contest of seven innings.

Poets would fall short in adjectives adequate to describe the dinner. Real spring chicken (last spring, year ago), celery, pickles, escalloped potatoes—but, pshaw! what is the use of enumerating them? No one could duplicate such a layout. All of these goodies were washed down with steaming hot coffee and ice cold lemonade.

Brother Charlie Spencer and family, of Peoria, Ill., were present and in response to a call for a speech from Brother Spencer, he favored the company with a witty speech, closing it with an original poem, in which he mentioned the names of every member on the roster. This was received with hearty applause.

In the first contest, that of a three legged race, Mesdames Riste and McIntire were successful and were awarded a five pound box of chocolates.

Mrs. Vint. Phelps was awarded a fine basket of fruit as a prize for throwing at a mark contest.

A tempting box of gum was given Mrs. Charles Foster for showing the most ability as a gum chewer.

A large ripe watermelon was awarded Mrs. Dye, who made the best guess upon the number of beans in a bottle. Later the watermelon was cut for the benefit of the children present.

Mrs. Lyn. Johnson won the fat woman's race, while Miss Bess Blakeslee was awarded the prize in the lean woman's race.

The prizes were baskets of fruit.

The pie eating contest was won by J. Q. Adams and was done so skillfully that it is not necessary to mention the other contestants at all.

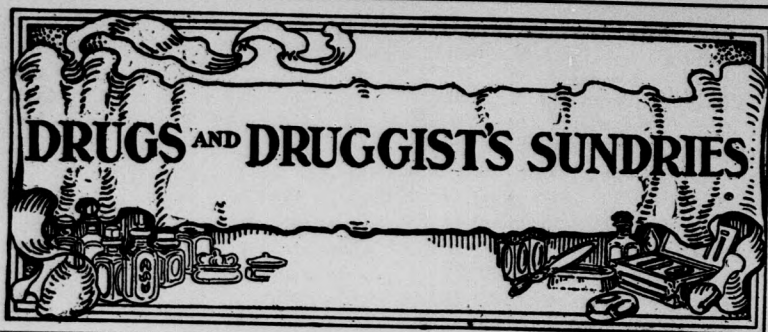
After the sports were ended, the party hid themselves to the pavilion, where dancing and music were enjoyed.

We are all looking forward to next year and the promised picnic and day's outing.

We are, we are, who are we?

We are the boys of the U. C. T., Battle Creek Council 2-5-3.

Chas. R. Foster.



**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. Foulkner, Delton.

**Michigan State Pharmaceutical Association.**

President—Henry Riechel, Grand Rapids.  
 First Vice-President—F. E. Thatcher, Ravenna.  
 Second Vice-President—E. G. Miller, Traverse City.  
 Secretary—Von W. Furniss, Nashville.  
 Treasurer—Ed. Varnum, Jonesville.  
 Executive Committee—D. D. Alton, Fremont; Ed. W. Austin, Midland; C. S. Koon, Muskegon; R. W. Cochrane, Muskegon; D. G. Look, Lowell; Grant Stevens, Detroit.

**Michigan Pharmaceutical Travelers' Association.**

President—F. W. Kerr, Detroit.  
 Secretary-Treasurer—W. S. Lawton.

**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.

**Two Pharmaceutical Associations No Longer.**

At the joint meeting of the Michigan State Pharmaceutical Association and the Michigan Retail Druggists' Association held at Muskegon last week, the two organizations were amalgamated on terms satisfactory to both.

The convention convened Tuesday afternoon. Mayor Rietdyk welcomed the visitors. The responses were by Von W. Furniss in behalf of the druggists and John J. Dooley in behalf of the pharmaceutical travelers. The afternoon was devoted to a discussion covering the details of this proposed amalgamation.

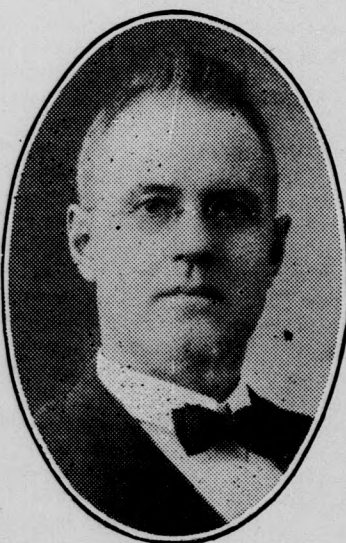
The convention, on assembling Wednesday morning, instead of voting immediately on the proposition of uniting, took up the proposed constitution and by-laws. The two conventions met informally as a committee of the whole at the Woman's Club building. Secretary Potts, of the National Association of Retail Druggists, acted as chairman, and R. W. Cochrane, of Kalamazoo, Secretary of the Michigan Retail Druggists' Association, as Secretary.

The questions of name and membership were the hardest nuts to crack. There was an effort made to have the joint associations take the name of the younger body, or the Michigan Retail Druggists' Association, but this was fore-stalled by a motion to have the chair appoint a special committee to thresh out this matter.

The committee was composed of D. D. Alton, of Fremont, President of the Michigan Retail Druggists' Association; E. W. Austin, of Midland, President of the Michigan State Pharmaceutical Association,

Von W. Furniss, of Nashville, and D. G. Look, of Lowell, representing the former body; and F. W. P. Perry and J. H. Webster, both of Detroit, representing the latter body.

Alton presided as chairman at the committee deliberation, the committee unanimously adopting the name of the older body, or Michigan State Pharmaceutical Association, for the



Henry Reichel

new organization. No re-incorporation will be necessary, as the Secretary of State will be informed of the change in by-laws made.

Secretary Cochrane, of the Retail Druggists, placed the membership proposition plainly before the convention in an address in which he pointed out that to expect the pharmaceutical travelers to pay dues in the druggists' associations and their own associations, besides furnishing the entertainment at each state meeting of the druggists, is too much. They were therefore excluded from membership, as were also jobbers, wholesalers, and others. Mr. Cochrane explained that it is perfectly agreeable to the travelers to be shut out of membership in the druggists' body.

The by-laws adopted were practically those of the Retail Druggists' Association, slightly modified as to membership. A provision of the by-laws is that college instructors in pharmacy, materia medica, botany, and chemistry, are eligible to honorary membership.

Another modification of the by-laws is a provision that one trustee shall be elected each year to the Prescott Memorial fund association to serve for five years. Five delegates will be elected annually to the American Pharmaceutical Association convention and two to the Na-

tional Association of Retail Druggists. The railroad expenses of the latter two delegates will be paid by the state body.

The address of the day was made by Secretary Potts, of the National Association of Retail Druggists, who launched into a bitter attack on the Richardson bill.

"This bill," he declared, "was framed by Dr. Wiley of the United States bureau of chemistry, not in the interests of the public and the retail druggist, but solely in the interest of the old school physicians connecated with the American Medical Association.

"It tries to prevent the druggist from selling almost everything in the drug line except a physician's prescription. It is inimical to the interests of the druggist and dangerous. The inhibited list of that bill, which includes the various drugs that a retail druggist may not sell, includes even caffeine and cascara.

"We are in sympathy with one portion of the bill, that portion which does away with the double standard. I say this despite the fact that some of your Detroit manufacturers would like to have this part of the bill eliminated.

"Parke, Davis & Co., of Detroit, are now indicted in Pennsylvania for selling goods under the double standard. This standard should be abolished. It is wrong. It is a wrong upon the public to sell tincture of iodine of only 3 per cent. strength. This can be done under the pure food law if the label is marked 3 per cent.

"But what does the public know about how strong the drug should be to be of standard? It is the same way with laudanum and other drugs. I believe that a single standard should be established and that the manufacturers should be forced to live up to it.

"If Dr. Wiley had his way in the Richardson bill, which includes caffeine on its inhibited list, it would be impossible to sell tea or coffee without a physician's prescription. Wiley's fight on the Coca Cola company cost the Government \$25,000 and brought lots of orders to the company. Wiley says the law is for the benefit of the public. Is it to the public's benefit to be required to pay 50 cents for a physician's prescription every time it wants 10 cents worth of some drug?

"Something must be done to curb the dispensing doctor. In the past we've tried to accomplish the impossible, but we are headed the right way now. Iowa has a law which provides that only regularly registered pharmacists can sell medical preparations that contain certain inhibited drugs. Michigan should also have such a law.

"Michigan should have a law requiring every physician who dispenses to keep his prescriptions on file for five years. The doctor can now diagnose, dispense, and if his patient dies, bury him. We should have a law that would give the courts some chance to investigate. Force the doctor to keep his prescriptions

on file and you have made a big step ahead."

In the afternoon the druggists were the guests of the Pharmaceutical Travelers' Association which provided entertainment for them in the shape of a boat ride on the Goodrich steamer Virginia. The Virginia left the local Goodrich wharf shortly after 1:30 o'clock for a trip on Lake Michigan, during which time the following officers were elected:

President—Henry Riechel, Grand Rapids.

First Vice-President — F. E. Thatcher, Ravenna.

Second Vice-President—E. E. Miller, Traverse City.

Secretary—Von W. Furniss, Nashville.

Treasurer—Ed. Varnum, Jonesville.

Executive Committee—D. D. Alton, Fremont, Ed. W. Austin, Midland; C. S. Koon, Muskegon; R. W. Cochrane, Muskegon; D. G. Look, Lowell; Grant Stevens, Detroit.

In the evening the annual banquet was held at the Occidental Hotel, Charles Sumner Koon was toastmaster par excellence. The following topics were discussed:

Druggists' Associations—D. D. Alton.

The Successful Druggist—W. C. Kirchgessner.

The Commercial Traveler—H. R. Macdonald.

Pharmaceutical Philosophy — Lee M. Hutchins.

Commercial Side of Pharmacy—R. W. Cochrane.

Pharmacy in Dry Counties—S. T. Collins.

Thursday forenoon resolutions were adopted commending the work of the National Federation of Retail Merchants and the Michigan Federation of Retail Merchants. President Riechel was instructed to appoint two delegates to attend the next meeting of the latter organization.

President Riechel congratulated the members on the good work accomplished at the convention and expressed the hope that all members in arrears for dues with either organization promptly liquidate the arrearage, so that the new organization may have a full treasury.

**Electric Supplies Pay.**

A druggist in a small city in Southern California keeps electrical supplies as a side line. It has proved very profitable and he says it draws trade for him in many ways. He keeps everything one would want in this line and many times, when people come in for electric light globes or other articles of this nature he sells many articles in the drug line which help his profits. On the other hand, when they come in for drugs they many times see something they want in the electrical line.

**DRUG STORE FOR RENT**

Best location in Middleville, a thrifty town supported by an excellent farming community. First time in fifty years when there has been only one drug store in the town. Enquire of

DR. L. P. PARKHURST,  
 89 Monroe Ave., Grand Rapids.

WHOLESALE DRUG PRICE CURRENT

Table listing various drugs and their prices, including sections for Acidum, Ammonia, Aniline, Baccae, Balsamum, Cortex, Extractum, Ferru, Flora, Folla, Gummi, Herba, Magnesia, Oleum, and Syrups.

Table listing various oils and paints, including sections for Oils and Paints, with items like Lard, Soda, and various oils.

Advertisement for HAZELTINE & PERKINS DRUG CO. featuring a large illustration of their building and text: '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.'

Advertisement for FLEISCHMANN'S YEAST, stating: '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.'

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.

3

4

5

ADVANCED

Butter Plates Flour

DECLINED

Index to Markets

By Columns

1

2

Table with columns for market categories (A, B, C, D, F, G, H, J, M, N, O, P, R, S, T, V, W, Y) and items like Ammonia, Axle Grease, Baked Beans, etc.

Table with columns for market categories (Clams, Corn, French Peas, Gooseberries, Hominy, Lobster, Mushrooms, Oysters, Peaches, Pineapple, Pumpkin, Raspberries, Salmon, Sardines, Shrimps, Succotash, Strawberries, Tomatoes, Carbon Oils, Catsup, Cheese) and items like Little Neck, Burnham's, Fair, etc.

Table with columns for market categories (CHEWING GUM, CHOCOLATE, CHICORY, CIDER, SWEET, CLOTHES LINE, COCOA, COCOANUT, COFFEES, ROASTED) and items like Adams Pepsin, American Flag Spruce, etc.

Table with columns for market categories (CONFECTIONS, Mixed Candy, Fancy-In Pails, Fancy-In 5lb. Boxes, Pop Corn, NUTS-Whole, COGNAC) and items like Stick Candy, Standard H H, etc.

Table with columns for market categories (Sweet Goods, Animals, Atlantic, Atlantic Assorted, Avena Fruit Cakes, etc.) and items like Animals, Atlantic, etc.

6

Table of various goods including Graham Crackers, Lemon Snaps, Oatmeal Crackers, and other packaged items.

7

Table of various goods including Cotton Lines, Linen Lines, Poles, and various flours and oils.

8

Table of various goods including Grain Bags, Herbs, Hides and Pelts, and various meats and oils.

9

Table of various goods including Smoked Meats, Bologna Sausages, Beef, and various other meats.


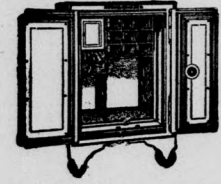

10

Table of various goods including Whitefish, Seeds, Shoe Blacking, and various oils and syrups.

11

Table of various goods including Tobacco, Plug, and various other items.

# Special Price Current

12	13	14
Banner, 5c ..... 5 96	Rob Roy, 50c, doz. .... 4 12	Trojan Spring ..... 90
Banner, 8 oz. .... 1 60	S. & M., 5c, gross ..... 5 76	Eclipse patent spring ..... 85
Banner, 16 oz. .... 3 20	S. & M., 14 oz. doz. .... 3 20	No. 1 common ..... 80
Belwood Mixture, 10c 94	Soldier Boy, 5c gross ..... 5 95	No. 2 pat. brush holder ..... 85
Big Chief, 2 1/2 oz. .... 6 00	Soldier Boy, 1 lb. .... 4 80	Ideal No. 7 ..... 85
Big Chief 16 oz. .... 30	Sweet Caporal, 1 oz. .... 60	12lb. cotton mop heads 1 45
Bull Durham, 5c ..... 5 90	Sweet Lotus, 5c ..... 6 00	<b>Pails</b>
Bull Durham, 10c ..... 10 80	Sweet Lotus, per doz. 4 85	2-hoop Standard ..... 2 00
Bull Durham, 15c ..... 18 48	Sweet Rose, 2 1/2 oz. .... 30	3-hoop Standard ..... 2 35
Bull Durham, 8 oz. .... 60	Sweet Tip Top, 5c ..... 2 00	2-wire Cable ..... 2 10
Bull Durham, 16 oz. .... 6 72	Sweet Tip Top, 3 1/2 oz. .... 38	Cedar all red brass ..... 1 25
Buck Horn, 5c ..... 5 76	Sweet Tips, 1/2 gro ..... 10 08	3-wire Cable ..... 2 30
Buck Horn, 10c ..... 11 52	Sun Cured, 10c ..... 11 75	Paper Eureka ..... 2 25
Briar Pipe, 5c ..... 6 00	Summer Time, 5c ..... 5 76	Fibre ..... 2 40
Briar Pipe, 10c ..... 12 00	Summer Time 7 oz. .... 1 65	10 qt. Galvanized ..... 1 70
Black Swan, 5c ..... 5 76	Summer Time 14 oz. .... 3 50	12 qt. Galvanized ..... 1 90
Black Swan, 14 oz. .... 3 50	Standard, 2 oz. .... 5 90	14 qt. Galvanized ..... 2 10
Bob White, 5c ..... 5 90	Standard, 3 1/2 oz. .... 2 28	<b>Toothpicks</b>
Brotherhood, 5c ..... 5 95	Standard, 7 oz. .... 1 68	Birch, 100 packages ..... 2 00
Brotherhood, 10c ..... 11 00	Seal N. C., 1 1/2 cut plug 70	Ideal ..... 85
Brotherhood, 16 oz. .... 39	Seal N. C., 1 1/2 Gran 63	<b>Traps</b>
Carnival, 5c ..... 5 70	Three Feathers, 1 oz. 63	Mouse, wood, 2 holes 22
Carnival, 3 1/2 oz. .... 39	Three Feathers, 10c 10 20	Mouse, wood, 4 holes 45
Carnival, 16 oz. .... 40	Three Feathers and	Mouse, wood, 6 holes 70
Cigar Clip'g Johnson 30	Pipe combination ..... 2 25	Mouse, tin, 5 holes ..... 65
Cigar Clip'g, Seymour 30	Tom & Jerry, 14 oz. .... 3 60	Rat, wood ..... 80
Identity, 8 & 16 oz. .... 30	Tom & Jerry, 7 oz. .... 1 80	Rat, spring ..... 75
Darby Cigar Cuttings 4 50	Tom & Jerry, 3 oz. .... 8 75	<b>Tubs</b>
Continental Cubes, 10c 90	Trout Line, 5c ..... 5 95	20-in. Standard, No. 1 7 50
Corn Cake, 14 oz. .... 2 55	Trout Line, 10c ..... 10 00	18-in. Standard, No. 2 6 50
Corn Cake, 7 oz. .... 1 45	Turkish, Patrol, 2-9 5 76	16-in. Standard, No. 3 5 50
Corn Cake, 5c ..... 5 76	Tuxedo, 1 oz. bags ..... 48	20-in. Cable, No. 1 ..... 8 00
Cream, 50c pails ..... 4 80	Tuxedo, 2 oz. tins ..... 94	18-in. Cable, No. 2 ..... 7 00
Cuban Star, 5c foil ..... 5 76	Tuxedo, 4 oz. cart. .... 64	16-in. Cable, No. 3 ..... 6 00
Cuban Star, 16 oz pails 3 72	Tuxedo, 16 oz tins ..... 64	No. 1 Fibre ..... 10 25
Chips, 10c ..... 10 20	Twin Oaks, 10c ..... 94	No. 2 Fibre ..... 9 25
Dills Best, 1 1/2 oz. .... 79	Union Leader, 50c ..... 5 36	No. 3 Fibre ..... 8 25
Dills Best, 3 1/2 oz. .... 77	Union Leader, 25c ..... 2 55	Large Galvanized ..... 5 75
Dills Best, 16 oz. .... 73	Union Leader, 10c ..... 11 60	Medium Galvanized ..... 5 00
Dixie Kid, 1 1/2 foil ..... 39	Union Leader, 5c ..... 5 95	Small Galvanized ..... 4 25
Duke's Mix, 5c ..... 5 76	Union Workman, 1 1/2 5 76	<b>Washboards</b>
Duke's Mix, 10c ..... 11 52	Uncle Sam, 10c ..... 10 80	Bronze Globe ..... 2 50
Duke's Cameo, 1 1/2 oz. 41	Uncle Sam, 8 oz. .... 2 20	Dewey ..... 1 75
Drum, 5c ..... 5 90	U. S. Marine, 5c ..... 6 00	Double Acme ..... 3 75
F F A 2 oz. .... 4 95	Van Bibber, 2 oz. tin 88	Single Acme ..... 3 15
F F A 7 oz. .... 11 50	Velvet, 5c pouch ..... 1 44	Double Peerless ..... 3 75
Fashion, 5c ..... 6 00	Velvet, 10c tin ..... 1 92	Single Peerless ..... 3 25
Fashion, 16 oz. .... 43	Velvet, 8 oz. tin ..... 3 84	Northern Queen ..... 3 25
Five Bros., 5c ..... 5 60	Velvet, 16 oz. can. .... 7 68	Double Duplex ..... 3 00
Five Bros., 10c ..... 10 76	Velvet, combination cs 5 75	Good Luck ..... 2 75
Five cent cut Plug ..... 29	War Path, 5c ..... 5 95	Universal ..... 3 00
F O B 10c ..... 11 50	War Path, 8 oz. .... 1 60	<b>Window Cleaners</b>
Four Roses, 10c ..... 96	Wave Line, 16 oz. .... 40	12 in. .... 1 65
Full Dress, 1 1/2 oz. .... 1 45	Way up, 2 1/2 oz. .... 5 75	14 in. .... 1 85
Glad Hand, 5c ..... 1 44	Way up, 16 oz. pails ..... 31	16 in. .... 2 30
Gold Block, 1 1/2 oz. .... 39	Wild Fruit, 5c ..... 5 76	<b>Wood Bowls</b>
Gold Block, 10c ..... 11 88	Wild Fruit, 10c ..... 11 52	13 in. Butter ..... 1 50
Gold Star, 16 oz. .... 38	Yum Yum, 5c ..... 6 00	15 in. Butter ..... 2 00
Gall & Ax Navy, 5c 5 95	Yum Yum, 10c ..... 11 52	17 in. Butter ..... 3 75
Growler, 5c ..... 4 56	Yum Yum, 1lb., doz. 4 80	19 in. Butter ..... 6 00
Growler, 10c ..... 2 70	<b>TWINE</b>	Assorted, 13-15-17 ..... 3 00
Growler, 20c ..... 2 63	Cotton, 3 ply ..... 21	Assorted, 15-17-19 ..... 4 25
Giant, 5c ..... 1 55	Cotton, 4 ply ..... 21	<b>WRAPPING PAPER</b>
Giant, 16 oz. .... 33	Hand Made, 2 1/2 oz. 50	Common Straw ..... 2
Hazel Nut, 5c ..... 5 76	Hemp, 6 ply ..... 13	Fibre Manila, white ..... 3
Honey Dew, 1 1/2 oz. .... 40	Flax, medium ..... 24	Fibre Manila, colored 4
Honey Dew, 10c ..... 11 88	Wool, 1 lb. bales ..... 6	No. 1 Manila ..... 4
Hunting, 1 1/2 & 3 1/2 oz. 38	<b>VINEGAR</b>	Cream Manila ..... 3
I X L, 5c ..... 6 10	White Wine, 40 grain 8 1/2	Butchers' Manila ..... 2 1/2
I X L, in pails ..... 32	White Wine, 80 grain 11 1/2	Wax Butter, short c't 13
Just Suits, 5c ..... 6 00	White Wine, 100 grain 13	Wax Butter, full count 20
Just Suits, 10c ..... 11 88	<b>Oakland Vinegar &amp; Pickle</b>	Wax Butter, rolls ..... 19
Kiln Dried, 25c ..... 2 45	Co.'s Brands.	<b>YEAST CAKE</b>
King Bird, 7 oz. .... 25 20	Highland apple cider .18	Magic, 3 doz. .... 1 15
King Bird, 3 oz. .... 11 00	Oakland apple cider .14	Sunlight, 3 doz. .... 1 00
King Bird, 1 1/2 oz. .... 5 70	State Seal sugar ..... 12	Sunlight, 1 1/2 doz. .... 50
La Lurka, 5c ..... 5 76	Oakland white pickling 10	Yeast Foam, 3 doz. .... 1 15
Little Giant, 1 lb. .... 28	Packages free.	Yeast Cream, 3 doz. .... 1 00
Lucky Strike, 1 1/2 oz. 94	<b>WICKING</b>	Yeast Foam, 1 1/2 doz. 58
Lucky Strike, 1 1/2 oz. 96	No. 0, per gross ..... 30	<b>AXLE GREASE</b>
Le Redo, 3 oz. .... 10 80	No. 1, per gross ..... 40	
Le Redo, 8 & 16 oz. .... 38	No. 2, per gross ..... 50	1 lb. boxes, per gross 9 00
Myrtle Navy, 10c ..... 11 80	No. 3, per gross ..... 75	3 lb. boxes, per gross 24 00
Myrtle Navy, 5c ..... 5 94	<b>WOODENWARE</b>	<b>BAKING POWDER</b>
Maryland Club, 5c ..... 50	Baskets	Royal
Mayflower, 5c ..... 5 76	Bushels ..... 1 00	10c size .. 90
Mayflower, 10c ..... 96	Bushels, wide band .. 1 15	1/4 lb. cans 1 35
Mayflower, 20c ..... 1 92	Market ..... 40	5 oz. cans 1 90
Nigger Hair, 5c ..... 5 94	Splint, large ..... 3 50	1/2 lb. cans 2 50
Nigger Hair, 10c ..... 10 56	Splint, medium ..... 3 00	3/4 lb. cans 3 75
Nigger Head, 5c ..... 4 96	Splint, small ..... 2 75	1 lb. cans 4 80
Nigger Head, 10c ..... 9 44	Willow, Clothes, large 8 25	1 1/2 lb. cans 13 00
Noon Hour, 5c ..... 1 44	Willow, Clothes, small 6 25	5 lb. cans 21 50
Old Colony, 1-12 gro. 11 52	Willow, Clothes, me'm 7 25	<b>CIGARS</b>
Old Mill, 5c ..... 5 76	<b>Butter Plates</b>	Johnson Cigar Co.'s Brand
Old English Curve 1 1/2 oz 96	Wire End or Ovals.	
Old Crop, 5c ..... 5 76	1/4 lb., 250 in crate ..... 30	
Old Crop, 25c ..... 20	1/2 lb., 250 in crate ..... 30	
P. S., 8 oz., 20 lb. cs. 19	1 lb., 250 in crate ..... 30	
P. S., 8 oz., per gro. 5 70	2 lb., 250 in crate ..... 40	
Pat Hand, 1 oz. .... 63	3 lb., 250 in crate ..... 55	
Patterson Seal, 1 1/2 oz. 48	5 lb., 250 in crate ..... 75	
Patterson Seal, 3 oz. .... 96	<b>Churns</b>	
Patterson Seal, 16 oz. 5 00	Barrel, 5 gal., each ..... 2 40	
Peerless, 5c ..... 5 70	Barrel, 10 gal., each ..... 2 55	
Peerless, 10c ..... 1 92	<b>Clothes Pins</b>	
Peerless, 3 oz. .... 10 20	Round Head	
Peerless, 7 oz. .... 23 76	4 inch, 5 gross ..... 45	
Peerless, 14 oz. .... 47 52	4 1/2 inch, 5 gross ..... 50	
Plaza, 2 gro. cs. .... 5 78	Cartons, 20 2 1/2 doz. bxs. 55	
Plow Boy, 5c ..... 5 76	<b>Egg Crates and Fillers</b>	
Plow Boy, 10c ..... 11 52	Humpty Dumpty, 12 dz. 20	
Plow Boy, 14 oz. .... 11 80	No. 1, complete ..... 40	
Pedro, 10c ..... 11 80	No. 2, complete ..... 28	
Pride of Virginia, 1 1/2 77	Case No. 2, fillers, 15	
Pilot, 5c ..... 5 76	sets ..... 1 35	
Pilot, 7 oz. doz. .... 1 05	Case, medium, 12 sets 1 15	
Pilot, 14 oz. doz. .... 2 10	<b>Faucets</b>	
Prince Albert, 10c ..... 96	Cork lined, 8 in. .... 70	
Prince Albert, 8 oz. .... 4 92	Cork lined, 9 in. .... 80	
Prince Albert, 16 oz. .... 8 40	Cork lined, 10 in. .... 80	
Queen Quality, 5c ..... 48	<b>SAFES</b>	
Rob Roy, 5c foil ..... 5 90	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.	
Rob Roy, 10c gross ..... 10 20		
Rob Roy, 25c doz. .... 2 10		

**15**

Worden Grocer Co. Brand  
Ben Hur

Perfection ..... 35  
Perfection Extras ..... 35  
Londres ..... 35  
Londres Grand ..... 35  
Standard ..... 35  
Puritanos ..... 35  
Pantellas, Finas ..... 35  
Pantellas, Bock ..... 35  
Jockey Club ..... 35

**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 case ..... 2 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; Fleibach Co., Toledo.

**SAFES**

**SOAP**  
Gowans & Sons Brand.



Single boxes ..... 3 00  
Five box lots ..... 2 95  
Ten box lots ..... 2 90  
Twenty-five box lots ..... 2 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 cakes ..... 3 25

**17**

Big Master, 100 blocks 4 00  
German Mottled ..... 3 50  
German Mottled, 5 bxs 3 50  
German Mottled, 10 bx 3 45  
German Mottled, 25 bx 3 40  
Marseilles, 100 cakes ..... 6 00  
Marseilles, 100 cks 5c 4 00  
Marseilles, 100 ck toll 4 00  
Marseilles, 1/2 gal toll 2 10

Proctor & Gamble Co.  
Lenox ..... 3 00  
Ivory, 6 oz. .... 4 00  
Ivory, 10 oz. .... 6 75  
Star ..... 3 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 Cheer ..... 4 00  
Old Country ..... 3 40

**Soap Powders**  
Snow Boy, 24s family size ..... 3 75  
Snow Boy, 60 5c ..... 2 40  
Gold Dust, 24 large ..... 4 50  
Gold Dust, 100-5c ..... 4 00  
Kirkline, 24 4lb. .... 3 80  
Pearline ..... 3 75  
Soapine ..... 4 00  
Baabitt's 1776 ..... 3 75  
Roseine ..... 3 59  
Armour's ..... 3 70  
Wisdom ..... 3 80

**Soap Compounds**  
Johnson's Fine ..... 5 10  
Johnson's XXX ..... 4 25  
Rub-No-More ..... 3 85  
Nine O'clock ..... 3 30

**Scouring**  
Enoch Morgan's Sons  
Sapallo, gross lots ..... 9 50  
Sapallo, half gro. lots 4 85  
Sapallo, single boxes 2 40  
Sapallo, hand ..... 2 40  
Scourine Manufacturing Co  
Scourine, 50 cakes ..... 1 80  
Scourine, 100 cakes ..... 3 50

## Paris Green Labels



### POISON

### PARIS GREEN

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

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

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

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

## Tradesman Company, Grand Rapids



# BUSINESS-WANTS DEPARTMENT

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

## BUSINESS CHANCES.

For Sale—One of the finest ice cream and confectionery stores in Kalamazoo. Fully equipped for making candy and serving light lunches. Will inventory nearly \$7,000. \$2,000 cash will take it this week. An elegant soda fountain. A snap for the right person. Enquire, W. W. Richards, Muskegon, Michigan. 348

For Sale—Only exclusive shoe store in town of 2,800 people. Inventories between \$5,000 and \$6,000. Address No. 346, care Tradesman. 346

For Sale—Four station air line cash carrier. David Gibbs, Ludington, Michigan. 345

For Sale—Dry goods and shoes; country town. Will sell dry goods separate. Address No. 344, care Tradesman. 344

Parties having hickory, oak or sunken logs to float or wanting 80 acres and 400,000 feet virgin timber in Arkansas, write H. G. Cady, 508 So. 5th, St. Louis, Mo. 339

For Sale—Valuable timber (only) on five thousand acres of land. Lee Richardson, Vicksburg, Miss. 338

Will Rent or Sell—Thirteen years established double department store building, 50,000 Michigan town. Yearly sales about \$28,000. Address No. 342, care Tradesman. 342

For Sale—Lumber yard in Indiana. High-class retail lumber business, established 25 years, same location; good city. Owner wishes to retire account of age. Stock market prices. Will lease real estate and improvements or sell on terms. A rare opportunity for any young business man. For particulars address P. O. Box 515, Seattle, Washington. 343

For Sale—Pharmacy; rare opportunity for registered man with capital. Excellent location; good business. Up-to-date fixtures and new stock. All reason for selling. Address No. 347, care Tradesman. 347

For Sale—Drug and grocery stock. Stock is clean and in first-class condition, located corner of Main and State streets, best location in Painesville, Ohio. Must sell immediately. Address E. D. Hartwell, Administrator, Painesville, Ohio. 337

For Sale—Small stock of bazaar goods in good location. Reason for selling, poor health. Address No. 335, care Tradesman. 335

For Sale—Brick store and stock of general merchandise, in good railroad town, at half its value. Address No. 329, care Tradesman. 329

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, Michigan. 330

For Sale—Bakery, ice cream, confectionery; property and business, at reasonable price. Enquire J. A. Chamberlain, Newaygo, Michigan. 327

For Sale—Farm and timber lands, bought and sold in Georgia, surrounding states. Write us what you are in the market for. Weathers Realty Company, Atlanta, Ga. 322

For Sale—Bakery, ice cream and confectionery. Only one in live factory town of 2,000 population. Surrounded by first-class farming country. Doing a big business. Best of reasons for selling. If interested this will bear closest investigation. Address No. 320, care Tradesman. 320

For Sale—Must go at once, a good paying gents' clothing, shoes and furnishing business. Booming town, population 2,000. Two large factories employing 700 men. Good farming community. Invoices about \$4,000. Lots of new buildings going up. Reason for selling other business. Address No. 319, care Tradesman. 319

Auctioneers—We will advertise your stock, arrange it, and sell it at auction at prices that will make you money. Refer you to merchants you know. Correspondence strictly confidential. Owen Cash Sales Company, Lansing, Mich. 317

For Sale—Stock of dry goods, clothing and gents' furnishings in one of the best towns in Northern Michigan. Located right in the fruit belt near Torch Lake. Only exclusive dry goods and clothing store in the place. Brick building, plate glass front, rent reasonable. Modern fixtures. No old stock. Invoice about \$5,000. Address Lock Box 51, Central Lake, Michigan. 334

Cash paid for stock or part stocks of merchandise. Correspondence strictly confidential. Owen Cash Sales Company, Lansing, Mich. 316

## STORE AND OFFICE FIXTURES

SHOWCASES OF EVERY DESCRIPTION, ALL KINDS OF OFFICE DESKS AND CHAIRS, SAFES, COMPUTING SCALES, CASH REGISTERS, BOOKCASES, FILING CABINETS, COFFEE MILLS, SODA FOUNTAINS WITH BACK BARS, COUNTERS AND ALL ACCESSORIES. COMPLETE DRUG STORE AND CONFECTIONERY 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—Gardner Block, Pentwater, Mich., or will put it in and add some cash to a manufacturing plant to be located in it. Building is solid stone and brick and contains about 63,384 square feet floor space, lots 200 and 374 feet. F. O. Gardner. 331

Wanted—For cash, stock of general merchandise, clothing or shoes. Address Box 112, Bardolph, Ill. 315

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

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

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

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

Government positions are easy to get. My free booklet X1105 tells how. Write today—Now. Earl Hopkins, Washington, D. C. 214

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

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

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

\$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

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

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 F. Osborne, Camden, N. Y. 310

Merchandise sale conductors. A. E. Greene Co., 135 Grand River Ave., Detroit. Advertising furnished free. Write for date, terms, etc. 549

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—Three salesmen or sales-ladies for Grand Rapids and adjacent territory to call on the grocery trade. Hustling men or women well recommended can fill the bill. Address United Grocers Food Product Co., 768 Jefferson Ave. West, Detroit. 340

Wanted—Experienced salesmen for all Western States, to carry a complete line of women's, girls' and boys' shoes in welts and McKays. Trade sized up from Chicago. The only line in the West jobbed at factory prices. Address with reference and experience, O'Connor Shoe Co., 222 West Monroe St., Chicago, Illinois. 341

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—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 242

Want ads. continued on next page.



**Fine Half-tone Plates of Furniture Catalogs Complete**

**Tradesman Company Engravers and Printers Grand Rapids, Mich.**

The Trade can Trust any promise made in the name of SAPOLIO; and, therefore, there need be no hesitation about stocking

# HAND SAPOLIO

It is boldly advertised, and will both sell and satisfy.

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.

## NEW YORK MARKET.

## Special Features of the Grocery and Produce Trade.

New York, Aug. 12—Last week saw spot coffee about as nearly dead as anything can be and still live. The demand was practically entirely absent and the occasional order that was turned in was for the smallest possible quantity. Prices were nominal and if necessary to make a sale, some concession was pretty certain to be obtained. As long as the speculative coffee market is so "wobbly" as it has been for several days it seems almost certain that the spot article will mope. In store and afloat there are of Brazilian coffee, 2,217,384 bags, against 2,183,515 bags at the same time last year. At the close Rio No. 7 in an invoice way might be quoted at 14c. Mild grades, in sympathy with Brazil sorts, are extremely flat and tend to a lower level. Good Cucuta, 16½c.

Sugar keeps company with coffee in dulness. Where a most active demand was confidently looked for the opposite occurs. Withdrawals under previous contracts have been light and altogether the situation is, apparently, in favor of the buyer. General quotations for granulated is 5.15c.

There has been a steady run of small orders for tea, and in the aggregate the amount must be quite satisfactory to sellers. Blacks of the cheaper and lower grades seem to be selling more freely than the better varieties. New Pingsueys to arrive are held at 15c.

The indications are that stocks of rice in hands of distributors have been pretty well depleted and new stock is looked for with interest, although it is not due for some little time. Prices are well sustained and prime to choice domestic quoted at 5¾ @ 5¾c.

Nothing doing in the spice trade except the little everyday business usual to midsummer. While stocks are moderate, there seems to be enough to meet requirements and quotations show the same range as previously.

Molasses is dull and no changes are expected in this respect till next month. Stocks with distributors are rather light and grocery grades are firm. Good to prime, 26 @ 34c. Syrups are steady.

In the canned goods district a good many are still away and the market is dull and sluggish. Standard peas might move with a considerable degree of freedom were it not for the fact that "opposing sides" are unable to agree on the satisfactory basis. Wisconsin packers seem to be in clover, according to dispatches, as that State is about the only one showing a satisfactory out-turn, and they are naturally going to make the most of it. Maryland reports firmer feeling on future tomatoes. Some business in standard threes has been done at 80c. The demand is very moderate, but packers are not eager to accept prevailing rates. New goods have changed hands to some extent at 80c f. o. b. Baltimore. Corn is quiet, but

holders are very firm and, in view of the almost inevitable short pack, they will listen to no more overtures for a lower rate. N. Y. State is quoted at 70@75c and Maine at 85@90c. Other goods are meeting with the usual demand and prices are practically unchanged.

Butter is firm and steady for top grades, with quotations practically the same as last week: Creamery specials, 26½@27c; firsts, 25@26c; imitation, 23@23½c; factory, 22@22½c. Cheese is unchanged at 15½c for whole milk.

Eggs are firm with best Western quoted at 24½@26c. The whole range is doing better than a week ago and supplies are not overabundant.

## Gripsack Brigade.

Con Broene (P. Steketee & Sons), was seized with lumbago at Boyne City last Thursday and immediately went to the sanitarium at Petoskey. He has since returned to his home in this city and expects to be able to resume his visits to the trade in about a week.

G. K. Coffee has so far recovered from his recent injury to his leg as to encourage him in the thought that he will be able to resume his road work within a week. His friends, however, are urging him to remain at home two weeks longer—which, by the way, appears to be good advice under the circumstances.

Chas. G. Graham (J. V. Farwell Co.), who has spent six weeks at the Burleson Sanitarium here, under-

going treatment for a serious ailment, has so far recovered as to resume his visits to his customers. He will be accompanied for a couple of weeks by R. W. Geer, who is connected with the dress goods department of the Farwell house.

Lewis C. Bradford, aged 64 years, one of the best known traveling salesmen in northern Michigan, thirty years ago, died at his home in Holland Saturday night "Cass," as he was more familiarly known, retired from the road a few years ago, and conducted a bowling alley in Holland. His illness was of short duration, his death coming as a complete surprise to his many friends. Mr. Bradford was a Mason, and a member of the Knights of the Grip. The funeral services were held at Holland Tuesday under Masonic auspices.

Ever notice how much more interesting things are that you do not understand?

Truth may be stranger than fiction, but magazine writers find it less profitable.

## BUSINESS CHANCES.

For Sale Cheap—Drug stock, show cases, shelving, fixtures, etc., in the growing city of Muskegon. Stock invoices over \$1,500, price only \$1,250, doing good business. Rent only \$20 a month, steam heat. Stock can be removed. Splendid chance for someone. Address J. E. Kraai, 122 Pine St., Muskegon, Michigan. 336

FOR SALE—\$1,500 DRUG STOCK, FINE SHAPE. TOWN 200. DOING FAIR BUSINESS. \$750, WITH FOUNTAIN THROWN IN AFTER SEPT. 1st. WILL MAKE FINE START FOR SUB-URBAN STORE. ADDRESS DRUG SNAP, CARE TRADESMAN. 349



## Are You a Progressive or a Standpatter?

Are you as progressive and free from prejudice as the mother of this June bride? Or are you standing pat on a flour that was considered best before the advent of the **PERFECTION** mills with its marvelous equipment of new and modern flour making machinery?

Read the experience of this June Bride and see if you wouldn't enjoy a similar one.

Dear Sirs: Some time ago I wrote you asking for a sack of Perfection Flour which you gave to all June brides. I can truly state that I was really pleased with the results I obtained in my baking. My mother always used — flour at home, but my bread is whiter and lighter than hers and to-day she has also ordered a sack of Perfection flour. I am now using my second sack and as long as I obtain such perfect results from your Perfection flour I will always use it. Yours truly,

Grand Rapids, Mich., July 30, 1912.

Mrs. J. Ysseldyke, 1044 Lincoln Ave.

Get a sack of this modern flour and note the improvement in YOUR bread.

**BE PROGRESSIVE!**

AT ALL GROCERS

**WATSON HIGGINS MILLING CO.**  
MAKERS



# FANCHON

## The Kansas Flour of Quality



**Judson Grocer Company**

Distributors

Grand Rapids, Mich.

## Toledo Scale Company Under Bond

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

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

**The Computing Scale Co.,**

Dayton, Ohio.



## The Top-Notch Toast

Full of Nutriment, Crisp, Tasty, Nourishing—a whole wheat wafer that contains all the body-building material in the whole wheat grain prepared in a digestible form

## Triscuit

If your customers like Shredded Wheat Biscuit they will like this delicious, crisp Shredded Wheat Wafer. It should be heated in the oven to restore crispness and served with butter, soft cheese, peanut butter or marmalades. Delicious for luncheon with hot cocoa, chocolate, malted milk or other beverages.



Made Only by

**The Shredded Wheat Company**

Niagara Falls, N. Y.

Such coffee as "WHITE HOUSE"—sure to please the most "finniky" person—places the grocer handling it in the position where his trade will give HIM full credit for an *obvious* desire to "make good"—to do his part in bringing the breakfast table up to date with its really most important item—by supplying the best coffee, "WHITE HOUSE."

# WHITE HOUSE

DWINELL-WRIGHT CO.  
BOSTON.—Principal Coffee Roasters.—CHICAGO.

# COFFEE

**Fragrant—Delicious  
Satisfactory**



In 1, 2, and 3-lb.  
sealed tin cans only.  
Never sold in bulk.

## SUITS WHEN OTHERS DISAPPOINT

Distributed at Wholesale by  
**Judson Grocer Co.**  
Grand Rapids, Mich.

# WORK SHOES

There is no more profitable trade than the continued patronage of laboring men.



You can win and hold this trade by stocking

## ROUGE REX SHOES

They are made from tannages that resist hard service, and on lasts that are comfortable and of good appearance. See our samples before you order your fall stock. A card will bring our salesman with samples.

**HIRTH-KRAUSE CO.**

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

We want your  
order for

# Lawn Mowers for 1913



## Michigan Hardware Company

Exclusively Wholesale

Ionia Ave. and Island St.

GRAND RAPIDS, MICH.

*The* MICHIGAN DAIRYMAN'S *Shoe* FOR THE MAN WHO WORKS



No. 2730  
Black is 10 inches  
high at  
\$2.60



No. 2770  
Tan is 12 inches  
high at  
\$2.75



Full Double  
Soles  
Solid as a  
Rock



Less 10% in  
10 days



Get Ready for  
Fall Now

GRAND RAPIDS SHOE & RUBBER CO.  
THE MICHIGAN PEOPLE GRAND RAPIDS



Perfect  
Comfort  
For  
Tender  
Feet

This is our corn cure. A Goodyear welt made from the very best vici kid.

It represents all that good shoemaking can do in giving relief to the foot from corns, bunions, crossed toes and enlarged joints.

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