

MICHIGAN TRADESMAN

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Thirtieth Year

GRAND RAPIDS, WEDNESDAY, AUGUST 21, 1912

Number 1509

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GRAND RAPIDS, MICH.

The Man Who Fails

Let others sing to the hero who wins in the ceaseless fray,
Who, over the crushed and fallen, pursueth his upward way;
For him let them weave the laurel, to him be their pæon sung,
Whom the kindly fates have chosen, who are happy their love among;
But mine be a different message, some soul in its stress to reach;
To bind, o'er the wound of failure, the balm of pitying speech;
To whisper, "Be up and doing, for courage at last prevails"—
I sing—who have supped with failure—I sing to the man who fails.

I know how the gray cloud darkens and mantles the soul in gloom;
I know how the spirit harkens to voices of doubt or of doom;
I know how the tempter mutters his terrible word, "Despair!"
But the heart has its secret chamber, and I know that our God is there.
Our years are as moments only; our failures He counts as naught;
The stone that the builders rejected perchance is the one that He sought.
Mayhap, in the ultimate judgment, the effort alone avails,
And the laurel of great achievement shall be for the man who fails.

We sow in the darkness only; but the Reaper shall reap in light;
And the day of His perfect glory shall tell of the deeds of the night.
We gather our gold and store it and the whisper is heard, "Success!"
But, tell me, ye cold, white sleepers, what were an achievement less?
We struggle for fame, and win it; and lo! like a fleeting breath,
It is lost in the realm of silence, whose ruler and king is Death.
Where are the Norseland heroes, the ghosts of a housewife's tales?
I sing—for the Father heeds him—I sing to the man who fails.

Oh, men, who are labelled "failures," up, rise up! again and do!
Somewhere in the world of action is room; there is room for you.
No failure was e'er recorded, in the annals of truthful men,
Except of the craven-hearted who fails nor attempts again.
The glory is in the doing and not in the trophy won;
The walls that are laid in darkness may laugh to the kiss of the sun.
Oh, weary and worn and stricken, oh, child of fate's cruel gales!
I sing—that it haply may cheer him—I sing to the man who fails.

Alfred J. Waterhouse.

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

Candy for Summer

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

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

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

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

From any view point—commercial or domestic
—there's no other coffee on the market today SO
sure to bring complete satisfaction to both seller
and user. 25,000—and more—discriminating retail-
ers say so.

WHITE HOUSE
DWINELL-WRIGHT CO.
BOSTON.—Principal Coffee Roasters.—CHICAGO.
COFFEE

Fragrant—Delicious
Satisfactory



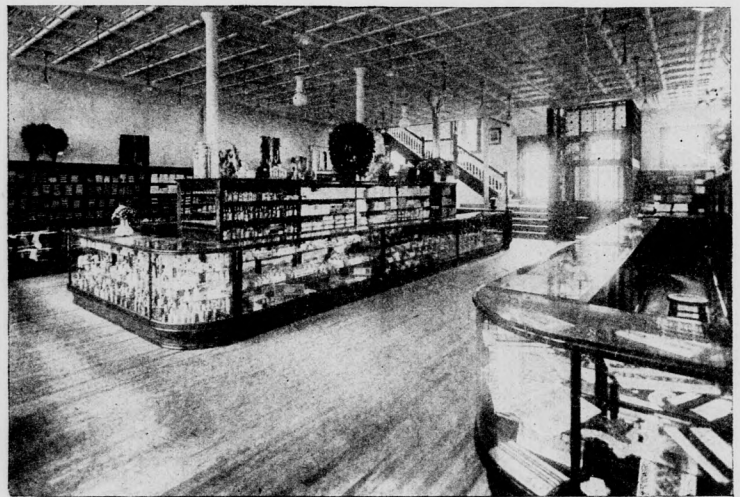
In 1, 2, and 3-lb.
sealed tin cans only.
Never sold in bulk.

SUITS WHEN OTHERS DISAPPOINT

DWINELL-WRIGHT CO.

Boston and Chicago

A Wilmarth Department Store



We make a specialty of complete and high grade
department store outfits and our department store
catalog, which is ready to mail, shows the very latest
designs and up-to-date styles in show cases and wall
fixtures.

A copy of this book will prove of interest to any
merchant who contemplates changes in his store
equipment. Write for a copy of catalog G-10.

WILMARTH SHOW CASE CO.

1542 Jefferson Avenue

Grand Rapids, Michigan

Pittsburg Salesrooms, 406 House Bldg.

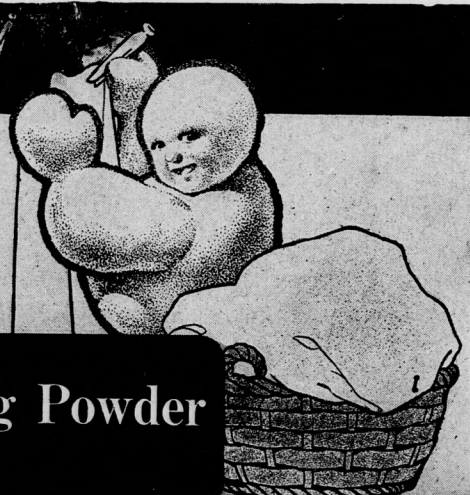
Chicago Salesrooms, 233 W. Jackson Blvd.

next time

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

Lautz **Snow Boy** Washing Powder

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



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Thirtieth Year

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POORLY PREPARED PACKAGE.

Much has been said of late relating to the manner in which farm produce is marketed, and still the story is not half told. It is safe to say that a large part of the inefficiency results through ignorance. This may be easily removed, at least in part. A lad brought a quantity of blackberries to market, heaped in a great dishpan. It is needless to say that, though not a single berry had been seen in any of the stores during the season, no merchant cared to handle such a proposition. The lad made the rounds, even visiting the hotels. It was all the way the same. One merchant realized his own opportunity, as well as wishing to gain the good will of a possible patron. He candidly explained the situation, lending the lad berry boxes, carrying tray and a bushel crate. The next day the boy and his crew sallied forth with the new tray and the great pails which had done the previous ill-fated gathering. As soon as they reached the house the berries were transferred to quart boxes. Just how the merchant accounted for the mussy appearance of the part of the fruit picked into the great pails does not come to light, but they were so much better through the correct transit to the store that he probably forgave the defect in the hope to entirely overcome it later. The lad has learned quite a little in making his produce presentable and some day he is going to awaken to the fact that his fruit should be picked directly into the baskets in which it is to be marketed.

That produce is received at all in the poor preparation is responsible for the fact that it is so much abused. The butter may be much better made into prints and neatly wrapped in prepared paper by the maker than by the merchant, who thus shrewdly strives to counteract the shortcomings of the producer. Show how it should be done; and demand excellence, as the only sure means to secure it.

HUGGING TROUBLE.

A noted financier once said that "a bank never gets to be very successful until it gets a President who takes it to bed with him." This statement surely could not mean that he must think about it in his sleep, dream about it, or at least not about

the harrassing features. The man who allows himself to walk the floor or to lie awake nights worrying over some present or impending trouble is in a poor condition, both physically and mentally, for deciding important questions.

We all know the importance of keeping the physical condition the best possible during an epidemic. Some of us are quite certain that those who worry most about the prevalence of a disease are the most prone to contract it. Yet we act in an equally dangerous manner if we allow ourselves to get wrought up over some business matter.

It is one thing to give our most careful attention to business; but this does not mean that we acquire a care-worn expression in so doing. Close and constant supervision should not develop into an anxiety which disturbs rest. The heart, the most essential of organs, rests about one-third of its time. If any thing comes up to disturb this rest for any protracted period the result is disastrous.

Just how much you or I must rest or how we shall do it depends largely upon the individual. Some of us may burn the candle at both ends and still seemingly get along very well for a time. But this can not continue indefinitely. When we allow worry to come in for a part of the mental force there is a toll exacted from the physical as well. Hard work and close thought are the tools that carve success, but they must not be too constantly employed. Rest and freedom from worry must come if we are to do our best. Most of us have loads enough to lug about without weighing ourselves down with pure worry. When trouble comes, meet it squarely and strive to throw it off. Dodge it, if you can, but do not embrace it.

NATURE'S BALANCE.

Rumor now comes that a man in Virginia wants to purchase a quantity of healthy specimens of the insect known to science as *Cimex lactularius*, and to the housewife as a name unspeakable. This should be good news to the landlady, who can thus have a pecuniary inducement in ridding her rooms of vermin, which are wanted, it is stated, to prey upon an orchard pest.

From Chicago comes another story of the prevalence of the house centipede, a member of the same family with the poisonous centipede of the tropics and equally repulsive in appearance, if not in its work. The steam heated buildings offer it, as well as other of the lower forms of animal life, the entire twelve months of the year in which to work. The good word said for it is that it greed-

ily devours the house fly, flea, mosquito, moth, roach and other small enemies of the home. When these shall have been exterminated it will be time to think about banishing the "skoin centipede," as it is called from the innumerable thread-like and easily detached legs.

These are but practical illustrations of the fine adjustability of Nature's balance. The old rhyme of the "lit the flea with lesser fleas to bite it" is no exaggeration. We have seen the reign of insects in the ascendancy through the destruction of the birds. Now one insect must be pitted against another in the battle of the myriads. The subject is an interesting one from the practical as well as from the scientific point of view; and we are more and more inclined to think that nothing in nature was created uselessly. It is ours to strive to preserve the equipoise designed by the Creator and to find out the uses of His humblest things. If the repulsive *Cimex* has a commercial value, there is no reason why it should be left to annoy where it has no possible reason for existence. If it can not be annihilated—and possibly should not be—get it into the niche of utility.

The laundrymen do not like adulterations, but they are more concerned over pure fabrics than over pure food. They hold their National Association in Detroit this week, and are going to discuss the question of adulteration of fabrics. At first glance one would say that could not affect them or their business, but it does make a great difference. The President of the New York State Association says that patrons blame the laundries when their clothing comes home all frayed out, and expect the laundryman to make good the loss. But the laundrymen claim that when garments are not made of pure fabrics they will fall to pieces after one or two washings, and that the fault is with the manufacturers. The dyers and cleaners agree with the laundrymen, and they propose to unite and work for the passage of a bill that will be modeled after the pure food law.

President Taft has received from the Department of Agricultural a basket of American grown mangoes from one of the experimental trees in Florida. These trees were sent to the United States by Tata, the richest Parsee in India. There are seven varieties and they were planted in Florida and bore first in 1901. The orchard is now promising and after a decade of hard work very fine fruit is obtained. One of the five large mangoes sent to President Taft weighed two pounds. Specimens of these mangoes are being tried in California. The mango depends not so much on the soil for its growth as on climate and rain-

fall. The particular tree from which the Taft mangoes were taken has been sprayed and cared for until it is a fine specimen, never having less than forty of its fruit since it began to bear.

The common drinking cup is shunned by many. In some states there is a law prohibiting a public drinking cup at any tank of ice water or fountain. In such states the street fountains are equipped with "hubbler's" where one may slake his thirst and not be contaminated. Experienced travelers nowadays carry their own drinking cups with them and use no others. Now it is suspected that the public fountain is bad for horses. In Manhattan last year 6,600 horses died from glanders and other communicable diseases, and it is believed that many caught deadly germs from the watering trough. The Bureau of Municipal Research is to make an investigation of the public watering places for Manhattan's 90,000 horses, and it may be necessary soon for every driver to carry a pail along for his horses.

The other day a notorious shoplifter who gave her name as Mrs. Nellie Fay, was arrested in a Rochester department store, and large quantities of stolen goods found in her possession. She had a national reputation and was known to the police of every city in the United States. The woman was released on \$500 bail, and has forfeited it by not appearing in police court. Her liberty did not cost her much, and now she is ready to start out again on a shoplifting tour. Bail of \$500 seems very small for a woman with such a police record as she is alleged to have had.

James Buchanan Brady considers that an appetite is worth \$220,000 and has therefore donated that sum to John Hopkins Hospital in Baltimore. For six months Mr. Brady had been living on milk toast, but after an operation in the hospital he was able the other day to eat a hearty dinner and relish it. He is no longer a dyspeptic and the hospital is \$220,000 ahead for that reason.

"In life," said Wilhelm von Humboldt, "it is worthy of special remark that when we are not too anxious about happiness and unhappiness, but devote ourselves to the strict and un-sparing performance of duty, then happiness comes of itself—nay, even springs from the midst of a life of troubles and anxieties and privations."

Gen. William Hull was Governor of Michigan territory from 1805 to 1814, and 100 years ago last Friday surrendered Detroit to the British. That city a few weeks ago celebrated its founding by Cadillac, but no mention is made of any celebration Friday. Queer, isn't it, how some events are recalled and others forgotten?

BANKRUPTCY MATTERS.

Proceedings in Western District of Michigan.

August 14—In the matter of Manistee Watch Co., bankrupt, of Manistee, an order was made confirming the trustee's report of sale of the personal property assets to Samuel Winternitz & Co., of Chicago, for \$4,050, and rejecting the offer of Geo. A. Hart, of Manistee, in the sum of \$4,050 for the real property.

In the matter of Simon Dosie, bankrupt, of Boyne City, an order was made confirming the trustee's report of sale of the stock and fixtures to Harold Goldstrom, of Bay City, for \$5,800.

In the matter of James W. Murtough, bankrupt, formerly merchant at Wyman, the final report and account of Gerrit J. Wissink, trustee, was filed and an order made by the referee calling a final meeting of creditors to be held at his office on September 11, to consider such report, pass upon the petitions for allowance of attorney fees and expenses, and for the purpose of declaring a final dividend to creditors. Creditors have also been directed to show cause, if any they have, why a certificate recommending the bankrupt's discharge should not be made by the referee.

August 15—In the matter of the Brink Shoe Store, bankrupt, of Grand Rapids, an order was made confirming the report of sale made by Albert A. Frey, receiver, of the entire assets of said estate, excepting the accounts receivable, for the sum of \$1,230, to William Vander Mass and Joseph Stevens.

August 17—In the matter of Abdullah E. Dass, bankrupt, formerly at 1156 South Division street, a hearing was had on the offer of \$500 made by A. B. Storrs, of Coopersville, for the stock and fixtures in this matter, including the bankrupt's exemptions, and no cause being shown to the contrary by creditors, an order was made authorizing and confirming such sale.

August 20—In the matter of Meade Brothers, bankrupts, formerly merchants on Canal street, Grand Rapids, the trustee, Don E. Minor, filed his supplemental final report and account, and an order was made closing the estate and discharging the trustee. No cause to the contrary having been shown by creditors, a certificate was made by the referee recommending to the court that the bankrupts receive their discharge.

In the matter of Philip Orwant, bankrupt, of Grand Rapids, an order was made by the referee calling the first meeting of creditors to be held at his office on September 16, for the purpose of electing a trustee, proving claims, examining the bankrupt, etc.

In the matter of Neil Wilder, bankrupt, of Grand Rapids, an order was made by the referee calling the first meeting of creditors to be held at his office on September 13, for the purpose of electing a trustee, proving claims, examination of the bankrupt, etc.

A voluntary petition was filed by Charles Edinger, of Grand Rapids,

and he was adjudged bankrupt by Judge Sessions and the matter referred to Referee Wicks. An order was made by the referee calling the first meeting of creditors to be held at his office on September 16, for the purpose of electing a trustee, if desired, proving claims, examining the bankrupt, etc. The bankrupt's schedules show no assets not claimed to be exempt. The following creditors, all unsecured, are scheduled:

Martin Decker	\$ 64.37
J. Den Herder & Co.	24.73
Siegels	11.00
South End Mercantile Co.	32.08
M. N. Parris	18.70
Brummeler-VanStrien Co.	13.85
T. R. Donovan Co.	8.00
Dr. S. P. Tuttle	7.00
Dr. G. A. Easton	17.00
Dr. W. F. Birss	3.00
Dr. H. C. Wolfe	3.50
Dr. Leon Stebbins	2.00
Star Coal Co.	1.60
St. Mary's Hospital	5.20
Mr. Fowler	7.50

Two Sidelights on Union Graft.

Ann Arbor, Aug. 20—Henry Keating, formerly business agent of the Iron Molders' union, of this city, has been arraigned on a charge of embezzlement of \$250 in funds of the union, and bound over to the Circuit Court.

Keating was arrested in Chicago by Deputy Sheriff Eldert. Local officials have been working on the case for a year, and learned of Keating's whereabouts a day or two ago. Keating engineered a strike of the iron molders of a local plant about a year ago, and a dozen of them went out. Keating is alleged to have drawn strike benefits from the national organization for 20 men, pocketing the difference. International President Martin Shenanski, of Detroit, head of the molders' union, went to Chicago and engineered the arrest.

The above item substantiates the position the Tradesman has always taken that strikes undertaken by union men are conducted solely for

have obtained subscriptions aggregating over \$4,000 from local merchants. Fitzgerald was arrested in Grand Rapids Friday night and returned to Lansing Saturday. Other prosecutions will follow an investigation being made by Prosecuting Attorney Hayden.

This alleged misrepresentation was disclosed a few days ago when local labor leaders went to Lansing merchants asking subscriptions with which to carry out their Labor Day celebration. These were told that only a few days previous local merchants had each contributed from \$10 to \$15. Upon investigation it was learned that no solicitors had been authorized by the labor council.

Fitzgerald's plan was to go to merchants asking that they advertise on a large placard, thousand of which were to be circulated about the city. For advertising on this card \$15 was charged, Fitzgerald claiming, it is alleged that the funds were to go towards the maintenance of organized labor.

It is also claimed that a letter supporting Fitzgerald's game and purporting to have been signed by local merchants and manufacturers was a forgery.

This illustrates the favorite practice of the union men. One set of union swindlers goes ahead and collects money and another set comes along and takes what is left. These contributions are always exacted under the exhibition of the club. The man who is asked to contribute is told that if he does not do so he will be boycotted; that his name will be placed on a list in union headquarters headed "Unfriendly to Labor." This sort of argument usually works and the victim gives up, only to find, later on, that he has been swindled by an arrant demagogue.



U. C. T. Picnic Committee

P. Damstra E. A. Bottje J. A. Keane, Chairman Wm. Lovelace R. J. Ellwanger

Duke Van Dyke	3.00
Wm. Connelly	3.50
	\$226.03

In the matter of Floyd Donaldson, bankrupt, of Grand Rapids, an order was made by the referee calling the first meeting of creditors to be held at his office, on September 13, for the purpose of electing a trustee, if desired, proving claims, examining the bankrupt, etc.

Do You Know These People?

The Harmony Talking Machine Company, of Chicago, are presenting a proposition to a number of merchants throughout the East which comprehends the merchant purchasing a number of talking machine records, with the understanding that a talking machine is to be given to them free. We would like to hear from any of our subscribers who have done business with this company, with full particulars as to whether their proposition proves satisfactory or not.

A sucker is indispensable to a pump, whether for raising water or money.

the graft there is in them for the strike manager. In no case has there been a union strike in Michigan for the past ten years that there has not been more or less graft connected therewith. At the time of the teamsters' strike in Grand Rapids some years ago, the notorious Shea—who is now serving a life sentence for the murder of his wife—placed numerous fictitious names on the membership list of the teamsters' union and drew strike benefits therefor. When he failed to find the men whose names were placed on the list he naturally pocketed the boodle. The recent furniture strike in Grand Rapids was one of the greatest exhibitions of graft ever conducted in this country. MacFarland waxed fat over his ill-gotten gains and took his family on a trip to Europe, traveling first class, stopping at the best hotels and spending money with a lavish hand. How long union men will continue to be made dupes of by venal and unscrupulous leaders remain to be seen.

Lansing, Aug. 17—Claiming to represent the American Federation of Labor, C. C. Fitzgerald is alleged to

The telephone has been put to many uses, but perhaps its employment to enable those who cannot attend church service on account of infirmity or other causes, to listen to the sermon, prayers and singing is among its most beneficial services. Recently, in Los Angeles, the telephone company installed telephones for the use of hospital patients, so that they could hear a celebrated clergyman preach and also to hear some excellent music. The hospital was three miles distant and every word was distinctly heard, and while listening to the congregation singing a familiar hymn several of the patients joined in the singing. The preacher's inspiring text was: "I will instruct thee and teach thee in the way which thou shalt go; I will guide thee with mine eye."

A telephone is worth while only when the subscriber gets service. That's the way the average person regards a store.

He who laughs last may laugh best, but it is well to smile all the time.

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.

Oldest, Largest and Strongest Wholesale Grocery House In Western Michigan

WE take pleasure in announcing to the trade that at a special meeting of the stockholders of this company, held August 16, it was decided to increase the capital stock from \$300,000 to \$600,000 and enlarge the Board of Directors from nine to fourteen members.

The stockholders of the Lemon & Wheeler Company met the same day and ratified the consolidation of that corporation with this company.

The directors elected are as follows:

N. Fred Avery	Chas. F. Rood
B. R. Barber	Guy W. Rouse
Terry J. Barker	S. A. Sears
C. V. Ganson	H. A. Thornton
Chas. W. Garfield	Dudley E. Waters
Wm. H. Gay	E. D. Winchester
R. J. Prendergast	H. P. Winchester

The directors have elected the following officers:

President—Guy W. Rouse
 Chairman of Board—N. Fred Avery
 Vice Presidents—E. D. Winchester, S. A. Sears, T. J. Barker
 Secretary—H. P. Winchester
 Treasurer—R. J. Prendergast

With enlarged capital, increased office and traveling forces, extended floor space and the adoption of the most modern methods known to the wholesale grocery business, we are in a position to meet the requirements of our customers and the customers of the Lemon & Wheeler Company more promptly, more efficiently and more economically than ever before. We want every customer of both houses to feel that the consolidation is in his interest, as well as our own, and actual experience will demonstrate the truth of this statement.

We thank the retail 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



Movements of Merchants.

Reed City—Mrs. Peter Kramer has opened a bazaar store here.

Evart—Mrs. L. H. Brooks will open a bazaar store here Sept. 1.

Constantine—Mrs. L. A. Allison has removed her millinery stock from Mendon here.

Marshall—R. E. Shear, recently of Grand Rapids, will open a bazaar store here Sept. 15.

Midland—Fire damaged the clothing stock of G. W. O'Neil to the extent of about \$1,200 Aug. 19.

Daggett—The Daggett State Bank has been organized with an authorized capital stock of \$20,000.

Eaton Rapids—A. M. Smith & Co. have closed their branch butter and egg station at Vermontville.

South Haven—D. A. Young has sold his grocery stock to C. L. Miner, who will take possession Sept. 2.

Bancroft—E. P. Sherman has sold his hardware stock to Fred Love, who will take possession Oct. 1.

Negaunee—George H. Bell will engage in the shoe and men's furnishing business here about Sept. 1.

St. Johns—Miss Lena Cushman has closed out her stock of millinery and returned to her home in Lansing.

Harvard—W. J. Barnum is now manager of the general store here owned by Howard Morley of Cedar Springs.

Port Huron—James A. Muir has been appointed receiver for the John C. O'Brien bankrupt stock of dry goods.

Bay City—Frank Sebastia has opened a men's furnishing goods store at the corner of Columbus and Washington avenues.

Nashville—O. M. McLaughlin has sold his stock of implements to Charles Gutches, who will continue the business.

Evart—The Postal Hardware Co. has taken over the stock of the Economy Hardware Co. and consolidated it with its own.

Highland Park—M. A. Asher has opened a ready-to-wear clothing store for women, children and men, at 2675 Woodward avenue.

Cheyboygan—Frank Marx has sold his grocery stock to James Cousineau, who will continue the business at the same location.

Leland—The receiver for the bankrupt stock of general merchandise of Hinshaw & Son has appointed S. W. Porter to close it out.

Oak Hill—The general merchandise stock of William H. McFadzen was damaged by fire August 19 to the extent of about \$2,000.

Three Rivers—J. W. Bullock has purchased the J. E. Slot & Co. harness and implement stock and will continue the business at the same location.

Brookfield—A. Krebs has sold his stock of general merchandise to W. H. Watkins, formerly of Port Huron, who will continue the business.

Clare—C. C. Harris and Thomas Hirt have formed a copartnership and engaged in the hardware business under the style of Harris & Hirt.

St. Johns—The bankrupt stock of bazaar goods, fixtures and furniture, of Charles T. Walsh has been ordered sold August 26 by the U. S. Court.

Caro—Fred Luckhard has sold his grocery stock to Frank Carson, recently buyer for the Caro Elevator Co., who will continue the business.

Menomie—Fire originating from spontaneous combustion damaged the hardware stock of William Simpson to the extent of about \$1,000 Aug. 16.

Big Rapids—Alexander C. Young is closing out his stock of shoes and will represent the Frederick W. Mayer Shoe Co., of Milwaukee, as traveling salesman.

Zeland—The J. Van Den Bosch Co. has changed its name to the Rief-Van Den Bosch Co. and increased its capital stock from \$10,000 to \$20,000.

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

North Branch—R. E. Hossack has sold his hardware stock to F. C. Kennedy, recently of Detroit, who will continue the business at the same location.

Hopkins—Frank J. Kemano has purchased the Lovall Bros. grocery stock and has removed it from the west side to the corner of Water and Main streets.

Detroit—The Mogul Overall Supply Co. has engaged in business with an authorized capital stock of \$2,000, of which \$1,000 has been subscribed and \$500 paid in in cash.

Calumet—The Italian Co-operative Store Co. has been organized to engage in the retail mercantile business. The capital stock is \$10,000, of which \$320 has been paid in.

Nashville—William Kocker, senior member of the dry goods firm of Kocker Bros., died at his home, August 17, of Bright's disease. He was 70 years of age.

Bay City—The People's Co-Operative Co. has taken over the grocery stock of the People's Department Store, at Fourth and Water streets, and will consolidate it with its own.

Boyne City—Owen McMahon and Edward W. Riggs have formed a copartnership and purchased the C. E. Chase cigar and tobacco stock and will continue the business.

Saginaw—G. Estabrooks & Co. have sold their stock of clothing to Fred A. and G. J. Brenner, who have formed a copartnership and will continue the business under the style of Brenner & Brenner.

Owosso—Mrs. L. A. Raymond, formerly of Lansing, has leased a store building at 909 West Main street, which she will occupy with a stock of groceries, baked goods and confectionery.

Grawn—D. W. Reynolds & Son formerly engaged in trade here, but for some years engaged in the grocery business at Grand Rapids, will open a grocery store and meat market here in about two weeks.

Cadillac—S. Present & Co. are closing out their stock of dry goods, clothing and shoes and will retire from business, having conducted a store at the same location for the past seventeen years.

Detroit—The F. B. Ensley Stove & Supply Co., recently organized with an authorized capital stock of \$10,000, has purchased the hardware stock and store building of Peck Bros., at 2041 Woodward avenue.

Lansing—The Jury-Rowe Co. has been incorporated to deal in furniture and general house furnishings, with an authorized capital stock of \$30,000; all of which has been subscribed \$20,000 being paid in in cash.

Houghton—Joseph Seidenfield, who recently closed out his stock of clothing, has leased a store building on Sheldon street, where he will re-embark in the clothing business under the style of the Seidenfield Clothing Co.

Detroit—Steinberg Brothers have engaged in business to buy and sell clothing, dry goods, men's and ladies' furnishing goods at retail, with an authorized capitalization of \$1,000, all of which has been subscribed and paid in in cash.

Flint—George M. Bushnell, who for 20 years was engaged in the book and stationery business in this city, is dead at the age of 77 years. Since his retirement from business he had served several terms as supervisor of the Second ward.

Detroit—The Grand Union Tea Co. has taken over the stock of the Reliable Tea Co., at 91 Gratiot avenue, and will consolidate it with its own.

Coldwater—The Southern Michigan Packing Co. will engage in the meat business here about Sept. 1 under the management of Lane Brown.

Bessemer—The La Blonde Dry Goods Co. has merged its business into a stock company under the style of the Philip J. La Blonde Company, for the purpose of carrying on a general mercantile business—dry goods, ladies' furnishings, millinery and other merchandise, with an authorized capital stock of \$5,750, all of which has been subscribed and paid in in property.

Remus—Editor Briggs, of the Remus Index, has the newspaper business down as near pat as anyone. In addition to his newspaper business Mr. Briggs is a furniture dealer and undertaker. If the "happy couples" fail to buy their furniture from him, it is a cinch they don't get any write-up in the Index. If any subscriber

dies, owing money on subscription, all Mr. Briggs has to do is to include the amount in his item for funeral expenses, and the money is his.

Manufacturing Matters.

Detroit—Edgar's Sugar House has increased its capital stock from \$100,000 to \$200,000.

Detroit—The Union Brass works has increased its capital stock from \$30,000 to \$70,000.

Saginaw—The Koenitzer Tanning Co. has increased its capital stock from \$200,000 to \$325,000.

Shelby—C. L. Eesley, recently of Lebanon, Ohio, has purchased the Shelby Roller Mills and taken possession.

Detroit—The Sieder Manufacturing Co., tent manufacturer, has increased its capital stock from \$20,000 to \$100,000.

Coldwater—The Boucher & Coffman Auto Co. has been incorporated with an authorized capital stock of \$2,000, all of which has been subscribed and paid in in cash.

Detroit—The Superior Candy Manufacturing Co. has been organized with an authorized capital stock of \$10,000, of which \$6,500 has been subscribed, \$3,000 being paid in in cash and \$3,500 in property.

Edmore—L. Barber & Co. has engaged in the creamery and produce business and will also deal in groceries, food products and other goods for domestic and personal use. The company has an authorized capital stock of \$15,000, of which \$11,300 has been subscribed, \$3,800 being paid in in cash and \$7,500 in property.

Owosso—The Owosso Creamery Co. has been incorporated with an authorized capital stock of \$30,000 common and \$30,000 preferred, of which \$51,500 has been subscribed, \$1,500 being paid in in cash and \$50,000 in property.

St. Joseph—The Wizard Manufacturing Co. has been incorporated to manufacture and deal in gas engines and attachments, with an authorized capital stock of \$100,000, all of which has been subscribed, \$200 being paid in in cash and \$99,800 in property.

Battle Creek—The steam engine plants of the M. Rumley Co. are to be moved to this city from Laporte and Richmond, Ind., and the working force of the plant here will be increased from 800 to 1,500 men. A large boiler shop is to be erected and all the steam engines to be used by the company will be manufactured here.

Detroit—Checks in payment of four dividends on the company's preferred stock have just been sent out by the Michigan Copper & Brass company of this city. The payments reimburse owners of the cumulative preferred stock for all dividends which have been passed by reason of dividend payments made at a rate lower than that fixed as the regular rate on the stock. The company rounds out five years of existence this week. It was established in 1907. Owing to the panic conditions of that year, which caused declines in price of raw material and the losses from other sources that attend the inauguration of a new industry, the company paid no dividends during the first two years of its existence.



The Produce Market.

Apples—Red Astrachan and Dutch-ess command \$3.50 per bbl.

Apricots—California, \$1 per box.

Bananas—\$3.75 per 100 lbs.

Beets—75c per bu.

Blackberries—\$2 per 16 qt. crate.

Butter—The demand is of a good size for both storage and immediate consumption. Storage people state that while there is hardly as much butter in storage at the present time as in 1911 there is more being stored during the present month than in past years. The quality of most receipts has been very good, this season, and has increased outside demands. Creamery 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.

Carrots—20c per doz. bunches.

Cucumbers—30c per doz. for hot house.

Eggs—The receipts continue very light and do not promise to increase for a few days. Present quotations will likely remain about unchanged in the immediate future. The quality of the eggs now arriving is exceptionally good for the season. 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, \$1.75 per crate for large and \$1.50 for medium; Nevada Rockyfords, \$2.25 for 54s and \$2.75 for 45s and 36s.

Onions—Yellow Texas Bermudas command \$1 per crate. Spanish are in fair demand at \$1.75 per crate. Louisville are now in market and find ready sale on the basis of \$1.25 per 65 lb. sack.

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 and \$2.25 per crate for California Bartletts.

Peas—\$1.50 per bu. for Telephones.

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

Plums—California, \$1.50@1.65 per box; \$1.85 per bu. for home Burbanks and \$2 for Guis.

Potatoes—85c per bushel.

Poultry—Local dealers pay 12c for broilers; 10c for fowls; 5c for old roosters; 7c for geese; 8c for ducks;

10c for turkeys. These prices are for live-weight. Dressed are 2c higher.

Spinach—75c per bu.

Tomatoes—Four basket crates, 85c;

8 lb. basket of home grown hot house, 50c. 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.

Capital Increased and New Officers Elected.

At the special meeting of the stockholders of the Worden Grocer Co., held last Friday, the capital stock was increased from \$100,000 common and \$200,000 preferred to \$200,000 common and \$400,000 preferred and the following directors were elected:

N. Fred Avery, B. R. Barber, Terry J. Barker, C. V. Ganson, Chas. W. Garfield, Wm H Gay, R. J. Prendergast, Chas. F Rood, Guy W. Rouse, S. A. Sears, H. A Thornton, Dudley E. Waters, E. D. Winchester, H. P. Winchester.

The directors subsequently elected the following officers:

President—Guy W. Rouse.

Chairman of Board—N. Fred Avery.

Vice-Presidents—E. D. Winchester, S. A. Sears, Burton R. Barber.

Secretary—H. P. Winchester.

Treasurer—R. J. Prendergast.

The stockholders of the Lemon & Wheeler Company met the same day and ratified the consolidation of that corporation with the Worden Grocer Co.

E. S. Roe (Buchanan) and F. M. Witbeck (Lansing), President and Secretary of the Michigan Federation of Retail Merchants, are in the city to-day arranging for the first annual convention of that organization, to be held here September 17, 18 and 19.

The name T. J. Barker, given as one of the Vice-Presidents of the Worden Grocer Co. in their page advertisement on page three of this issue, should be Burton R. Barber, of Kalamazoo.

A rolling stone gathers no moss, but he who sitteth too long weareth holes in his trousers.

Any landlubber may drift with the tide, but it requires a sailor to go against the wind.

By performing an autopsy a doctor hopes to secure inside information.

The Grocery Market.

Sugar—Raws are unchanged. Refined is about 5 points lower than a week ago, but the decline is more in name than reality. The demand for sugar is only fair, but should improve from now on. Prices of the past week are more than a cent lower than quotations of a year ago and with all points in the West offering new beet and with the large yield of cane in Cuba, it would seem that there is little reason to expect higher prices.

Tea—Prices hold firm but the general market is dull. Sales are being made in this country on a lower basis than in the primary markets. New crop Japans are not entirely satisfactory and the old styles are still being sought in some quarters. They are generally hand made and are considered better, whereas the new styles are machine made and not equal in style. Formosa Oolongs show an advance of about 2c. The new crop is not entirely satisfactory in quality, owing to the excessive rains. China Greens are rated fully 3c above last year, with a strong and active market. Late arrivals of Ceylons are poor in quality.

Coffee—All grades of Rio and Santos are easier and the present market is in buyer's favor, though this has not inspired any special demand. Speculation is the only reason holders of coffee are willing to admit exists for the decline. Mild grades have now shared in the decline and are a small fraction easier. Java and Mocha unchanged and quiet.

Canned Fruits—Apples also are unchanged, but advices from the growing and packing sections tell of one of the largest crops in recent years. Prices have not felt the effect of this as yet. California canned goods show no change and there is practically no new business from first hands. Supplies of Hawaiian pineapples are said to be small and it will be quite a while before the new pack will be available, which may mean a shortage.

Canned Vegetables—Tomatoes are lower, on account of arrivals of new pack. Corn is only in fair demand and if the pack is only of average size during the present season, prices are sure not to be any higher, which will mean low prices for another season. It is said that the packers will pack a better grade of corn than last season, which may increase the demand to some extent. Peas are unchanged.

Dried Fruits—All varieties are very dull and, with the exception of peaches, the market is in buyer's favor on everything. Peaches show no particular demand, but the market is firmer than it was a short time ago.

Starch—Bulk and Best packages have advanced 10c per 100 lbs.

Olives—Some of the leading importers of this fruit state that the crop will be almost a total failure and that prices in the future are sure to be higher. The demand continues very active and prices on spot stocks are reasonable.

Rice—Stocks in wholesalers hands are limited. Reports from the South state that the crop movement is backward and that the river rice will be a small yield on account of the floods.

Cheese—The consumptive demand is light, and the current receipts are considerably under normal. The quality of

the cheese arriving is fully up to standard and the ruling high prices are no doubt responsible for the light demand. The bulk of the receipts are going into cold storage.

Fish—Cod, hake and haddock are unchanged and quiet. Domestic and imported sardines are unchanged and in fair demand. No prices have as yet been named on new Alaska salmon, but the market on spot goods is decidedly in buyers' favor, prices being much below the highest point reached during the winter season. The mackerel market has remained quiet and more or less easy during the week. As long as the demand remains as quiet as now, there will be no immediate change in prices.

Provisions—Stocks of smoked meats are ample and the outlook points to a continued active consumptive demand as long as the hot weather lasts. Pure lard is firm at ½c advance and a good consumptive demand. Compound is in fair consumptive demand and steady. Dried beef, canned meats and barrel pork are unchanged and in fair seasonal demand.

Enlarged to Include Grain and Potato Dealers.

The name of the Michigan Hay Association, which has stood for years, was changed at the closing session of the annual convention at Saginaw last Friday to the Michigan Hay and Grain Association, and the by-laws will be rewritten to include hay, grain and potato dealers. There are 400 members in the new Association.

The following officers were elected:
President—Charles Wolohan, of Birch Run.

First Vice-President—F. E. Newlin, of Albion.

Second Vice-President—H. D. Bent, Shepherd.

Treasurer—Albert Todd, of Owosso.

Directors—L. S. Barlow, of Port Huron; W. H. Sturgis, of Flint; A. Chatterton, of Mt. Pleasant; James Kerr, of Melvin; A. E. Clutter, of Adrian, and D. Mansfield, of Remus.

The directors will appoint a paid Secretary and will also select the place for the 1913 meeting.

Wykes & Co., who have always maintained their offices in connection with their yards, have opened up-town offices in the Godfrey building, corner Ionia and Monroe avenues.

Guy W. Rouse, President of the Worden Grocer Co., went to Kalamazoo this afternoon to inspect the branch store of the Worden Grocer Co.

B. R. Reddick has engaged in the grocery business at Barryton, the Worden Grocer Co. furnishing the stock.

W. M. Lemke (Grand Rapids Dry Goods Co.) started in on a fortnight's vacation this week.

When the average man's ship finally comes in the silent boatman is in charge.

Even the "has been" never forgets the day when he was "IT."

A man's long face may be due to the fact that he's short.

NEW YORK MARKET.

Special Feature of the Grocery and Produce Trade.

Special Correspondence.

New York, Aug. 19—A steadier tone to the speculative coffee market has helped the spot article and last week showed a more confident feeling. Buyers are by no means falling over each other to make purchases, and, as a rule, they take only enough to keep unbroken assortments. Quotations show some decline and Rio No. 7 is worth, in an invoice way, 13 $\frac{7}{8}$ @14c. In store and afloat there are 2,333,347 bags, against 2,189,990 bags at the same time last year. Milds are steady, but the actual amount of business going forward is small. Good Cucuta, 15 $\frac{3}{4}$ c.

Granulated sugar is on the 5c basis and the volume of business last week showed a decided enlargement over the previous week. Orders have come in quite freely and, with the best part of the season now upon us, the outlook is for something of a rush for a few days.

Most of the demand for teas seems

but this is rather below the actual market, and 82 $\frac{1}{2}$ c is the more accurate quotation, with some holding for 85c for hand-packed. Little is doing in futures and the rate is just about the same as for spots. Corn is decidedly firm and almost every day confirms a belief in rapidly-rising rates when the season closes. Peas are in light supply. The market is firm, but most call is for the cheaper grades.

Butter is steady, with moderate demand. Creamery specials, 26@26 $\frac{1}{2}$ c; firsts, 25@25 $\frac{1}{2}$ c; imitation, 23c; factory, 22@22 $\frac{1}{2}$ c.

Cheese is firm with whole milk quoted at 15 $\frac{3}{4}$ @16c. Market closely sold up.

Western eggs, top grade, 24@26c; firsts, 22 $\frac{1}{2}$ @23 $\frac{1}{2}$ c. Firm.

Record Year for Cool Weather.

It needs not the statement of the United States weather bureau that this is a record year for cool weather to convince the average merchant who deals in summer wear goods. He knows his trade has received a severe shock by reason of the persistence

The Just-As-Good Dealer Run Out.

Written for the Tradesman.

It is quite natural to think that a man must be a very bad man to have been run out of town. The wonder is that more are not so treated. But it is not always true that the man who has been run out is a bad man. He may stand higher in the estimation of the people than some who are allowed to stay. But this man who was run out was allowed to stay as far as the people were concerned. They did not run him out. He ran himself out.

He made a mistake; that is all. A big mistake. He followed a wrong policy in trying to sell goods. Wrong in this case does not mean dishonest. It was wrong because it hurt the merchant; not because it defrauded the purchaser, or aimed at that result. It would not be just to say that any such motive was behind the policy. No doubt the "just-as-good" dealer intended to save his patrons money by trying to induce them to buy different articles or different

It is sure in its effect if given full sway.

With the use of good judgment, knowing one's customers and their needs, a dealer may sometimes safely suggest something cheaper or something better, some new or popular articles, but not to urge unduly, not to carry his point against the customer's plainly expressed preference, not to tire them with his persistence, not to select for them as a parent might for a child.

When a customer knows just what he wants and knows that the dealer carries it in stock the latter is taking great chances of losing patronage if he tries his just-as-good tactic. He is liable to be regarded as a fool or a rascal. And people leave those kind of dealers with disgust or anger.

E. E. Whitney.

People that Want to Run Your Business.

Written for the Tradesman.

This is a funny world in some ways. One is always running across people that want to run one's business for him.

The scheme and fake advertiser who comes to you with some wonderful plan for building up your shoe trade is a species of buttinsky who would like to get the chance to run your business for you.

Of course he wants to run it for a consideration.

It isn't glory he is seeking, and he's not out running other people's business for his health. He is out after the money. And if you take his fair propositions at face value he'll get the money, too.

Be wary.

If the merchants of your town have an association before which all advertising schemes must come, well and good. In that event you can dismiss him in short order.

If not you had better go slow.

Remember that these people who want to run your business for a consideration are slick and oily people.

Their main stock in trade is hot air.

And the proposition is likely to look passing fair.

In imagination you can sometimes fairly see the dollars growing.

Look out.

Go on the soft pedal.

Before you close the deal, take time to write some of the people in other towns or cities where the oily one alleges that he has turned the old town topsy-turvy.

Explain to him gently but firmly that you never enter into any sort of an advertising arrangement, no matter how fair in appearances, until you have done a little investigation on your own account.

If he tells you that the time is short, that you must act quick to keep your competitor across the way from jumping at the chance that you let go begging, just let that competitor jump. Tell him you never depart from your established custom; and that your custom is to think it over.

Query: Why is it these unhonored geniuses who are going about the country peddling schemes for running the other fellows business don't get a business of their own to run?



Part of the crowd who enjoyed the U. C. T. picnic Saturday at Manhattan Beach

to be in the way of old teas of cheap grade and the requests for new stock have been very easy to take care of. Tea at the present rate is certainly cheap and to a layman it would seem as though it were a good time to buy.

Little doing in rice. The article has been held at a figure which has prevented free transactions, but farmers are determined to hold on, and if they succeed in keeping the grasp long enough they will win. Some little time will pass before new rice cuts much of a figure and in the meantime the market is of a hand-to-mouth character. Prime to choice domestic, 5 $\frac{3}{8}$ @5 $\frac{3}{4}$ c.

Nothing doing in spices. A slight decline is noted in pepper, as the supply has been augmented. Prices on other lines show absolutely no change.

Molasses meets with the usual summer demand and stocks are not large. Prices are steady and unchanged. Good to prime centrifugal, 26@34c. Syrups are quiet and unchanged.

In canned goods there is an easier market for spot tomatoes. Some sales were made at 80c f. o. b. Baltimore,

of low temperature. If we are to believe all we are told the same conditions are to prevail during the fall and winter, as the year is expected to maintain the pace it has set. It is too soon to predict this, for as yet we are as children in this matter of forecasting. Last summer made a record for heat, and the winter followed with a record for cold. This summer is averaging up for its predecessor's warmth. Will winter do the same and be mild? Not if the weather bureau's prognostications are correct.

By Way of Diversion.

Summer Boader—Say, what can a fellow do to kill time around here?

The Farmer—Wall, mebbe yew kin coax th' old woman tew let yer white-wash th' chicken coop.

Talk enough, but not too much. Many customers do not care to make social calls when purchasing supplies.

The practice of overlooking little things qualifies a man for jumbling the big ones.

grades of goods than they called for or intended to buy.

He did not have to leave town because the people were down on him. He closed out and sought a new location because his business ran down. People became tired of his everlasting trying to sell them something other than they asked for. He could not seem to see that. It may be that he succeeded in selling the just-as-good goods so often that he was encouraged to keep on trying it. But he seemed not to take account of the fact that people did not come back for more of the just-as-good goods. The next time they visited a competitor's store and got what they called for. Perhaps they also told why they came or why they had quit going to the just-as-good dealer.

Now it would be putting it very strong to say that the just-as-good policy is worse than neglecting business, gambling, dissipation, dishonesty, domineering treatment, etc. The effect on the dealer may be nothing in comparison, but it kills business.

Judson Grocer Company

Grand Rapids, Michigan

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

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



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
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Grand Rapids, Mich.

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One dollar per year, payable strictly in advance.
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of issues a year or more old, 25 cents.

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as Second Class Matter.

E. A. STOWE, Editor.

August 21, 1912

BLOW TO THE SHYSTER.

The workmen's compensation and employer's liability acts, enacted at the special session of the Legislature in March last, will go into effect on September 1, and will be of far reaching importance to employers and employes alike. Under the old common law practice any employe injured while in the discharge of his duty had the right to begin suit for damages, but the law contained so many contingencies and uncertainties that suits of this nature were so speculative in their results that lawyers usually took them up on a basis of an equal share of what ever verdict might be rendered. Under the old laws, also, it was possible for the defendant employer to interpose so many delays by appeals and otherwise that the unfortunate victim of an accident, no matter how just his cause, would be worn out before a final judgment could be reached. The old law was unsatisfactory to both employer and employe—to the former because it made him subject to the speculative attacks of unscrupulous ambulance chasing lawyers, to the latter because the result was so uncertain and long delayed. Under the old law large employers shifted their liability to indemnity insurance companies and when accidents occurred it was the insurance company that conducted the litigation and what might have been the kindly disposition of the employer played no part in the settlement effected.

Under the new law the favorite defenses under the old law are set aside, such as the negligence of the employe, unless it shall appear the negligence was wilful, the negligence of a fellow employe or the knowledge that the occupation was hazardous or that the equipment was unsafe. The mere fact that an injury has been sustained makes the employer liable and the law fixes what the compensation shall be. In the event of accident the employer must pay the doctor and hospital bills from the date of the accident and the compensation begins after two weeks. If the incapacity continues eight weeks or longer the compensation shall start from the date of the accident. The compensation shall be one-half the average weekly wage for the loss of a thumb for sixty weeks; for loss of the first finger thirty-five weeks,

second finger thirty weeks, third finger twenty weeks, little finger fifteen weeks; great toe thirty weeks, any other toe ten weeks; hand 150 weeks; arm 200 weeks; foot 125 weeks; leg 175 weeks; eye 100 weeks; both eyes, both legs, both hands, both of any member constituting total disability, one-half the weekly wage, but not more than \$10 a week or less than \$4 a week for a period of 500 weeks, the total not to exceed \$4,000. For partial incapacity the employer shall pay one-half the difference between what the employe earned before the accident and what he is able to earn afterward for a period of 300 weeks. In the event of death the compensation shall be one-half the weekly wage for 300 weeks, but not more than \$10 a week nor less than \$4, payable to those who were dependent upon him. Funeral expenses and doctors' bills shall be paid by the employer, but not to exceed \$200. That the injured has other insurance, that he is a minor or that he is a mentally incompetent will not invalidate the employer's liability and no agreement of an employe to waive his rights shall have standing in the defense. The payments are not assignable, nor can they be subject to attachment or garnishee nor held in any way for debt.

The law creates an Industrial Accident Board of three members who shall receive an annual salary of \$3,500 and shall have jurisdiction over all phases of the enforcement of the law. Its findings shall be subject to review by the Supreme Court only as questions of law shall be involved. Every employer must keep a record of all accidents, whether fatal or otherwise, such reports to be made to the Accident Board for permanent record.

The compensation to injured employes may be made by the employer direct or through an approved indemnity insurance company, either mutual or stock. Five or more employers with a total of 3,000 or more employes may, with the approval of the State Insurance Commission, organize a mutual insurance association. The law expressly exempts from the benefits of the act domestic servants and farm laborers.

In this city the manufacturers have not yet determined what course they will pursue under the new law, whether to organize a local insurance association to which all the wood working industries could belong or to join in the organization of a State association covering all industries. It is likely the local association will be formed, as this will reduce the expenses of administration and insure a more speedy and satisfactory adjustment of losses. The Association will probably be confined to the Grand Rapids wood working industries for a beginning and then, if it works satisfactorily, it may be enlarged to let in the furniture manufacturers in other parts of the State.

We all have great respect for the old settlers, the hardy pioneers. Merchants have also respect for the young settlers. It is those who do not settle that are not esteemed.

TAKING A VACATION.

Visit any popular summer gathering place and note the variety of faces and more especially the varied ways in which the guests are having a good time. A few days ago we sat in the pavilion near the public boat landing of a handsome little lake. There were few vacant seats, and each person was taking a rest in his or her own way. There were those utterly absorbed in the voluminous columns of the Sunday paper, although this could be canned any day, while the beautiful surroundings were not an every day luxury. Others lounged lazily, wrapped up in the enjoyment of a cigar. Some were close observants of the fashions, and an especially handsome gown gave to them enjoyment. There were parents anxious to catch every sight and sound of interest to the little ones, while others, equally well meaning, loaded them down with candy and gum. Again, there were a few who studied the peculiar local attractions, to whom the constantly shifting waves brought a perpetual charm. These found real rest. They showed in their manner their different shades of refinement. In their treatment of others, either of their own family or strangers, there was plainly manifested thoughtfulness or the reverse.

Two thoughts came to us: There are so many ways of taking rest, or its base imitation, and at such times we mirror ourselves to others most clearly. The man who cared only for his cigar and daily paper seemingly threw away his money in journeying from home. The one who was alert to catch the beauty of new scenes and surroundings had something tangible to store away in his memory. He was really resting—getting something different. As he shared this with friends and civility with strangers as well, he betrayed not only good breeding but good will to others as well, he betrayed not only in these public enjoyment places. Too prone to forget that there are others. Yet even an inexperienced reader of character can readily understand our very thoughts by our acts.

IN A RIDICULOUS LIGHT.

The Commonwealth people are expressing much anxiety as to whether their new interurban road from Battle Creek to Grand Rapids will be met with open arms by Grand Rapids people. They are frantic in their appeals for public support and public encouragement for the project but, so far as the Tradesman's information goes, no statement has been made as to what route the interurban is to take. The effort to secure the approval of a proposition that exists only on paper is little less than ridiculous. Grand Rapids people want interurban roads and they want them bad. We are way behind many of our sister cities in this respect. Our people have not been as active to secure these enterprises as they should, but when the Commonwealth people solicit the approval of their proposition they should be manly enough to tell the people what route they are asked to approve.

An interurban paralleling the G. R. & I. from Kalamazoo to Grand Rapids would be of no particular value to Grand Rapids, because it would injure the city quite as much as it would help it. Such a road would necessarily filch from the G. R. & I. much of the local passenger business that legitimately belongs to that road and preclude the possibility of the double tracking of that line from Grand Rapids to Kalamazoo which has recently been under consideration by the officials of the Pennsylvania system. A line so constructed would bring very few more people into Grand Rapids than can now come in over the G. R. & I. and the injury the line would do the G. R. & I. would probably more than offset any advantage a parallel line would be to Grand Rapids.

On the other hand, if the Commonwealth people would build a line from Battle Creek to Grand Rapids over the Jacobs route, they would open up a new section of country that is now undeveloped. They would establish new towns which they would serve exclusively, the same as the G. R. & I. now serves the towns it has built up along the line of its road between this city and Kalamazoo. There are a hundred reasons why Grand Rapids should have a direct route to Battle Creek where there is one reason why we should have a parallel line to Kalamazoo and the Tradesman is loath to believe that men of the character composing the management of the Commonwealth would stoop so low as to invade vested rights by constructing a parallel line.

The Tradesman has been the especial friend and champion of the Commonwealth because it has believed that it has and will do much to develop the latent resources of Michigan. It has already done much and is capable of doing vastly more. It is now an opportune time for the Commonwealth to come out in the open and state, frankly and fairly, whether it proposes to continue its program of development along broad and liberal lines or attempt to gobble up business already created by a pioneer steam road.

REAPING THE WHIRLWIND.

The express companies are very much exercised just now over the discovery of grafting tactics on a large scale conducted by their employes, but this is no more than could be expected, because the express companies have been schools for crime for years and have insisted on their employes filching money from the public wrongfully through false weights and excess rates. Dozens of former employes of express companies have assured the Tradesman that they were forced to do these things under penalty of dismissal and, having taught their employes to be dishonest, it is not at all surprising that they have been caught in their own trap and now find that an employe who will steal for them will steal from them as well.

Surely he who sows to the wind reaps the whirlwind!

A lucky man always attributes it to his superior judgment.

CHEAP GRAND STAND PLAY.

It is unfortunate that Grand Rapids has been placed in an attitude seemingly hostile to the building of an interurban line from Battle Creek to this city. The desire of Mayor Ellis for a little free advertising and the lack of tact on the part of the promoters of the line combined to create the impression that the road is not wanted. The promoters asked for a private conference with the Mayor that they might go over with him the details of what it is planned to do and to ask him, as representing the city, to make suggestions or to give advice as to the course that would best serve the city's interest. The Mayor told them he would meet them in his office at the city hall and when they arrived with blue prints, maps and other papers, instead of being granted the private interview they sought, they found the entire Council assembled to hear what the railroad builders had to say. The plans involve securing private rights of way into the city and premature publicity would have made the execution of the plans impossible, and therefore the conference was called off. The mistake was made in not having the desired interview arranged by outside parties. This could easily have been done through the Association of Commerce and under such auspices city officials could go into conference with the representatives of a utility corporation without suspicion attaching their action. Mayor Ellis, familiar with the proprieties, should have suggested this to the railroad men, instead of trying to put them in a false light before the people. His action in this matter was quite at variance with his conduct during the water scandal, when he voluntarily went to Detroit to welcome the scoundrels who were on their way to Grand Rapids to loot the city.

As to the Battle Creek interurban, this city is heartily and unanimously in favor of it. This is something the Association of Commerce and the business men of the city have been working for for years. The building of this line will open a rich trading territory to the Grand Rapids merchants. It will be worth more than a dozen factories in building up the town and making it more prosperous. Much of the right of way for the proposed line it is understood, has already been secured, but the terminal in this city is still in the air, and it was on this point the conference was desired. The plans call for a private right of way into town instead of coming in over the city lines with a consequent additional congestion of the street traffic. To carry the plans through will involve the expenditure of thousands of dollars and, instead of seeming hostile, the city's attitude should be cordial and helpful, and above all free from politics.

The Battle Creek interurban, if built, will be a part of the Michigan United Transit system, with connections at Battle Creek for Jackson and thence over the Detroit United system to Detroit; also to Lansing and

on to St. Johns and Saginaw. It will be a great feeder for Grand Rapids in a business way and will greatly facilitate trade with many points that are now difficult to reach.

REVERSE THE SILENT POLICY.

The return of Samuel A. Freshney, former business manager of the Board of Public Works to Grand Rapids as manager of the Grand Rapids-Muskegon Power Co., will be a good thing for the power company and for the Commonwealth interests generally. Mr. Freshney made a splendid record as manager of the Board of Public Works and the people have confidence in him. More than this, he has a happy faculty of "getting along with people." He has tact and knows how to deal with the public and when he enters upon his new duties the power company cannot do better than to give him all the rope he wants, to talk when, where and how he thinks best. The company, more than anything else, needs judicious publicity. From the inception of the big enterprise there has been an air of secrecy about everything that has been done. This has not been intentional, perhaps, but has been due largely to the fact that those active in the control have been very busy men and have either not had time or have not appreciated how important it is to keep the public informed. The policy of silence has given ground for suspicion and, taking advantage of it, it has not been difficult for demagogues to awaken a spirit of hostility. This was recently well illustrated in the townships of Walker and Plainfield, where franchises were submitted to give the power company the right to extend its service into those townships. No explanations were made as to the company's intentions, the people gained an idea that they were to be gobbled up by a giant monopoly and the franchises were defeated by almost unanimous vote. In Wyoming township, without an educational campaign, the franchise was defeated and, later, when explanations had been made, it was ratified by almost unanimous vote. In Grand Rapids township the election was preceded by full explanations and the franchise went through with scarcely a dissenting voice. The people have a right to know what is going on and the greatest safe guard against demagogic appeals and political agitation is to take them into confidence. If Mr. Freshney is given free talking privileges, a long step will be taken toward making public sentiment more friendly. This applies not merely to Grand Rapids, but to all parts of the State where the service of the Power company extends.

No good business man has any right to go flying off the handle when anything occurs to disturb his temper. Once in a while the best of us go up in the air, and say and do a lot of foolish things. It must be excused occasionally, under trying circumstances; but to be a regular aeronaut, always going up in the way is not excusable. The habit can be cured. Hasty temper is the undoing of its possessor.

Although not a philanthropist, the bunko man is always looking for good things he can do.

Watch For It

Our Fall and Holiday catalogue is out. The biggest and best book we've ever printed is just leaving our presses.

The most important catalogue ever issued by any wholesaler is now in the mails, and the way you use it when it arrives will have an important effect upon Fall and Holiday profits.

It has a message for **YOU**; its receipt is a momentous thing for your business, because it's crammed with goods which are not only essential to the success of your Christmas trade, but which you can get nowhere else.

Either you must buy these items from our big book or go without them.

Our Fall and Holiday catalogue is on the way.

Watch for it.

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.



Banks Inculcating the Savings Habit.

"Opportunity knocks often at the door of every man that has a little ready money accumulated," is the way the Kent State starts off its current advertisement in the city papers, and nobody knows how true this is better than the banker who comes in daily contact with people who have financial problems to solve. It is the man with a little money accumulated who can borrow more if need be to buy a home at a bargain or to go into business for himself. The man with the ready money can pay cash for his furniture instead of buying on the installment plan and thereby save 10 to 15 per cent. The man with money in reserve can buy his household supplies, his clothing and nearly everything else to better advantage than the one who buys from hand to mouth or on credit. The man with the money can buy potatoes at 60 cents a bushel and his improvident neighbor will pay 20 cents a peck—and complain of the high cost of living. This is merely an illustration, but it applies all along the line. The great trouble is that the modern tendency is to buy first and economize afterward and the banks cannot render a better public service than to impress upon the people the importance of doing their economizing first and, with money in the bank, be in a position to take advantage of the good things that are almost daily offered. In its advertisements the Kent State might very well go into some detail as to the advantage of having the ready money instead of satisfying itself with the simple assertion of letting the reader make his own application.

The Grand Rapids National City and the City Trust and Savings, in their current advertisements urge a 10 per cent. saving out of the weekly pay envelope and suggest that the reader figure up what this will amount to in five years with compound interest at 3 per cent. This is in the nature of advising systematic saving, which, by the way, is the best and surest plan for any young man to get ahead in the world, but would not the advertisement be given additional interest if it showed exactly how the problem would work out, with a dollar a week deposit as an illustration, with the interest added each six months? It is surprising how quickly money accumulates at compound interest even at as low a rate as 3 per cent. and no "easy money" comes so easy and is so little liable to be frittered away as the income from the money that has been saved. The

money in the savings bank or well invested is merely labor stored up, and the man collects the wages which this stored up labor earns. The banks are not entirely philanthropic in their efforts to encourage the savings habit, but, after all, there is no service they can render that will be of more lasting benefit to the community than to persuade people to become savers.

Speaking of the interest allowed by the banks on savings deposits, a local banker last week recalled that the rate used to be 4 per cent. The first year the rate was reduced to 3½ per cent. the deposits in his bank increased \$100,000. Then the rate was reduced to 3 per cent. and the first year there was an increase of \$200,000 and there has been a steady and rapid gain every year since. His theory is that the lower rate inspires confidence, that depositors know the banks can afford to pay it and are not afraid. Those who put their money in the savings account want safety as the first consideration and income from it is of comparatively secondary importance. A bank offering 10 per cent. on deposits would get no money because its solvency would be questioned. He believes that 3 per cent. is all the local banks can afford to pay and maintain their present high standard.

"Depositors and others very frequently come to us for advice as to how to invest their money," said President Wm. H. Anderson, of the Fourth National last week. "In such cases we give the very best advice we are capable of. If it is a woman, safety of capital is the first consideration, which means also certainty of income, and then comes convertibility. A very good investment for a woman is a Grand Rapids Gas bond or the bonds of the Grand Rapids Railway. Both of these have very wide margins of assets and earnings and have such a standing in the market that the investor can get her money back any time. We usually keep a few of these bonds or others of the same class on hand, not for speculative purposes or with a view to selling them at a profit, but as an accommodation for those who want safe investments. If a man asks for advice it depends largely upon what he wants to do with his money. We give him all the information we can, explain anything he does not understand and tell him what our judgment may be and then let him exercise his own. Whether it is man or woman, however, the advice we give is the very best we are capable of and

always in the direction of conservatism and safety. When we are asked in regard to local industrial stocks we give any information we may have, but will not recommend them as investments, and especially not for women. The reason for this is that in any industrial or commercial enterprise so much rests upon the management. A concern that may be very prosperous this year under a different management may next year be on the rocks, and we do not advise those who look to us for counsel to take such chances. Many of our local stocks I would unhesitatingly buy for myself, but I would be very slow in recommending even the best of them as a woman's investment and simply because the management is so important an element in the success of the enterprise."

The Grand Rapids Savings bank will increase its capitalization from \$200,000 to \$300,000 and of the new stock only \$50,000 will be issued at this time. The new stock will be placed in the hands of a committee of the directors, to be placed where new connections are desired at double par. The Grand Rapids Savings, with a surplus and undivided profits of \$118,025.98, has a present book value of 159, and with the new stock issued the book value will be 167. Those active in the management of the bank are confident that with the accumulated earnings the book value will soon reach 200, at which price the new stock is to be placed. With the announcement of the increase in the capitalization comes the further announcement of the resignation of Chas. W. Garfield, who has been President of the bank since 1893, and that William Alden Smith will take his place, that Frank S. Coleman, now Vice-President and Cashier, will become First Vice President and continue as Cashier, with special charge of the commercial department and that Adolph Brandt, Cashier of the

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

GRAND RAPIDS SAVINGS BANK

Only bank on North side of Monroe street.

We recommend the purchase
of the
Preferred Stock
of the

Cities Service
Company

at prevailing low prices

Kelsey, Brewer & Company

Investment Securities

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

Kent State Bank

Main Office Fountain St.
Facing Monroe

Grand Rapids, Mich.

Capital - - - - \$500,000

Surplus and Profits - \$300,000

Deposits

63½ Million Dollars

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

3½%

Paid on Certificates

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

Use

Tradesman Coupons

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

Citiz. 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.

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.

Kent State, will be Second Vice-President and in charge of the savings department and investments. Chas. B. Judd and the White estate own the property occupied by the bank and the adjacent descriptions and plans are under consideration for the building of a handsome and modern office building on the site, the bank to retain its present corner.

Chas. W. Garfield has been President of the Grand Rapids Savings for nineteen years. His father was one of the founders of the bank and he has had a personal or family interest in it from the beginning. In October, 1893, the bank had commercial deposits of \$140,814 and now they are \$560,743; the savings certificates were \$486,085 and now they are \$2,457,691; the total deposits were \$939,056, and now they are \$3,070,531. In 1893 the bank had \$150,000 capital and a surplus and undivided profits of \$59,678; to-day the bank has \$200,000 capital, of which \$50,000 represents a conversion of surplus, and surplus and undivided profits of \$118,025. The gain in surplus and profits has been \$108,347 and, estimating the average dividends at 7 per cent. for the entire period, the cash disbursement to the stockholders has been 133 per cent. or \$199,500. In dividends and undivided profits earnings have been more than double the capital stock of nineteen years ago. Under Mr. Garfield's administration the Grand Rapids Savings has been a model of what a bank should be—safe, conservative and helpful—deserving of the public confidence and a tower of strength in the community. The city owes much to Mr. Garfield and not the least of its obligations is for what he has done to maintain the high standard of banking. Mr. Garfield will retain his interest in the bank and will remain as chairman of the board, but will not be held down to the routine work which has become irksome to him. He will have more time to devote to those special interests of which he is so fond and which tend so strongly to making better citizenship.

Some of the recent changes at the Grand Rapids Savings Bank are due to the movement inaugurated a few weeks ago to organize a bank with a capital stock of \$200,000 to engage in the savings business exclusively. This movement originated with Adolph Brandt, who was elected Cashier of the Kent State Bank, but chafed under the lack of recognition accorded him by the officers of the institution. He enlisted the co-operation of Wm. E. Elliott and together they secured subscriptions to the amount above stated. This movement first reached the ears of officials of the Grand Rapids Savings Bank and they proceeded to puncture the proposition by electing Mr. Elliott a director, giving Mr. Brandt a responsible position in the Bank and taking the friends of both gentlemen in as stockholders. The report published in the Daily News that E. A. Stowe was identified with the movement is without any foundation. Mr. Stowe had no knowledge of the undertaking until after it had been abandoned.

Interested in Building Up Outside Industries.

Grand Rapids, Aug. 19.—The Tradesman's financial reports and comments are always interesting and instructive. Your issue of Aug. 14, pages 10 and 11, gracefully and firmly hits a "key note." It is not often our Grand Rapids banks hear or see in print aught but words of praise and commendation and, of course, this community is greatly elated and benefited by our large and strong financial institutions. Everybody admits that and is proud of them.

On the other hand, as you say, have they not been too conservative for the public good? They have demanded the "long cud" from their patrons and reaped by far the larger portion of profits.

Sugar like, they have quietly and successfully worked the two ends to the limit or all the traffic would stand.

I, for one, glory in your courage and effort for a square deal. There are many who seem more interested in the building up of outside industries and markets at the direct expense of Grand Rapids.

It is one thing to "know how" and another to be "loyal" and it goes without saying that if this city ever becomes really great as a market and a distributing point, it will be because of the everlasting and loyal plugging of its true friends and not from those who practice false allegiance.

Let the good work go on!

Well Wisher.

Quotations on Local Stocks and Bonds.		
	Bid.	Asked.
Am. Gas. & Elec. Co., Com.	85	85
Am. Gas & Elec. Co., Pfd.	48½	49½
Am. Light & Trac. Co., Com.	418	418
Am. Light & Trac. Co., Pfd.	110	113
Am. Public Utilities, Com.	55	58
Am. Public Utilities, Pfd.	80	81
Can. Puget Sound Lbr.	2¾	3
Cities Service Co., Com.	110	113
Cities Service Co., Pfd.	90	92
Citizens' Telephone	95	97
Com'wth Pr. Ry. & Lt., Com.	63½	64
Com'wth Pr. Ry. & Lt. Pfd.	91	92½
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	112½
Globe Knitting Works, Pfd.	100	101
G. R. Brewing Co.	175	200
G. R. Nat'l City Bank	185	176
G. R. Savings Bank	185	
Holland-St. Louis Sugar Com.	10¼	10½
Kent State Bank	260	
Macey Co., Com.	200	
Lincoln Gas & Elec. Co.	42	45
Macey Company, Pfd.	95	98
Michigan Sugar Co., Com.	89½	90½
Michigan State Tele. Co., Pfd.	100	101½
National Grocer Co., Pfd.	86½	87½
Ozark Power & Water, Com.	45	48
Pacific Gas & Elec. Co., Com.	64½	66
Pacific Gas & Elec. Co., Pfd.	91½	92½
Peoples Savings Bank	250	
Tennessee Ry. Lt. & Pr., Com.	23¼	25
Tennessee Ry. Lt. & Pr., Pfd.	79¼	81
United Light & Railway, Com.	72	75
United Lt. & Railway 1st Pfd.	86	87½
United Lt. & Railway 2nd Pfd., (old)	79	80
United Lt. & Railway 2nd Pfd., (new)	73	75
Bonds.		
Chattanooga Gas Co.	1927	95
Denver Gas & Elec. Co.	1949	95½
Flint Gas Co.	1924	96
G. R. Edison Co.	1918	97
G. R. Gas Light Co.	1915	100¼
G. R. Railway Co.	1916	100
Kalamazoo Gas Co.	1920	95
Saginaw City Gas Co.	1916	99

Before condemning a man for not smiling it would be better to learn, if possible, how foolish he looks when he tries to smile. It seems as though an earnest, expectant, ready-to-serve-you manner, with no sign of frown or ill mood ought to be acceptable without a positive smile. Some smiles are detestable.

Do not worry about politics. Mind your own business.

Fourth National Bank

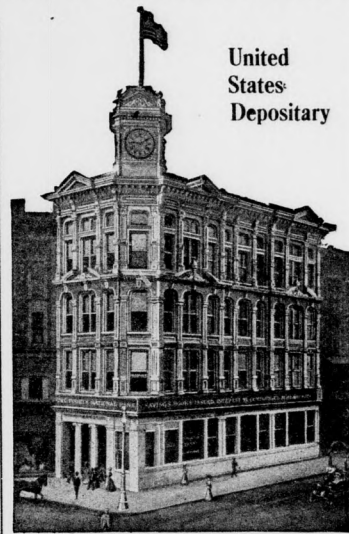
Savings Deposits

3

Per Cent Interest Paid on Savings Deposits

Compounded Semi-Annually

Capital Stock **\$300,000**



United States Depository

Commercial Deposits

3½

Per Cent Interest Paid on Certificates of Deposit Left One Year

Surplus and Undivided Profits **\$250,000**

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.

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



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

Potatoes and Modern Potato-Handling Machinery.

The production of potatoes is getting to be one of the most important branches of agriculture in the country. While it does not rank with the output of cereals like corn or wheat, nor take a place in point of acreage or values with cotton, it is nevertheless a commercial factor of immense importance. Of course, the territories in which potatoes are grown commercially, that is to say, for shipping purposes, are rather limited, compared with those in which the other crops referred to are grown. However, the section covered is surprisingly large, particularly in the South, and the implement dealer who is located in a potato-growing district has a potential business, the development of which is sure to bring him big profits.

The high price of potatoes has made farmers handling this crop anxious to put in as large an acreage as possible. The cultivation and harvesting of potatoes require a considerable amount of labor, and the cost of this, too, has been going up. The combination is one which seems to have been "made to order" for the implement man, an argument on his part as to the desirability of up-to-date tools with which to handle potato production is seldom necessary. It is simply a question of proving the practicability of the machinery and of finding a customer whose financial resources are sufficient to enable him to install the equipment.

The development of the business along the line of modern implements designed especially for potato cultivation has been largely within the past few years. On the one hand, the relatively low price of "spuds," which did not permit of a sufficient margin to make an expensive outfit practicable, and on the other the comparatively small line offered by the manufacturers, combined to keep the business down to a relatively small scope. But it has been broadening steadily, and a potato grower of any consequence is now the owner or the prospective purchaser of equipment, to be used exclusively in that business, worth about \$300. With several hundred growers to solicit for this outfit, and with new implements to be sold to take the place of the old ones, a dealer who is in a potato-growing territory ought not to worry because of lack of prospects to go after.

The potato planter has taken its place as one of the greatest labor saving inventions of the century. The large commercial grower who would attempt to

get along without the use of a planter would soon be taught a lesson by the expense involved, compared with the amount necessary to put his crop in by machinery. In fact, in most localities the planter has almost entirely superseded the old hand method, and even growers who are not able to purchase machines make arrangements to secure the use of those of their neighbors as a means of avoiding what now seems to be an excessively laborious method of planting.

Cultivation by machinery designed for the purpose is also general, and involves the use of a fairly expensive machine. The potato cultivator may be used for other purposes, it is true, but is about the only one which is not adapted exclusively to the potato crop. The cultivator business does not suffer on this account, of course, but sales are simply increased on this line by reason of the supplementary demand, as well as the necessity of the use of cultivators in connection with the potato crop.

The potato experts have learned that sprayers are hard to get along without, once they have become accustomed to their use. The improvement in the condition of the vines and the better yields insured by spraying have been splendid material for use in extending the sales of sprayers, while the labor-saving feature has also commended itself to those who have learned to watch costs of production in the agricultural field as carefully as the manufacturer watches the expenses contributing to the aggregate involved in putting out his commodity.

Hand guns for use in spraying the vines with Paris green have been a good item for most of the dealers handling this line, and while they are comparatively cheap, in the aggregate the sale of the equipment amounts to considerable. It also pays to carry the insecticide itself in stock, as potato growers will purchase it just as readily at the implement store as elsewhere.

The greatest field just at present seems to be in connection with the potato digger. It is not as old a proposition as the other equipment, and the possibilities of it appear to be larger than any other item. The chief expense, as far as labor is concerned, comes in harvesting the crop, so that the grower is more inclined to invest in a machine which promises to relieve him of his difficulties at that point. Another important factor is that the value of potatoes usually depends upon the rapidity with which they are marketed. If they can be shipped early, "beating the gun," as far as competing producing centers are concerned, they will bring more than if the crop moves along with the main output.

When the dealer goes to the grower and points out to him the saving which will be made as far as the actual expense of getting his potatoes out of the ground is concerned, and then goes into the advantage, from a sales standpoint, of keeping down the amount of time required to put the production on the market to the lowest possible figure, the grower is certain to be impressed, and is usually willing to get down to "brass tacks," which in this case is the work which the machine will do.

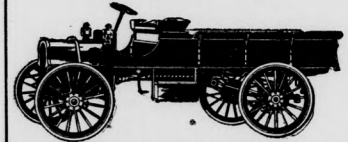
It goes without saying that a potato digger is confronted with a hard job. Sometimes the vines are unusually high, and cutting them may be necessary in order to enable the digger to do its best work. Then again, the character and condition of the soil have something to

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

Foster, Stevens & Co.

Wholesale Hardware



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

Grand Rapids, Mich.

How is your stock of Oil Heaters?

We have a good stock of them



Michigan Hardware Company

Exclusively Wholesale

Ionia Ave. and Island St.

GRAND RAPIDS, MICH.

do with the results secured. If the soil is sticky, which means that it is hard to break, there is pretty sure to be trouble, while clay is not as easy to handle as sandy or mucky soil, as a rule. These are peculiarities which the dealer must study and, as a rule, a test which will thoroughly demonstrate what the difficulties in the way of successful operation are will enable him to make adjustments which may dispose of the troubles, and thus save the worries and possible dissatisfaction which are likely to result if the machine is sold to the grower without the later being instructed as to the probable difficulties which he may expect to experience.

Dealers who are familiar with the potato-digger proposition are of the opinion that an improvement might be made in certain features of most of the machines which are now being offered. As a rule they are not very heavily built, and consequently do not stand up well if the soil is heavy or hard to handle. In territories where this is the situation, a heavier machine would probably be better adapted to the situation and would "stay sold" more uniformly than is the case where the lighter, and consequently less durable, implement is put out.

Another point is in connection with the gears and chains. These clog up easily with dirt. In most cases there is a guard over the cog-wheel, put there apparently to prevent accidents to the operator. But if it were possible to box the chain and cog completely, or to substitute shaft-drive for chain-operation, the transmission of power would be accomplished with less loss, and the chances for the machine being stopped by the dirt getting into the moving parts would be greatly reduced.

These are comparatively minor points, however, and only go to show that in spite of the comparatively new character of the potato digger its merits are recognized. When the makers have had a little more time to study the situation in all parts of the country, and to adjust their machines to the varying conditions which are met with by the growers in the different sections, the chances are that the potato digger will have the largest sale of any implement used in the cultivation of the crop.

"I am making more money out of the implements I sell to the potato growers," said a well-known Ohio Valley dealer recently, "than any other line that I handle. As a matter of fact, I like the prospects in that department of agriculture so well that I have put my younger brother in the business. I know that with the use of the implements with which I have supplied him he will be able to produce a crop which will be a big money-maker. That shows what I think of potato-growing in the first place, and in the second what I think of the value of the special machinery used in cultivating the crop.

"I am profiting, too, by the practical experience in the use of the equipment which I am getting in connection with the work my brother is doing, and the growers appreciate the fact that if I have found the machines good for my own use, they ought to pay them as well. This just suggests that the dealer can always profit from the practical experience of users, even more than he

can from a theoretical study of the machine."

The South is developing into the leading potato-producing section of the country, and two crops a year are turned out in a great many parts of that territory. This emphasizes more than anything else the desirability of adequate machinery, and the implement dealer who can reach growers who have from twenty to thirty acres of potatoes to dispose of ought to have little difficulty in putting a lot of very desirable business on his books.—G. D. Crain, Jr., in *Implement Age*.

Value of Organization for the Merchant.

While it has come to be regarded almost as a truism that the successful business man has no time for politics, and that time spent in this field is time lost, since it could be used to better advantage, it is believed that every business man should give more attention to politics and to the affairs of government, especially to the activities of state and national legislatures, than is paid by the average man engaged in commercial pursuits.

The man who has money invested in some form of business or other will not reap the greatest possible return on that business unless it is developed to the limit and all handicaps are cleared from his path. Every business man realizes the necessity of watching the markets, of keeping an eye on his competitors, of developing new lines of trade and of acquainting himself with the latest developments in the commercial world that may be of interest to him or that might, even indirectly, affect his business. Every man does not, however, realize the importance of keeping in close touch with the doings of legislators, state and national. Yet many measures that, in view of possible operation, are harmful to his business are introduced yearly.

The average legislator is not a business man. As a rule he is a lawyer who has not made an extraordinary record as a practitioner. He is strong for writing more laws on the statute books. That is what the average lawyer thrives on, a multiplicity of laws, and very frequently special interests control legislators to the extent that they enact into law bills written for the sole purpose of benefiting these interests. Frequently these laws become operative without any concerted effort, on the part of those business interests which will suffer, to prevent such legislative action.

This is an important matter for the average business man. The valuable work that has been accomplished by organizations, such as that by the various associations fighting the parcels post, should be taken as an apt illustration of the benefit which will accrue from organization along proper lines and with a legitimate end in view. Through the medium of these organizations the average business man, too busy or disinclined to keep directly in touch with governmental affairs which have a direct bearing on his affairs, may keep informed on these things and on other matters which should interest and concern him. The officials of these organizations separate the wheat from the chaff and send only the former to

the membership, together with suggestions for action. These organizations are well nigh indispensable to business success, and it is not believed that any other class of business men benefit more from organization than do the retail implement dealers. Believing this, it is believed, also, that the dealers of every state should have a compact, well-organized association with proper national affiliations, since such organizations have proved, in the states where they exist, to be of incalculable value to the retail dealer in fighting their natural enemies.—*Implement Age*.

The Public Must Be Shown.

It is a good thing to talk to your customers about trading at home, but be sure that they find a reason behind your talk in the service they get. It does not go down to say you ought to do this for the purpose of maintaining home industry. The public must be shown. It wants to know why it should support home industry unless it gets what it wants at the same time. Back of the talk there

must be the push. Back of the push there must be the goods. Back of the goods be the obliging manner and the accommodating service. Back of all this there must be honorable dealing and an expressed appreciation of the trade extended. He who follows this method of conducting business will not have much to fear from mail order competition. Give it a fair trial.

It is foolish to hunt trouble; sit down and it will hunt you.

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.
 10 Pearl Street Grand Rapids, Mich.

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

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Brecht's Enclosed Brine Circulating System

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

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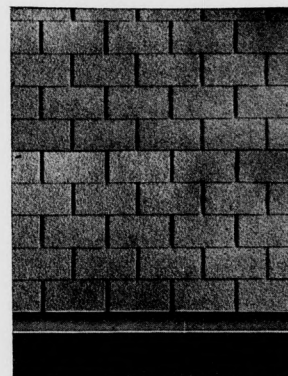
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Beware of Imitations. For Particulars Ask for Sample and Booklet.
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 Detroit Lansing Cleveland Cincinnati Buffalo Worcester Jackson
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H. M. REYNOLDS ASPHALT SHINGLE CO.
 Original Manufacturer, GRAND RAPIDS, MICH.



Status of the Principal Dry Goods Staples.

The woolen and worsted yarn markets are ruling very firm and buyers who have delayed operations are now trying to cover the requirements of their spring season. It has been stated that the underlying cause of the firmness is found in the high price of wool and the improved demand for merchandise.

Several mills are so well engaged on special business or on contracts placed by consumers who saw some time ago what was coming in the trade, that they are virtually out of the market at the present time and are turning down business every day. The need for yarns is great and several weavers have gone short to an extent hardly believable in view of the accuracy with which spinners foretold the conditions that have come about.

There is a steady sale for fine worsted yarns and the customers who covered in blanket orders have been sending in their specifications very promptly in the past ten days.

No large contracts are now being placed, largely because mills are in no position to take them. It is also true that buyers who did not cover are now trying to adjust themselves to the new levels of values that obtain. It is clear that no concessions can be expected from the larger mills and no lower prices are possible with the smaller mills. The former have so much business offered that they cannot afford to bring buyers in after their long delay. The latter are unable to do any better on the wool markets than the large mills, as the latter are open to take small or large lots of good spinning qualities to fill out their actual requirements.

On some of the low numbers prices were advanced 2½c per pound during the latter part of July. Mohair yarns are very strong and are tending still higher under the influence of a good healthy demand from weavers.

Trade Broadening.

The limited margins of profit on which considerable of the business on finished goods is being done is troubling many merchants and they are anxious to see how long the lifting process is to be continued at the raw material and producing end of trade. The Western and Southern trade is undoubtedly broadening. This is shown by the character of orders coming in and by the reports reaching sellers and buyers whose goods are overdue. Scarcity is pronounced on many staples and the prices on low end goods are very firm indeed. Many sheetings and drills, and many num-

bers of print cloth yarn constructions are hard to get at first hand for prompt shipment, and second hands who have goods coming on contract are not willing to release their holdings when top market prices are offered.

It is clear that the advances in prints that have been so long announced have been preceded by sales without any regard to current rates on gray cloths. Some of the discounts granted have carried net prices to as low a point as staples or sub-counts have sold at any time this year. It remains to be seen whether the new prices named will eventually carry discounts that will negative any advance that has been announced. Some agents think that will prove to be the case and they do not hesitate to say that the competition for business will not be lessened until the production is taken care of. Both in narrow prints and in percales buyers are watching events closely.

Cotton Prices Stiff.

The business offered in staple gingham has reached proportions that make it prudent to exercise them at value rule. A similar condition is now noted in staple tickings and some numbers of denims. The low price end of the dress gingham market is shaping up in a promising way whenever small neat patterns are available. It is still difficult to get action in the jobbing houses on the larger patterns and the higher priced narrow fabrics.

Prices at which fine grade cotton are being held for future delivery are causing mills that would like to take new business at current prices to exercise usual caution. On such grades as 1½ inch cotton prices asked for new cotton range around 26c per pound, which means a net cost of 34c a pound when combing is completed. At this basis there is very little to be made on plain fabrics from 60s or 80s warps, nor from the better grades of fancy cloths.

There has been a speeding up in the orders for fall underwear and hosiery. Buyers who have been holding off until after stocktaking in the retail stores, are now coming forward only to find that stock goods are not plentiful. Prices have been advanced on various lines all the way from 15c a dozen to 75c a dozen on different grades of fall underwear, and agents are not able to offer as many goods as they can sell at the new figures. The demand for spring hosiery has been good and several of the leading mills have booked up pretty close.

Advance in Prices.

An advance of ¼c and ¼c on vari-

ous lines of low and medium count bleached cottons was the result of a steady accretion of business that has cleaned up stocks and finished goods and brought values nearer to a parity with the firm values current on gray cloths. The jobbers have bought less than the manufacturing and cutting-up trades, yet they have been sending in small orders repeatedly. At the present rate of progress it is difficult to see how values can possibly be lower for some time to come. The goods are not in stock as they usually are at this period and buyers will have to rely upon picking up their requirements from unusual channels.

The advances announced in prints are now beginning to attract more attention among buyers, as they see all printers are alike in demanding some part of the price that is required if they are to keep above water while gray cloths are so firm and high. There was more trading and several buyers who would not order earlier when they knew an advance was imminent have concluded that it would be a safer policy to cover September requirements fully.

The probability that within the next sixty days there will be contracts in the market for various lines of duck aggregating from thirty million to thirty-five million pounds and that stocks in mill agents' hands at this time are very meagre adds much to the firmness with which traders hold the belief in high prices for cotton goods for some time to come.

Laces and Linens.

A consular report says: The handmade lace industry is important in Belgium, but has been injured by the advent of the machine-made product. There are about fifty thousand women, mostly working women, in east and west Flanders, peasants in the country districts who produce lace valued at about \$4,825,000 yearly. The wages of these workers are only 20 to 30 cents a day. This lace is usually contracted for in advance by agents of the dealers in the larger cities. The only place in Belgium

WANTED

A buyer for a going business—would preferably consider the selling of an interest in same. Stock consists of dry goods, groceries, etc., and is well located in Grand Rapids. Present owner hand-capped for funds.

I also have for sale a fully equipped five passenger Stoddard-Dayton Automobile—or would trade for real estate.

F. W. GREULICH, Trustee.

Care Grand Rapids Dry Goods Co.

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.

Get your Stock ready for the Fall trade and place your order with us for

Outing Flannels

Shaker Flannels

Cotton Flannels

Wool Flannels

Flannelettes

Cotton Blankets

Wool Blankets

Comforters

Cotton Batting

We have a large Stock of new goods at the right price.

GRAND RAPIDS DRY GOODS CO.
GRAND RAPIDS, MICH.

where lace is made by machinery is at Vilvorde.

The queen of Belgium has taken an active interest in reviving the hand-made lace industry and supports a society founded lately to enlarge the industry and to give better wages to the lace workers.

The United States buys large quantities of Belgian laces, and a great many American dealers make their purchases through the London and Paris commission houses. It seems that it would be more to their advantage to buy direct at Brussels, thus saving the large commissions paid. The export of laces to United States last year amounted to \$439,046, compared with \$343,570 in 1910.

Doings in the Buckeye State.
Written for the Tradesman.

Zanesville has secured lower electric light and power rates, the new rates for residence lighting being 8 cents per kilowatt, as compared with 10 cents, with the same discount of 5 per cent. The rates for commercial lighting graduate down from 7½ cents to 2½ cents, with a 10 per cent. discount instead of 5 per cent. under the old rate. In return for these concessions the company is granted a six-year extension of franchise.

The Ohio State apple show will be held at Zanesville during the second week in January and joint committees of the Chamber of Commerce and the Muskingum County Horticultural Society have the arrangements in hand.

The Ohio State Board of Agriculture is telling the people that they are raising only two bushels of wheat per capita, while in early days twenty bushels was the average, and that the latter could again be maintained with the planting and the preservation of trees and proper forestry methods.

C. R. Harper, manager of the C. C. Higgins Co., wholesale grocer of Findlay, has resigned and will go to Florence, Ala. to engage in a similar business for himself.

The Brundage Bros. Co., of Toledo, wholesale dealers in peanuts and confectionary, will build a wholesale house 60x120 feet, three stories at Washington and Lafayette streets.

Prizes have been awarded by the Flower and Garden Club of Columbus for the best appearing streets, school gardens and individual gardens. The club was organized and financed by Columbus real estate dealers.

The Ohio-Columbus centennial celebration will open at Columbus Aug. 26, one of the features of the first day being an industrial parade, and it is expected that every industry in the city will be represented.

Instead of awarding contracts for road improvements locally, or in counties where the work is done, the State Highway Department is trying the plan of receiving bids and letting all contracts in Columbus. It is expected that time and money will be saved by the new plan.

The State Public Service Commission has ordered the Adams, United States, American and Wells-Fargo express companies to extend their

free delivery zones in Columbus, so that citizens living in outlying sections may get service without paying an extra charge for same. The companies have been delaying the final decision by asking for new hearing or alterations of the ruling.

Ohio shippers complain that the Detroit, Toledo & Ironton Railroad, which is in receiver's hands, is not giving adequate service and Attorney General Hogan and Chairman Gohlman, of the Public Service Commission, are urging the sale of the road, hoping for better service after re-organization. Almond Griffen.

A Retail Salespeople's Literary Society.
Written for the Tradesman.

In a little town of some 15,000 inhabitants there is a group of a dozen salespeople—six young men and six young ladies—who have organized a little social and self-improvement club. They meet twice a week, except during the summer months, at the home of one or another of the members. The sessions last from eight till ten-thirty, the host or hostess serving refreshments of a simple and inexpensive kind. The purpose of the club is perhaps more social than anything else, though they have something in the way of a musical or literary program about once a month. Two of the girls play and one of them sings; several of the young men also being able to sing without inflicting pain on those who may listen. One of the young ladies recites very acceptably, and of the young men there is one who might have been converted into a vaudevilian if he had been caught younger. But the redeeming thing about the so called programs, hastily and informally gotten up by these young people, is that they are not taken too seriously by the members themselves. Consequently they do not overdo this feature of their diversion. When it is literary evening they have one or two recitations, a chapter from some new book, or a brief summary of the book. One evening they had an original story of five chapters—a modern romance, of course—written independently of each other by five different members of the club. And that was one of the best things they pulled off all winter. Of course there was absolutely no connection between the chapters, and the hero masqueraded now under one name, and now under another. The principal benefit of the organization is that it provides diversion of an innocent nature for the members of it, and keeps a group of young people, whose sphere is necessarily limited, from being bored by their surroundings. And really there is no use in any one's being bored by his or her surroundings. If one has within himself the elements of resourcefulness, he can devote himself to books and reading, to his favorite sport or hobby; but if he doesn't happen to have these resources at hand, he is apt to spend time to no purpose and get into a very dull and sluggish mental state. This mutual benefit idea among

the salespeople of that little town is an excellent one. Why don't you organize one in your town?

Linen is one of the principal exports from Belgium to the United States. Last year it amounted to \$1,205,683, a decrease of \$86,746 compared with 1910. The flax crop in the Flanders was comparatively poor owing to the dry summer, and this, combined with the decreased demand and the greater competition, especially with Germany, interrupted the in-

dustry. The factories making linen for covering furniture, walls, etc., and for the rougher uses suffered most.

All that glitters may not be gold, but is almost certain to catch the eye of the curious.



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 Stekete & Sons

Wholesale Dry Goods

Grand Rapids, Mich.



Dealers Are Throwing Up Their Hats Over the Merit of

Fisk Interlocking Advertising Service

52 Issues \$5

Sold to Only One Dealer in a Town

\$10 PER YEAR AFTER OCT. 1
Order Now and Save \$5

FISK PUBLISHING CO.
HENRY STIRLING FISK, Pres.
Schiller Bldg. CHICAGO

Excelsior Gold Eye Needles



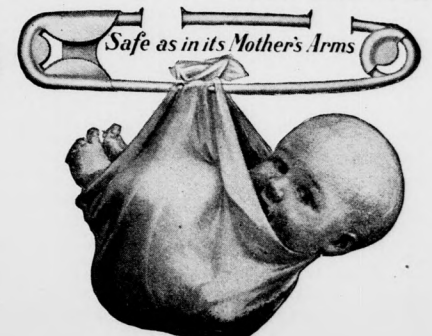
Large Round Eyes
Put up in Attractive Wrappers
100% profit



Stewart's Duplex Safety Pins

Best Quality
Extra Heavy Wire
Superior Nickel Finish

Write to your jobber for samples and prices





**Unusual Experiences of Shoe Men—
Story by William MacFarland.
Written for the Tradesman.**

Chapter VII.

"Bud, did you ever hear about Charlie Martin's customer—the man who 'couldn't control' his feet?" inquired William Macfarland. (For the benefit of the reader the author begs to say that Charlie Martin is head clerk in Mr. William G. Macfarland's elegant shoe store. The Macfarland store carries ample and modish lines for men's women's and children's wear. It is easily the premier shop of our city.)

"No," replied Bud, "tell us about the man who 'couldn't control' his feet. That sounds as if it might be interesting."

"It was shortly after opening hour one morning last spring," began Mr. Macfarland, "that he was pleased to favor our store with a call. It was so shortly after the opening hour that Charlie, my right hand bower, had just hung up his panama.

"And he looked so harmless and inoffensive and humble, this early Friday morning customer. You've seen people, Tony, who seemed to wear a sort of chastened look? Well that's the way with this fellow. I'm glad I happened to get a good look at him as I walked back to the office. If I'd gotten down twenty minutes later I'd always regretted it. Even a brief, casual vision of a genius—a consummate artist in his line, no matter what his line may be—is a thing worth while.

"When Charlie glanced at the customer's well-worn shoes he foresaw a certain sale. The most cursory inspection of the humble one's pedal extremities indicated that he needed a pair of shoes, for he had certainly reached the stage wherein we say of a fellow that he's on his uppers.

"'Good morning!' said Charlie, with that pleasant, fetching smile of his that's worth a fortune, 'will you be seated?' And the chastened one sank down apologetically in a fitting chair."

"'And now, sir,' said Charlie, 'what kind of a shoe do you wish?' Meanwhile removing the much-worn right, disclosing a badly soiled, and by no means hole-proof, pair of socks.

"'Oh, something comfortable, if you please,' said the humble one wearily, as Charlie adjusted the size stick.

"'Low cuts?' asked Charlie, reading the stick.

"'If you please,' meekly responded the humble one; and he said it as though it pained him to be of so much bother to anybody—especially

a fine young fellow like Charlie Martin.

"'Tan, vici, patent leather, enamel, gun metal, grain calf or—'

"'I'll look at a pair of vici, if you please,' said the chastened one.

"'And about what price do you wish to pay?' inquired Charlie.

"'Oh, never mind the price,' said the humble one, 'I want a good shoe. Show me the best you've got.'

"This sounded good to Charlie's ears, so he brought a pair of five dollar shoes. They were plain, with ample width as to toes, and were built on a straight last. The weary one seemed to be well pleased with the leather, the last and everything about them—except possibly, if it wouldn't be too much trouble, you know, a half size larger would fit just a trifle better; for,' explained the humble one, 'I do like comfort in a shoe. Comfort rather than looks—that's my doctrine; and I never worry about the price. The price—you'll excuse me, please—the price cuts no ice with me.'

"'Dead easy,' thought Charlie to himself. To his customer he said:

"'Certainly, certainly! You shall have a pair half a size larger if you so desire. It's the policy of this store to please.' And so Charlie produced the desired size.

"'Poor Charlie!' interpolated Mr. Macfarland, "I wonder what he'd thought if he could have read the thoughts in that fellow's mind. Charlie was dead easy. Anybody who goes up against an artist like that is apt to be easy.

"The half-size-larger shoe tickled the weary one to a frizzle. 'Only I must try the left one on, too—that is if it isn't too much trouble, please; for my feet are not quite mates—and, and I want to be sure the left shoe fits all right.' Oh, you foxy, funny man! I can see you now as you stand there in your seven opaque atmospheres of alleged humility! Shame on you for bamboozling my Charlie! Haven't you any appreciation of dignity?" And Macfarland's smile grew into an out-and-out laugh.

"'Oh, come on with your story,' said Bud Williams. And you'll remember how Bud keeps them waiting just when he gets to the most interesting turn of the narrative. And yet when it comes to listening to an interesting story, Bud is the most clamorous of all to have it go right forward. It's always just like that. The most sensitive chap in any circle is the fellow who's always putting something over the other fellows. Get one on him and he behaves like a spanked baby.

"So the humble one's left footsie was duly installed in the shoe designated therefor," continued Macfarland; "and, strange to relate, in view of what its owner had said about its ill-fitting propensities, the shoe seemed to fit perfectly. He plumped down hard on the heavy piling, first one foot and then the other. No binding across the instep. Plenty of room for the toes. Laced up nicely. No wrinkles under the instep. Yes; they were a bully good fit. Charlie Martin said they fit. The quiet, plaintive customer said they fit. Indeed the customer was really enthusiastic about the fit. And there was something really touching in the way the customer held up his frayed-out trousers and admired himself in the mirror, and then mildly and inoffensively walked down the two-tone rug—walked, mind you, towards the fore part of the store. As he walked he seemed to chipper up and become more communicative. He said nice things about the store, and he shot complimentary looks toward Charlie. In a subtle and inoffensive way he became almost facetious. He admired the shoes, he praised the stock, he asked about business, he deftly complimented Charlie on his expert salesmanship, and skilfully liberated the ozone of a mild-mannered optimism. But all the while he seemed to be getting nearer the front door.

"Charlie didn't feel a bit uneasy. Rather the manner of the man who was so strangely quiet for a time, and then so genuinely interesting,

had a kind of soothing effect on Charlie. Charlie was thinking how auspiciously he had started the day's business—a neat, quick, profitable sale; and the customer so evidently charmed with his purchase.

"'D' you know,' said the mild-mannered one (and he lowered his voice as he said it, as though it were a secret just between him and Charlie) 'd' you know I like these shoes more than I can tell you? They are the best shoes I have had for a long time—and they, they feel so good to my feet. And just between you and me, my feet are funny. Sometimes,' and that funny man's voice dropped almost to a stage whisper, 'sometimes my feet take the funniest, freakiest notions. And when they do, I don't seem to be able to control them. Mercy man!' (this with a terrified, hunted look on his face) 'the spell is on me now, and I've just got to h-i-k-e!' And out of the store he bolted quicker than a flash, and down the street, and around the nearest corner, and down that street to the alley, and down the alley to—well, only the Lord and that funny man know where. Charlie lost him at the alley. Charlie is a good sprinter, but this man with the queer feet outclassed him. Charlie's call for the police, for public-spirited citizens, for help from any old source—was of no avail. The hour was early, and there were few people on the streets, and not a copper in sight. And—well that man who ought to be in vaudeville was disappearing from the face of the

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.

earth. In almost no time he was gone; gone also were the shoes. Presently Charlie came in hot, perspiring, angry with himself, with the man who had done him, and with a frown against the universe. Charlie looked fifty-seven conflicted sentiments all at the same time. Not until weeks later did the unconditional fun of the incident work into his system. But he's still just a bit sensitive about the matter; and I wouldn't advise you to ask him about the man who 'couldn't control' his feet."

"Did you ever see or hear of him any more?" inquired Tony Collins.

"He never came back any more," replied Mr. Macfarland.

Charles L. Garrison.

It Pays to Tell the Truth About Shoes.

Written for the Tradesman.

Of course it does.

It pays to tell the truth about everything.

If one cannot tell the truth, 'twere better for that man to keep his mouth shut.

Every act brings its own reward, it may be good or it may be evil.

This is a positive law.

Yet there are lots of people who ignorantly think that they can do a mean or foolish deed and get away with it.

How foolish!

There is always a day of reckoning, and the reward comes with it.

There is cause for every business failure and you will have no difficulty in locating it if you look deep enough.

It pays to be honest simply because it is the right principle and honesty always brings the kind of reward that makes one glad.

That's the reason the legitimate shoe dealer ought to stick to straight-forward, open-and-above-board methods in all his dealings with the public.

If he has three dollar shoes to sell, let him advertise them as three dollar shoes. He doesn't have to advertise them as four dollar shoes, or four-fifty shoes, marked down to three dollars.

There are times when any dealer can afford to mark certain shoes down considerably below the original asking price.

But in that event there is a good and sufficient reason for the reduction in price.

If that is the case, tell the public so; but if it isn't the case, why try to deceive the public?

As one reads newspaper announcements of shoe stores throughout the country one is made to wonder on several counts. First, at the credulity (or supposed credulity) of people who are expected to believe all that rot; second, at the moral make-up of merchandisers who send it out.

No wonder the papers are filled with stories of bankruptcy on the part of would-be shoe retailers.

Verily the law is inexorable; and whoso thinketh to find a loophole through which to escape from his iniquity, is doomed to disappointment.

Department Store Methods of Handling Shoes.

Written for the Tradesman.

The wording of this article may be a bit misleading.

That's the reason I am going to take time right here to explain what I mean.

There are department stores and department stores; and some of them handle shoes—just as they do all other kinds of merchandise—in way that exempts them from criticism.

But some of them do not. And it is the method of this other class of department stores that gave rise to the phrase, "department store methods."

There is no reason why the department store should not carry shoes among other kinds or merchandise if it so desires.

But we are all familiar with the bargain basements in which cheap shoes are used by certain department stores as bait for the unwary—and shoe sections of other stores in which every artifice is used to create the impression that ridiculously inexpensive footwear may be had at any and all times.

And in such stores unwholesome price-cutting—a most serious menace to legitimate shoe retailing—is started and kept going.

Out of such stores not unfrequently proceed the sort of shoe advertisement that plays the very mischief with retailing conditions in that town or city—sweeping, unsubstantiated, and absurdly untrue statements about alleged shoe values that are proffered the public from time to time. The house avers that its unexcelled buying facilities give it certain advantages over exclusive shoe dealers, near and far; or shoe manufacturers somewhere or other have failed, and sold surplus stock at half price or less. And the prospective shoe consumers of that community are supposed to take such statements at face value.

All of this sort of advertising introduces a sensational element into that community. People are fed up on excitement as respects announcements; and the conservative, honest tradesman who cannot come out with a sensational assertion about some extraordinary deal or other that he was put over, doesn't stand a ghost of a show.

And quick selling (with consequent poor fitting) is too often characteristic of the department store shoe section.

It is needless to say that such methods are demoralizing to the legitimate shoe business of the community in which such abuses are allowed to go unpunished.

Of course the better department stores of the country do not use such unbusinesslike and prescientific methods in their shoe department. Far from it. They seek to handle good shoes at a reasonable profit; advertise them in a straight-forward way, and give conscientious service in their fitting rooms. But there are other stores in which shoes are not taken seriously, and it is this sort of a de-

partment store that helps to complicate the problem of judicious shoe distribution.

The Shoe Salesman Who Earned a Rebuke.

Written for the Tradesman.

He was a somewhat shabby little man, with a retiring disposition; and he had withal a half-apologetic air—the kind of a fellow who bears evidences of having failed in the big things of life; also because he had had it borne in on him that he had failed, he appeared to be one of those over-sensitive creatures.

You can readily picture to your imagination the kind of a man this customer was—just a quiet, little, unobtrusive fellow.

And I am sure he was himself genuinely disappointed because he could not find anything to his liking in the lines that had been reduced to two dollars the pair.

And you could see from his old oxfords that he needed a new pair of shoes.

"Come back some day," said the smart shoe clerk, "come back some day when you've made up your mind to buy, and we'll try to fit you out."

And the manner in which the smart shoe clerk delivered his parting shot indicated that he was in a resentful mood.

And you might also infer that fact from the way the smart shoe clerk flung shoes back in cartons and threw the cartons down on the ledge.

True it was along late in the after-

noon, and it had been a sultry day in August.

But—well, it doesn't pay to lose one's patience—especially in a shoe store. And it was quite plain that the smart shoe clerk was really peeved.

"Say, Billy," said the proprietor, whose eyes had been on the clerk and whose ears had heard the clerk's parting shot, "what did I tell you about people who come to this store?"

And the clerk hung his head guiltily, and furiously attacked the cartons.

"D'you remember what I called our customers?" pursued the proprietor.

"Guests, did you not?" said the smart clerk.

"That's what I did," replied the proprietor.

"D'you think you've treated that little man like a guest ought to be treated?"

And the smart clerk was silent.

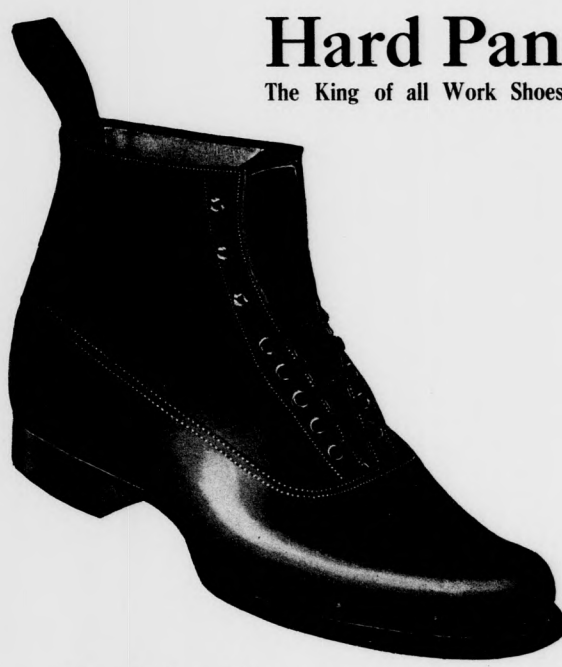
"No, you didn't" exclaimed the proprietor, flushing. "And I want to tell you right now I don't want to see a repetition of that offense. If you can't treat people right—no matter whether they buy or don't buy—we will somehow have to worry along without you. D'you understand?"

And the smart clerk murmured something to the effect that he understood.

"All right, then," concluded the proprietor: "see to it that you govern yourself accordingly. The people who enter our doors are our guests; and I'll expect you to treat them as such under any and all circumstances."

Hard Pan

The King of all Work Shoes



Often imitated but never equalled in foot comfort and long hard wear.

Made only by

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.



The Purpose of Window Trimming. Written for the Tradesman.

What is it?

To please art-lovers?

To keep idle clerks busy?

To imitate competitors?

To take care of superfluous stock?

Or just to sell goods?

Any window that does not sell goods is a space, time and money waster.

A clerk who sells no goods is summarily dealt with.

Why be more tender to a show-window that refuses to earn its pay. Ladle out justice equitably. Don't have all your kicks aimed at unproductive clerks and none at the window which fails to pay its own rent.

It would not be far from the truth to say that windows are as important as human salesmen. They are the advance guard of the store's forces; the first representative seen by a passer-by.

They are momentous as the first valley in battle; as vital as the opening words of a salesman's "approach."

They should always sound the keynote of the store's selling system and say nothing that is not borne out by the evidence produced by the interior of an establishment.

Their merchandise contents should always be seasonable and adapted to the needs of the prospective customer, and every item should be plainly price ticketed. To most consumers the most interesting thing about merchandise is its price. Therefore, a simple card heralding a special price is often more effective than a whole window full of unpriced goods.

Windows should not resemble warehouses. To fill them with goods is to lessen the appeal of each separate item. One item in a window is seen because it has no competition.

Ten items in a window all compete with each other for attention. However, if all these goods are of one kind, for example, if the window is trimmed exclusively with dish-pans, the appeal is multiplied many times.

Nevertheless, no merchant should go to extremes. All people do not like the same kind of goods. Therefore, to maintain a trimming policy where moderate variety is emphasized is a very safe path to follow.

Since the purpose of a window is the selling of goods, a merchant should carefully check the lines placed on show. A wise plan is to try out several different items, which can be seen only in the windows. Display them nowhere else in the store. Allow no salesmen to talk about them. Place the whole burden on the window.

Then if no sales result, your methods need investigation.

Since all merchants who read this talk may not have a complete mastery of the science, the writer will be glad to design sample trims for any readers who request his assistance.

Merely write a letter to Anderson Pace, care of this journal, mention the goods that interest you, and you will be furnished free of charge, complete instructions for the building of the trim you wish.

Anderson Pace.

Simplicity More To Be Desired Than Ornamentation.

It needs no high priced window artist from the city, nor does it need study of those manuals designed to spread the art of window dressing, good or bad, as you happen to look at it, to make the windows of the general store attractive, either in the suburbs, the country, or the good-sized town. What it does need, however, is a certain amount of intelligent consideration.

The merchant, of course, knows exactly what part of his stock needs exploiting, just what sales to stimulate, even though he may not think of a wonderful way to "stir things up."

But it need not be wonderful, although wonderful ways are not to be despised in any form of advertising. The simplest way is the best; simple in its appeal to the eye and mind of the spectator, even though it may have required a deal of time and thought to produce this simplicity.

The great masters of painting in all ages have labored for simplicity; for the one broad effect that shall make the best appeal to the eye. Therefore, when they found they had introduced too many small details into a painting, unhesitatingly they painted them out again. So it may be in window dressing. The window is worth as much time and thought to the merchant since it is a striking medium always at hand, through which to reach the public.

Simplicity, though desired, need not and does not mean merely putting two or three rows of cans of milk or a few boxes of oats in a window and letting it go at that. And this is a kind of arrangement too frequently used by the general store merchant. In fact sometimes the packages are fly-specked, the corners more or less dusty. Such have been, and are yet seen, but such a window will gather no customers. That will be the place where the customer buys only when she must; as when she is in a hurry and it is near the supper time or when she needs the driest of dry groceries. The careful housewife feels no confidence in the stock of the

merchant whose windows are full of flies and cobwebs.

Speaking of flies, the "Swat-the-Fly" campaign, now so universal among all classes of thinking people, may offer a suggestion to the merchant for an especially striking windows. There may be arranged everything that might assist in such a campaign, running from fly screens to fly papers, and from fly poisons to fly traps. A new idea is suggested in which death and the fly are hob-nobbing together with the utmost good fellowship. Let some young person with artistic leanings make a large copy on a sheet of bristol board, card board, or even manilla paper. It may be done in pen and ink, charcoal or crayon. And it might be put effectively in colors. Then again the merchant, if it is convenient, may have made at very little cost a bromide or solar print enlargement, and the young artist of the family can then go over the lines with ink. With the ink he could use a gray tone of crayon, or he could rub colors over the back ground. He could put a sanguinary red glitter in the eye of the fly, and blue green reflections on his wings, germs and ptomaines microbes, falling from the long legs of the gigantic insect, in lurid colors.

In addition there might be a number of placards, or show cards with inspiring slogans. "Swat the Fly" may have the place of honor. This may be flanked with "Death to all Flies." "Exterminate the Pests." "The Typhoid Fly kills more people than War." "The Fly's Harvest every year in the United States is 500,000," and other suitable captions containing useful information. In fact

the campaign against the fly is disseminating long needed knowledge regarding the menace and habits of the common — much too common-house fly. Since one of the most powerful advices of the fly experts is that "cleanliness is next to flylessness" here is where the merchant may put himself in the direct line of progress with probable profit to himself. Here is where he can exploit his adjuncts to cleanliness in a different connection, artistically and fittingly. The soaps, powders, cleaners, sweepers, mops, brooms and brushes may mingle with the sticky poisons and death-to-the-fly traps, in pleasing and suggestive arrangement around the cartoon as a center of interest. The country merchant may even do as some of the Pittsburgh merchants, as well as the newspapers who are offering prizes for the greatest number of flies caught, captured or killed and brought to headquarters. Prizes invariably draw attention and stimulate the interest. It is a worthy crusade.

The value of backgrounds in forming an effect is too little considered. It would be quite possible to use an immense number of some one article, whether cans, boxes, bottles, soap or what not, piled up in rows that would make an unobstructive general effect for the background. In front of this could be one single display that would illustrate or explain the use or application of the objects that form the background. For instance if it were soap, there could be in the foreground a little tub full of soapsuds, and a little line with a little wash hanging upon it to dry. Or suppose there were many jars of fruit piled up in beautiful and appetiz-

They are OFF, they are OUT

Our salesmen are now out
with the

Cleanest, Snappiest Most Up-to-date Specialty Shoes

Ever Shown in Michigan

*The Wonderful Shoe
for Men*

*The Delightful Shoe
for Women*

*The MICHIGAN
DAIRYMAN'S Shoe*

They would like to **SHOW** you.
Will you wait or shall we have him call **NOW?**
Better wire us.

Michigan's Only Specialty Shoe House

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

ing rows, a little group of the different articles necessary in canning or preserving, from the fruit and sugar to the ladle, spoon and preserving kettle would form an interesting and attractive foreground. Or, suppose the window artist chooses pickles for his work of art. Bottle of pickles form a brilliant portion for the background, and the foreground group might be overflowing baskets of green cucumbers, with the "sugar and spice and everything nice," all prettily convenient to the neat pickling pot. It might be cabbage or cauliflower or other suitable vegetable, whichever is nearest at hand, but none of them would be difficult to manage. Experiments with these more or less simple effects will be productive not only of benefit to trade but will give valuable exercise to the ingenuity and originality of the store management. The units are always at hand, to juggle them about; always with reference to clever ideas and pretty arrangements can not fail to develop the special abilities latent in every one.

A boating and bathing window is quite in line with the weather of this month and may be carried out in a variety of ways, all quite easy, yet with an appeal to the eye, and an opportunity to exploit certain summer goods in ways more or less new.

For instance, a beach might be represented. There could be real yellow sand, real dolls with little pails and little shovels sitting in the sunshine and digging with all the bliss of real life. The sad sea waves—could be represented by soft blue cambric or poked and fashioned into the most approved wavelets with neat little cotton batting flecks of foam upon their crests. These could be made to stand up by means of rows of little uprights of different heights from the floor. This will be pretty made of pale blue which may be stretched across the back wall of the window space to form a background for the marine piece. As if tossing on the waves may be placed one or two white-winged toy sailboats and across the background may be placed articles in harmony with the summer sentiment. Bathing suits—they are especially chic this year—besides being of great diversity in color and cut; flanked by bathing caps, sailing caps, yachting costumes, either masculine or feminine, in fact anything the least bit nautical can be included in the display. So also can hammocks, tents, games, and the many and picturesque varieties of fishing paraphernalia. The accoutrements of the fisherman would follow naturally. But the special points of the collection would depend greatly upon the neighborhood in which the general store resides.

An arrangement of cans and bottles seen recently upon the shelves of an up-to-date grocery, was an agreeable variation of the usual straight rows. To begin with the shelves and divisions were painted in red, not too bright, and in addition were free from dust. The cans of milk or vegetables were set in a semi-circle, or large curves, in each division, and across the front of the shelf was a row of bottles, short and tall, alternating. The fresh bright labels, shining bottles, speckless shelves made a most attractive whole, and the original pattern made by the different colors and

combinations of lettering made a pleasing diversion in the conventional arrangement of stiff cans and unyielding bottles.

What Some Michigan Cities are Doing.

Written for the Tradesman.

Durand has a new tile and cement block factory.

A factory for the manufacture of cocoa fibre matting has been established in the Lakeside district of Muskegon.

The Battle Creek Chamber of Commerce succeeds the Industrial Association of that city, with Wm. H. Mason as president. The membership list of 475 will be increased shortly to 600.

The Genesee county fair will be held at Flint Aug. 26-30.

The Castle Lamp Co. which is starting operations at Battle Creek, will have nearly 500 names on the payroll when running full.

The annual fair at Three Rivers will be held Sept. 10-13.

The Grand Traverse Region fair will be held at Traverse City Sept. 3-5. The improvements in buildings this year include a new art hall and new stock sheds.

The Big Rapids Board of Trade has completed the new factory building erected for the Big Rapids Furniture Co. The board will also look somewhat into the proposition of advertising for factories to locate there.

A contract for erecting a new city hall at Belding has been awarded to a Grand Rapids firm for \$19,962.

Many new cement walks are being laid at Sault Ste. Marie this year, between four and five hundred feet being built daily.

One of the big jobs to be undertaken by the re-organized Marquette Commercial Club will be to give the city an improved street car service. The Marquette City & Presque Isle Railway Co. is in receiver's hands and it is said that \$72,000 has been lost by stockholders since the tracks were laid.

Dowagiac has been getting figures regarding the cost of a municipal lighting and power plant.

Kalamazoo has secured a site for the proposed sanitarium for tubercular patients on Gull street and plans for the building are being drawn. Accommodations will be provided for twenty to twenty-five patients at the start.

A narrow gauge logging road has been completed from Camp Houk to Hart by the Cedar & Lumber Co., a distance of over ten miles, and about twenty-five-million feet of logs will be transported to Hart for manufacture at the mill there.

The Battle Creek Automobile Club offers a reward of five dollars for evidence that will convict any person who scatters glass on any drivable street on the city.

The Superintendent of Parks of Ann Arbor has arranged for the spraying of all shade trees in the city, the work being in charge of an experienced fruit grower. The spraying will be done at the expense of the property

owners benefited, as the city has no fund for this purpose.

Wednesday, Aug. 21, will be Saginaw Day at the Tuscola county fair held at Vassar and a large attendance is looked for from that city.

Almond Griffen.

Extended Credit Should Be Abolished.

The system of extended credit is obsolete and the merchants doing business along the old lines is behind the times.

We are living in age when cash transactions count and short time credits are demanded. I have always been taught that contracts between parties should be strictly adhered to, and when I know of man selling goods under certain conditions and wilfully and knowingly allowing these conditions to be disregarded, it impresses me seriously and makes me think that those who allow these practices to thrive are conducting a school that inculcates dishonest practices and which eventually bring ruin and disaster to those who for the time being it is thought to help.

Allow me to suggest to you that it would be better for some houses I know if the house and not the salesman would run the business. The salesman who tells your customer that it doesn't make any difference whether he pays his bills to-day or lets it go until next week is not honest with the house he represents, and the house is doing a bad thing when they allow it. That one statement has put many a good man out of business.

Every year the jobber is compelled to use some of his hard earned profit to cover losses sustained through bad accounts. The ambition for increased volume coupled with the gambler's faith in his ability to pick a winner is responsible for this. By all the laws of common sense close collections should assist rather than hinder

the increase of profitable volume. Every honest man likes to stand clear of obligations and naturally would prefer to see the representative of a concern to whom he owes nothing rather than that of a concern whose account has outgrown his ability to pay.

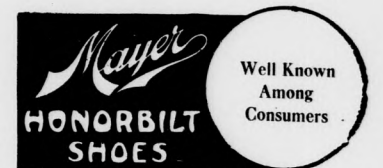
John A. Green.

Promise to Be Good Hereafter.

The officials of the United Shoe Machinery Company have opened negotiations with Attorney General Wickersham with a view to peaceably ending the suit brought against them. There are both civil and criminal charges for restraint of trade. While there is no joy in making any one suffer just for the sake of seeing him squirm the United company has been a persistent malefactor, and should not be let go free without at least being placed in a position where the possibility of future misdemeanors will be out of the question. Promises to be good are insufficient. Trusts that get off without punishment are too often inclined to treat leniency as weakness on the part of the Government, and there should be no outlet left unclosed which might give the company opportunity for carrying on its high-handed proceedings in the years to come after this fuss blows over. The other manufacturers have rights as well, and should be protected.

Don't wonder why your cash business is falling off if you are eternally suggesting credit to your trade.

The wisest man is not, as a rule, the man who makes the greatest outward display of wisdom.



Trademakers 1912-13

Built for Service

Wear Like Iron

In Stock

Ready for Shipment

Mail Orders Solicited and Promptly Attended to

No. 90 Men's Gun Metal Calf. Blucher. Goodyear Welt, 1/2 Double Sole. up-to-date. perfect fitting last. Price \$2.25

No. 913 As above. Extra Quality. Price \$2.60

HEROLD-BERTSCH SHOE CO. Mfrs. of Serviceable Footwear Grand Rapids, Michigan



The Obligation of the College Woman.

Written for the Tradesman.

Every June our colleges graduate an ever increasing number of students. In the month that follows these graduates begin to take their places in the communities in which they are to live. Of the women—and it is the women we shall consider in this—some marry soon after they leave school, some teach, some enter the professions, some remain for a longer or a shorter time in their fathers' homes.

What is the obligation of the college woman to the people among whom her lot is cast? What duty has she arising from the fact that she has had opportunities which many persons have not enjoyed?

The cause of higher education always has been held to have a legitimate claim upon public coffers and private benevolence because it is believed that the training received at a college or a university benefits not alone the individual but the community—an educated person being like a ray of light in a dark place, or like leaven working in a mass. Giving to the cause of education is regarded as one of the best possible methods of benefiting humanity.

So it has come about that there are very few colleges that are not endowed or assisted either by public or private benevolence. Great as is the expense of sending a son or a daughter through college—and great it certainly seems to people in moderate circumstances—it would be far more if all the cost had to be met by the individual recipients of the benefits.

This in a sense imposes an obligation on the college woman to pay back in some manner what she has in a way borrowed from the state (if she has received her training at an institution supported in part by the state), or from private benevolence if her college is one that has been endowed by persons of wealth.

But more than this and deeper than this is the old noblesse oblige—nobility, whether of blood or talent or culture, creates an obligation. It should be with learning as with riches, whoever has should consider it a privilege to share with others who have been less favored.

Not every college woman seems to care to exercise this privilege. Not every one seems to feel her obligation. Indeed there is a considerable tendency among college bred people to form a little aristocracy of their own, to choose as their friends and associates those who can write A. M.

or at least B. A. after their names, and to have as little as possible to do with those who have not mounted thus high on the ladder of culture. You see women on whom it seems to be written—"I am a Wellesley woman," or "I took my degree at Vassar," or "I was a U. of M. girl," and they bear their honors in such a way that women who have not had equal opportunities feel ill at ease in their presence.

This atmosphere of exclusiveness is noticeable among the faculty folk of college towns. Mr. and Mrs. Casey recently have moved into such a town, and Mr. Casey's work takes them much among the professors and instructors. The wives of these men are almost without exception college graduates. Mr. Casey is a college man but Mrs. Casey never went beyond high school. In a burst of confidence the poor little woman exclaimed to a friend, "My cross is that I am not a college woman! I am made to feel the difference at every turn."

The college woman who wants other women to "feel the difference" is not meeting her obligation. The difference is felt all too keenly by the sensitive woman at best. No woman of brains who has been compelled to stop with what the lesser school have to offer but feels she has missed something—feels that there is a poise, a mental dignity, a breadth of view, a sane and sure way of looking at things, which is gained at college and nowhere else. The college woman who is alive to her obligation will do nothing to accentuate this sense of loss, but will seek to reach out to others rather than to build up a wall of separation between herself and her kind and those who have not had so excellent advantages.

One of the most practical ways in which the college woman may discharge her obligation is in using her knowledge and mental training in working out her own individual problems. Whatever her work, she should do it better, more intelligently, with a deeper insight and a surer grasp, by reason of her years of preparation. She should be a wiser mother, a better housekeeper, a more level-headed woman, a truer and more sympathetic friend, because of her culture. By solving her own problems well she helps others solve theirs, perhaps unconsciously to herself. As a well-known writer puts it, "There is a tendency to overlook the value of the individual solution of the problems of life, and yet the successful individual solution is perhaps the

most genuine and fundamental contribution a man or woman can make."

The work of directly uplifting others is a more delicate task. Persons who go about proclaiming their desire "to do all the good they can to all the people they can", are apt to find that their efforts are resented. It wounds our pride to have some one openly and obviously trying to improve us. The college woman of tact will not take on any airs of condescension, and will manifest toward other women of intelligence and good breeding a spirit of comradeship and equality.

If at all adapted to public work she will be looked to as a leader in the intellectual and spiritual life of the community in which she lives. Perhaps in the study club of her hometown—possibly in the little church or Sunday School if she lives in the country—she may find her opportunity to reach others. There may be a field of work in the way of village improvement or local sanitation.

The college woman may or may not be adapted to these public capacities. If she has no liking for presiding at meetings or furthering movements, there are other equally important things to do. She may discover people to themselves, so to speak. In every neighborhood there are men and women of good natural abilities, endowed with real brains, who have lacked the early opportunities. Such may need a word of encouragement, a helping hand, a little guidance in lines of reading and study, to enable them to come into their heritage of intellectual power and enjoyment. Here is a bright boy or girl to whom the college woman may prove an inspiration. To be ever on the lookout for the spark of the intellectual life, to fan this spark into flame—this may be the peculiar mission of the college woman.

Will she herself lose by thus bearing the sacred fire to others? Will she not rather gain as she gives, in breadth of understanding and sympathy? There are lessons to be learned and knowledge to be gained outside of college halls. The college woman who lives in the great currents of human existence and thought and progress will learn these deeper lessons better than she who carries about with her the air of "I am a Radcliffe woman," or "I am from Smith," or "I graduated from the University of So-and-So," and cherishes as her

great aim in life an intellectual exclusiveness that savors mightily of snobbishness. Quill.

The man who borrows trouble usually gets more than he bargained for.



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.

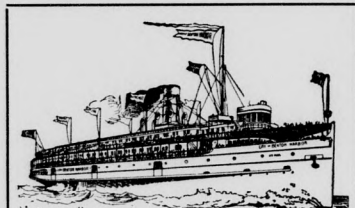
Crescent Mfg. Co., Seattle, Wash.

Henry Smith
FLORIST
139-141 Monroe St.
Both Phones
GRAND RAPIDS, MICH.

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.



Chicago Boats

G. & M. Line

Every Night

Fare \$2

Holland Interurban 8p.m.
Boat Train at

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

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

SOME SUMMER WORRIES.

Details of Sherman's Swat-the-Fly Campaign.

Written for the Tradesman.

There came a time when the merry, merry fly became ambitious of more elaborate quarters than those provided by Hank Sykes, who kept the livery stable on the street back of Sherman's store. The flies under consideration longed for a higher, broader life.

They meditated on the squalor of their lives in the slums of the alley and winged their way through Sherman's back door and made familiar with his merchandise. You see, these flies knew what a long time they could be dead after receiving the final swat, and decided to move in the best circles while it was possible for them to move at all.

So they took up summer residence in Sherman's store, as stated heretofore, and opened up a Chataupua in opposition to race suicide.

The health officer said it was a shame for any man to keep such a swarm about him. H. Hiram Smithskit, the capable young chemist, made pictures of the nude feet of the flies and tracked their vulgar way clear to the crust of the pie at the restaurant three blocks away.

One hot day, when Sherman would have fought a rattlesnake and given him the first bite, the chief of police called at the store. He looked about the interior and sleuthed the highway to the stable refuse in the alley back of the livery barn.

"Ha!" he said. "Ha!"

"Ha ha for me while your at it," observed Sherman. "Make it a good one! What's the answer to this police inspection?"

"Something in here listens like a swarm of bees," replied the chief of police, whereat the clerks all laughed heartily, as was the custom in that man's town.

"I know it," replied Sherman. "I heard it first."

"The neighbors complain," urged the chief.

"I suspected as much," answered Sherman. "Had to punch Sol. Southstein in the beak this morning; and I've got a date to fight Bill Sidney, of the Palace Cobble Shop, under the dam an hour after midnight."

"What are you going to do about it?" Switched the chief of police, with a shrewd look to see if he wasn't being spoofed.

I have waited a long time for a chance to use that word, "spoofed." It is an English slang word, and means to guy, to lie, to turn on the guff. It is a rare word, and must not be used more than once in any article.

"I was thinking of putting up a red-and-blue sign in the back door declaring it to be a private way," explained Sherman.

"Ha!" laughed the chief of police. "Ha!"

"Or," Sherman went on, encouraged by the merry attitude of the chief, "I might put up a wicket and charge admission."

"Tell you what," the chief of police then said, after recovering from his fit of laughter, "you go into the woods

and bring in a load of this here wild indigo stuff. Put it in bunches around the store. Every fly that comes in touch with it will fall down dead."

"That seems to be a good idea," Sherman said, "still, I don't see why you don't save me the trouble of going into the forest by calling out the fire department and ordering the boys of No. 6 to turn a stream of kerosene on that dump pile back of the Oriental livery barn."

"There is no appropriation for the oil," answered the chief of police. "You try the wild indigo cure."

So the chief of police went his dignified way and Alonzo Hitt Hillyer, who was managing editor of a dray down on the river front, loitered in and gazed his amazement at the Chicago-Republican-Convention-like attitude of the flies.

"Tell you what," advised Alonzo. "You go to a drug store and buy a lot of this here lavender oil and pour it over the floor and counters. That will drive these flies away."

Alonzo succeeded in getting out of the store without the use of a stretch-er, giving place to George Albertson, the village cutup, who advised the adoption of a set of rules which would require the invading flies to spend most of their time in the manicure shop. He said this would give the flies a chance for their lives, and at the same time do away with the chief complaint against them, that of dirty feet. George was led out through the alley.

Then a customer informed Sherman that he had procured a municipal fly-trap at the city hall which ate them alive. He said it would get up off a window bench, if the flies would not make the first advance, and chase the insects around the room and under the bunk where the night watchmen slept after midnight. So Sherman went over to the city hall and asked a pretty girl in the water office where the fly traps were exposed for sale. The pretty girl said he might be able to discover one up in the council chamber, as the aldermen were said by some discontented beings to be getting rather fly.

Sherman found another pretty girl in the council room and asked her where the municipal fly traps were secreted. She said there might be one at police headquarters, although she thought the stock must be at the weighmaster's house, which was nine blocks away from the business center, and across a bridge and at the other side of a swampy street.

So Sherman went to police headquarters, where he found a fat man occupying a desk and a dignified, approach-me-with-deference attitude in a space which looked like a closet. The fat policeman gave the merchant a glare which froze the sweat on his brow when fly traps were mentioned. Sherman left with the idea that the fat man thought he was on the police force to "smell whiskey" on drunken men, and not to serve the public.

So Sherman went back to his store and his flies, and that night he poured half a barrel of kerosene over the alley back of the Oriental livery barn.

Next day he was arrested for disorderly conduct. But the flies swarm no more in his store.

Alfred B. Tozer.

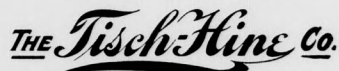
Thoughts for Mail Order Buyers.

When you look at the catalogue remember nothing ever is as good as the picture looks; if you doubt this statement, have yourself photographed.

The woman who "sends out of town for everything" may soon have to send her husband out of town for a job.

You can never enrich your farm by putting the fertilizer on somebody else's land. You never can build up this community by sending your money somewhere else.

**OFFICE OUTFITTERS
LOOSE LEAF SPECIALISTS**



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

**Satisfy and Multiply
Flour Trade with**

"Purity Patent" Flour

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

Watson - Higgins Milling Co.

Merchant Millers

Grand Rapids :: Michigan



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

**Just as Sure as the Sun
Rises**

**VOIGT'S
CRESCENT
FLOUR**

Makes the best Bread and Pastry

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

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

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

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

**Voigt
Milling
Co.**
Grand Rapids
Mich.

FOOTE & JENKS' COLEMAN'S (BRAND)

Terpenecless Lemon and High Class Vanilla

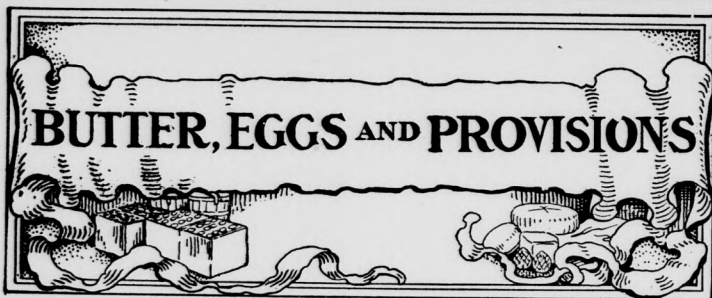
Insist on getting Coleman's Extracts from your jobbing grocer, or mail order direct to
FOOTE & JENKS, Jackson, Mich.

Japanese Nights

**Wednesday and Thursday
August 21-22**

A Fairyland of Light and Color

Ramona Resort



Butchers Take Drastic Action in Convention.

Detroit, Aug. 19—The United Master Butchers of America, in session passed a number of drastic resolutions, some of them after vigorous debate.

Among the most important was a resolution providing that the Association pledge the votes of its members and the members of the local bodies throughout the country, to the support of candidates, regardless of party, who are trustworthy and who will assist in the enactment of laws which will benefit the retail meat merchants. It is said that a careful poll of the retail meat merchants in the United States shows that they cast between 300,000 and 350,000 votes on election day.

Another resolution which passed, after many of the delegates had taken a whack at the wholesale meat dealers, who enter the retail field and sell meat out of their stores at the same price or less than to the retailer, was one condemning the practice. According to the complaints of the retail merchants present, this system is in vogue not only in Detroit, but in many of the cities of the country. As there is an average of one retail meat merchant to every 250 inhabitants in the United States, this alleged unfair competition demoralizes the business and drives some into bankruptcy.

The shortage of cattle, which the retailers declare is the principal cause for the high cost of meat, is due to a number of reasons, according to figures and statements presented.

In support of a revolution providing that the organization make an effort to secure the passage of state and Federal laws preventing the killing of calves, Theodore Mix, President of the Retail Butchers of Minneapolis, gave the delegates figures showing that in that city and vicinity dairymen kill an average of 1,000 calves a month, at birth. It was contended that this custom prevails all over the country, thus reducing the supply of meat, in the interest of an increased supply of milk. It was also declared that many calves are now killed and marketed under the legal age of four weeks. "Race suicide" in cattle in fact, it was urged, has more to do with the high price of meat foods than any other thing.

It was declared further that the Government, by its conservation policies, had withdrawn much of the range land in the west from use by ranchers and thus greatly reduced the size of the herds, from which the principal meat supply of the states comes, at the same time letting the

lands lay waste and provide food for disastrous prairie fires, rather than for cattle.

Resolutions were passed asking the passage of laws which would prohibit the killing of male calves under one year old and of female calves under three years of age; also that the Government offer a bounty to encourage the raising of cattle in the east and central states.

The tariff question came in for a game of football and the result was the passage of a resolution asking that the tariff be eliminated on all live stock. It was contended that this would reduce the high cost of living in the United States.

It was also declared that many of the meat inspectors of the country were incompetent because the Government examination was such as to permit persons to become inspectors who knew little of meats. The butchers, resolved that a knowledge of geometry, geology and other subjects foreign to meat was not necessary and that the Federal laws be so revised as to confine the examination of applicants to their knowledge of live stock and meats.

It was voted that an ante-mortem examination should be made of all live stock, before shipment for slaughter, by a Government inspector and that all common carriers be prevented from receiving shipments not having a clean bill of health signed by an authorized inspector.

Because the butchers are blamed for the high cost of living, the Association decided that a publicity committee be named to get facts into the newspapers showing that the price of meats was not higher in proportion than many commodities, including other foods, clothing, etc.

The officers elected are as follows: President—John T. Russell, Chicago.

Secretary—John H. Schofield, St. Louis, Mo.

Financial Secretary—Emil Priebe, Milwaukee, Wis.

Treasurer—Edward O. Jahrsderfer, Brooklyn N. Y.

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

Buffalo, Aug. 21—Creamery butter, 24@26½c; 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, at mark 21@22c; candled, 23@25c.

Poultry (live)—Turkeys, 12@13c. cox, 10@11c; fowls, 13@14½c; chicks, 16@17c; ducks, 13@15c; geese, 10c.

Beans—Red Kidney, \$2.50; white

kidney, \$3; medium, \$3; marrow, \$3.25; pea, \$3.

Potatoes—New, \$2.25 to \$2.50 per bbl.

Rea & Witzig.

A good many persons who charge their nocturnal restlessness to their stomachs should credit it to the prickings of conscience.

Dreams of the future never may be realized without work in the present.

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

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

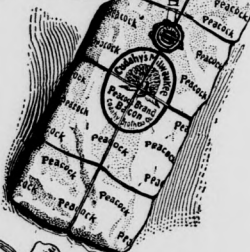
BROWN SEED CO., GRAND RAPIDS, MICH.

— ESTABLISHED 1876 —

When you want to Buy or Sell **Clover or Timothy Seed** Call or write

MOSELEY BROTHERS
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

Michigan Federation of Retail Merchants.

The first annual convention of the Michigan Federation of Retail Merchants will be held in the city of Grand Rapids, on Tuesday, Wednesday and Thursday, September 17, 18 and 19, 1912, and you, Mr. Merchant, are invited.

This Federation is entirely nonsectarian and recognizes no particular trade, but it is broad and liberal in its scope, and makes every merchant doing a legitimate retail business, eligible to become a member.

We have undertaken a work that will bring good things to every retail merchant in the State and we need your support.

This organization was born in Lansing, Feb. 8, 1912, and at that preliminary meeting officers were elected, committees appointed and a constitution and by-laws have been prepared, and will be presented for adoption or amendment at this meeting.

There is work to be done, and we need your help—especially so now—and we will appreciate your presence at this time.

Lay aside your business for a few days, come to Grand Rapids and help perfect this State Federation, and you will go away a better merchant, a better and more liberal man, and feel that it was right and proper that you lent your counsel and presence to this most excellent cause.

Viewed even from a selfish standpoint, you will be benefited many times more than it can possibly cost you.

E. S. Roe, President.
F. M. Witbeck, Sec'y.

Definition of a Legal Barrel as to Size.

The apple barrel is soon to take on a new dignity. It is to be given a place in the Federal statutes. Apples in boxes and apples in bulk, whether intended for interstate or local shipment, will be just as they always have been and no questions will be asked except by the consumer if they run small below top layer, but the apples in barrels for shipment to another state must come up to certain requirements or trouble may come if a bill now pending in Congress is passed. In the first place the proposed law defines what shall be a legal barrel as to size. The barrel must have 28½ length of stave, 17½ inches diameter of head, 26 inches between heads, 64 inches outside measurement circumference at the bulge and as nearly as possible 7,056 cubic inches capacity. If the apples to be shipped are to be labeled "standard" they must be of one variety, well grown, hand picked, and good color for the variety, normal shape, and practically free from insect and fungous injury, bruise, and other defects, and the minimum sizes are prescribed. If the barrel falls short of its measurements or if the apples are below the specifications prescribed by laws to put on the brand as standard will be to invite the penalties of the law. To label as standard and to omit putting on the name of the variety, where grown and by whom packed,

will also be a violation of the law. The bill has passed the House and received amendments in the Senate and has been sent to conference to be fixed up.

The law, if enacted, will put the apple industry on a higher and better level and will protect the consumer against unscrupulous packers. In this connection it might be recalled that a bill similar in its nature to the proposed Federal law was enacted by the last Legislature to standardize the fruit according to grades, to prohibit misbranding and requiring the packer to mark the package with his full name and address. The measure was strongly indorsed by fruit growers all over the State, but Governor Osborn vetoed it on the ground that it might be an injury to the canners. The Federal law will serve the purpose of the proposed Michigan law even better than a statute of our own, in so far as it relates to apples intended for shipment out side the State, where a large part of the Michigan crop goes.

Growing Vegetables Instead of Flowers.

"My garden does not run so much to flowers this season as usual," said the man with a big back yard a few days ago. "Of course, we have flowers because we couldn't very well keep house without them, but this season flowers have been incidental rather than the main thing. We have flowers for trimming around the edges, but the main garden this year is carrots, beets, radishes, onions and other garden sass, and do you know I have found them fully as satisfactory as flowers; in fact, even more so. I used to send flowers around to the neighbors and to friends as a means to getting rid of the surplus and this year I am sending them fresh vegetables and they seem to like the change. We have all the flowers we want and some for our friends as well and the vegetables from the garden have saved us from the huckster all summer. I think the change has been a good thing all around and am going to do the same next year and recommend it to my friends who have gardens. My experience this season has been that a good vegetable garden can be as ornamental and fully as interesting as one of flowers, and there is just as much fun in taking care of it and the additional pleasure of eating the stuff you have raised yourself and which you know is fresh."

Says Plants Have Eyes.

After long experimenting and study Prof. Gottlieb Haberlandt of the Botanic institute of Gratz, in Styria, declares that plants, the word taken in its widest sense and including trees, can see. The professor says that he has succeeded through photography and the use of the microscope in reproducing the images reflected on the visual organs of plants. The images included objects at different distances, and even person and houses. Plants may, he says, be classed with the inferior animals in this respect. His observations have been confirmed by Dr. Nuttall and Dr. Harold Wagner.

We are still so ignorant of animal, plant, and insect life (because we do not understand their language) that we fancy the plant, like the insect, is not conscious of what it sees, but that is probably a discovery for the future. At present we are forced to accept the theory that they are not conscious. But that they do see, Prof. Haberlandt says he has satisfactorily proved. He has found the same simple minute eye such as belongs to bees and other insects in sycamore leaves, in the sugar maple and in the Peruvian acanthus. The eyes of plants appear different from the eyes of insects in that they have no coloring matter, though this is not yet determined. The professor is continuing his experiments, and he expects to make further interesting and surprising announcements. He says that plants and trees have eyes is undoubtedly a proof that all natural life is linked in one long chain.

All Kinds of Feeds in Carlots Mixed Cars a Specialty

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

Spring Wheat---Flour and Feeds

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

ROY BAKER
Wm. Alden Smith Bldg. Grand Rapids, Mich.

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.



Chirpings From the Crickets.

Battle Creek, Aug. 19—At the regular meeting of Battle Creek Council, No. 253, U. C. T., last Saturday evening, R. D. Gaymer was initiated into the mysteries of the order. Mr. Gaymer represents the Kellogg Toasted Corn Flake Co., of our own city, and we expect him to be one of our strongest boosters.

Grand Counselor John Quincy Adams (Honest John) visited Coldwater Council, No. 452, last Friday night. He reports a fine time and this is only one of the visits which Brother Adams has planned for the various Councils in the State. The object of these meetings is to create more interest on the part of the traveling men and to put the U. C. T. and the citizens more in touch, so we can always boost unitedly.

At last Saturday evening's meeting of the U. C. T., a committee was appointed to plan events to be pulled off during the fall and winter months, so that the business men and the travelers may get better acquainted. The traveler may be away from his home town much of the time, but he is as much interested in the welfare and growth of the town as is the business man. It is he who advertises the place and points to the spot where it should appear upon the map, had the surveyor only been next to his job.

But you all know where Battle Creek is. "With Grand Rapids on the North, Marshall on the East, etc."

Mrs. M. A. Russell, who has been ill for a number of weeks, is reported much better. Morris has been detained from meeting with the boys for some time, but we expect to see him regularly at the Council meetings in the future.

W. H. Peet, proprietor of the Central Drug Store, located at 8 Main street, West, has been improving the looks of his place of business. With his two fine display windows and the new glass wall cases and counters, he has one of the finest equipped stores in this part of Michigan. The S. S. Cox Show Case Co., of North Manchester, Ind., installed the new fixtures.

Mrs. Norman Riste, who unfortunately broke her arm at the U. C. T. picnic, is much improved. She has no intention of staying away from the picnic next year.

We were unable to get a copy of Brother Charlie Spencer's original poem which he read at the picnic at Gull Lake recently. It was mailed to the writer, but not until the other notes had been sent to the Tradesman. We are, however, glad to be able to have it for this week's issue.

Don't Be Bored by Your Surroundings.

Written for the Tradesman.

Speaking about being bored by one's surroundings reminds me of a series of outings some young school teachers of another town had during the months of July and August of this year. They were not organized, as were the young salespeople to whom I referred, but they had a way of getting together every once in a while. Most of these, however, were

young ladies, there being only two members of the sterner sex in the group. On one occasion the subject of summer vacations came up. And then it developed that not one of them was going away anywhere for a summer vacation. Their reasons were various. One had an invalid parent to look after, another was going to "clerk" in his father's store, one of the young ladies gave lessons on the piano and couldn't leave her pupils, and the remaining young man was going to help his father with the harvest. But the principal reason was that most of them could ill afford to spend the money necessary to have a two weeks' outing at the seaside, on the lakes, in the mountains or up north. They are all deploring their lot, when one rather imaginative young lady suggested that people didn't have to go way off somewhere on an expensive trip in order to have the practical benefits of an outing; that, if they were so minded, they could have all the equivalents of an outing at home, and save the difference. She was asked to explain her idea. "Well," she began, "we have beautiful woodland pastures near here. And I know one where there is a stream of clear, rippling water. The birds sing in the trees. And it is always cool and pleasant out there. If you want to, you can fish, or"—and she blushed as she said it, for one of the "general beaux" was present—"you can go wading. Now why couldn't we all go there for the day? Take our lunch baskets, and have a bully good time just among ourselves? If we wanted to, the next time we could go out in another direction. There are ever so many delightful nooks about here that none of us have explored. I know where there are ten or a dozen acres of real primitive woods—a remnant of 'the forest primeval'—and there are ferns and woody flowers there, and squirrels in the tree-tops. Why couldn't we go to Hinton's Woods one day?" The idea proved acceptable to the rest of the young people. In fact they were highly enthusiastic over it. And the upshot of it was that they planned their first week-end outing for the following Saturday. They had such a fine time they kept it up through July and August. The cost of their excursions was confined to livery hire and "eats," and it wasn't much. But I'll venture few folks who went on long, costly trips got as much fun out of their investment as these young people did.



FOR SALE—Above four room bungalow and twenty acres land, under irrigation, set to 4-year-old apple, pear and peach trees, located in the Grand Valley, Colorado. Two miles from Clifton. A fine opportunity as a business proposition, or for one seeking a change of climate. H. J. Melis, 812 S. Lafayette Ave., Grand Rapids, Michigan.

A is for Adams of Grand Council renown,

Who all U. C. T.'s say is "Our Honest John."

A's also for the assessment we're called on to pay,

And if you forget it, you'll be sorry some day.

B is for Bronaugh, Burgdefer and Baker,

And Beckman and Barney and Blakeslee, the faker.

C's the first letter of Boyd Courtright's name,

It's also the letter that gives our order its fame,

For "C" is the letter that simulates Charity,

And U. C. T.'s who don't use it indeed are a rarity.

D stands for Dorman, De Vol, DeKalb, and Downer,

And also for Dye, our man of great honor.

E's for Frank Emery, yes and Fred Evans,

Who, when he got married, thought himself blessed by the Heavens.

F is for Frye, Charlie Foster and Fell,

And Art. Foster and French and Fleming, as well.

G is for Goodale and Gilkerson, that pair of fat twins,

And also for Guild, who sells sausage and things.

H begins Hesslar, he of the strong arm,

And also for Heyser, who never did any harm.

I is for old Ireland and her men of great fame,

We've one of them with us, H. W.'s has name.

J stands for Johnson, his first name is Lyn,

Put your money on him and you surely will win.

K stands for Kinyon and Kneeland and Kapp,

And also for Knepper who looks like a Jap.

K's also for Kehoe, who lives over in Marshall—

And just to convince you, I don't want to be partial,

I'll mention O'Keefe, he lives there as well.

You know that some folks say that Marshall is—

Well I don't like to say it, it creates such a dizziness,

But I do know that Marshall is a h-l of a place to find business.

L is for Longman, Guy Lewis and Lane,

And as the man with the bum eye, Milt Loomis, has fame.

M is for Martin, Maltby and Masters,

McGee, McIntire and a lot more disasters.

N's for Milt Netzorg, that big fat jolly Jew,

Who enjoys a joke on himself as well as on you.

O's for the others I'd mention if I had the time

And if I could find words with which they would rhyme.

P's for Guy Pfander, Vint Phelps and Polhemus

We have no more like them and I don't think that you blame us.

Q, it is queer, we have none of that letter

But give us more time and we'll try to do better.

R's for Norm Riste, who presides at the meeting

Always there to extend to each brother a greeting.

Russell, Ramsdell and Rathburn and Reid,

They're bully good fellows, you'll like them indeed.

We've got lots of Ss, but one that we feel

Is entitled to mention, and that is George Steele—

There are lots of collectors, but then it is funny,

That Steele is the only one who gets all the money.

There's Stone and Schoonmaker and Skinner and Small,

There are five or six others, and I guess that is all.

T there's one whose neglect of the order, he'll rue it,

We've only one "T," and that's Tilly Truitt.

U is for Unity, as we're banded together

We fight (for) (with) each other in all kinds of weather.

V is Van Lew, and the vanity we feel when we see

The loyal good fellows of Two-Fifty-Three.

W's for Whipple, Walt, Werstein and Wright

Who gets all the money at Urbandale's height.

Y's for George York in a class by himself,

He sells for the Jews and is after the pelf.

Z is for Zang, there's Charlie and Fred,

The one's dark complected, the other one's red.

Two's, the Two Dollars we pay each assessment

And also at two times a year for the dues.

Be sure you're paid up, for in case of an accident

It goes mighty nice to know you're insured.

—Charles R. Foster.

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

Grand Rapids, Aug. 19—United Commercial Travelers, No. 131, held their annual basket picnic Saturday August 17 at Manhattan Beach. Although the weather was far from what the committee ordered, a very large crowd turned out.

Dinner was served at 1 o'clock and 250 hungry mortals sat down to a gorgeous feast. Ample justice was done to the lay out, with the hot coffee that was served and the ice cream. Ice cream must be scarce in the city, as every one, came back for a second dish. There wasn't a thing that a person could mention, that was not on the tables. Anything from soup to nuts in the grub line.

About 2:15 the races and sports were under way and not a person strayed away. By this time fully 100 more joined the happy throng. After the races, which were full of interest, inasmuch as they were mostly novelty races, the ball game was started. This was the big event, outside of the dinner.

I am very sorry for the boys who took part in the game. Just imagine nine men who when boys all were stars at the game, standing up there and taking a beating from the "suffragettes," like they did Saturday.

Jno. Schumaker, who once pitched for the Tigers, was in fine form, but the support he received was scandalous.

Bill Lovelace, who caught, was troubled with "Charley horse" and retired at the end of the third inning. Walter Ryder, who is big enough to back stop anything, took his place.

DeGraff played in old time form.

Wilcox needs training, although he come through with a nice hit.

Brothers Schumaker, Lovelace, Wilcox, Bolen, DeGraff and Ryder, were the only lucky ones, each getting only one hit.

On the ladies' side Mrs. Fred DeGraff won two pair of shoes for two home runs. Miss Scott also took home a pair of shoes for one home run. These were the big features on the ladies' end of it, with their pitcher in fine form, to help them bring home the bacon.

Art Borden officiated as umpire and one of Ban Johnson's scouts, who was seated in the grand stand looked Art over and immediately after the game he wired Ban, he had found a cracking good umpire. Borden's ability on balls, strikes, bases and stopping fights was surprising, even to himself. Art Borden will, no doubt, buy his release from the U. C. T. ball team and join the majors.

Five innings were played when the score was 10 to 1 in favor of the ladies.

The personnel of the two sides was as follows:

Ladies—Mrs. De Graff, Mrs. Lovelace, Miss Hawley, Miss Scott, Miss Lawton, Mrs. Nee, Mrs. Ellwanger, Miss Gorden and Miss Hudson.

Men — Schumaker, Lovelace, Anderson, Wilcox, Bolen, McConnell, Harper, De Graff, Hamilton and Ryder.

The prize winners, first and second, in the other events were as follows:

Boys' Foot Race—Carl Heinzleman and Bennie Borden.

Girl's Foot Race—Florence Heinzleman and Helen Fox.

Men's Pipe Race—A. N. Borden and J. Fortier.

Ladies Nail Contest—Mrs. A. P. Anderson and Mrs. Paul Berns.

Boys' Pop Race—Earl Gordon and Miles Borden.

Girl's Bottle Race—Florence Heinzleman and Louise Winchester.

Past Senior Counselor's Race — Homer Bradfield and Harry Hydorn.

Ladies' Needle Race—Clara Gordon and Mrs. Gordon.

Men's Foot Race—J. H. Bolen and C. F. Nason.

Ladies' Hat Race—Ruth Hawley and Mrs. Fred De Graff.

Ladies' Gum Drop Race—Clara Gordon and Mrs. C. W. Bosworth.

Ball Throwing Contest—Mrs. R. J. Ellwanger and Mrs. Fred De Graff.

Guessing Contest—Mrs. A. P. Anderson.

Ball Game Prize—Miss Clara Gordon.

After the games the crowd then sat down to a slim supper. It is funny some can't plan ahead, they ate it all for dinner and couldn't figure it out, why there were no eats at supper time. Some of the crowd later went over to dance the rest of the evening, as it was 6:30 when they sat down to supper, they had a nice long evening.

The picnic was a success in every sense of the word—that is, the committee's pay—and we were certainly well paid as everyone had a glorious time.

I wonder if any of you were tired next morning or did any of you ache?

The regular U. C. T. ball team will play the Alto team at Alto, Saturday Aug. 24. That's this Saturday, boys. You are invited to go along but you must (pay your fare). The ball team will leave Union depot at 11:10 Saturday morning via P. M. to Elmdale, from Elmdale to Alto on a hay rack. Now, boys, if you want a good day's entertainment cheap, come along and root.

When a fox preaches, beware of your geese.

Bro. Smith, with the Oscar Schmidt Chemical Co., of Jackson, has been transferred from Michigan territory to Wisconsin territory.

Bro. Harrison, a member of Capital City Council, Madison, Wis., is in town, getting his line of fall samples. He represents the Brown & Sehler Co., of this city.

George Pierce, who for the past seven or eight months, has been salesman for the Oscar Schmidt Chemical Co., of Jackson, found office work too confining and has taken to the road again. Wisconsin is his territory and he will be traveling salesman for the same house. Bro. Pierce will introduce Bro. Smith to his new trade.

Bert Bartlett better hire a sleeper next time. Bert fell asleep on the train the other night and rode right through the Union depot to Wayland. He was put off at the water tank and was heard singing, "All alone, all alone." Bro. Bartlett sells teas and coffees for the J. M. Bour Co., to the few grocers who do not carry it and also to his well established trade in Western Michigan.

R. J. Ellwanger and family left Monday for Charlevoix for a two weeks' vacation.

E. A. Clark looks much fatter. Home cooking must agree with you, E. A.

Mr. and Mrs. Bartlett brought two Bartlett pairs to the picnic.

Bro. Frank Bean has joined the grand procession. On Aug. 7 he married Miss Hazel Browne, of Manistee. Mrs. Bean was one of Manistee's society ladies and she will be missed by her many friends in Manistee, Mr. and Mrs. Bean are living in a cozy flat at 648 Terrace.

Bill Drake had to go to Jackson on Saturday. He wanted to go to that picnic so bad, too.

Mr. and Mrs. W. E. Sawyer have a brand new baby in their home. He arrived Aug. 9, weighs 9½ pounds. He is a boy and his name is Howard. He was named after Wm. Howard Taft.

Jim Goldstein and family were on the absent list at the picnic. Well, you missed something Jim. Mr. Goldstein was in town Tuesday on his way to Lakeview to attend the homecoming. He is greatly pleased over the way business is coming to the Rye & Adams store, of which he is manager.

J. A. Keane.

Honks from Auto City Council.

Lansing, Aug. 19—Brother F. H. Hastings has returned from a two days' fishing trip at Lake Linden. Being somewhat generous, he gave away the most of his catch, bringing home only enough to supply his family for a week or ten days.

The foundation for the new Michigan Central freight house is well under way. It is hoped that, when completed, it will afford some relief from the now badly congested freight conditions in Lansing.

We have in our possession convincing evidence that the Hotel McKinnon, at Cadillac, has reduced its rates to \$2 per day. Furthermore, we would be pleased to show this evidence to any traveler who might be interested.

All arrangements have been made for our picnic at Pine Lake next Saturday, except for pleasant weather and our Senior Counselor is looking after that this week. A special invitation has been extended to Knights of the Grip, and a cordial invitation is hereby extended to all regular traveling men who are not members of our order but should be.

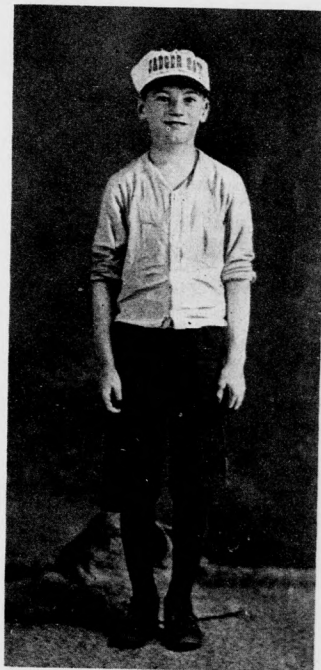
Suitable prizes will be awarded to the winners of the many athletic contests and Judge Evans will be on duty and see to it that each contest is decided without favoritism. Brother M. E. Sherwood has been given charge of arrangements for the ball game between the Knights of the Grip and U. C. T., which assures the success of this feature. It is expected that Senior Counselor Fuller, of Saginaw Council, will be present and, possibly, representatives from various other Councils. A good time for all is assured. Come on along "lets go."

H. D. B.

T. J. MacMahon (Proudfit Loose Leaf Co.) will be married Sept. 18 to Miss Anna Eliza Carmen, of Spalding. The ceremony will occur at the residence of the bride's sister, Mrs. H. W. Clark. The happy couple will be at home to their friends at Paris Apartments, Toledo, after October 1.

Jim Goldstein's Boy.

This is a picture of Jim Goldstein's boy, furnished the Tradesman by Jim himself. The boy was with him when he called at the Tradesman office and



looked as slick as though he had come out of a bandbox. Why Jim delights in obtaining pictures of the boy in old clothes and peculiar make-ups is more than some of his friends can understand, but possibly he does it to keep the boy from getting vain. Jim's friends—and their name is legion—are all hoping that the boy will make a better man than his father—but he will have to go some.

Additional Notes From the Cricket Chapter.

Battle Creek, Aug. 20—Since the burning of the hotel at Gobles, a few months ago, a number of families having large and spacious houses have been prevailed upon to accommodate the traveling public. A new hotel of the cottage order has been opened and transients will be cared for at the Come and Go Inn, which is centrally located. Running water and individual towels are to be found among the lavatory accessories.

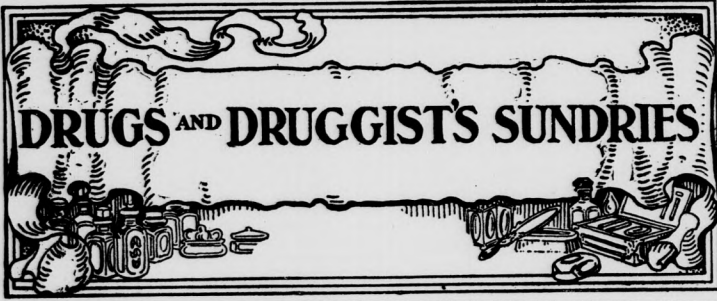
On our recent visit to Vicksburg we find on the list of those fortunate enough to have a vacation, Miss Maggie Lannon, bookkeeper and cashier for I. C. Van Tassel, grocer. While we like to see Miss Maggie in her accustomed place, we hope she is having a fine time at Petoskey on her much deserved outing.

Vinton Phelps, salesman for Godsmark & Durand, together with his family, spent last week at the old home east of Battle Creek.

Upon our visit to Bloomingdale last week, we found a number of improvements. The hotel has been enlarged with inside lavatories and bath. When the individual towels are installed the place will be very neat and complete.

Charles R. Foster.

Don't start anything; there is no telling what your opponent has up his sleeve.



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. 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, Kalamazoo, D. G. Look, Lowell; Grant Stevens, Detroit.

Michigan Pharmaceutical Travelers' Association.

President—F. W. Kerr, Detroit.
 Secretary and Treasurer—W. S. Lawton, Grand Rapids.

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.

Pays to Make the Drug Store Distinctive.

Written for the Tradesman.

In the estimation of a good many people who have expressed themselves on the subject, the retail drug business is over-done. However this may be, one thing is certain; the drug store that stands out as a conspicuous and exceptional pharmacy in its community is the embodiment of a distinct and definite idea of efficiency in its line. There must be at least some one thing for which this particular drug store is noted. Just as the single individual cannot possess all the gifts, graces and virtues of the catalogue, so the individual drug store cannot have every possible feature of its service developed to the highest point; but it certainly ought to be strong on some one feature.

This being true, it is a bully good stunt for the pharmacist to select some one thing, and resolve to make his service conspicuous for that thing. The Selection of a Distinctive Feature.

From what has been said above, it should appear by this that the selection of one's specialty (if I may so put it,) is, for the druggist, an important matter. "What is the one thing that I should feature above all others?" This is the question. And that can be satisfactorily answered only after one answers another question, namely: "What is the only feature of my store that I can reasonably hope to get in the limelight?" And the answer will not be the same in every instance.

Chance may give the druggist the cue to the distinctive line of service that he may follow with the least resistance and the largest show of success. I knew a druggist who built

up a perfectly wonderful trade on a simple lotion for chapped hands. During the late fall months, winter and spring months, he sells hundreds of bottles of that lotion; and the price is 15 cents and 25 cents per bottle. He compounds the ingredients himself; buys a certain style of bottle by the gross and uses a very attractive label of his own devising. And people in his community swear by that lotion. I have known out of town folks to send in for it years after they had moved from that community. And yet he has never spent a dollar advertising the merits of the lotion. It must be good, or the people wouldn't continue to use it in ever-increasing numbers. It really ought to be pushed in an aggressive way; but this little druggist is rather conservative in many ways and especially sceptical about advertising matters.

The lotion made good on its own merits, and the people who bought it (and liked it) advertised it gratuitously. The call for lotion gave him a chance to talk about the care of the skin; and this gave him an opportunity to exploit toilet soaps. And he has developed a good trade in this line. Also he has built up a big trade in talcum powders, perfumes, and toilet articles generally. And while his store isn't large, and his service in other respects doesn't differ materially from that of the general run of drug stores, his stock in the lines mentioned has naturally grown, and he is doing well. Chance gave him the cue. If he would only follow it up by the right sort of advertising, there is no telling what he would do.

Leather Goods as Subsidiary Stock.

I knew another druggist who built up a rattling good trade in leather goods. His location, I should explain, was rather favorable to such a departure. He was located in a town of eight or ten thousand people, and there was no exclusive leather goods house in the community, and the furniture people and the dry goods dealers of the town had very little to offer the people in the way of fresh stock. A bright leather goods salesman who had gotten somewhat peeved at the ultra conservatism of the people who should have carried ampler lines and better values in leather goods, opened the druggist's eyes to the possibilities of building up a nice trade in these commodities, and the druggist decided to take a chance. He cleaned out a large glass case and devoted it to leather goods. He featured leather goods in his window, and got out an illustrated eight-

page folder devoted exclusively to leather goods, which he mailed out to a large list of patrons and prospective patrons. Having way and beyond the best things of the sort to proffer the citizens of that berg, he got the cream of the trade in the leather goods line. And he held it, too. Logically it may have belonged elsewhere; but it is tacitly understood that business in leather goods belongs to him who is able to swing it.

It is better, of course, for the druggist to confine himself to sundries and subsidiary stock that more naturally belong in a drug store.

Reflecting the Special Feature in the Advertisement.

The newspaper advertisement ought to concern itself very largely with the one feature for which your drug store is noted.

The logical order is this: First select something that is really worthy; something that naturally fits in and is worth developing—as a distinctive feature. Second, develop this one feature of your service until it really stands out. Third, having something worth exploiting, exploit it.

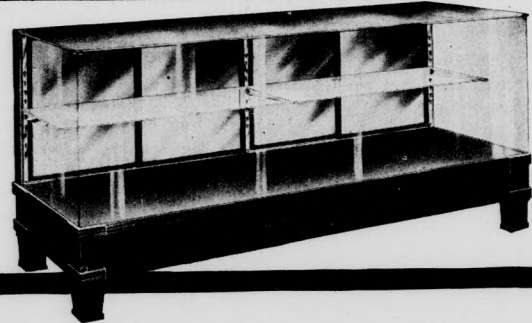
Eli Elkins.

Stationery as a Side Line.

Stationery is one of the best sidelines a drug store can have, and it has proved especially profitable for a Southern California drug store. The proprietors had never made much of a specialty of stationery, but one day a salesman showed them some especially fine paper which attracted them. "If we could only push this paper, we could make some money," said one of the owners. "We could give it some fancy name and it would be a go."

They looked out of the window and the Ganesha Park car whizzed by. Ganesha is the name of one of the most attractive amusement parks in the vicinity and the name attracted them.

"Ganesha Linen would sound mighty fine," exclaimed one of the men, and his partner agreed with him. The next week the paper was displayed in the window, with the result that there was a tremendous sale, Ganesha Linen becoming as popular as the playground of that name, and last but not least it has become one of the most profitable sidelines of the store.



"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



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

WHOLESALE DRUG PRICE CURRENT

Acidum Aceticum 6@ 8 Benzolcum, Ger. 45@ 60 Boracic 10@ 15 Carbolicum 25@ 35 Citricum 45@ 50 Hydrochlor 13@ 5 Nitrosum 5 1/2@ 10 Oxalicum 14@ 15 Salicylicum 40@ 42 Phosphoricum, dil. 13@ 15 Sulphuricum 1 00@ 10 Tannicum 1 00@ 10 Tartaricum 38@ 40	Ammonia Aqua, 18 deg. 3 1/2@ 6 Aqua, 20 deg. 4 1/2@ 8 Carbonas 13@ 15 Chloridum 12@ 14	Aniline Black 1 00@ 2 00 Brown 80@ 1 00 Red 45@ 50 Yellow 1 00@ 1 50	Baccae Cubebae 70@ 75 Junipers 6@ 8 Xanthoxylum @ 65	Balsamum Copaiba 70@ 75 Peru 2 00@ 2 25 Terabin, Canad. 65@ 75 Tolutan 90@ 1 00	Cortex Abies, Canadian 25 Cassiae 25 Cinchona Flava 20 Buonymus atro. 40 Myrica Cerifera 32 Prunus Virgini. 30 Quillaja, gr'd. 15 Sassafras, po. 30 Ulmus 25	Extractum Glycyrrhiza, Gla. 24@ 30 Glycyrrhiza, po. 25@ 30 Haematox 11@ 12 Haematox, 1s 13@ 14 Haematox, 1/2s 14@ 15 Haematox, 1/4s 16@ 17	Ferru Carbonate Precip. 15 Citrate & Quina 1 80@ 2 00 Citrate Soluble 63@ 75 Ferrocyanidum S 25 Solut. Chloride 15 Sulphate, com'l. by 25 Sulphate, com'l. by 75 Sulphate, pure 7	Flora Arnica 18@ 25 Anthemis 40@ 50 Matricaria 30@ 35	Folia Farosma 1 75@ 1 85 Cassia Acutifol. 15@ 20 Tinnevely 15@ 20 Cassia Acutifol. 25@ 30 Salvia, officinalis. 20@ 25 Uva ursi 8@ 10 Acacia, 1st pkd. @ 40	Gummi Acacia, 1st pkd. @ 40 Acacia, 2nd pkd. @ 35 Acacia, 3rd pkd. @ 30 Acacia, sifted stks. @ 20 Acacia, po. 35@ 45 Aloe, Barb. 22@ 25 Aloe, Cape 20@ 25 Aloe, Socotri 40@ 45 Ammoniac 35@ 40 Asafoetida 1 00@ 1 25 Benzoinum 50@ 55 Camphorae 55@ 60 Euphorbium @ 40 Galbanum @ 1 00 Gamborge po. 1 00@ 1 25 Gauclacum po. 45 @ 35 Kino p. 45c @ 40 Mastic @ 75 Myrrh po. 50 @ 45 Opium 7 50@ 7 75 Opium powder 9 30@ 9 50 Shellac 30@ 40 Shellac, bleached 35@ 45 Tragacanth 1 25@ 1 40	Herba Absinthium 25@ 30 Eupatorium oz pk 30 Lobelia oz pk 35 Majorium oz pk 38 Mentha Pip. oz pk 35 Rue oz pk 30 Tenacetum V.V. 30 Thymus V oz pk 30	Magnesia Calcined, Pat. 55@ 65 Carbonate, K-M. 18@ 20 Carbonate po 10@ 15	Oleum Absinthium 8 00@ 8 25 Amygdalae Dulc. 75@ 85 Amygdalae Ama. 8 00@ 8 25 Anisi 2 15@ 2 20 Aurant Cortex 3 15@ 3 25 Bergamili 8 00@ 8 50 Caliputi 85@ 90 Caryophilli 1 25@ 1 30 Cedar 85@ 90 Chenopadii 6 50@ 7 00 Cinnamoni 1 50@ 1 60 Conium Mae 80@ 90 Citronella 40@ 50	Copaiba 1 50@ 1 75 Cubebae 4 00@ 4 50 Erigeron 2 35@ 2 50 Evechthitos 1 00@ 1 10 Gaultheria 4 80@ 5 00 Geranium oz 75 Gossypil Sem gal 60@ 75 Hedeoma 2 50@ 2 75 Junipera 40@ 1 20 Lavendula 90@ 4 00 Limons 2 00@ 2 10 Mentha Piper 3 75@ 4 00 Mentha Verid 5 00@ 5 25 Morrhuae, gal. 1 10@ 1 25 Myrica 3 75@ 4 35 Olive 2 50@ 3 25 Picis Liquida 10@ 12 Picis Liquida gal. @ 40 Ricina 98@ 1 25 Rosae oz. 11 50@ 12 00 Rosmarini @ 1 00 Sabina 1 75@ 2 00 Santal 4 50@ 5 00 Sassafras 90@ 1 00 Sinapis, ess. oz. @ 50 Succini 40@ 45 Thyme 50@ 60 Thyme, opt. @ 1 60 Theobromas 17@ 25 Tigil 1 0@ 1 70	Potassium Bi-Carb 15@ 18 Bichromate 13@ 15 Bromide 40@ 50 Carb 12@ 15 Chlorate po. 12@ 16 Cyanide 30@ 40 Iodide 2 65@ 2 75 Potassa Bitart pr 30@ 35 Potass Nitras opt 7@ 12 Potass Nitras 7@ 12 Prussiate 23@ 26 Sulphate po. 15@ 18	Radix Aconitum @ 37 Althae 50@ 60 Anchusa 10@ 12 Arum po. @ 25 Calamus 20@ 40 Gentiana po 15. 12@ 15 Glycyrrhiza pv 15 12@ 15 Hellebore, Alba 15@ 20 Hydrastis, Canada @ 7 00 Hydrastis, Can, po @ 6 50 Inula, po 25@ 30 Ipecac po 2 25@ 3 00 Iris Flava 40@ 50 Jalapa, pr. 20@ 30 Maranta, 1/2s 30@ 35 Podophyllum po 15@ 25 Rhei 75@ 1 00 Rhei, cut 1 00@ 1 25 Rhei, pv 75@ 1 00 Sanguinari, po 18 @ 28 Scillae, po 45-60 20@ 25 Senega @ 90 Serpentaria @ 90 Smilax, M. gr'd. @ 45 Smilax, off's H gr'd. @ 25 Spigella @ 25 Symplocarpus @ 30 Valeriana @ 25 Zingiber a 16@ 20 Zingiber j 25@ 28	Miscellaneous Aether, Spts Nit U S P 45@ 50 Alumen, grd po 7 3@ 5 Annatto 40@ 50 Antimoni, po 4@ 5 Antimoni et pot 40@ 50 Antifebrin @ 20 Antipyria @ 25 Argent Nitras oz @ 55 Arsenicum 10@ 12 Balm Gilead buds 40@ 50 Bismuth, S N 2 10@ 2 20 Calcium Chlor, 1s @ 8 Calcium Chlor, 1/2s @ 9 Calcium Chlor, 1/4s @ 11 Cantharides, Rus. Po @ 1 25 Capsici Fruc's af @ 20 Capsici Fruc's co @ 25 Carmines, No. 40 @ 3 50 Carphyllum 25@ 30 Cassia Fructus @ 35 Cataceum @ 35 Centraria @ 10 Cera Alba 50@ 55 Cera Flava 35@ 42 Crocus 10@ 15 Chloroform 34@ 45 Chloral Hyd Cres 1 25@ 1 45 Chloro'm Squibbs @ 90 Chondrus @ 25 Cocaine 3 65@ 3 90 Corks list, less 70% @ 45 Creosotum @ 2 Creta, prep. 6@ 8 Creta, precip. 7@ 10 Creta, Rubra @ 10 Cudbear @ 20 Cupri Sulph. 64@ 10 Dextrine 7@ 10 Emery, all Nos. 6@ 8 Emery, po. 5@ 6 Ergota, po 1 80 1 40@ 1 50 Ether Sulph. 27@ 40 Flake White 12@ 15 Galla @ 30 Gambler 3@ 9 Gelatin, French 35@ 45 Glassware, full ca @ 80% Less than box 70%-10% Glue, brown 11@ 13 Glue, white 15@ 25 Glycerina 22@ 30 Grana Paradisi @ 25 Humulus 50@ 80 Hydrarg Amm'ol @ 1 50 Hydrarg Ch. Mts @ 1 30 Hydrarg Ch Cor @ 25 Hydrarg Ox Ru'm @ 1 40 Hydrarg Urtue'm 60@ 75 Hydrargyrum @ 88 Ichthyobolla, Am. 90@ 1 00 Indigo 85@ 1 00 Iodine, Resubi .3 75@ 4 00 Iodoform .4 50@ 5 00 Liquor Arsen et Hydrarg Iod. @ 25 Liq Potass Arsanit 10@ 15	Lupulla @ 2 75 Lycopodium 60@ 70 Macis 80@ 90 Magnesia, Sulph. bbl. @ 13 Magnesia, Sulph. 3 @ 5 Mannia S. F. @ 85 Menthol 8 00@ 8 50 Morphia, SP&W 4 80@ 5 05 Morphia, SNYQ 4 80@ 5 05 Morphia, Mal 4 80@ 5 05 Moschus Canton @ 40 Myristica No. 1 25@ 40 Nux Vomica po 15 @ 10 Os Sepia 25@ 30 Pepsin Saac, H & P D Co @ 1 00 Picis Liq N N 1/2 gal. doz. @ 2 00 Picis Liq qts @ 1 20 Picis Liq pints. @ 65 PH Hydrarg po 80 @ 18 Piper Alba po 35 @ 30 Piper Nigra po 22 @ 30 Pix Burgum 10@ 12 Plumbi Acet 15@ 18 Pulvis Ip'eut Opil 2 25@ 2 50 Pyrethrum, bxs. H & P. D. Co. doz. @ 75 Pyrethrum, pv. 20@ 30 Quassia 10@ 15 Quina, N. Y. 21 1/2@ 31 1/2 Quina, S. Ger. 21 1/2@ 31 1/2 Quina, S P & W 21 1/2@ 31 1/2 Rubia Tinctorum 12@ 14	Saccharum La's 20@ 30 Salacin 4 50@ 4 75 Sanguis Draac's 40@ 50 Sapo, G @ 15 Sapo, M 10@ 12 Sapo, W 15@ 18 Seidlitz Mixture 20@ 25 Sinapis 20@ 25 Sinapis, opt. @ 30 Snuff, Maccaboy, @ 54 De Voes @ 54 Snuff, S'h DeVo's @ 54 Soda, Boras, po 5 1/2@ 10 Soda et Pot's Tart 25@ 30 Soda, Carb 1 1/2@ 3 Soda, Bi-Carb 1 1/2@ 5 Soda, Ash 1 1/2@ 4 Soda, Sulphas 1 1/2@ 4 Spts, Cologne @ 3 80 Spts, Ether Co. 50@ 55 Spts, Myrcia 2 00@ 2 25 Spts, Vini Rect bi @ 22 Spts, Vini Rect 1/2 bbl @ 22 Spts, Vini Rect 10 @ 22 Spts, Vini Rect 5 @ 22 Strychnia Cryst 1 00 @ 1 30 Sulphur, Roll 2 1/2@ 5 Sulphur, Subl. 2 1/2@ 6 Tamarinds 8@ 10 Terebenth Venice 40@ 50 Thebromiae 55@ 60 Vanilla Ext. 1 00@ 1 50 Zinci Sulph 7@ 10	Oils Lard, extra bbl. gal. 85@ 1 00 Lard, No. 1 75@ 90 Linsed pure raw 65 70@ 71 Linsed, boiled 66 71@ 76 Neat's-foot w str 80@ 85 Turpentine, bbls. @ 48 1/2 Turpentine, less .52@ 60 Whale, winter .70@ 76	Paints Green, Paris 14 1/2@ 21 Green, Peninsular 13@ 16 Lead, red 7 1/2@ 10 Lead, white 7 1/2@ 10 Ochre, yel Ber 1 2@ 5 Putty, comm'l 2 1/2 2 1/2@ 5 Red Venetian, bbl 1 & 1 1/2 2@ 5 Shaker Prep'd .1 50@ 1 65 Vermillion, Eng. 90@ 1 00 Vermillion Prime American 13@ 15 Whiting Gilders' 1@ 5 Whit'g Paris Am'r @ 1 1/4 Whit'g Paris Eng. cliff @ 1 1/4 Whiting, white S'n @
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Our Home—Corner Oakes and Commerce

Our Holiday Goods Samples are now at Saginaw and will remain until August 31st. On and after September 5th the line will be on display in our sundry room in our new store.

Grand Rapids. HAZELTINE & PERKINS DRUG CO.

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.

ADVANCED

Provisions Hides and Pelts Cheese

DECLINED

Breakfast Foods Cocoa Flour Pearl Barley Rolled Oats Jelly

Index to Markets By Columns

Table listing various goods and their prices, organized by columns and categories (A, B, C, D, F, G, H, J, M, N, O, P, R, S, T, V, W, Y).

1 2

Table listing various goods and their prices, organized by columns and categories (AMMONIA, AXLE GREASE, BAKED BEANS, BATH BRICK, BLUEING, BREAKFAST FOODS, BROOMS, BUTTER COLOR, CANNED GOODS, CARBON OILS, CATSUP, CHEESE, CHOCOLATE, CHICORY, COCOA, COFFEES, ROASTED RIO, COGNAC, CROCKERY, DRIED FRUITS, EGGS, FLOUR, GELATINE, HERBS, HONEY, JAM, MARMALADE, NUTS, OLIVES, PICKLES, POTATOES, RICE, SALT, SOAP, STARCH, SYRUPS, TEA, TOBACCO, TWINE, VINEGAR, WAX, YEAST).

CHEWING GUM

Table listing chewing gum products and prices (Adams Pepsin, American Flag, Beman's Pepsin, etc.).

CHICORY

Table listing chicory products and prices (Bulk, Red, Eagle, etc.).

CHOCOLATE

Table listing chocolate products and prices (Walter Baker & Co., German's Sweet, etc.).

CIDER, SWEET

Table listing sweet cider products and prices (Regular barrel 50 gal, etc.).

CLOTHES LINE

Table listing clothes line products and prices (No. 40 Twisted Cotton, etc.).

COCOA

Table listing cocoa products and prices (Baker's, Cleveland, Colonial, etc.).

COCOANUT

Table listing coconut products and prices (Dunham's, 1/2s, 5lb. case, etc.).

COFFEES, ROASTED RIO

Table listing coffee products and prices (Common, Fair, Choice, etc.).

COGNAC

Table listing cognac products and prices (Private Growth, Manding, etc.).

CROCKERY

Table listing crockery products and prices (Maracaibo, Mexican, Guatemala, etc.).

DRIED FRUITS

Table listing dried fruit products and prices (Almonds, Brazil, Filberts, etc.).

EGGS

Table listing egg products and prices (Short Bean, Long Bean, etc.).

CONFECTIONS

Table listing confectionery products and prices (Stick Candy, Standard, etc.).

FANCY-IN PAILS

Table listing fancy-in pails products and prices (Gypsy Hearts, Coco Bon Bons, etc.).

FANCY-IN BOXES

Table listing fancy-in boxes products and prices (Old Fashioned Molasses Kisses, etc.).

POP CORN

Table listing popcorn products and prices (Cracker Jack, Giggles, etc.).

NUTS-WHOLE

Table listing nut products and prices (Almonds, Brazil, Filberts, etc.).

PEANUTS

Table listing peanut products and prices (Fancy H P Suns, etc.).

CRACKED WHEAT

Table listing cracked wheat products and prices (Bulk, 24 2lb. pkgs, etc.).

CRACKERS

Table listing cracker products and prices (National Biscuit Company, etc.).

PEANUTS

Table listing peanut products and prices (Fancy H P Suns, etc.).

CRACKED WHEAT

Table listing cracked wheat products and prices (Bulk, 24 2lb. pkgs, etc.).

CRACKERS

Table listing cracker products and prices (National Biscuit Company, etc.).

Sweet Goods

Table listing various sweet goods and their prices (Animals, Atlantic, Avena Fruit Cakes, etc.).

6

Table with 2 columns: Item Name and Price. Includes categories like Graham Crackers, Lemon Snaps, Oatmeal Crackers, etc.

7

Table with 2 columns: Item Name and Price. Includes categories like Cotton Lines, Linen Lines, Poles, etc.

8

Table with 2 columns: Item Name and Price. Includes categories like GRAIN BAGS, HERBS, HIDES AND PELTS, etc.

9

Table with 2 columns: Item Name and Price. Includes categories like Smoked Meats, Sausages, Beef, etc.

10

Table with 2 columns: Item Name and Price. Includes categories like Whitefish, SEEDS, SHOE BLACKING, etc.

11

Table with 2 columns: Item Name and Price. Includes categories like TOBACCO, Plug, Apples, etc.

Special Price Current

Table with columns 12, 13, 14 listing various goods like Banner, Rob Roy, Mop Sticks, Trojan, etc. with prices.

Table with columns 15, 16, 17 listing goods like Worden Grocer Co. Brand, Tip Top, Blend, 1lb., Royal Blend, etc. with prices.



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



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.



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



Single boxes 3 00
Five box lots 2 95
Ten box lots 2 90
Twenty-five box lots 2 85

Advertisement for Paris Green Labels featuring a skull and crossbones logo, 'POISON PARIS GREEN' text, and details about the product's use and availability at 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—Grocery in good town. Paying business. Inventories about \$3,000. Ovid Realty Co., Ovid, Mich. 362

For Sale—Laundry and building, with living rooms, for \$1,000. Snap for experienced man. Ovid Realty Co., Ovid, Mich. 363

For Sale—Paying livery, \$3,000 if sold at once. Ovid Realty Co., Ovid, Mich. 364

For Sale—Good clean up-to-date stock of dry goods, groceries, shoes, in town 1,250 "Thumb Michigan." Good business, excellent chance. Health, Address No. 361, care Tradesman. 361

For Sale—295 acre farm. Will exchange general merchandise for part. J. L. Shigley, LeRoy, Mich. 360

For Sale—General stock in a country town. Inventories at present time somewhere around \$4,000. Good summer resort within two miles. Address No. 359, care Tradesman. 359

For Sale—Shetland pony. Black, with white feet, 44 inches high, 400 pounds, nine years old. Governess cart, rubber tired. Russet harness, saddle, bridle and blanket. First-class condition, \$225. Margaret Puff, Fremont, Mich. 358

I bring buyers and sellers together. Write me if you want to buy, sell or exchange any kind of business or real estate anywhere. Established 1881. Frank P. Cleveland, 1261 Adams Express Bldg., Chicago, Illinois. 357

Big Snap—\$20,000 stock first-class general merchandise, established big paying business, 60c for quick cash deal. Lock Box 212, Woodbine, Iowa. 354

For Sale—General store stock and fixtures, inventorying about \$2,000. Only store in inland town, 4 1/2 miles from nearest town. Doing good business. W. W. Woolf, Duplain, Mich. Address Shepardsville, R. F. D., No. 13, Michigan. 356

To Exchange—4,800 acres Banner Co., Neb., bargain at \$15. Want merchandise. Will carry difference back on land. Address Lock Box 212, Woodbine, Iowa. 355

For Sale—Up-to-date confectionery and ice cream business, with lunch counter in connection. Doing a daily business of \$50. Will sell at a sacrifice if taken at once. Have other business to attend to. Best location in the city. Expenses low. Address H. J. Hoff, Muskegon, Mich. 353

Wanted—Location for drug store or drugs and general merchandise. Large or small town, Southern Michigan preferred. A. D. Loomis, Druggist, Cross Village, Mich. 350

Look Here! Mr. Merchant, wouldn't you like to sell more dress goods in two days than you would ordinarily sell in thirty days? Write Canton Skirt Mfg. Co., Canton, Ohio. 351

For Sale—For cash; no trade, a clean \$25,000 running stock of groceries, dry goods and shoes; will also sell the building at \$8,000 and home for \$3,500, if desired; all located in good city in Southwestern Arkansas and doing best business in city; will invoice and take 75 cents on the dollar of cost of stock and take bankable paper if necessary. Reason for selling is have other larger interests needing attention and do not understand the general mercantile business. It will pay to investigate if you are interested. Address Box B, Mendota, Ill. 352

For Sale—A nice clean stock of gents' furnishings, clothing and shoes. Invoice about \$1,500. This is a good opportunity. Will bear the closest investigation. Address No. 365, care Michigan Tradesman. 365

Spot cash, quick action, a fair price is my way of buying shoe stores and general stocks of merchandise; city, country, anywhere. Will advance money on anything saleable. Address No. 366, care Tradesman. 366

\$3,800 equity in stock and dairy farm to exchange for going mercantile business. C. W. Long, 353 Division Ave. So., Grand Rapids, Mich. 367

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

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

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—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—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 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

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

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

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

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

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

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

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

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

HELP WANTED.

Wanted—Three salesmen or salesladies 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—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.

TRADESMAN ITEMIZED LEDGERS

SIZE—8 1/2 x 14. THREE COLUMNS.

2 Quires, 160 pages.....	\$2 00
3 Quires, 240 pages.....	4 50
4 Quires, 320 pages.....	3 00
5 Quires, 400 pages.....	3 50
6 Quires, 480 pages.....	4 00

INVOICE RECORD OR BILL BOOK

50 double pages, registers 2,880 invoices \$2 00

Tradesman Company
Grand Rapids, Mich.

You have had calls for HAND SAPOLIO

If you filled them, all's well; if you didn't, your rival got the order, and may get the customer's entire trade.

HAND SAPOLIO is a special toilet soap—superior to any other in countless ways—delicate enough for the baby's skin, and capable of removing any stain.

Costs the dealer the same as regular SAPOLIO, but should be sold at 10 cents per cake.

MAKING MEN.

Make Money By Showing How to Sell.

"Young man," he commenced, "I used to be a salesman on the road. Wouldn't think it, would you?" Here he threw out his chest a little, so that the five carot diamond he wore in his glaring cravat would help out the general illumination.

"No, I wouldn't," replied the Average Man, determined to be polite, even at the cost of veracity.

"Well, I was, and I was a good salesman."

"Did you sell goods?" queried the Average Man, politely.

"Ha, ha, ha!" and the Overdressed Individual's sides shook with hearty laughter.

"You're onto the ropes all right, my friend. All salesmen don't sell goods. You've been there all right. Ninety per cent. of the men who can sell themselves to their employer as being good can't sell their employer's goods to the trade. That's funny." And he laughed again. "Why you've almost answered your own question as to how I made my money. Never mind, we'll get to that a little later. And as to whether or not I sold goods, I'll answer that by saying I did—but, to be real honest with you, I never broke any records. And I didn't make my money selling goods. I made it by making men. But good, steady results were my long suit, and my house and I got on pretty well together. But the money didn't come in fast enough that way to suit me, and I started carrying side lines. You know that's legitimate as long as your house allows you to, and I picked up three or four little specialties that added materially to my yearly income.

"One of the side lines I carried was a fountain pen mop—"

"Just a minute," interrupted the Average Man. "What is a fountain pen mop, please?"

"O, that's just my name for it. This mop had a reservoir in the handle and the water flowed down into it as needed—just like a fountain pen feeds ink. That's where I got the name. Anyway, this mop was a good seller, and I made lots of money out of it."

Got Acquainted with Firm.

"The concern that manufactured this article was located in a little town near New York. My concern sent me down to New York on a business trip, and I thought I'd drop down and get acquainted with the men whose signatures I'd seen on so many checks.

"I said 'small' town. It was worse than that—it was almost no town at all, and the mop factory was a joke. Three men making mops, and the inventor as manager. As soon as I laid eyes on the outfit a mental picture came into my mind of the sales I had made on the article. I knew I was the salesman, and about the only one. My orders alone would have kept that factory pretty tolerable busy.

"So, as soon as I got hold of the inventor of the mop I asked him point blank if it wasn't the truth, and he admitted it—said that I was practically the only man who was selling their

mops, and that my orders had been the salvation of the outfit.

"The local bank had agreed to put up the money to carry over all the accounts that were opened, and so far they hadn't been very much taxed.

"I felt sorry for the old inventor, so we sat down and went over the thing pretty thoroughly, just to see if I could find out what was the matter with the business. Not that I knew anything about it, but as the only man who was selling the mop in any quantities it seemed just possible that I might be able to put my finger somewhere around the right button.

"I had got in touch with the mop concern through a classified 'ad' asking for traveling salesmen to handle the mop as a side line.

"They told me that they had difficulty in securing men—that their proposition didn't seem to appeal by mail, and that the few salesmen who did take it on sold very few mops.

"I thought the thing over, and suddenly it struck me. Putting myself in the position or frame of mind I was in the day I received their literature, I realized that I myself had taken the thing on as an experiment, together with a number of others. And I had been so disinterested in it that first trip out after getting my sample I'd left the mop home with my wife—hadn't thought enough of it to show it to the trade. I realized that the thing that made me sell the mops was what my wife said about it after I'd got back home. Her enthusiasm sold me on the mop—I sold the dealers on the strength of what she told me. Here was the crux of the whole deal."

Solved the Sales Problem.

"From that analysis of my experience sprang the knowledge of what was wrong with the business methods of the mop company. They couldn't secure their men to sell it through the mail. It took personal explanation to open the salesman's eyes to its possibilities, and it took personal explanation to show him how to sell it to the dealer, and it took a lineup to show the dealer how to sell the mop to his trade.

"I slapped the old inventor on the back. Said I: 'I'm going back to the hotel to work this out on paper, but I've got the idea and line up, for you.'

When I got back to the hotel and went over the details I felt even more certain that I had the right thing. But where did I get off at? That was the question. Not being a charity bureau or anything of that kind, I dug out my pencil and did some more figuring with a few of seeing where yours truly could get his rakeoff. And, believe me, I hit it right.

"That night I had the inventor in my room in the hotel till 2 o'clock the next morning, and when he left I had a signed and witnessed agreement that I was to get 10 per cent. commission on the sales made by salesmen appointed by me. Now you've got it. I was going to appoint salesmen and show them how to sell the goods instead of selling mops myself.

In other words, I was going to have men working for me. And that struck me right.

"Next morning I got another hunch. The capitalization of the company was small—their patents gave them a monopoly on the article—I was standing at the ground floor of a proposition that looked as if it had a big future.

"So I knocked on the door that Opportunity had shoved in front of me. Told the inventor to call a meeting of his stockholders, and owing to the previous bad selling record of the company, we easily secured an option on about 52 per cent. of the stock of the company at par. It cost me \$200 to bind the options, but I did it.

"Then we put this stock in escrow with the local bank and made another contract providing that one-half my commissions on the business of the men I appointed be applied against the purchase of this stock. That night I wired my wife just before I took the train out: 'Just laid the cornerstone of our nineteen room mansion on Fifth avenue.' She thought I was crazy, but that enthusiastic telegram of mine told the truth."

Hired Others to Sell "Mops."

"And of all the busy men you ever saw—say, I didn't get time to sleep. On the trains instead of playing cards I talked my fellow traveling men into carrying our mops for a side line, and then showed them how to sell it. I got so I was considered the pest of the century around the hotels. When I wanted a man—when I thought he could sell our mops—I didn't give him a minute to himself until he agreed, and then he didn't have a minute to himself until I felt convinced that he knew as much about and was as 'mop enthusiastic' as myself. Why, it got so the boys on the road used to call me 'mops.'

"And the men I appointed sold—how they did sell! Business got so good down at the one horse factory that I, as principal stockholder—for by this time my 10 per cent. had brought home the 52 per cent. of the stock—had to go down there and do a little high financing to build a factory that would take care of the business.

"So fat were the monthly checks, so good were the stock dividends that the old job and I separated—and the 'tail' or sideline beg wagged the 'dog,' that's me. In most no time at all, I had twelve of my side line salesmen in the mop business as a main line.

"At this point I started out to make business better in the individual territories. I went into towns and appointed two or three local agents—men who canvassed the housewives from door to door, and, believe me, the home that didn't have our 'fountain pen mop' in it by the time I got through was not a representative one or didn't have any floors, one of the two.

"Four years and we had sold the country on mops. The cream of the business was gone, and we had settled down to selling a staple article. Then, I picked up another specialty, and we

put our enormous sales organization to work on it. Needless to say, it went like hot cakes. Then, realizing what I had in my hand, I started marketing seven or eight articles at once, and to-day—well, I've all the money I want."

"That's the first time," said the Average Man solemnly, "I ever heard any one, anywhere, say that."

"It's so," said the Overdressed Individual.

"By the way," said the Average Man, "at the beginning of your very interesting discourse I understood you to say that you had made money making men. How about it?"

"Well, I guess after all you didn't get me," and the Overdressed Individual wrinkled his brow a trifle. "The point is this. Anybody could have appointed the men, but I appointed men who were capable and made them sell. Let me repeat. I made my money by showing my men how to sell. That's 'making money by making men,' isn't it?"

"Yes," said the Average Man, "I understand it now. So the gift automobile story was true?"

But the Overdressed Individual had departed. Irving R. Allen.

Give Your Order Your Own Way.

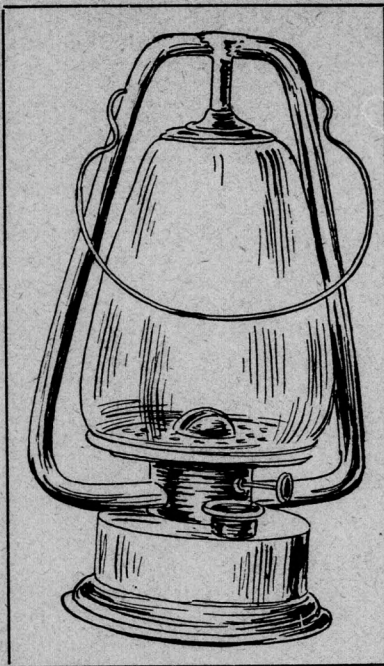
An exchange comes to the front with a story of a retailer who had just been swindled with one of those contracts which do not say what they mean nor mean what they say. A salesman for a tricky house took the order and the storekeeper signed the blank without understanding the terms. So the old world continues to keep up its reputation for a sucker born every minute. No man has business to sign a paper he does not fully understand. Make sure of it. If you do not catch on to what it means after reading do not let the salesman explain it to you. Know it for yourself. If it cannot be gotten through your brain then write out an order of your own to suit yourself. This will go all right if it is an honorable house with which you are dealing. If it is not, then you do not want to do business with it. It is only the trickster who has anything to cover up under a mass of words and sentences which it would take a Philadelphia lawyer to straighten out. Give the order your own way, or do not give it.

Manufacturers who do not advertise in trade papers insult retailers. It is the same as saying their judgment is of no value.

chant stands still. He either goes forward like a man or backward like a crab.

BUSINESS CHANCES.

A stock company has just been formed to take over an old established grain and fuel business, a house of over thirty years standing and of untarnished reputation. The reason for reorganizing is to increase the working capital. At present the firm is doing \$60,000 worth of business annually and is increasing that figure by a substantial amount. An experienced accountant with \$1,000 or more to invest will find this a very desirable opening. There is also a position open to a competent man, with some capital, as yard superintendent. All enquiries must be in by Sept. 6. Address Fuel Merit, care Michigan Tradesman.



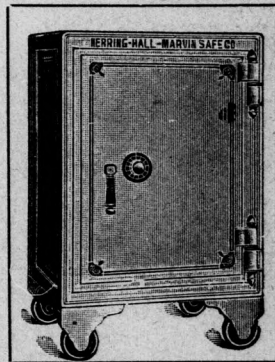
Hang Out a Lantern!

"If you know where there is a dangerous spot in the road, it is your duty as a good citizen to hang out a red light whether you are paid for it or not."—W. L. Brownell.

If you do not own a good reliable safe, a safe big enough and strong enough to hold and protect your valuable books, papers and cash, there is a right dangerous spot ahead of you on your business highway which you are more than liable to fall into. There are

Some Chances You Cannot Afford to Take

Why take the chance of losing thousands of dollars, when by the expenditure of a small amount of money you can eliminate this chance from your business entirely. We can furnish you with a first-class safe for less money than you can buy elsewhere.



WRITE US TO-DAY AND WE WILL GIVE YOU FURTHER INFORMATION

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

How About Your Printing?

THIS QUESTION is a very pertinent one for business men, because every day Business Printing takes on added significance as a *factor in trade*. Time was when any sort of printing would do, because not much was expected of it, but nowadays printing is *expected* to create and transact business. For this reason, good printing is exceedingly necessary in every line of business.

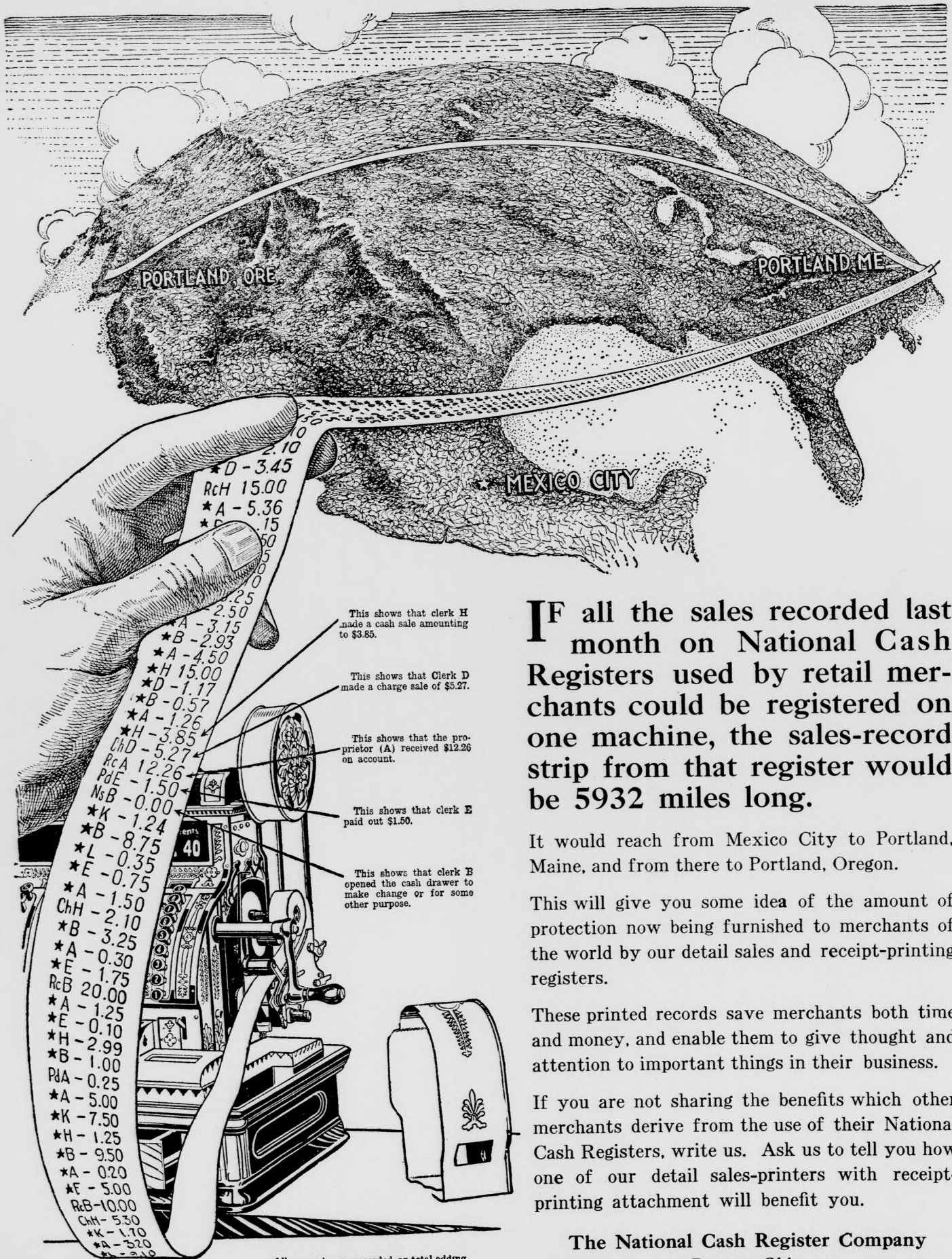
We have been producing *good* Business Printing for years. We have kept pace with the demand for the *best* in printing. As a consequence, our printing business has grown splendidly. We have been compelled to enlarge shop facilities, to increase equipment quite regularly. We have the requisite mechanical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

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

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

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

TRADESMAN COMPANY :: **GRAND RAPIDS, MICH.**



PORTLAND, ORE

PORTLAND, ME

MEXICO CITY

2.10
 *D-3.45
 RcH 15.00
 *A-5.36
 *A-1.15
 *A-1.50
 *A-2.25
 *A-2.50
 *A-3.15
 *B-2.93
 *A-4.50
 *H 15.00
 *D-1.17
 *B-0.57
 *A-1.26
 *H-3.85
 DrD -5.27
 RcA 12.26
 PdE -1.50
 NdB -0.00
 *K -1.24
 *B-8.75
 *L-0.35
 *E-0.75
 *A-1.50
 ChH -2.10
 *B-3.25
 *A-0.30
 *E-1.75
 RcB 20.00
 *A-1.25
 *E-0.10
 *H-2.99
 *B-1.00
 PdA -0.25
 *A-5.00
 *K-7.50
 *H-1.25
 *B-9.50
 *A-0.20
 *F-5.00
 Rb-10.00
 ChH-5.50
 *K-1.70
 *A-3.20
 *A-3.10

This shows that clerk H made a cash sale amounting to \$3.85.

This shows that Clerk D made a charge sale of \$5.27.

This shows that the proprietor (A) received \$12.26 on account.

This shows that clerk E paid out \$1.50.

This shows that clerk B opened the cash drawer to make change or for some other purpose.

All amounts are recorded on total-adding counters under lock and key.

IF all the sales recorded last month on National Cash Registers used by retail merchants could be registered on one machine, the sales-record strip from that register would be 5932 miles long.

It would reach from Mexico City to Portland, Maine, and from there to Portland, Oregon.

This will give you some idea of the amount of protection now being furnished to merchants of the world by our detail sales and receipt-printing registers.

These printed records save merchants both time and money, and enable them to give thought and attention to important things in their business.

If you are not sharing the benefits which other merchants derive from the use of their National Cash Registers, write us. Ask us to tell you how one of our detail sales-printers with receipt-printing attachment will benefit you.

The National Cash Register Company
Dayton, Ohio