

## The Business Man

In this busy world of ours, deeds—not dreams—count; and in these deeds the business man plays a most important part.

Who distributes those things which one man wants and which another man can supply? The business man.

Who reaches out the long arm of commerce and gathers from all parts of the earth the necessities, comforts, luxuries and refinements which make life worth the living? The business man.

Who pays the majority of the taxes, furnishes the sinews of war, when war is necessary, and the money to run the government, and keeps his patriotism above par? The business man.

Who is the mainspring of the whole social machinery and furnishes the initiative for every important material progress? The business man.

Whose is the dynamic force which "makes things go," overcomes obstacles, and makes practicable what theorists and timid men deemed impossible? The hardheaded, indefatigable, business man.

Who furnishes "work for the poor and wealth to the rich," and makes possible "magnificence to the great?" The business man.

Who is harassed by class legislation and yet is the first to be asked to contribute to the cause of charity, benevolence and education? The business man.

Who is termed an oppressor of the poor when he doesn't raise wages, and, when he does, is called a robber and a thief if he adds to the price of his service or wares a part of the extra amount he is obliged to expend? The business man.

Who bears the brunt of hard times and poor business, losses where profits should accrue, continues to meet pay-rolls and pay overhead charges, smiles, and—with a spirit of incredible optimism—looks for, hopes for, and works for the return of good times? The business man.

Who is the target for all political agitation, special legislation and government regulation? The business man.

Who, when "life's fitful fever" is over, deserves—whether he gets it or not—a bright and shining halo, to sleep on a bed of roses, or to sit on one of the highest seats, as compensation for lack of appreciation here? The much-abused, hard-working, hopeful, helpful business man.

## Candy for Summer

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

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

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

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

**WORDEN GROCER COMPANY**

**The Prompt Shippers**

**Grand Rapids, Mich.**

# FANCHON

The  
Kansas Flour  
of Quality



**Judson Grocer Company**

Distributors

Grand Rapids, Mich.



One Hundred Thousand  
Visitors Every Year

One hundred thousand Visitors from all  
parts of the world go through the

## Shredded Wheat Biscuit

factory every year. Every detail of manufac-  
ture is open to public inspection. They are  
impressed with the cleanliness of the plant and  
the perfection of the process. Here's a vast  
army of Advertisers working for YOU. Are  
you taking full advantage of it?



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

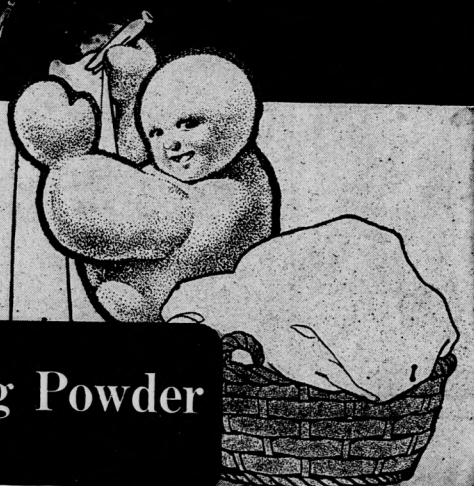
**The Shredded Wheat Company**  
Niagara Falls, N. Y.

**next time**

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

Lautz **Snow Boy** Washing Powder

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



# MICHIGAN TRADESMAN

Thirtieth Year

GRAND RAPIDS, WEDNESDAY, AUGUST 28, 1912

Number 1510

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## NEW YORK MARKET.

### Special Feature of the Grocery and Produce Trade.

Special Correspondence.

New York, August 26—The spot coffee market remains in the same dull and listless condition that characterized it last week. While the better grades are pretty well sustained, and job lots are not in evidence, the varieties that are not first-class will sell at some concession. Roasters are doing practically all the business and the country trade seems to be waiting for something to turn up. In store and afloat there are 2,286,259 bags, against 2,249,829 bags at the same time last year. In an invoice way Rio No. 7 is quoted at 14 $\frac{1}{4}$ c. Mild coffees are selling in a small way and buyers are loath to take more than enough to keep business going. Good Cucuta, 15 $\frac{3}{4}$ c.

No new items can be found in the tea districts. Prices are generally well sustained, but sales are of little lots individually. Advises from primary points are firm, and this is reflected here.

There is a little more activity in the movement of rice. Within a short time the new crop will be in full transit. Some little concession has been reported, but no marked decline is looked for. Good to prime domestic, 5 $\frac{1}{4}$ @5 $\frac{1}{2}$ c.

Spices are steady. Demand as good as could be expected at this time of the year. Prices are unchanged and stocks are apparently ample for all demands. Singapore black pepper, 11@11 $\frac{1}{8}$ c; white, 18 $\frac{1}{2}$ @18 $\frac{3}{4}$ c.

Molasses in light request, but quotations are unchanged and firmly maintained. Good to prime centrifugal, 26@34c. Syrups are in light supply. Fancy, 25@28c.

Canned tomatoes have not maintained the strength hitherto existing except save for brands about which there can be no question. At 80c for standard threes buyers fight "shy" and are disposed to wait the further outcome of the pack, though this figure is the one given as correct. Good standard peas are quoted at \$1.10 and are firmly held at this figure, but buyers are not eager to load

up at the price. Corn is firm for both spot goods and futures. Other lines are quiet, but the market in general is not satisfactory.

Top grades of butter are firmer, although the quotation of 26@26 $\frac{1}{2}$ c for creamery specials still prevails. Firsts, 25@25 $\frac{1}{2}$ c; imitation creamery, 23c; factory, 20 $\frac{1}{2}$ @21@22 $\frac{1}{2}$ c.

Cheese is very firm, whole milk advanced to 16@16 $\frac{1}{4}$ c. Supply moderate.

Eggs are firm, with market pretty well cleaned up and supply in sight not especially abundant. Best Western White, 24@27c, with a larger supply 21@22@23c.

## THE SCHOOL LUNCH.

Specialists affirm that a large share of the inefficiency in school work is due to lack of proper food. In many cities there is a wholesome movement created through the school lunch counter, which provides nourishing food at a trifling cost. But in most communities this idea is still to be worked out. Meantime parent and pupil work out a way of their own, or the former leaves it to the caprices of the latter—a plan often in direct violation of both economic and physiological principles.

Your counter containing candy and other confectionery goods may suffer through any attempt to direct the trend of purchases into another channel, but the realization that you have, directly or indirectly, aided in a phase of life which means better health and better school work should be sufficient reward, though the plan carefully carried should lead to a less capricious and equally profitable trade.

With the opening of the new school year, get your lunch boxes in the window. The lunch box is much more apt to be packed sanely than if the pupil depends upon a bit of something wrapped up in a paper. Regularity in habits of eating are more fully cultivated; for the paper package is too often discarded for the pick-up in the store, and soon the old candy or pop corn habit slips in again. Emphasize the economy of the neat paper napkins and of the waxed paper for keeping sandwiches and similar food fresh as when first packed. Make it a point, if within your scope, to keep supplied with good material for sandwiches, and to let the fact be known. Cheese, peanut butter, dried beef, and the various canned goods should serve to keep this department well stocked. Then there are the fruits in their season, better and cheaper than pastry. Give special rates to school children and be sure to advertise the fact that you have them and their needs in mind.

When a man meets trouble half way he has a poor companion for the rest of his journey.

## FASHION'S FREAKS.

The hobble skirt, with its attendant freaks, has surely had its day. How could it have subsisted for so long is a mystery, since its only legitimate excuse for being was that very little material was required for a dress. But for that matter, a sheet contains less cloth than the average costume, and some of the monstrosities termed gowns could have been exchanged for plain drapery in the web with artistic gain.

The tall collars which only those possessing a swan-like neck could wear with comfort and which tended to increase thick necks among their less fortunate sisters are also to be banished and will be replaced by the lower and more comfortable effects of colonial times. The dress skirt is growing longer as well as fuller, although it is sincerely to be hoped that the extreme will not be reached in this respect, for even the very short skirt is preferable, both in convenience and sanitary aspect, to the long dress which sweeps the dust from the walks and is perpetually getting in the way of some one's feet, besides being a constant handicap to the wearer.

On the whole the outlook for sensible and artistic fashions promises well. The light coat is to be displaced by the warmer and more serviceable ones. The button boot is still in the lead and raised, wide toes are favored. Dealers can to a certain extent modify public demand, and a style which has much to commend it may be put to the front while you resolutely lend an influence against one which is hideous or sure to prove disappointing. Tact is required in thus moulding public taste, but people will in time lean more upon your judgment than upon their own, providing, of course, that it is conscientiously given.

The Kalamazoo interurban seems now to be assured. According to apparently authentic reports contracts have been awarded for some of the grading, the work to be done this fall that it may be well settled for the laying of the rail in the spring. The reports indicate that the line will closely follow the G. R. & I. railroad. A new interurban coming by this route will, of course, be given a welcome, but how much better it would be for Grand Rapids and eventually for all concerned if the route were further to the east, through that territory that lies between the G. R. & I. and the Michigan Central, with either main line or branch to Battle Creek. This city already has two direct routes to Kalamazoo, the G. R. & I. and the Lake Shore, and the service to that point is very satis-

factory, whether for freight or passengers. With Battle Creek, however, we have no direct connection, and Battle Creek is one of the liveliest, most progressive and fastest growing towns in the State, a city Grand Rapids earnestly desires to cultivate, socially and in business way. The interurban to Battle Creek would mean a large and immediate increase in trade and it would open up a territory rich in agricultural resources and possible of great development. The Kalamazoo line, following the G. R. & I. will, of course be tolerated, but it is the Battle Creek route that Grand Rapids wants. Such a route might not show as large immediate earnings as one through an old settled country already well developed, but it would eventually be better for the company, as the business developed would be all its own instead of divided with Steam competition.

The supervisors of Muskegon county are making investigation into the "Fruitvale" land swindle perpetrated last fall under the auspices of the Chicago land and apple show. Worthless lands near Whitehall were divided into 25 by 100 foot lots, about 15 to the acre, and these lots were "given away" to all who attended the show. Those who received the gift lots had to pay \$3 for their deeds, just enough to cover legal fees, it was announced, and from all accounts thousands parted with their coin under the impression that they were receiving something of value. The Tradesman called attention to the swindle at the time and denounced it, and the perpetrators of the fraud sought to bluff us into silence by bringing suit for libel. The Muskegon county authorities have been slow in starting their investigation—too slow to remedy the evil already done—but in time, it may be hoped, to prevent the repetition of the iniquity. The swindle will cost Muskegon county heavily in the matter of delinquent taxes to be advertised over and over again. It will be costly in the matter of badly entangled titles to all lands subdivided. Still more costly will it be in the bad impression the people who were defrauded will have of Western Michigan in general and of Muskegon county in particular. Had Muskegon county acted promptly when the Tradesman sounded the warning it might have saved itself a bad black eye and, possibly, a million dollars in expenses in advertising the lots for taxes for several years to come.

Occasionally we meet a girl who is so fond of music that she never tries to play the piano.

## THE FERRY FAMILY.

## Indifference of Grand Haven to Their Fame.

Written for the Tradesman.

The city of Grand Haven may be proud of the memory of Thomas W. Ferry, but seems not over zealous in giving outward manifestations of it. The pages of history turn so rapidly that it may be said for the benefit of those to whom the name of Thomas W. Ferry is but a distant recollection that he was three times elected to Congress from the district in which Ottawa county was a part, serving from 1865 to 1871, that before going to Congress he had served a term in the State House of Representatives and two terms in the State Senate, and from Congress graduated to the United States Senate, where he served twelve years. His public career covered some of the most critical years in the history of this country and in his day he was one of America's greatest men, foremost in the reconstruction work that came after the war and a leader in the formulation of national policies. He was President pro tem of the United States Senate when Vice-President Wilson died and as such, became acting Vice-President and popular tradition invested him with the presidential office for a single day. He was presiding officer of the Senate during the dark days of the Hayes-Tilden election contest when a single indiscretion might have plunged the Nation into war. He retired from public life in 1883, nearly thirty years ago, after a bitter factional fight led by Jay A. Hubbell, of Houghton, and was succeeded by Thomas W. Palmer, of Detroit. He returned to Grand Haven and there he lived out his days in peace and quiet and died there. In public life Thomas W. Ferry was one of the Nation's great men, one of Michigan's famous sons and easily the most distinguished citizen Grand Haven ever had or may hope to have. More than this, he was a member of Grand Haven's oldest and best known family, a son of one of the founders of the town. Rev. William Montague Ferry, came west in the '20s as a missionary at Mackinac, and at Mackinac his distinguished son was born. The northern climate did not agree with Mr. Ferry's health and in the early '30s he removed to Grand Haven, then a little trading station at the mouth of the Grand. Mr. Ferry continued his missionary work, but became interested in trading and then in lumbering and such was his knack for business that upon his death in 1867 he was ranked among Michigan's wealthiest citizens. The business he established was continued by his sons and for years they were regarded as in the millionaire class. The defeat of Senator Ferry for a third term and the collapse of the family fortunes came at the same time. It is needless to go into details as to the collapse. But could bankruptcy dim the lustre of Thomas W. Ferry's public career or take away the pride which Grand Haven should feel in his achievements?

For more than a half century one of Grand Haven's landmarks has been the Ferry homestead. It is a large house of the colonial type of architecture, with windows that reach to the floor, and was built by Rev. Ferry for his family. This

house when built was in the heart of the best residence district, and in the days of the family's prosperity it was one of the show places in town, the center of social life, of financial influence and of political interest. Here distinguished guests were entertained, party councils were held and much history was made. Senator Ferry made his home here and the old house was furnished in beautiful old fashioned furniture of walnut and mahogany and filled with books and papers, relics of travel and works of art. From the large mansion a wing was built for the servants' quarters and to provide rooms for guests, and back of the house was the spacious stables where the Ferrys kept their horses and carriages. The house was in the center of a lot that occupied most of a square, and around the lot was a picket fence. The grounds were planted to shrubs and flowers, with a large garden in the rear, and even when adversity came, everything was kept in perfect condition, the buildings painted and repaired, the fence in good order, the grounds and gardens neat and attractive.

Following the death of Senator Ferry, about twenty years ago, the old Ferry homestead, with none of the family remaining to care for it, became neglected and run down. The place was long unoccupied and last year the Grand Haven Arbeiter Society purchased it for a song. The city might have bought the place for library, school, or some other public purpose, but, apparently, Grand Haven did not care to thus perpetuate the memory of its most distinguished citizen. The old house has not improved with the change of ownership. It is now in the factory district, instead of in the residence quarter, and the surroundings are dusty and smoky. The old house has not been painted since the death of Senator Ferry and is no longer white. The roof has not been renewed and is covered with moss. The balcony is out of repair, the fence has disappeared, only a small part of the shrubbery remains and, as for the fine old garden, it has grown up to weeds and grass, with only a few of the hardier varieties, like iris, myrtle and the day lilies remaining. The old Ferry homestead may still be an object of interest, but no longer is it a place Grand Haven takes pride in.

The Ferry burial lot in Lake Forest cemetery is still pointed out to such strangers as care to go to the resting place of the dead to find trace of those who played their part in the city's history. The Ferry lot is on a hill, some distance back from the entrance and near the line which separates the cemetery from what has become a popular summer resort. The Ferrys occupy most of the hill and with them are the Eastmans and the Whites, who with the Ferrys were foremost in the city's early history. The hill is shaded with some fine old trees, beech and maple chiefly, but there are no evidences that the lot is cared for, that flowers are ever placed on the graves or that they ever receive attention. There are four large stones on the lot, and many markers for the individual graves. Rev. William Montague Ferry, the founder of the family, rests under a casket of marble rising about two feet above the ground and on the top is engraved the date of his

birth at Granby, Mass., Sept. 8, 1796, and of his death at Grand Haven, December 30, 1867, and then the sentence, "First toil then rest, first grace then glory." By his side rests his wife, Amanda White Ferry, whose grave is marked with a stone of white marble in fanciful design and the inscription gives the date of her death and age, and cites a passage from the scripture. The next grave is that of Mary Amanda White, Senator Ferry's aunt, and who was his housekeeper and companion during his last years, and who is remembered as Grand Haven's first school teacher. A granite slab marks Senator Ferry's grave and above the inscription is a Greek cross and on the side a spray of laurel. The inscription reads, "Thomas White Ferry, A Christian gentleman, patriot and statesman," and then is quoted a passage from one of his addresses, "I have done what I could to extend our commerce over the world, for the security of life and property along our sea coast and upon our great inland seas," and below this is the line "The sailors and soldiers' friend. For sixty-two years a citizen of Grand Haven."

The oldest stone on the lot is a simple shaft to the memory of Noah Henry Ferry who was killed at Gettysburg. A large block of granite is to the memory of William Montague Ferry, one of the brothers, and he is described as "Soldier, patriot and Christian" and this stone is surrounded by markers for the graves of seven of his family. Still another large block of granite marks the lot of E. P. Ferry, another brother who is still living in Utah. With this stone

are two markers, one for his wife and the other for his son, who died long ago. E. P. Ferry was the brother who faced the creditors when the collapse came in the family fortunes nearly thirty years ago. He gathered together the remnants of the estate and went to Utah where investments in mining properties turned out rich and restored him to wealth. He was executor of his father's estate and for some reason never rendered a final account. A few years ago other members of the family, contending that his fortune was based on the use of estate money, demanded their share and this litigation is still in progress, with the prospect of still being in court many years hence. E. P. Ferry has been mentally incompetent for several years and, if still living, is in a private retreat.

None of the Ferrys now live in Grand Haven and the old town seems not in the least anxious to perpetuate their memories, not even of Rev. Ferry, one of the earliest of its citizens, nor of Thomas W. Ferry, who played so prominent a part in local, state and national history. The old Ferry mansion has passed to other hands and uses and even the graves in the cemetery are neglected. But such is life.

When the town near his farm begins to go back, when some of the facilities it supplied are gone, the farmer begins to see some things through different eyes. So does the man who has been figuring on buying that farmer's farm.

All the world's a stage. Some of it is a treadmill.

**ROYAL**



**BAKING POWDER**

**Absolutely Pure**

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

**Honks From Auto City Council.**

Lansing, Aug. 27—Brother O. H. Pearsall and wife, of Indianapolis, are guests of Bro. Ward Hill. Bro. Pearsall is a member of Des Moines Council, No. 115.

Brother A. O. Bosworth has been appointed a member of the local Legislative Committee to succeed Bro. M. L. Moody, resigned.

We noticed Bro. D. J. Riordan stepping high and wearing an unusual broad smile. Enquiry revealed the news that the stork had visited his home last Tuesday, leaving a 10½ lb. boy. Both mother and child are doing well. Congratulations, Dan.

Brother Colton, with the Perry Barker Candy Co., was one of the players in Saturday's ball game and suffered a painful injury when he attempted to balance a swiftly thrown ball on the end of his right thumb.

Considerable criticism of the Lansing State Journal is being expressed by various members of our Council, who are not at all satisfied with the space in which appeared the "paid for" notice of our annual picnic.

During the past week we have met several travelers who said they were going to insist upon getting the new \$2 rate at the McKinnon Hotel on their next visit to Cadillac.

Our third annual picnic, held at Pine Lake last Saturday, was a decided success from start to finish and speaks well for the committee headed by Senior Counselor Hastings. Arrangements were begun early, and promptly at 1 o'clock all was in readiness. The 150 foot table fairly groaned with its burden of good

things to eat, and the hungry, but happy throng did ample justice to the preparations.

At 2:30 the entire company repaired to the lawn near the entrance to the park where the athletic contests were held, resulting as follows:

Fat man's race—Bro. P. G. France.

Lean man's race—Bro. L. L. Colton.

Little girls' race—Annetta Paine and Estella Raymond.

Little boys' race—Fredrick Raymond and Hugh Dailey.

Ladies' race—Miss Anna Preister and Miss R. Reed.

The ladies' ball throwing contest was also won by Miss Preister, who is director of athletics for girls in the Lansing schools and should have been handicapped to some extent. The manner in which the sphere was tossed by these twelve fair contestants would not indicate that traveling men's wives are in the habit of throwing things at their husbands.

The most exciting contest was the boy's shoe race, which was won by Hugh Dailey, with Kenneth McDonald a close second.

It was intended that the seven inning ball game should be a contest between Auto City Council and the visiting Knights of Grip, but this was not found to be practical, and it was so arranged that Brothers M. E. Sherwood and J. A. Raymond each selected and managed nine of the best men to be found, regardless of the different orders of which they were members.

The score resulted in a victory for Bro. Raymond to the tune of 11 to 6.

This was not by any means an errorless game, neither was it entirely free from good natured kicks on the many questionable decisions of Umpire Hammell, yet it may be said, to the credit of the ump., that he did his best to keep the score even and displayed much of his old time spirit of fairness.

The well-regulated team work of both batteries was splendid, and the features of the game were the hard hitting by Bro. Hastings and the home run of Bro. France.

After this came the rowing contest, which was won by Bro. Fred R. Jury, in remarkably fast time, Bro. Raymond coming in second.

Suitable prizes were awarded in each contest, and each of the children, whether contestants or not, was remembered, through the thoughtfulness of our good natured Senior Counselor.

After the boat race, the baskets were again brought out, the table extended 50 foot further to accommodate those who were unable to leave their business in time to be with us for dinner, and again the inner man was satisfied.

The committee then chartered the excursion boat, Dorothy S., and nearly the entire company availed themselves of the opportunity to take a beautiful moonlight cruise on the lake.

Several cars were necessary to transport the jolly crowd back to the city and all gave expressions of the fact that a day had been well spent.

The only incident to mar the pleasures of the day was the reported loss of a valuable gold watch by Bro. John Himmlerger and the astounding realiza-

tion that one of our number was a pocket-picker.

Amateur detectives were at once set at work and in a short time suspicion was centered upon one of our most highly respected counselors, Bro. James F. Hammell.

No time was wasted in calling the police but Bro. Hammell was promptly taken in hand by two strong men of the company and publicly searched, the watch being drawn from one of his inside pockets and returned to its rightful owner. Some were apparently (?) anxious to turn the culprit over to the police at once, but the conservative element finally prevailed, after he had penitently promised hereafter to be more watchful of his fingers when in a crowd, and inasmuch as this was the first offense in his long and heretofore honorable career, it was decided not to press the charges against him.

H. D. Bullen.

**Mother Drives the Car.**

When mother ran her old machine,  
And stitched from dawn till dark,  
Then all us stuck-up children  
Were the best dressed in the park;  
For mother dear was humble,  
"Childhood blooms but once," she cried,  
"And why was I created  
Slave to find in you my pride?"

Now mother runs the new machine;  
The old one's full of dust;  
Like orphans, we're unhobbled,  
Unfeathered and unfussed,  
"Come, crank the car!" says mother;  
"Don't wait your lunch for me;  
I'm running down through Byron,  
And can't tell how long I'll be."

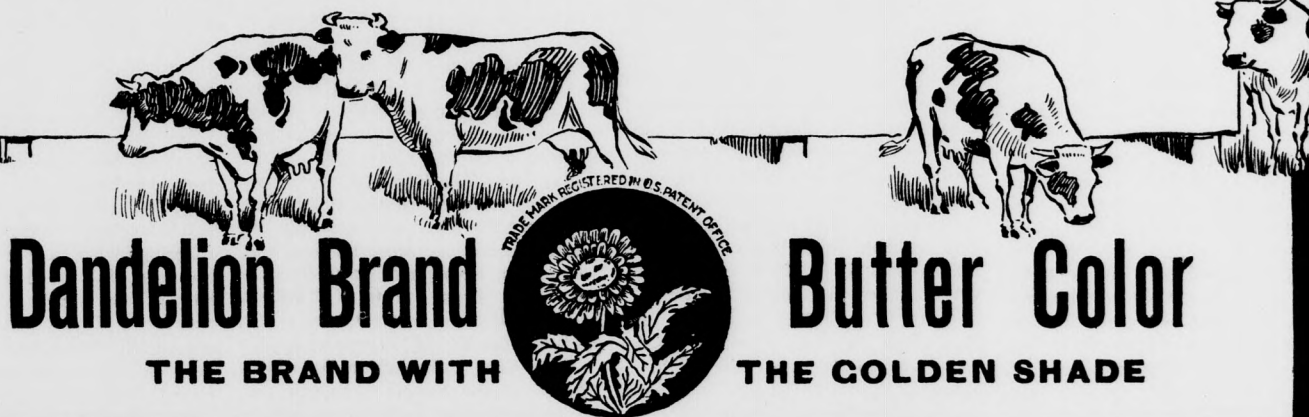
Yes, mother's got us guessing,  
From pa right down the line;  
She's put some puffs upon her head,  
And looks just twenty-nine;  
And now she crows triumphant:  
"I shall motor near and far,  
For the hand that rocked the cradle  
Is the hand to drive the car."

**No "Guess-Work" About "Dandelion Brand"**

You know mighty well what it means to get "stocked up" with a "guess-work" brand.

That's what ruins profits so often.

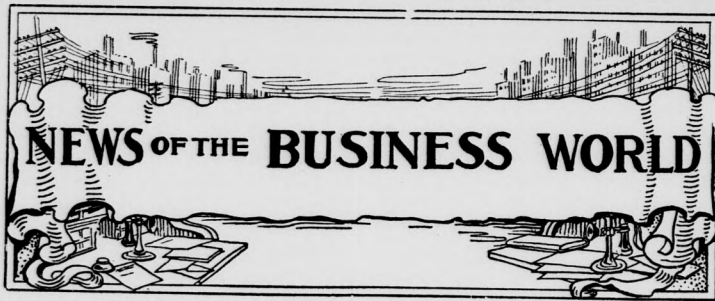
There's no guess-work about "Dandelion Brand" Butter Color.



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

**WELLS & RICHARDSON CO., - BURLINGTON, VERMONT**

Manufacturers of Dandelion Brand Butter Color



### Movements of Merchants.

Brookfield—Mrs. Dack has engaged in the dry goods business here.

Hudsonville—A Vonk is succeeded by M. Horling in general trade.

Camden—Benge & Kellicutt succeeded Benge & Harper in general trade.

Ewart—A. Brunk & Co. have engaged in the jewelry business here.

Jackson—C. B. Farnham has added a line of shoes to his stock of clothing.

Portland—Roy Snyder, formerly of Grand Ledge, has opened a meat market here.

Negaunee—John Goudge has engaged in the bazaar business on West Iron street.

Duplain—A. J. Newington has sold his bakery to William Wooll, who will take possession Sept. 1.

Berlin—William Hanna has sold his grocery stock to William Zacharias, who will continue the business.

Owosso—J. J. Perkins has sold his grocery stock to J. R. Ketcham, who will continue the business at the same location.

Crescent—The Smith & Hull Co. has closed out its general stock here and retired from the mercantile business.

Monroe—Ed. C. Althaver has sold his grocery stock to E. M. Loose, who will continue the business at the same location.

Battle Creek—David Klein, recently of New York, will open a women's clothing and furnishing store in the Arcade Sept. 1.

Olivet—Karl Keyes has sold his stock of books and stationery to John Sour, who will consolidate it with his stock of drugs and wall paper.

Otsego—Mrs. William Palmer and Mrs. William Carr have formed a copartnership and engaged in the millinery business here.

Gaylord—A. T. Martindale has sold his grocery stock to F. C. Leonard, who will continue the business at the same location.

Saginaw—A. E. Jochen has leased a store building at 314 Genesee avenue, which he will occupy with a stock of shoes Sept. 1.

Lyons—Jacob Lund has sold his bakery to S. W. Webber, who will continue the business under the management of William McFarland.

Custer—E. M. Briggs and John R. Booth, both recently of Scottville, have formed a copartnership and engaged in the lumber business here.

Edmore—L. Barber, dealer in produce, feed and dairy products, merged his business into a stock company with an authorized capital of \$15,000.

Holland—John Vander Poel has leased a store building at 35 East

Eighth street, which he will occupy with a stock of clothing about Sept. 1.

Ishpeming—The National Cloak Co. will open a women's and children's ready-to-wear clothing store Sept. 15, under the management of H. Leury.

Flint—Samuel B. Moffet, of the firm of Moffet & Sons, wholesale grocers of Flint, and Miss Genevieve Ranger, of this city, were married Aug. 21.

Kalamazoo—J. H. Epply, druggist at 1517 South Burdick street, has sold his stock to Clark B. Cretsinger, who will continue the business at the same location.

Linden—C. C. Chapin has sold his stock of drugs and wall paper to Mr. Murphy, recently of Detroit, who will continue the business at the same location.

Garden—The Putnam Drug Co., of Manistique, will open a branch store here Sept. 15 under the management of Edward Whittaker, recently of Ishpeming.

Lansing—Sidney Edson, who for the past forty-five years has conducted a jewelry store at the north end of town, died at his home Aug. 25 of Bright's disease.

Grand Haven—Harry Mink has severed his connection with the People's meat market and engaged in a similar business on Third street under his own name.

Owosso—Louis S. Benson, who for the past fifteen years has conducted a millinery store here, died August 26 at his place of business of organic he trouble, aged 56 years.

Plainwell—A. T. Murray, of Prairieville, has traded his furniture stock with the Goss Furniture Co. for its undertaking outfit and will endeavor to cover both locations.

Hancock—The jury in the trial of Jacob Ehler, shoe dealer, charged with murder in having shot Ernest Hendrickson, a traveling salesman, returned a verdict of not guilty.

Dowagiac—M. C. Gumm has opened a grocery department in connection with his general store under the management of R. D. Garrison, formerly engaged in trade at Albion.

Battle Creek—The stock of the Wolverine cigar store has been sold by John Hamilton to Joseph Boaz, recently of Port Huron, who will continue the business under the same style.

Saugatuck—The W. D. Hamilton Lumber & Coal Co. has been organized with an authorized capitalization of \$15,000 common and \$10,000 preferred, of which \$15,000 has been subscribed and paid in in property.

Nashville—Ward A. Quick has purchased the interest of his brother, Charles R. Quick, in the grocery stock of C. R. Quick & Co. and the business will be continued at the same location, under the same style.

Detroit—Grones & Brehmer, wholesale grocers, have merged their business into a stock company under the style of Grones, Brehmer & Co., with an authorized capital stock of \$115,000, which has been subscribed, \$7,982 being paid in in cash and \$107,018 in property.

Detroit—The Michigan Grocer Co., Lee, Cady & Co. and several other concerns filed petition in the United States district court asking that Herman Pfeifle, a local grocer, be adjudicated a bankrupt. His debts to the concerns were placed at \$1,000. and \$500 above securities.

Detroit—Leo Zuckerman, dealer in furs, cloaks and millinery has merged his business into a stock company under the style of Elmer's, with an authorized capital stock of \$200,000, of which \$151,000 has been subscribed, \$50,000 being paid in in cash and \$101,000 in property.

### Manufacturing Matters.

Mason—The Mason Milling Co. has taken over the Phoenix mill and is using it for a retail flour and feed store.

Detroit—The Waccamaw Lumber Co. has decreased its capital stock from \$1,600,000 to \$1,500,000 and changed its principal office to Saginaw.

Detroit—The Detroit Corrugated Board & Box Co. has been organized with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Muskegon—The Muskegon Aluminum Foundry Co. has been organized with an authorized capital stock of \$10,000, of which \$6,000 has been subscribed and \$3,500 paid in in cash.

Detroit—The Standard Motor Truck Co. has engaged in business with an authorized capital stock of \$50,000, of which \$25,000 has been subscribed, \$5,000 paid in in cash and \$5,000 in property.

Menominee—The total output of logs on the Menominee River this year is given as 35,000,000 feet. This is less than 10 per cent. of the output when the lumber business in that section was at its height in the middle eighties.

Bay City—The Knapp & Scott sawmill, has resumed sawing and is cutting stock for Ross & Wentworth, the latter concern operating its own mill in addition. Knapp & Scott are cutting stock from a raft of 3,200,000 feet, which came from Detour a few days ago for Ross & Wentworth.

Wells—The I. Stephenson Co., of this place, and the Sawyer Goodman Co., of Marinette, will have large crews in the woods on the Menominee range and in Delta County. The I. Stephenson Co. will work a large force in the Flat Rock district and expects to clean up its stumpage in there in a year or so. The Sagola Lumber Co. is operating in the same vicinity.

Bay City—The Grand Trunk is building a bridge across the river and will erect station buildings in the heart of the downtown business district in Bay City. Eastern capitalists have picked up options on a large tract of land near the mouth of the river and will erect a number of large manufacturing plants, which will give work to many men.

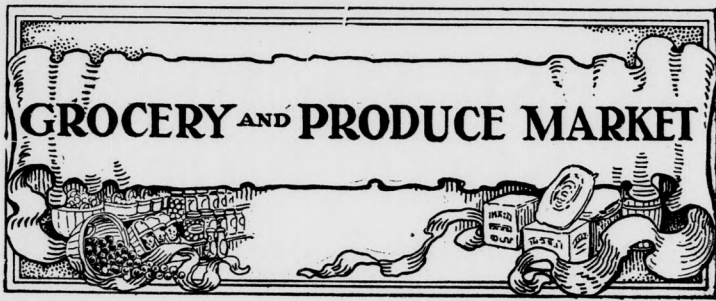
Bay City—The Michigan Central Railroad Co. is going to give Bay City a big boost in the direction of prosperity, having purchased a tract of 40 acres of land and let contracts for a new round house, car shops, coal chutes etc. It will invest \$250,000 or more in this undertaking and when completed will nearly double its working force there.

Gladstone—A canvass of the dealers in flour and mill stuffs within easy reach of Gladstone has found that they are all of one mind as to putting the Gladstone mill in operation. Most of them are pledged to take stock in the proposed new company and will push its products when they are again on the market. The company, it is probable, will adopt the name "Cloverland" for its best brand of flour.

Menominee—The timber jobbers of the Upper Peninsula expect to work larger crews at their camps next year than during any other time since 1907. There has been an increase of approximately 20 per cent. in the price of all grades of timber, with the exception of spruce and the operators intend to take advantage of it. It is expected that mining timber and railroad ties will be in better demand than at any time since 1907 as much of the superfluous stocks have been used up. The railroad companies are offering from 40 to 41 cents for cedar ties and 32 cents for hemlock and tamarack ties. The price quoted is 20 per cent. higher than was offered last year. It is expected that there will be a good demand for men.

Modern surgery is effecting wonderful cures, some of them almost startling in their nature. A New York surgeon has transplanted bones to cure the deformed feet of a two-year-old boy. The bones were taken from infants who died soon after birth. Incisions were made in the feet and legs of the crippled child and the bones of the healthy infant transplanted. The feet were set in plaster casts and the natural process of growth caused the new bones to knit with those of the child. The operation was successful and the child is expected to be able to walk normally. The surgeons of the John Hopkins Hospital in Baltimore are experimenting with a new treatment for the cure of Potts disease, commonly known as hunchback. The new treatment, if successful, will consist of surgical operations and eliminate the use of mechanical appliances. Every few days some remarkable operation is reported, until nothing in the surgical line seems impossible.

Stick by the progressive men who are working for the good of your town. They may not suit you in all things but they are working for the results you want.



### The Produce Market.

Apples—Red Astrachan and Duchess 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 weather has been very favorable for the making of butter and the receipts are larger than usual for the season. The quality of the arrivals is also very good, and the market is steady and about 1c higher. For the season the consumptive demand is normal, and some lines of creameries are going into cold storage. Creamery extras are now held at 27½c in tubs and 28½@29½c in prints. Local dealers pay 20c for No. 1 dairy grades and 17c for packing stock.

Cabbage—\$1.50 per crate.

Carrots—60c per bu.

Cucumbers—30c per doz. for hot house.

Eggs—The consumptive demand for eggs is very good and the production is light. The result has been an advance of 2c per dozen during the week. The quality arriving is better than usual for the season, and no increase in production is looked for for two or three weeks at least. Meanwhile there promises to be a steady market at unchanged prices. Local dealers pay 19c, loss off.

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

Green Peppers—\$1.25 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, \$1.50 per crate for large and \$1.25 for medium.

Onions—Spanish are in fair demand at \$1.75 per crate; Louisville, \$1.25 per 65 lb. sack; pickling stock, \$1.25 per box.

Oranges—\$4.25@4.50 for Valencias.

Peaches—Late yellow from Southern Michigan command \$2 per bu.

Pears—\$1.25 per bu. for sugar and \$1.50 for Clapp's Favorite; \$1.75 for 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—75c 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—60c per bu.

Tomatoes—\$1 per bu.

Veal—5@11c, according to the quality.

Watermelons—Indiana 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.

### How Property and Rentals are Increasing.

The sale of the three Rood store buildings on Monroe avenue, between Lyon and Huron streets, serves to illustrate the increased value which has come to Canal street frontage during the past year. Mr. Rood practically offered the properties for sale a year ago for \$70,000. The sale was actually made a few days ago for \$105,000, which is at the rate of \$1,750 a front foot or \$22 per square foot. The property is 60 feet wide and 80 feet deep. The buildings on the property were erected by the late Charles C. Rood and Wilder D. Foster in 1864 and at one time were valued at about \$8,000 apiece. The remaining four stores of the old Central block, so-called, comprising 76 feet frontage, were recently sold by Willard Barnhart for \$100,000. The purchasers are Charles R. Sligh, Harry Jordan and others. While the Rood properties brought \$22 per square foot, the Old National Bank is putting in its holdings to the new hotel company at the rate of \$11 a square foot and expert authorities on the subject insist that the Old National Bank holdings are worth twice as much as the Rood holdings are worth.

As illustrating the manner in which rents are advancing in the city, it may be stated that the Kent State Bank, which has been paying \$3,500 a year rental for its banking office in the Aldrich building, has been informed by Mrs. Aldrich that the rent will be \$7,000 a year for a renewal of the lease. With the Old National located in the new hotel building; with a new \$200,000 building on the Commercial Savings corner and with a \$1,000,000 building on the Grand Rapids National City corner, it would look as though the Kent State would have to step lively to keep up with the march of progress.

Henry Idema has resigned as a director of the Old National Bank in order to devote his entire time to the Kent State Bank. He is succeeded by John Duffy, President of the Grand Rapids Hardware Co.

The earth was a revolver before firearms were invented.

### The Grocery Market.

Sugar—Refiners have advanced their quotations to 5.10, but some of them are shading prices somewhat for immediate shipment. The price of sugar is fully 2c lower than it was a year ago, but the average retailer, as well as some of the wholesalers, are taking supplies only as needed to meet their demand.

Tea—The market continues quiet, the demand of Eastern jobbers being principally for old crop teas, which are better style than the new and are selling at lower prices. Prices in the primary markets remain very firm. The Formosa market is brisk and prices are firm. Ceylons and Indias remain the same.

Coffee—The market has gained strength again and options are higher than they were a few days ago. Roasters say that the demand is of about the usual size for the last half of August. Milds are higher largely because of sympathy. Java and Mocha quiet and unchanged. The demand for coffee is only fair.

Canned Fruits—The market on both spot and future gallon apples was never lower for the month of August than at the present time. It is thought that California fruits of all kinds will be cheap during the coming year, as opening prices were low and there has been no indication of an advance as yet. Some of the coast packers state that extra and extra standard grades will not be as plentiful as lower grades.

Canned Vegetables—Tomatoes are weaker and lower. The Government requirements in regard to the packing of tomatoes has made a great improvement in the quality of new pack goods and it will do away with all low grade goods, as very little water can be left in. Corn and peas are unchanged, though there is much firm talk about corn on account of the unfavorable crop outlook, largely in New York State.

Dried Fruits—Opening prices of apricots and peaches were considered low and so far there has not been an advance. New pack raspberries are arriving and prices have declined about 4c per pound from the opening quotations of futures.

Syrups and Molasses—Corn syrup has advanced 4 scales and 1c per gal. Sugar syrup and molasses very dull at ruling prices.

Starch—Muzzy bulk and best package have been marked up 10c per 100.

Cheese—The market is firm at ruling prices. The make of cheese in some of the chief producing sections has been greatly curtailed by the drought.

Rice—Prices are firmly held at present quotations, which are much higher than a year ago. The movement of new crop rice is light according to a recent report from the South, but farmers are said to be determined to hold their supplies until they get their asking price.

Fish—Cod, hake and haddock are dull and unchanged. Domestic sardines are a shade below a week ago; demand fair. Imported sardines quiet and unchanged. Some packers have named prices on new Alaska salmon on a basis 20@35c below a year ago. Spot salmon is rather easy. The mackerel

market during the week has been quiet and more or less easy.

Provisions—All cuts of smoked meats are in active demand, and the market is firm and unchanged. Pure lard is firm and will likely advance soon. Compound is unchanged but firm. Both grades of lard are in good consumptive demand. Dried beef, barrel pork and canned meats are steady and unchanged, with a fair consumptive demand.

### Suggests Larger Prizes For a General Class.

Bay City, Aug. 27—I wish to compliment you on your editorial "Pot Hunter Exhibitors" in the Tradesman of August 14.

You have certainly struck upon something which needs corrections, although the remedy is not quite so apparent. I have thought that perhaps having larger prizes for a general class, rather than for the varieties in that class, for instance, prizes for the best bushel of potatoes, wheat, beans, etc., irrespective of the particular variety—might solve this difficult problem.

Of course this might not work through all the different classifications, but it might enable the farmer or the man who had but the one variety—and that extremely good—to compete and compete worth while, whereas the small premiums for the many varieties cater to simply one class, as you suggest.

T. F. Marston.

The advertising columns of papers published by and for negroes are always filled with descriptions of preparations warranted to take the kink out of hair, and it is claimed such articles have a good sale. At the convention of the National Business League in Chicago, a Washington negress declared that "persons who advertise they can take the kink out of the negro's hair" are "insulting the women of the negro race." A Louisiana negro advised the young men of his race to keep away from barber shops and get out and hustle. The sensible colored people believe the kink in their hair is all right and that it is foolish to try to get it out by artificial methods.

The Chicago Park Commissioners have declared that high heels must go—on the Jackson Park golf course. Although hundreds of women are complaining of the new rule which says that only low, squat and common sense heels will be allowed on the golf grounds, the commissioners intend to enforce the new order, and 600 women were refused admission in one day. Nearly all these women went to the nearest cobblers and had their heels chopped off to the regulation three-quarters of an inch. The commissioners say the high heels made holes in the ground which interfered with the golf balls.

C. H. Kelley, manager of the Hayden Co., has been spending his vacation at Traverse City and Carp Lake with relatives and friends.

The business man who learns to cooperate with other men, including his competitors, is usually the most successful.

**MAKING SALES BY MAIL.****Forget That You Are Sending a Letter.**

Written for the Tradesman.

Last time, we analyzed and described the ideal "first line" on the sales letter, and if readers have forgotten what was said on the subject, it might be wise for them to dig up the issue of the journal in which the talk appeared and do a little reviewing.

After the opening volley comes the body of the letter.

And what's the purpose? What is it and what's it for?

The body of the letter is a bridge connecting the attention-getter with the action-compeller. The first sentence arouses interest; the last line impels to action, and the "body" carries the reader from one to the other. Therefore, it must be short and easily crossed. It must contain no obstacles. On the contrary, it should further excite the interest of the prospect and render him all the more susceptible to the final "shove."

We have already said that the first line should, if possible, tell the whole story. Usually it cannot do so. Consequently, it must tell what the first line was compelled to omit.

A letter should confine itself to the matter in hand. Never, under any circumstances, should it jump the track. It must pound away on the theme that the first line has introduced and get through with it as soon as possible.

Telegraphic brevity is a wise plan. They say that the story of the creation was told in a few hundred words, and there are few merchandising topics as weighty as the genesis of the universe.

Be brief. Confine yourself to your topic and don't try to tell all about all of your stock in a single letter. If possible, limit each letter to a single theme and pound away on the latter consistently.

But don't go to extremes. Avoid coldness. Strive to inject a warm personal tone and never send out a letter until you have given it the acid test of looking at it through the eyes of the other fellow.

Suddenly say to yourself, "I'm Brown and I've just received a form letter from the Jones store. I'll open it and see what he has to say." Then do exactly what these words advise. Transform yourself into a consumer who has just received a letter from one of your competitors, and then see how much attention your letter would get from you.

What inducement does it contain? Does the body do more than say, "we'll be glad to have you call and inspect our line of so and so which we're now selling at such and such a price?"

Unless the body of your letter does more than this—and we're speaking broadly—you might just as well confine your statements to, "Mrs. Smith: We handle hosiery. Yours very truly, Blank & Sons."

Make the body of your letter offer some inducement. Stick a temptation into it. Don't write at all unless

you have a message. If you can say, "we have just six dozen items of blank, which we intend to sacrifice for \$1.10" or words to that effect, don't be afraid to write, but as we have already said, never write unless you have something interesting to say.

Here are a few matters that are suitable for discussion in the body of a form letter.

A buyer's trip to the city.

The arrival of seasonable goods.

Special price reductions.

The installation of a new line.

A line for which sudden climatic or economic changes have created a demand.

Seasonable goods in season.

The peculiar merits of a certain line.

A betterment of store service.

Peculiar service which your store alone can render.

Enquiries concerning the loss of trade.

Special sales.

This list is only a suggestion that can be expanded greatly.

Again, in the body of the letter be enthusiastic. Don't gush, but let it be plainly seen that you have confidence in your store, your goods and yourself, that you are justly proud of your possessions.

Don't, however, be bigoted or arrogant. Never say that your store or stock is the greatest, the most wonderful or the like. Even if you do resort to such braggadocia, you won't be believed, so confine yourself to moderate statements.

When writing, forget that you're sending out a letter. Imagine that you're talking face-to-face to a well-known customer. If you stick to this plan you'll never go very far wrong.

A printed page of instructions are seldom as helpful as an actual criticism. Therefore, any merchant who desires may send in his form letters to the writer of this talk, care of this journal. His letters will be revised and returned to him accompanied by suggestions of a helpful nature.

Anderson Pace.

**The Young Housewife**

A quartette of market men had gathered in the Faneuil Hall Market, Boston, and were discussing the probable famine in butter, when a pretty young woman, whom they had adjudged to be a new housewife, interrupted the conversation by a statement that she had come "to buy some butter."

"I wish to get three pounds," she said.

"Roll butter, ma'am?" the individual in charge of the butter and cheese stall asked politely.

"No," answered the shopper promptly, "we wish to eat it on toast; we seldom have rolls."

**To Keep Down Bills.**

"Notice how small all my bills are, dear?"

"Indeed I do, darling. How do you manage?"

"I buy our things at a lot of different stores."

# West Michigan State Fair

## Grand Rapids, September 9-13

This big HOME exposition—of, for and by the people of Western Michigan—will eclipse all previous records in its offerings for next month. Every department will set a new mark. Every available inch of exposition space will be occupied. Every day will be a "red letter day." We are offering a veritable rainbow of attractions. YOU must plan on being a Fair visitor. There will be novelties such as we have never before shown—such as, for example, exhibits of soil products from the far south and from the fertile northwest—such, also, as the display of battleship models by the U. S. Navy. EVERY department is offering record breaking attractions. Entries close August 31. Send for premium book to E. D. Conger, Secretary.

## The Daring Oldfield and the Famous Disbrow

Will contend for automobile racing honors Wednesday of Fair Week. Wednesday will be "Automobile Day." In addition to Oldfield and Disbrow, a number of other speed kings will add to the fascinating charms of a thrilling program of track events. The greatest motor racing show ever staged in Michigan.

### \$25,000 Premiums

and purses are attracting an unprecedented list of entries in all departments. Acres of buildings and grounds will be devoted to showings in every imaginable line which will make a visit to the **BIG FAIR** a source of education, inspiration and amusement.

### THE RACING CARD

TUESDAY, SEPTEMBER 10	
2:16 Trot	Purse \$500
2:13 Pace	Purse \$500
2:22 Pace	Purse \$500
THURSDAY, SEPTEMBER 12	
2:10 Pace	Purse \$500
2:12 Trot	Purse \$500
2:20 Trot	Purse \$500
FRIDAY, SEPTEMBER 13	
2:16 Pace	Purse \$500
2:19 Trot	Purse \$500
2:25 Trot	Purse \$500

## See the \$50,000 Live Stock Show

## Veritable Rainbow of Attractions

**ELECTRICITY** on the grounds means that "motion" will be the Fair watchword for 1912. You will see such exhibits as were never before possible; and you will be as surprised as you are delighted. Everything points to the greatest exposition in the history of Western Michigan. Our stock show, for example, will present not less than \$50,000 worth of live stock. Art Hall has never offered such headliners. Machinery Field will team with countless exhibits **IN MOTION**. No matter what line of human endeavor interests you—from farming to needlework—here you will find an exhibition of superior charm and wonderful completeness. Something to interest everybody every minute. Not a dull spot on the grounds. Not a dull moment on the program.

## Free Attractions Galore

A notable daily program headed by the Famous Four Trained East Indian Elephants who, with their trainer, Mademoiselle Arnold, were last year the sensation of Buffalo Bill's Wild West. These animals are the most remarkable feature in America to-day. Many other startling sensations on the daily card. Then, of course, there will be the inimitable "Midway," with its novelties and its fun. Every day a red letter day!

# West Michigan State Fair

## Grand Rapids, September 9-13



**Doings in the Buckeye State.**  
Written for the Tradesman.

This is the biggest week in the history of Columbus to date. The Ohio-Columbus Centennial celebration is on, also the Ohio State fair. There are parades and other doings every day. On Thursday, Federal Day, President Taft, members of the Cabinet, Congressmen and others will be present.

Prisoners in the Ohio penitentiary are eating fresh vegetables this year, raised on the prison farm at Morgan Station by a group of honor men. Many acres of onions, tomatoes, potatoes, sweet corn, rutabagas, turnips, beans, cabbage, beets, melons, cucumbers, carrots and parsnips have been raised and prison officials are enthusiastic over the results. The farm operations will be enlarged next year and more men employed in the healthful, useful work.

The Ohio Retail Shoe Dealers' Association will hold its annual meeting in Dayton Sept. 2-4, at which time the organization of the mutual insurance company will be completed. It is predicted that by this method of handling insurance on shoe stocks the members will save 40 per cent. in premiums paid.

Forty buildings in Ravenna have been ordered torn down by the State Fire Marshal. Several owners will appeal to the courts.

The National Association of Coffee Roasters has joined with the tea and coffee importers of Toledo in their fight against alleged discrimination in freight rates. The matter will be taken before the Interstate Commerce Commission. S. M. Weil & Co., of Toledo, com-

mission merchants, are erecting a new building for their business.

Toledo is preparing for its great industrial exposition, to be held in the Terminal building Sept. 23 to Oct. 5, that the world may see for the first time the assembled products of Toledo factories and jobbing houses. More than \$2,000,000 worth of Toledo products will be displayed under one roof and practically all the space has been taken. The Toledo Commerce Club is promoting the exposition.

Cincinnati ranks first among American cities in its fight against typhoid fever. From 39 deaths to each 100,000 inhabitants in 1900 a reduction has been made to 8.8 deaths in 1910. Cleveland's reduction is from 56.8 to 17.9 deaths, while that of Columbus is from 53.4 to 18.1 deaths. Almond Griffen.

**Cordial Invitation to the Shoe Dealers' Convention.**

Kalamazoo, Aug. 27—Come along, you Michigan shoe dispensers to Kalamazoo. September 10 and 11 is the time set by the powers that be for Michigan's greatest gathering of Sole Savers and Pedal Extremity Outfitters. Come and get a whiff of the good old Kalamazoo celery and renew the bubbling fountain of your think foundry.

Don't stop to wipe your feet on the door mat, but brush right past the outer guard and join the festive bunch.

"In Kalamazoo We Do," but we won't do you.

We will give you a royal welcome. There will be some eats, a joy ride to

one of our famous lakes and other stunts too numerous to mention.

Now for business.  
Do you want to get better profits?  
Do you want lower insurance?  
Do you want better business conditions?

Do you have any store troubles?  
If so, let us reason together, refresh ourselves, rub elbows and get ready for a better, bigger business. Its waiting for you.

Come. We sure need you.  
Big exhibit of shoes at headquarters, the New Burdick.

W. M. Bryant,  
C. C. Weber,  
H. H. Neumaier,

Com. Representing Shoe Men of Kalamazoo.

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

Buffalo, Aug. 28—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@23c; candled, 24@25c.

Poultry (live)—Turkeys, 13@14c; cox, 10@11c; fowls, 14@15c; chicks, 16@18c; ducks, 13@15c; geese, 10c.

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

Potatoes—New, \$2.00 per bbl.  
Rea & Witzig.

Has your town clerk furnished the big mail-order houses with that list of names at so much per name?

**Late Bank News.**

Adolph Brandt and Henry B. Herpolsheimer have been elected as two of the three new directors of the Grand Rapids Savings Bank, provided for by a recent amendment to the by-laws. The third member will be chosen later. Mr. Brandt will be Second Vice-President and his special field will be in the savings department. He will enter upon his new duties next Tuesday, his resignation as Cashier of the Kent State taking effect September 1.

Casper Baarman has been elected Cashier of the Kent State to succeed Adolph Brandt. Henry VerHoek and F. L. Verdier have been advanced to Assistant Cashiers and Jacob Vander Veen is made Cashier of the savings department. Mr. Baarman was Cashier of the Old State Bank of Michigan under Daniel McCoy and, since the merger with the Kent, has been Assistant Cashier. The others are old employes and their promotions come as recognitions of their faithful service. Mr. Verdier is a son of the late J. A. S. Verdier, who was Cashier of the Kent from the beginning and of the Kent State until his death.

Henry Idema, of the Kent State, and family will leave Thursday for a two weeks' automobile trip in the East.

The Grand Rapids Savings Bank is to be given a handsome metal and glass canopy of artistic design over its front. The bank is on the sunny side of the street and the canopy will be a protection against the glare and will also be a friendly shelter for passers by on rainy days.

**Woman's World Publishing Company**

announces a plan mutually profitable for the manufacturer and retailer to increase sales of advertised products during the next three years.



**EDUCATIONAL CERTIFICATE**

No. A .....

**THE JOHN SMITH COMPANY**

On or before, but in no event later than November 1, 1915, and in accordance with the conditions set forth on the back hereof, THE JOHN SMITH COMPANY will accept this certificate, when held and presented by any retail merchant, as a payment to the amount of .....dollars on account of railroad or steamship transportation (which will be obtained by the undersigned and forwarded to the holder hereof in accordance with said conditions), from the city or town in which said merchant resides to San Francisco, California, for the purpose of attending the Panama Pacific International Exposition or to San Diego, California, for the purpose of attending the Panama California Exposition, or to any city in which any national, state or local food exposition or retail dealers' convention is to be held prior to November 1, 1916, for the purpose of attending said exposition or convention (the arrangement evidenced by this certificate and said conditions being known as Woman's World Educational Plan.)

(See other side)

THE JOHN SMITH COMPANY.

**CONDITIONS**

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# MICHIGAN TRADESMAN

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E. A. STOWE, Editor.

August 28, 1912

## THE CITY BEAUTIFUL.

Not so much is heard these days as two or three years ago of the city beautiful movement, but more is being done than ever before to bring what used to be the ideals into actual existence. There is less talk but more tangible action. And the action is not confined to these cities. It is in evidence in the small towns, the villages and in the rural districts—everywhere that men live and have their homes. The activities take on a very practical form, but they are none the worse for that. There is the good roads movement as an illustration. Very likely the average hard headed citizen would turn up his nose in fine scorn at the idea that rural good roads had any connection or relationship with the city beautiful idea. But good roads mean roads; that are smooth, hard and well kept, and such roads are certainly more attractive than those that are deep in mud or sand and generally disreputable. It will be noticed, also, that the good roads have a very perceptible influence on the country through which they pass. The right of way is more neatly kept; the fences, as a rule, are better, the front yards are more attractive and generally there is an air of greater prosperity. City beautiful means simply fixing up, and in the country the greatest incentive to fixing up is to have a good road, and the good roads mileage in Michigan is growing rapidly. A trip into the country out of Grand Rapids in almost any direction in a single day will show more flower beds, more shrubbery, greater evidences at home adornment than could have been found in ten days' journey ten years ago. The good roads have helped to bring this about, but the tendency is to make home attractive and what the farmers are doing is the fruit of what used to be regarded chiefly as sentiment. The fruit that is being plucked is not of the seedless sort. It will self sow and future years will see its increase.

This "fixing up" is not confined to the rural districts. It is much in evidence in the towns and villages of the State and no where more so than in Western Michigan. A few years ago the average town was perfectly content with its board walks or none at all and now they have cement; frame buildings used to be good enough; now they have cement

and brick. Trees, shrubs and flower gardens were not thought worth bothering about; now the town without them is the exception; the schools used to be dismal looking places; now some of the most attractive schools in the State are to be found in the small towns and nowhere is so large a use made of the school property as in the small town for social and educational purposes. The average small town a few years ago had little to boast of in its residence property but now there are few towns but take pride in its dwelling places.

In the cities the improvement has been very marked in recent years. There is Muskegon, for instance. A few years ago Muskegon was one of the sorriest looking towns in the State; now it is one of the most attractive, with its well paved streets, its beautiful trees, its effectively planted and well kept lawns and fine homes. At Grand Haven, Holland, Cadillac, Shelby, Big Rapids, Traverse City—in fact, in nearly every city and town in Western Michigan—the improvement has been very marked. A very encouraging feature is that, instead of being satisfied with what has been accomplished, the disposition seems to be to go on to still greater achievements. The tendency of the times is to make the places we live in, whether the farm home or the home in town, more attractive, and this certainly is a tendency worth cultivating. Some of us may never reach that heaven the scripture tells us about, but we can make our earthly habitation more to our liking with remarkable little effort if only we have the desire. This is especially true in the small towns and in the country were in a single day a man can transplant from the woods enough small trees to shade his entire frontage on the road when the trees grow up. Many of our native shrubs growing wild in waste places make very attractive shrubs for the front yard or around the house and outbuildings. If the "civilized" shrubs are desired they can be had almost without cost. Suckers from the neighbor's lilac bush will grow rapidly and in two or three years become handsome bushes. Barberry and syringa grow readily from seed and, once started, develop rapidly. The spireas, honeysuckles, roses and hydrangeas grow easily from cuttings. Flowering currants can be propagated from cuttings or suckers, the forsythia from cuttings or layering and the other shrubs are as easily increased. All that is needed is a little thought and attention and intelligent effort, and what has been a dreary looking place can be transformed into a beauty spot.

When the shrubs are purchased from the dealers it is, perhaps, better to buy them in the spring than in the fall, as the danger from winter killing is avoided, but for those who plan to raise their own shrubs the fall is the time to act. It is then that the cuttings should be made and, properly cared for, they will be ready to grow with the awakening of spring. In the fall also is the time to plant the seeds of those shrubs that are most easily

increased in that way. The fall in other respects is better for the home beautiful idea than spring. It is pleasanter to work in the soil than in the spring when the soil is cold and wet, and it is also easier to take a day off from ordinary work.

For those who dwell in the cities the fall is the time to plant the bulbs for spring bloom. Tulips, hyacinths, crocuses, daffodils, jonquils, scillas and the other bulbs can be planted any time between now and snow fall—the earlier the better because early planting will ensure good root growth. These bulbs are remarkably cheap. A couple of dollars will buy a lot of them, and most of them, once planted, will come up year after year with no other attention than to let them ripen in the spring. They come up so early in the spring and their bright colors are so cheery when everything else is dull that the small amount they cost makes a splendid investment, with rich dividends to the entire family and to the neighbors as well. One obstacle to the planting of bulbs is the difficulty in procuring them except by sending to the larger cities. The encouraging progress of the home beautiful movement in the small towns and on the farms might suggest to country dealers the advisability of carrying at least a small supply of the standard varieties to meet a demand that could easily be developed in almost any community.

## POSSIBLY WORTH THE PRICE.

The popular vote in the primary yesterday approved the proposition to have the Board of Public Works make an estimate of what it will cost the city to acquire the water power rights in the river, also as to the cost of development and what use could be made of the power after developed. The cost of making these estimates will be about \$3,000 and many who favored the proposition and voted for it did so on the theory that it will be worth the price to have the definite information it is proposed to have compiled. And they were right. The information will be worth all it costs if it is compiled honestly and on a business basis—which is a good deal to expect from an administration which is dominated by a card shark and low down gambler and cheat; a man who disgraces the mayoralty by utilizing the methods of the fakir and con game operator. It is likely that when the estimates are in that it will be found that the water rights alone will foot up to something like a million dollars, that the development will add another half million and that the returns on the investment will be merely nominal. The city could use the power for city lighting and in running the water works pumps at certain seasons of the year when river conditions are favorable, but whether there will be enough economy in this to warrant the big investment will be for the voters to decide when the reports are in. If honestly made the estimates will be valuable and interesting not only to this city, but to other communities in the State as showing the small value of a single water power development. Many

developments on different water ways, strung together, have stability and value. If one source of power fails, another can be brought into play, but a single development is too uncertain to be relied upon without a steam plant of equal capacity to fall back upon, and this is especially true when the stream is subject to such wide and violent fluctuations as the Grand. The Commonwealth company has developments on the Grand, the Au Sable and the Muskegon and is stringing them together, with powerful steam plants as reinforcements when the water power fails, and its service is reliable, but any one of these water powers would be hazardous if it stood alone and Grand river alone would be a good deal of a joke. What the Grand Rapids Board of Public Works will do should be of educational value for the entire State, provided, of course, that the information compiled is accurate and uncolored by zeal for municipal ownership.

The investigation into the value of the water power recalls the interesting history of the canals. The first canal built was that on the east side of the river and its construction originally was not for power but for navigation purposes. The rapids prevented boats going up the river and, in the days before railroads, water transportation was exceedingly important. The State appropriated several thousand acres of so-called swamp lands for the building of the canal and reinforced the appropriation of lands with cash from what was known as the five million dollar loan negotiated soon after Michigan became a State. Then came a panic and booms of all kinds collapsed and the State went broke. The canal was abandoned and later a private company was organized to make use of the canal for water power purposes and this company was granted a perpetual charter by the Legislature. Another company was organized to build the west side canal and this, too, received a perpetual charter from the Legislature. These charters were granted under the original constitution of the State and are still valid, and if the city acquires the rights it will have to be by purchase or condemnation.

A new cure for eczema has been found. This is not an advertisement paid for at regular rates or run free of charge, but a statement of fact. A Mississippi farmer who had eczema was engaged in dipping his cattle in a solution which would remove ticks and cure tick fever. An obstinate steer objected to entering the vat, but suddenly made a plunge, carrying the farmer with him. The steer came out of the vat cleared of ticks and the farmer to all appearance cured of eczema. There are some who may say that the cure is worse than the disease and prefer to cling to the old fashioned remedies.

Nebraska retailers are putting manufacturers and wholesalers who do not sell catalogue houses nor consumers on a roll of honor. The brethren are learning the necessity and value of separating the sheep from the goats.

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Dear Sir:

We read with interest in your issue of the 14th inst. of the thirtieth threshold of your publication "The Michigan Tradesman." We congratulate you upon the work done in the first generation of your existence, and we trust that your affairs are so arranged that the good work will continue throughout the generations to come. Your publication, which at one time I would say was regarded as an innovation, has now become an accepted fact by the majority of business men into whose hands it may fall. We look forward with as much gusto to your midweek publication as we do to our midday meal; they both are enlivening, regenerating and refreshing. In your thirty years you have done more than mark time. Each one of the thirty milestones has been a step in the march of progress. You have done well. Your reward will be a future enriched by the blessings of a ripe old age, and the grateful thanks of an enlightened humanity.

Yours very truly,  
Alart & McGuire Co.



### High Honor in Store for Michigan Bankers.

The thirty-eighth annual convention of the American Bankers' Association will be held in Detroit September 9 to 13 and among those who will attend will be many of this country's ablest and best known financiers. Nearly every state in the Union will be represented and, as it will be a high honor for Michigan to entertain the gathering, it is expected the Michigan attendance will be large. William Livingston, of Detroit, is president of the association. Fred E. Farnsworth, formerly a well known Detroit man is secretary, and Dudley E. Waters of this city is a member of the Executive Council. The total membership is nearly 10,000. The Eastern delegations will come to the convention by several special trains and there will be bankers' specials from California, Chicago, the South and other points. All the banks in this city will be represented at the convention and several of them will send more than convention will be devoted to committee meetings and a session of the Executive Council. Only two sessions of the Association, as a whole, will be held, Tuesday and Friday. The other days will be for the sectional meetings. At the opening session, the morning of September 10, addresses of welcome will be given by Governor Osborn, Mayor Thompson of Detroit, President Russell, of the Detroit Clearing House, and President Homer Warren, of the Detroit Chamber of Commerce. After the responses, President Wm. Livingston will deliver his annual address and then will come the annual reports. The closing session Friday will be for receiving reports, election of officers and deciding on the place for the next meeting. On Wednesday and Thursday the Association will divide into sections for consideration of different branches of the banking business. These sections are trust companies, savings banks, clearing house and the state secretaries. Each section has its officers and committees and each will have its special program. One of the interesting papers before the trust company section will be the Money Trust Enquiry by George M. Reynolds, of Chicago. The savings bank section will have an address by Postmaster General Hitchcock on the Postal Savings Bank and the Banks, and an interesting report will be given on the school savings banks. The clearing house section has several interesting papers scheduled, but mostly of a technical nature. The state secretaries have a section of their own and will discuss Central Bureau of Credit Information, Protective Service and kindred topics. The eleventh annual convention of the National Association

of Supervisors of State Banks will be held at the same time and in effect will be another section, with a program suited for the heads of state banking departments. The Detroit bankers have prepared an elaborate program of entertainment for their guests of the week. The program will include automobile trips, excursions on the river, receptions and the closing banquet at the Hotel Pontchartrain.

The Michigan Bankers' Association has long encouraged the organization of district associations, with the view to having the bankers in the same neighborhood keep in closer touch with one another and through their association with the state organization. This plan has never worked out very satisfactorily, except, perhaps, in two or three localities. The State Association is now endeavoring to revive the plan and to this end has restricted the State and is urging the bankers in the respective districts to get together. Grand Rapids, according to the new arrangement, is in the second district and the district comprises twenty-three counties in the western part of the State, counting Barry and Allegan counties and all north of them to the Straits. Nothing has yet been done in the matter of calling a meeting, but this may be one of the events of the coming winter.

The Fourth and the Old National maintain lunch room for their employes, with caterers to prepare the noon lunch. The other banks allow their employes \$1.50 a week lunch money and they may go home or go to an eat quick counter as they prefer, but they must be back on time. It is related of one of the young bank clerks that he satisfies himself with a 10 cent lunch four days in the week and breaks into good society at the Pantlind the other two days.

There will be numerous vacancies in the minor bank clerkships at the close of this week. Nearly all the banks have high school and college boys during the summer and with the opening of school they break away. The experience and discipline the boys get is of great value to them in subsequent life even if they go no farther, and the money they earn no doubt comes in handy. Some of the boys show decided talent and are encouraged to return when they are through school.

Clay H. Hollister, Vice-President of the Old National, has gone to the White mountains to spend a month with his family at their summer home. He is expected back on September 12, when the architects engaged to submit sketches and estimates for the new hotel will

be prepared to report and may remain until the architect has been chosen to do the work.

Dudley E. Waters, of the Grand Rapids National City is spending the hay fever season at Petoskey.

Frank Welton has returned from a month's vacation spent at Portage Point.

Those who borrow money at the banks may have noticed that the blank notes passed out almost invariably prescribe 7 per cent, as the interest to be paid. Seven per cent, used to be the current rate for bank loans, but to-day nobody ever thinks of paying more than six, and almost invariably the seven is scratched out and the lower rate inserted. Why the old interest rate is still used in the blank forms is not easy to understand, and the bankers themselves cannot explain it except on the theory that they seem to be giving the borrower a special favor in reducing the rate.

A small block of Kent State Bank was sold this week at 266, which establishes a new high mark of this stock. At this rate paying 12 per cent, dividends, the stock yields about 4.5 per cent., with the taxes, etc. deducted.

A Boston journal of recent date pays the following well-merited tribute to the faithful head of the Peoples' Savings: "Thomas Hefferan is both good and great and as good as he is great. He is a typical ideal. A just, clean minded, big hearted, whole souled man, he is utterly incapable of a mean thought or action. He stands tower high above all, honored by his opponents, for enemies he has none. He is a standing reproach to the politician and a sterling example to the statesman. His dignity as a banker is great, the dignity of his character is greater. In a time when the judicial mind, the far seeing intellect, and the simple unselfish directness of purpose in banking were never more needed than now, he is a natural banker. He is full

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#### The Farmer Bought the Wagon.

Perhaps you remember the time. It was not so long ago. The papers printed much about the farmers of the West using their corn for fuel. They burned it—burned their corn—for two very good reasons. To begin with, it was cheaper than coal; and to end with, the price of corn was so low that it didn't pay to haul it to market.

In 1894, and for two years thereafter, corn sold in Kansas for ten cents a bushel. In other words, a man had to raise a bushel of corn for the price of a shave. If a farmer wanted to buy a pound of binder twine, he had to sell two bushels of corn to get it.

To-day binder twine sells for about 7½ cents a pound. And what is the price of corn? Why corn is 65 cents a bushel.

Well, back in '94 a farmer bought a farm wagon of a Hutchinson (Kansas) dealer for \$60. It was a good wagon, and the farmer took good care of it. It pays to treat a good thing well. It makes it better, and gives it long life. The other day the farmer came back to this same Hutchinson dealer, and said he wanted to buy another wagon just like the one he got in '94. "It was a good one," he said. "That's why I want another just like it. How much are you going to charge me for it?" The dealer rubbed his chin, and passed his fingers through his hair. "Well, now, let me see. It seems to me you paid \$60 for that wagon, didn't you?" "That's right," said the farmer "\$60." "All right, that same kind of wagon—a little better, perhaps, for some improvements have been added—that wagon will cost you now \$75." "What!" exclaimed the farmer. He was surprised, and began to object, and then wanted to know the whys and wherefores of the rise in prices. "Well," said the dealer, "the material, like lumber and iron and steel, has gone up in price, wages have advanced—and it costs me more to buy a wagon now. Maybe the tariff has something to do with it, too." At the mention of the word "tariff" the farmer went straight up in the air. He began to expound against the theory of the whole thing. The dealer let him run along for a while and then asked again, "Say, when you bought that wagon from me in '94, I think you paid for it in corn, didn't you?" "Yes, sure I did," said the

farmer; "but what's that got to do with it?" "And let me see; corn was 10 cents a bushel, and you had to give me 600 bushels of corn for that wagon, didn't you?" asked the dealer again. "Yes, I guess I did," answered the farmer, after recalling in his own mind that corn was selling at only 10 cents a bushel in those days. "I'll tell you what you do," said the dealer, "bring me in six hundred bushels of corn to-morrow, and I'll give you this wagon—" "Well, say, hold on," began the farmer. The dealer interrupted him in turn. "But that isn't all," he said. "In addition to the wagon, I'll let you and your wife go over to the warehouse and pick out a carriage. Then you go and help yourself to the best six-foot self-binder in the shop. And—" "I'm not through yet," said the dealer. "When your wife comes in, I'll let her go to the hardware department and pick out one of the best ranges we've got. And, just for good measure, you tell your wife that she can have enough kitchen utensils to refurnish her kitchen. Now, I'll give you that—all of that—for 600 bushels of corn. In '94 the same amount of corn got you just the wagon. That's a fair proposition, isn't it?" The farmer was stunned. He hemmed and hawed, removed his hat, and scratched his head. "I'll just work this out in figures and show you what you are getting," continued the dealer. "We'll put the wagon down at \$75; the self-binder at \$125, and that will get you a beauty; the carriage at \$125; the kitchen range at \$50, and that certainly ought to be a good one; and the kitchen utensils at \$15, and that ought to buy a few. Add these together and you have \$390. Figure 600 gushels of corn at 65 cents a bushel and you have \$390." The farmer dug up his \$75 dollars for a wagon without saying another word, and mentioned to the dealer to join him at the cigar stand for a "smoke."

There is a moral to this little story. It is that—but there, there, what's the use.—Fra.

#### Legend of Aluminum.

During the reign of Tiberius there one day appeared at the Emperor's palace a worker in metals who displayed a magnificent cup made of brilliant white metal that shone like silver. In presenting it to Tiberius the artificer purposely dropped it. The piece was so bruised by the fall that it seemed hopelessly ruined, but the metal worker took his hammer, and, in the presence of the court, quickly repaired the damage. It was thus evident that the metal was not silver,

though it presented an appearance as brilliant as that metal. Besides, it was more durable and much lighter.

The Emperor interrogated the metal worker, from whom it was learned that the mysterious metal had been extracted from an argillaceous earth—in all probability the clay known to modern chemists as alumina. Tiberius then asked whether any one but the metal worker knew of the process and received the reply that the secret was known only to the worker and Jupiter.

The answer was unfortunate, for, reasoned the Emperor, if it were possible to obtain such a metal from so common a substance as clay, would not the value of gold and silver be reduced? Tiberius, it would seem, was determined to avert such a catastrophe, for he commanded the work-

shops and the discoverer of the new metal to be destroyed and the luckless man himself to be decapitated so that the secret might die with him. Thus it is said that the cruelty of Tiberius deprived the world for centuries of the use of metal aluminum.

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**SOME SUMMER WORRIES.**

**Halbert Connects With Transcontinental Carriers.**

Written for the Tradesman.

"Now, Clarence," cooed Mrs. Gladys Gertrude Halbert, when the head of the family, and also the strong oak about which the clinging vine loved to twine, came to the breakfast table, "Clarence, dear, I've been thinking of a splendid summer outing. I'm sure I can't imagine why I never thought of it before. Even that painted Minnie Denton said—"

"All right, Gladys Gertrude," Clarence fenced, "study out the details and we'll go to it. I shall want a week off about the middle of August. Go as far as you like."

"Why, the very idea!" wailed Gladys Gertrude. "I never heard of such a thing! A week off, and here you've been toiling and moiling in that stuffy old hardware store for five years. I should think your hair and your conscience would be rusty. Why, a week off, dear, wouldn't—"

"All right, then," Clarence cut in, "make it ten days. What do we care for expense?"

"Oh, I just know you'll be delighted with my plan!" Gladys Gertrude coaxed, not caring to accept any period of time as final until after Clarence had heard all she had to say of the glory of the outing. "You know, dear," she continued, coming over to stroke his shoulder with a napkin hand, "you know, dear, that Lizzie Weldon is married and lives out in Washington, on a tree claim, or something like that, though I don't know, come to think of it, but that it is an irrigation adverse possession indenture they are going to take up. What are you laughing at? I'm sure I haven't said anything out of the way."

"They're on a homestead claim," explained Clarence.

"Anyway, I think it rude of you to laugh at me," complained the wife. "You can't expect me to know all about such things. Well, anyhow, they have the cutest little baby, and they've named him William J. Jr., after his papa, and he has a little tooth and he isn't six months old yet, so why not go to Washington and spend our vacation there, in the wild woods? I know it would be just lovely."

"But the time, dear, and the expense," suggested Clarence, wishing he had left for the store before the report of the committee on summer outings had been presented. "It would take five days to go and five days to return, and there you are! A summer vacation on the cars. I'd rather go somewhere where I can fish off a river bank."

"I've read that the rivers and lakes of Washington are full of the nicest fish," Gladys Gertrude coaxed, "and you might meet some lovely colors in trout and bass out there. I shouldn't be surprised if you could catch a few very good ones if you fished out of the observation car on the way out. Then the porter could cook them for you on the train."

Clarence experienced a severe fit of coughing, but the little wife went on: "We might have them put up a little

cottage of tree trunks and boughs for us, and send out a little furniture and things so we could live there a month or more. Wouldn't that be fine? I'll just make a list of the things we would want, and you'll see how little it will cost."

"But the carrying rates, dear—"

"That's all you men think of," exclaimed Gladys Gertrude. "You couldn't live if you wasn't saying something mean about the railroads. I think the railroad men are just too sweet to run such lovely cars. When Jennie came east she rode in a Pullman that matched her new suit. And, besides, you wouldn't like to carry a piano to Washington for what they charge. They have to pay men to run the trains, and then oil must cost quite a lot. I've seen them put it on the wheels."

Now Clarence was really in need of a long vacation, and he was still in love with his wife, so he told her to make the list and he would look it over that night. When he sat down that evening with the paper on the table before him he estimated that the gross weight of the furniture Gladys Gertrude planned on moving to Washington and back was not far from half a ton. He scratched his head in deep thought, and Gladys Gertrude hastened to say:

"You know we'll be gone three months, dear, and we'll save quite a lot by doing without a cook, and the ice bill won't be running up, and we'll have the electric meter taken out, and, oh, we can save enough to make us even. I'll see about my traveling suit to-morrow."

"But a traveling suit! Why the cost of that—"

"Goosie!" petted Gladys Gertrude. "I've got to have a suit anyway, for I've got nothing fit to be seen on a back street."

So Clarence went to the store next morning with an indefinable fear in his heart. In the middle of the forenoon the wife called him up by 'phone to ask if they wouldn't have to send the stuff by express, so as to get it quick, and he thoughtlessly said yes and rang off. Then, just before supper she called again and told him to go to the express office and bill the stuff out. She said for him to bring her up a box of candy because she had been so prompt in getting the things off, and without putting him to the least trouble. He rashly said he would do so.

"You have just a ton here," said the express man, cocking his head to one side. "Rather a large shipment, but we'll get it through for you in jig time. The bill is \$250—\$12.50 a hundred. We don't accept checks, so you'll have to bring the currency."

Clarence never stopped until he got within call of a moving van and had the stuff loaded. When he got it to the house Gladys Gertrude stood on the front porch telling a neighbor that she expected to start for the Pacific coast in a week's time. Clarence sat down on the edge of the porch and told the van men where to put the furniture before he said a word to the wife.

"Well," said Gladys Gertrude, with tears in her eyes, when she knew the worst, "I think these carrying companies are horrid and I know they are

beating themselves out of business by charging so much. The very idea! We'll go out to Emerald lake, dear, where you can fish off a log and fall in a dozen times a day! The robbers—\$250 a ton to Washington!"

"Why, my dear," Clarence reminded her, with a grin when she was looking the other way, "you must remember that it costs quite a lot for the oil they put on the wheels!"

Gladys Gertrude flounced into the house. Alfred B. Tozer.

**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

**You Will Not Be In It**

if your toy stock does not include

**Aeroplanes and Wind Wagons.**

Our models are all practical flying machines—the up-to-date boy wants them



Send for catalogue

**MICHIGAN TOY CO.**

Grand Rapids

**REYNOLDS FLEXIBLE ASPHALT SLATE SHINGLES**

HAVE ENDORSEMENT OF LEADING ARCHITECTS



Reynolds Slate Shingles After Five Years Wear



Wood Shingles After Five Years Wear

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Beware of Imitations. For Particulars Ask for Sample and Booklet. Write us for Agency Proposition. Distributing Agents at  
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**H. M. REYNOLDS ASPHALT SHINGLE CO.**

Original Manufacturer, GRAND RAPIDS, MICH.

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

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

**Brecht's Enclosed Brine Circulating System**

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

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

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

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





### The Girl in the Shirt Waist and Skirt.

You may talk of your Venus de Milo,  
Be she blonde or a glowing brunette;  
You may rave of the grace and the  
style o'

Her charms that you cannot forget.  
But come down from the clouds for a  
moment.

Your attention, kind sir, I'd divert—  
I would set you a-flaming  
On a scene more entrancing—  
The girl in a shirt waist and skirt.

I have waltzed with the queen of the  
ballroom.

I have bowed to the ladies at court—  
I have gone with the boys from the  
hallroom.

To the beach where the mermaids  
sport;

I have caught a warm smile from the  
footlights—

I have known the demure and the flirt,  
But the charm that's enduring—  
The one that's alluring,  
Is the girl in a shirt waist and skirt.

She would scorn the vain art of  
pretension.

The fraud of the powder and paint—  
No tailor-made form and extension,  
No "sticking a pin where she ain't";  
She is there with the sense and the  
judgment.

As plain as a shoe or a shirt—  
But the world will swear by her,  
If you doubt it just try her—  
This girl in a shirt waist and skirt.

Her eyes are as clear as the heavens,  
Her heart is as free as the air—  
Her smile is the spirit that leavens

The day with its trouble and care.  
You may search through the courts and  
the mansions.

But back to this girls you'll revert;  
She's a darling, God-bless her,  
He's in luck who'll caress her—  
This girl in a shirt waist and skirt.  
Louis Millwood.

### The Buyer's Work After He Goes to Market.

Written for the Tradesman.

Last week I tried to make clear the special preparation the buyer should make before going to market. Now I will make a few suggestions regarding his work after he has arrived on the scene of action.

First of all, let him feel his responsibility—this whether he (or she) is proprietor or head of a department or any other member of the hired force sent to do the work. A business may almost be made by good buying. It may easily be ruined by careless or reckless buying, or by the purchase of goods not adapted to its patronage. There can be no hope of realizing a fair profit on a stock that has been poorly bought. No ten days work in the store—unless it be the preparation previously described—will count as much for or against a business as each single day spent in buying.

The buyer is not out on a lark or a picnic or a vacation. He should have had his vacation before he started from home, and be in first class condition for his work mentally and physically.

If he lives some distance away and does not get in to the city more than once or twice a year, he will want to take in some of the sights and see a good play or two. This much is allowable. But all dissipation and being up till the wee sma' hours—anything that will render the brain

less keen and clear for the morrow's duties—must be cut out.

Keep a cool head. This is the first requisite. With surroundings to which you are unaccustomed, amid noise and confusion and hurrying and jostling, still keep a cool head in order that you may achieve your purposes.

If you can spare the time it is a good plan to spend a day or two looking about in the large retail stores. You will learn what is being worn and sold. You will gain new ideas, some of which you may be able to work out in that little store of yours at Wildwood Junction or wherever it is.

When you buy and whatever you buy, buy not for some big emporium in New York City, nor for some store two or three thousand miles out West, nor even for some store in the town that is the next railway station to yours—but for your own particular store. Keep it and its needs, its customers and what they want and what they can afford to pay for, ever uppermost in your mind.

To be a dry goods buyer at all you should be a person of taste. You should understand something of the beauties and harmonies of colors. You should have a liking for fabrics and trimmings and styles and be interested in all the little accessories of dress. If you don't just naturally delight in all these things you've no business to be buying dry goods at all. Some one else ought to be doing it instead of you.

If you have the taste and the liking for the details of the work which are necessary to success as a buyer, one thing more is essential. You must be able to subordinate your own tastes to those of your customers. It isn't how this piece of goods looks to you that is important, but how it will look to Lizzie Smith and the Doctor's wife and old Mrs. Allen at Wildwood Junction. Generally speaking your customers have better taste than you are apt to give them credit for.

Aim to supply as good goods in quality and style as your customers can take. Try to raise the standard of demand rather than lower it. Don't think that any old thing will answer for those people out there who buy of you. Those women are studying the fashion; and the mail order houses are sending them samples with every mail—they will detect it if your stock is not up to date.

Of course you must have low-priced and medium-priced goods. Use the same care in selecting these that you do in buying the more expensive things. People appreciate

pretty patterns in calicoes and outing flannels.

At the risk of repeating what has before been said in these columns, let me make it emphatic that it is most unwise to try to make a large profit by decreasing the quality of goods. We will say you can buy a really excellent line of some 50 cent seller at \$4.50 per dozen—a line that has some genuine features of superiority (hence good talking points) and will give the customer satisfaction in the use. Don't turn this down for something similar but not quite up to the mark, that can be had at \$4.00 or \$4.25.

Whether to buy up job lots of out-of-style or otherwise deteriorated goods to sell as bargains depends altogether on whether you have the trade for handling that sort of thing successfully. For the average dealer with an average trade it is a pretty safe policy to let all of this class of offerings severely alone. Unless you have a basement or other bargain department, every such item detracts from the general appearance of your stock, which you want to keep just as fresh and classy as possible.

On the other hand, be on the lookout for extra good values in fresh new goods to offer as leaders.

Don't overbuy. The bills will come in for all these goods, and in a surprisingly short time these bills will mature. A too large stock must often be moved at a sacrifice in order to realize ready money. Consequences even more serious may result from

buying too freely. You determined or should have determined before you started from home about how many dollars worth of goods you would want in each line. Keep pretty close to this schedule and do not seriously exceed your limit in any department unless for very good reason.

The policy of overloading a buyer or trying to sell him goods not adapted to his trade is not in vogue with the best wholesale houses. Beware of any house or any salesman that by lavish entertainment, flattery, or other means seeks to overpower your own best judgment for the sake of swelling your orders beyond their proper limit.

Success in buying depends largely on faithful attention to detail. Your mind must grasp not only the salient features of each article, but the little points for and against it, before deciding to include it in your purchases. Take time enough for your work. There is, of course, a safe middle ground between hasty, unconsidered picking up of whatever is offered and an excessive slowness and fussiness, tiresome alike to the buyer and to the salesperson. Put the most thought on the goods that count most into money, but even small notions should not be bought heedlessly.

How the goods open up when they reach your store, how they fill in with and complete and live up to the stock already on hand, how they take with customers and the satisfaction they give in service—these are the tests of the buyer's work. Fabrix.

A good many people think I have written the best advertising for cash stores that has been produced. I think so myself, but I don't ask any merchant to accept my opinion in the matter. Any dealer who wishes to form his own opinion can see a sample. I have just prepared

### Now Ready—a New Series of Ten Ads for Cash Stores for \$10

This series of ads is fully protected by copyright. No one may use them without arrangement with the Fisk Publishing Company. Also no one may copy them after being used by a dealer. I will send one sample ad on request. The first dealer in any town who sends an order, with check for ten dollars, will receive the set of ten ads for exclusive use in his town. The basic principles of cash selling are the same for all lines of trade, therefore these advertisements will answer for any line of trade if the store is a cash store. The ads are designed for display in a double-column, six-inch space, and are ready to send to the printer, who simply "follows copy." They can be displayed in larger or smaller space if desired, and can be used either with or without prices. Personally, I think they are the best advertisements yet written to convince customers that a cash store is the only place to trade.

Write for sample.

Henry Sterling Fisk, Pres.

FISK PUBLISHING COMPANY

Schiller Building  
CHICAGO

## SPECIAL

While They Last

### Job of Percales Cheaper Than Calicos

Gibraltar 31 inch Bookfold, Black and Red with White dots	- - -	5½ cents
Peerless 31 inch Bookfold, Full line of colors	- - -	5¾ cents
Admiral 36 inch Bookfold, Light Blue, Navy and Black ground with borders		5¾ cents

## Paul Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Mich.



**What Some Michigan Cities are Doing.**

Written for the Tradesman.

Flint continues to move forward at a rapid pace, industrially, and will reach the 50,000 mark soon unless the bottom should fall out of the automobile business.

The M. Rumley Co. will remove its iron working plant from La Porte, Ind., to Battle Creek, employing about 300 men.

The Cass county fair will be held at Cassopolis, Sept. 3-6.

The Anker-Holth Co., of Chicago, manufacturer of cream separators, will remove its plant to Pt. Huron.

Sept. 17-20 are the dates of the Clinton county fair, held at St. Johns.

A traffic bureau has been organized in connection with the Pontiac Commercial Association and one of the matters to receive early consideration will be the threatened car shortage.

Battle Creek will have its first apple show in November under the auspices of the Calhoun County Fruit Growers' Association, the various Pomona granges and the Battle Creek Chamber of Commerce. Prizes for best exhibits will be donated by Battle Creek merchants.

It is again reported that the Michigan Central is planning to enter Flint, following the tracks of the Detroit United from Holly.

The Battle Creek Chamber of Commerce is arranging for a trade extension trip in automobiles Aug. 29. Many towns in the vicinity will be visited. The Chamber will also co-operate with the Common Council in providing two public comfort stations in the city, also a free hitching space for farmers' teams.

H. W. Johnson has been re-elected Secretary of the Battle Creek Chamber of Commerce.

The Battle Creek sanitarium is crowded, having close to 1,000 guests, and Post Tavern is taking care of the overflow patients until room can be provided for them.

Aug. 29 will be Bay City day at the Caro fair and the Bay City Board of Commerce has arranged for a special boosters' train, to be operated over the Detroit, Bay City & Western road on that day.

The Grand Trunk is starting work on an extension of its road from Cass City to Bad Axe.

A \$100,000 hotel will be built at Escanaba.

The Webber-Ashworth Co., retail furniture dealers and house furnishers of Cadillac, will build a warehouse, 35x100 feet, two stories and basement, with side track facilities for buying in car-load lots.

Marshall will have a business revival, the first gun being fired at a mass meeting of citizens to be held Aug. 29 at the Empire theatre. Wm. McComb, so called "civic evangelist," has been engaged by the Marshall Business Men's Association as leader.

Business men of Benton Harbor are arranging for a barbecue to be held Sept. 19 and expert barbecue chefs for the occasion have already been engaged. Political speakers of every shade and stripe will be on hand.

Otsego will hold a street fair and home coming celebration Oct. 1, 2 and 3 under auspices of the Commercial Club.

Wednesday, Aug. 28, will be final closing day for the season with the grocers and butchers of Pt. Huron, and a farmers' picnic will be held in Pine Grove Park, to which all farmers in St. Clair county are invited.

Manistee expects to finish its Main street paving job this fall after long delay.

The Holland-American Aid Society dedicated its new building at Kalamazoo last week, with many visitors present from Grand Rapids and other cities. The Kalamazoo society was organized eight years ago and has 400 members.

Hillsdale's new public buildings, the postoffice and the city hall, are nearly ready for occupancy. Both are fine buildings and add to the attractiveness of that city. Another recent improvement is the paving of Broad street to the fair grounds.

Talk of a new bathhouse at Eaton Rapids has been revived and that city hopes again to be known as the "Saratoga of the west."

Chicago men have plans for building an interurban line from Michigan City to St. Joseph, a distance of 40 miles, running parallel with the Pere Marquette.

Petitions have been sent to the Common Council of Battle Creek asking that the slot machines be put out of commission.

The twenty-eighth annual fair of the South Ottawa and West Allegan Agricultural Association will be held at Holland Sept. 17-20, inclusive. Admission for adults is raised to 35 cents this year in an effort to raise the indebtedness.

Almond Griffen.

**Only One Way That Leads to Success.**

Evansville, Ind., Aug. 26—Your editorial entitled "Hugging Trouble," which appeared in the August 21 issue of the Tradesman, inspired me to write you the following:

If we would hug our successful thoughts as much as we hug those awful low-down, mean, troublesome thoughts, we would achieve more success. When we learn that one thought breeds another, we will stop breeding trouble and hatch out successful thoughts instead.

If we only knew it there is no such thing as "trouble." We use the wrong ideas concerning this. When we are made to believe that "trouble" is at hand, we are only up against something we do not fully understand, and no man can fully understand the necessary things, if he becomes confused. Confusion causes so called "trouble" and if we were really wise we would not allow ourselves to become confused.

There is only one way that leads to success and that is by and through the path of personal experience, but where confusion comes in is where we undertake to do things that we are not well informed in. We try to do too many things just because we are conceited and think we can do them just because we see others making a success. So we are not real sure whether we are in trouble, ignorance or undeveloped. We do know one thing, and that some people never make very many mistakes—why?

Edward Miller, Jr.

**Why?**

It costs so little to be kind,  
So little to make others glad.  
That oft I wonder why we find  
So many people who are sad.

It costs so little to be true,  
So little to be just and fair,  
That oft I wonder why so few  
Do not display the scars of care.

'Tis such an easy thing to find  
The right ways and to shun the wrong—  
Why are so many people blind  
And weak who might be wise and strong?

S. E. Kiser.

A miser does not even enjoy a joke at his own expense.

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.



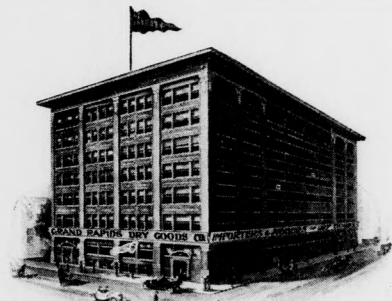
**Get The Lines That Pay**

**SUNBEAM  
HARNESS — COLLARS  
FUR COATS — ROBES  
TRUNKS — WHIPS  
BLANKETS — GLOVES  
IMPLEMENTS**

No matter what line you carry we have a proposition which will make money for you—ask us.

**BROWN & SEHLER CO.**

Grand Rapids, Mich.



WHOLESALE ONLY

Our Fall and Winter stock of Underwear and Sweaters for Men, Women and Children is complete in all styles.

Try us for quick service on reorders. Our prices are right.

**GRAND RAPIDS DRY GOODS CO.**

GRAND RAPIDS, MICH.

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



### Unusual Experience of Shoemen— Archibald Courtland's Story.

Chapter VIII.

"Your story," began Mr. Courtland, "reminds me of an incident that occurred in the Henderson Brothers' Store several years ago. The Henderson boys, Tom and Fred, have built up a dandy shoe trade down there in Bellville. D'you know them, Tony? Well, they've been customers of ours for ten or a dozen years. It was Fred who told me this story.

"One morning when Fred came down to the store he was surprised to find the heavy green shades down, and as soon as he made this observation it flashed through his mind that something was wrong. What? Well he could soon see. So he took out his key, unlocked the door and stepped in. He went to the cash drawer. Just as he expected—the lock had been forced. But the thief didn't get much for his pains, for Fred had a habit of banking his cash at the last hour, and taking the bills home with him. There was just \$9.73 in silver, nickels and pennies in the cash register.

"So Fred began to look around to see what else the visitor had annexed. Some empty cartons indicated that his caller had been in need of shoes as well as cash; so when his clerks came in, as they did presently, he turned the job over to them and went back to have a look at the rear of the store. Just as he had anticipated—the shutters had been forced and a pane of glass broken. The heavy paneled doors were secured by a hefty latch in addition to the lock. The burglar found it easier to get in by way of the window than to force the door.

"After a diligent search on the part of the clerks, the following items were reported missing: Three pairs of shoes, all 7 B—one pair of tan oxfords, price \$5.00, one pair of patent lace bluchers, kid tops, \$6.00, one pair of patent button cloth top shoes—novelties—price \$7.00. In addition to shoes, the stealthy visitor seemed also to be in need of half hose. The helped himself to one dozen silk half hose, chiefly tans and blacks. The hose retailed at \$1.00 per pair. So a complete inventory of the loot read: Cash \$9.73, Shoes \$18.00, Half Hose \$12.00, Total \$39.73.

"Now the thing that irked Fred was not so much the loss of this monial sum in cash and merchandise but the cool and unadulterated nerve off the chap who pulled off the stunt. Fred longed for a chance to even the score. Calling the clerks together he said: 'Now listen, I want you to keep absolutely mum about this thing,

hear? It's a small matter. Our actual loss is less than \$30.00. If we tell the police they'll tell the reporters, there'll be an item in the afternoon and morning papers, and twenty-four hours afterward the incident will be forgotten. We'll just cut out the ado. Say nothing—not a word.'

"But that afternoon when the salespeople had gone and Tom and Fred were seated in the office, Fred said:

"What d'you think of our burglar?"

"I don't know, Fred. Guess I've been too busy to-day to think much about it one way or another. What d'you think?"

"I think we were honored last night with a call from a professional yegg or con man—more likely the latter. I've an idea he's only recently hit our burg—maybe had to hot-foot it here; and, finding himself badly in need of footwear, he's taken to a line of work somewhat different from his usual vocation. He's a pretty decent sort of a chap, don't you think? Might have taken more merchandise than he did, but modestly declined to take more than thirty dollar's worth.

"Now I'll tell you, Tom," continued Fred Henderson, "that pair of cloth top shoes may give us a clue. We had just four pair of them to start with, you remember, and we've sold two pairs—and I know the young fellows that bought 'em. We still have one pair, and our caller of last night has the other pair. Now the feature of that shoe is the polka-dot top. It's a conspicuous shoe. I've an idea our con man or yegg is rather young. Just to try out my acumen as a sleuth as much as anything else, I am going to spend some time up-town for a few nights.

"You'd better stay at home and get your sleep," advised Tom Henderson, but he knew that Fred would do just as he pleased.

"For several nights after the theft Fred Henderson spent considerable time in and about hotel lobbies and prominent restaurants, but nothing came of it. And Tom Henderson seemed to have a good laugh on him. But Fred wasn't quite willing to confess himself beaten—and that from the very fact that certain burglaries and hold-ups in the city during the interim convinced Fred that there was an unusually slick con man in their midst; and that this artist of the under world had visited Henderson's shoe store the very first night he hit the town. Therefore while Fred didn't lose a great deal of sleep stalking, he did keep his weather eye peeled.

"Now in a city of forty thousand people it wouldn't seem that Fred Henderson had one chance in a million of running across the trail of the man who robbed his store, identifying him by a pair of cloth top shoes. And yet that is exactly what happened. On a cross-town car, some ten days after the Henderson store was visited by night, Fred saw his patent leather shoes with the polka-dot uppers. You might be very sure it gave him a start; but it must be said to Fred's credit that he didn't betray himself. He merely shadowed his man. When the hours began to lengthen, Fred got an officer in citizen's clothes to take up the chase, instructing him to find out where the man hung up for the night and report bright and early the next morning.

"He was a very wary fellow, this con man. He came near evading the sleuth more than once during the course of the evening. Perhaps it was habit, or maybe it was that he had a feeling that all wasn't as he would have it; but anyhow the officer reported that he didn't do any crooked work that night. But he did take on a sprightly jag before the night was done; and about two o'clock he turned in at the Gilbert House. He was registered as William J. Evans of Chicago. The sleuth spent the night in the lobby. He was still at the hotel.

"Such was the information Fred Henderson received over the phone the next morning before seven o'clock. And the sleuth wanted to know what he must do.

"Stay right where you are unless your man moves. If he moves call me at the store. But I don't think he'll stir for a time. That jag he took on last night will hold him for a while, don't you think?" And the officer thought it would.

"Now what shall I do?" said Fred to himself. 'If this fellow doesn't happen to be the guilty party, there'll

be the duce to pay. But he is, though.'

"He decided to call up the chief of police and tell him to meet him at the store at 7:20. And when the chief met him he told him the whole story and asked the chief what he would advise doing.

"We'll go right up to the hotel and make an early morning call on this Mr. William J. Evans of Chicago," said the chief after Fred had given him a description of the man. 'He seems to tally with a fellow we've been on the outlook for several days. If he's the man we're after, you can have a place on the force if you want it,' added the chief with a smile.

"Thank you," said Fred, 'I'll consider it.'

"Well to make a long story short, they went to the hotel, roused their man—who was completely off his guard, not having yet recovered from his souse of the night before—and overhauled his effects. Fred identified his merchandise; and other people also identified valuable loot—chiefly jewelry; and the Bellville people turned him over to the authorities of another city where he was badly wanted."

"Pretty good story," said Tony. "But I think your yegg or con man was a blame fool to wear shoes with polka-dot tops. They're too conspicuous." Charles L. Garrison.

The physiologists tell us that we have five senses, and yet some folks act as if they had none.

A man who has time to think of his troubles is deluged with spare time.



**Trademarkers 1912-13**

## Built for Service Wear Like Iron

**In Stock  
Ready for Shipment**

**Mail Orders  
Solicited and  
Promptly  
Attended to**



**No. 960 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.** Mrs. of Serviceable Footwear  
Grand Rapids, Michigan

### The Shoe Store's Golden Rule—Fit 'Em Long.

Written for the Tradesman.

The first as well as the last great duty of the retail shoe salesman is, Fit, 'em long.

Saw a man buying a pair of high grade tan oxfords in an up-to-date little exclusive shop the other day, and I was deeply impressed with a little line of talk I overheard.

Elkins the clerk, and the prosperous looking gentleman of forty upon whom Elkins was waiting, doubtless thought I was highly absorbed in things over in the findings case. But I wasn't too deeply absorbed to give heed to the things Elkins was saying.

Elkins is one of those clean-cut, up-to-the-minute retail salesmen who is liable to say something right to the point any old time. And I think this is the main reason why I find myself dropping in at this particular little establishment rather frequently: I like to hear Elkins talk.

"How does that shoe feel?"

"Bully!"

"Stand up in it," said Elkins.

"I think it's all right," observed the customer.

"You think it's all right," said Elkins. "Aren't you sure about it?"

"Yes, it'll do," remarked the customer.

"Wait a minute," remarked Elkins; "I don't know whether it'll do or not. Slip this shoe on."

And the customer sat down and Elkins put another shoe on the foot.

"How does that shoe feel?"

"Better."

"How much better?"

"A whole lot better. I should say a hundred per cent. better."

"Good!" observed Elkins; "that's the shoe for you. This other shoe was a near fit; but that shoe you have on fits you."

"It certainly fits all right," said the customer; "feels better on my foot than a shoe I've had on for many moon. Now would you mind telling me the difference between that near fit and this shoe I have on?"

"Not a bit," replied Elkins. "That other shoe shoe is an 8½ D; this shoe you have on is a 9 B. The shoes are practically the same width, and both of them wide enough for your foot; but in the 9 B you have a bit more length—more toe-room; therefore more comfort. You've been wearing your shoes too short. In fitting shoes there is but one trick; fit 'em long. See?"

"I see," replied the customer.

### Attractive Shoe Store Furniture and Appliances Help.

Written for the Tradesman.

The retail shoe dealer, not only of the larger cities but of the smaller communities as well, must make his store attractive if he expects to win and hold trade.

It is becoming increasingly difficult to get people in any kind of a store that appears old-fashioned, inelegant or inadequate in its front, trim, furniture and appointments.

If the store doesn't look prosperous from the outside it's a safe bet that a lot of transient trade will pass by

with an unfavorable impression—many of them never coming in to see whether or not their initial impression was correct.

The movement toward better furnished, better kept stores began in dead earnest perhaps a generation ago. It began with the department stores and large exclusive and specialty shops of the city. But the movement has grown and extended until now it includes the grocery store and meat market of the smaller communities.

Enterprising shoe dealers throughout the country have swung into line with the movement, so that we have far more shoe stores that are really elegant and attractive in their appointments than ever before.

Many modern fronts have been put in during the last twelve months. And it is remarkable how a modern front can rejuvenate an old building. And a vast amount of dingy, old-time shoe store furniture has been replaced by new and attractive equipment.

Shoe dealers as a class are certainly not being left in the lurch by other merchants in this respect. Nearly everywhere you go you will find that some of the smartest stores in the community—whether it be a large or a small one—are shoe shops.

And you know without being told that it's the smart shoe shops of that community that are getting the bulk of the business.

### A Good Season for Shoe Merchants.

Written for the Tradesman.

You don't hear many shoe dealers complaining about business nowadays.

As a matter of fact this has been a bully good summer for business in the footwear line.

Reports from various sections of the country indicate that the weather has been unusually pleasant for the most part.

None of those protracted periods of sizzling hot days and stuffy, sweltering nights.

Of course there have been hot days here and there; and now and then several of them right hand running. But nothing like we had last summer; and not at all like the hot spells "the oldest citizen" will gladly tell you about if you'll spare him the time.

No indeed! We've had Canadian days and Michigan nights for the most part; and the people all over the land are rising up and saying nice things about their weather bureaus.

And this pleasant, equable summer has enabled people to be out of doors far more than common. Dancing heat waves haven't driven them indoors as they ordinarily do. So there have been more people on the streets—and more people on the streets more hours in the day; more picnics, excursions, outings; in other words, more walking to and fro on the earth than hitherto during hot months.

And that's one reason—and a big one—why shoe dealers everywhere are reporting business good.

Pride taketh a tumble to itself when it goeth before a fall.

Some men will do anything for money—except work.

## Rouge Rex Shoes

for  
BOYS



## Playmate Shoes

for  
GIRLS

These are ideal School Shoes.

They fit, they wear, and they are bound to please both parent and pupil.

We will send our salesman, or samples on receipt of your request.

**HIRTH-KRAUSE CO.**

Hide to Shoe  
Tanners and Shoe Manufacturers  
Grand Rapids, Mich.

## The Best of the Good Ones



Our Rikalog work shoes are long lived wearers, perfect fitters and splendid profit producers. Pains-taking attention to every manufacturing detail and the use of the best of good leather only is what makes our shoes the best of the good ones.

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

BANKRUPTCY MATTERS.

Proceedings in Western District of Michigan.

August 20—In the matter of the Manistee Watch Co., bankrupt, of Manistee, a report was filed by the trustee, John A. Meier, of Manistee, showing sale of the real estate and buildings belonging to such bankrupt to Geo. A. Hart, of Manistee, for the sum of \$5,100 and recommending that the sale be confirmed. If no cause to the contrary is shown by creditors within five days such sale will be confirmed.

A voluntary petition was filed by Horace Hoffman, a merchant at Mancelona, and he was adjudged bankrupt by Judge Sessions and the matter referred to Referee Wicks. H. E. Wellman, of Mancelona, has been appointed custodian by the referee to care for the assets until the election of a trustee. An order was also made by the referee calling the first meeting of creditors to be held at his office on September 20, for the election of a trustee, proving claims, examination of the bankrupt, etc. The bankrupt's schedules show the following assets:

Table listing assets and liabilities for the Manistee Watch Co. bankruptcy, including cash on hand, merchandise, real estate, and various creditor claims.

In the matter of the Coronet Corset Co., bankrupt, of Grand Rapids, the bankrupt's schedules were filed, and an order made by the referee calling the first meeting of creditors to be held at his office on September 18, for the purpose of electing a trustee, proving claims, etc. The bankrupt's schedules show the following assets:

Table listing assets and liabilities for the Coronet Corset Co. bankruptcy, including mortgage, stock in trade, machinery, and various creditor claims.

Table listing assets and liabilities for The Trademan Co., Grand Rapids, including real estate, stock on hand, machinery, and various creditor claims.

Total of all liabilities ..... \$30,733.94 In this matter Cyrus F. Hatch, of Grand Rapids, was appointed receiver by Judge Sessions and his bond fixed at \$5,000.

August 21—In the matter of the American Electric Fuse Co., bankrupt, of Muskegon, an order was made by the referee denying the petition of certain creditors for re-hearing on the claim of the Mercantile Credit Co., which has been previously allowed as an ordinary claim at \$199,022.90, and the former allowance of such claim stands.

A voluntary petition was filed by the Muskegon Steel Casting Co., of Muskegon, and it was adjudged a bankrupt by Judge Sessions and the matter referred to Referee Wicks. An order was made by the referee appointing Edward S. Lyman, of Muskegon, as custodian, and calling the first meeting of creditors to be held at the office of the referee on September 17.

The following assets were scheduled by the bankrupt:

Table listing assets and liabilities for the Muskegon Steel Casting Co. bankruptcy, including real estate, stock on hand, machinery, and various creditor claims.

The following creditors are scheduled:

Table listing creditors and their claims for the Muskegon Steel Casting Co. bankruptcy, including Jos. V. Bretaud, Emil Hessler, Eloy Gilbertson, and others.

Table listing creditors and their claims for the Muskegon Steel Casting Co. bankruptcy, including J. J. Howden Co., Goldschmidt Thermit Co., Peoples' Hardware Co., and others.

Total liabilities ..... \$7,421.60 August 22—A voluntary petition was filed by Thomas E. Price, a retail clothing merchant, of Grand Rap-

Did You Receive a Copy of The MICHIGAN DAIRYMAN'S Shoe Catalog?

We mailed them out last week—perhaps yours went wrong in the mails.

If it did, or didn't, you better have one.

It's a mighty interesting book—for live ones; for shoe dealers "who make their money talk."

Shall we send it?

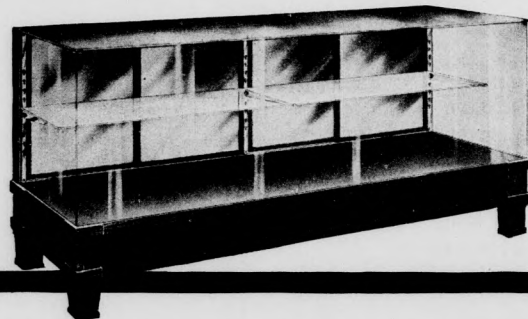
What do YOU say?



Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids



"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

ids, and he was adjudged bankrupt by Judge Sessions and the matter referred to Referee Wicks. An order was made by the referee appointing Joseph R. Gillard, of Grand Rapids, as custodian, and also calling a first meeting of creditors to be held at the office of the referee on September 23, for the purpose of electing a trustee, proving claims, examination of the bankrupt, etc. The following assets are scheduled by the bankrupt:

Stock in trade .....	\$ 800.00
Household goods .....	250.00
Fixtures, etc. ....	200.00
Due on open account .....	32.80
	<b>\$1,282.80</b>

The household goods and stock and fixtures to the amount of \$250, are claimed as exempt.

The following creditors are scheduled:

City Treasurer, Grand Rapids, taxes .....	\$ 24.94
Whitney, Christenson & Co., Chicago .....	1,443.50
Kling Brothers & Co., Chicago .....	59.95
Ullman & Co., Chicago .....	29.50
Utility Collar & Specialty Co., Chicago .....	11.00
American Suspender Co., Aurora .....	22.00
Ide Brothers Co., Albany .....	22.00
Sam Kuttbauer & Bro., Detroit .....	16.00
Maxim Hat Works, New York .....	49.00
Model Shirt Co., Indianapolis ..	45.25
Northwestern Cap Co., Milwaukee ..	31.50
Fred Ostrander, Little Falls ..	33.00
Vicksburg Clothing Mfg. Co., Vicksburg .....	20.00
Wilkesbarre Knitting Mills Co., Wilkesbarre .....	30.00
Phil. Walcott & Co., New York ..	7.00
Chas. Haase, Grand Rapids (borrowed money) .....	1,449.04
Welmers-Dykman Fuel Co., Grand Rapids .....	12.50
Clapp Clothing Co., Grand Rapids ..	65.00
Otto Weber & Co., Grand Rapids ..	6.60
Greulich Co., Grand Rapids .....	10.00
Edward Howell, Grand Rapids ..	30.00
Spring Dry Goods Co., Grand Rapids ..	5.27
	<b>\$3,414.67</b>

**To the Commercial Travelers of Michigan.**

Lansing, Aug. 26—As you are one of the connecting links between the manufacturer and the merchant, it is through your arteries that the life blood of commerce must flow under the present system for the distribution of merchandise.

During the past few years you have become aware that grave conditions that are not for the best interests of your merchant customers, or the upbuilding and improvement of the smaller towns, scattered throughout your territory, are existing.

You also realize that the results of these conditions, if allowed to grow, could have but one termination and that termination would mean, that these growing conditions would end in the annihilation of the merchant, and where your route once lead through many a thrifty small town in your territory, you will in its place find the place marked by a guide board, emblazed in large letters, that no one can fail to read, A Deserted Village, marked by the bones of the "has beens" who were once your best customers.

You, of all men, also realize what these conditions are what are seeking the commercial life blood of your customers, for you have watched your orders grow less. You have noted the tendency for price and the position you once held as a post of honor is fast dwindling to one of a canvasser, with salaries cut, instead of a handsome raise, in most cases, and in the end the same curtain will be drawn before you on which will appear Occupation Gone.

In bringing this picture before your

mind, it is simply to point out the danger of centralization in the big cities at the expense of the small town, which has been made possible by the glowing advertisements of the catalogue house builder, whose business has become of such an enormous volume that only by the united efforts of those who can see the finish and unite in one solid front to overcome these growing conditions, by education, co-operation and affiliation, preserve the small distributor of merchandise, called the retail merchant, in the smaller towns throughout our State and Union.

This can be done by educating your customer to better methods—methods of economy, by better salesmanship and, last, by better advertising.

In behalf of the retail merchants of Michigan, I wish to make an appeal to you to assist in bringing about a changed condition, that the commerce of our State may live through you by bringing right home to the small merchant, the conditions that confront him. Busy with his every day work, he fails to read the many appeals sent him through the trade journals or the many letters sent out by the many secretaries of different State associations, that he may see his danger before it is too late.

The Michigan Federation of Retail Merchants was organized on Feb. 8 last, not as a trust, but to safeguard the small towns throughout the State by demonstrating to the manufacturer, wholesaler and consumer the economic and practical necessity of the retail merchant as the natural distributor of merchandise with a motto on which no one can frown, "Our Town, one for all and all for one."

The membership embraces every line of retailing by affiliation of State associations and by individual membership, the latter costing only the small sum of one dollar a year.

We will hold our first general meeting at Grand Rapids Sept. 17, 18 and 19, when a good program will be provided, and we hope to have the largest gathering of merchants every brought together.

We need and ask your co-operation as a commercial traveler to place the substance of this article before your customers. We ask it in your interest and in the interest of every retailer who has pride in the preservation of his home town.

Will you boost this meeting in behalf of your Michigan customers? Full program will be announced in these columns later. F. M. Witbeck, Sec'y.

**Some Things Not to Do.**

Don't ride on the steps, fenders or the blind side of a street car; don't touch a wire that is seemingly harmless, but which may be crossed with another wire; don't hang your head or arm out of a car window; don't cross behind a car, automobile or train unless you know there is nothing approaching on the other side; don't ride your bicycle in the street car tracks or too close to them; don't get off a car backward; always face to the front in the direction the car is moving, having your left hand free to take hold of the grab-handle, and if you have parcels, carry them in your right hand.

# Better Come Early

Steal a march on your Fall trade and come to market now.

Your business needs your personal attention less now than later. Do your buying right away and be back "on the job" when your presence means the most.

Jump on the train to-day and get here before we're too busy to give you our undivided attention.

Of course you won't find our sample rooms empty. Many wise buyers have preceded you, but you'll be able to buy with deliberation, and our house salesman will be able to give you the attention that is impossible when a score of restive buyers also seek his services.

Steal a march on your trade and wisely decide to come now.

## 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.



### With the Ringing of September School Bells.

Written for the Tradesman.

In a few days the ringing of the school bells in cities, villages, and country districts throughout the State, and indeed all over the land, will proclaim the fact that the mighty process of education is beginning another year's work. Thrifty mothers are busy with sewing machine and needle getting the lads and lassies ready for school. Mother love will not fail in the matter of clothes. Happy is the child whose mother has the intelligence and force of character to be able to use her heart's affection in directing the higher and more important matters that relate to his education.

Some fathers and mothers start a bank account for their child, or encourage him to start one himself—an investment for him to draw upon to establish himself in life when he arrives at maturity. But the school training, the education, is, or at least should be, a far more valuable investment than any bank account you can give him—hence the necessity for careful parental oversight.

Consider the school days precious and teach the child so to consider them. Our free public school system has one disadvantage in the very fact that it is free. Being paid for indirectly by taxes and public money, many do not realize its worth as they would if tuition had to be met by an old-fashioned rate bill.

Many others do not consider the value of a child's time, which in a sense is worth just as much as the time of a grown up man or woman. These are the days of preparation, not of accomplishment, and they should be held sacred to their use.

We often see parents who consider a failure to pass a grade in school only a trifling matter, particularly if the boy or girl is not more than eight or ten or twelve years old. Our compulsory law prevents poor parents from robbing their children of their schooling for the sake of the wages they might earn; but it does not prevent parents in very comfortable circumstances from allowing their children to fall behind in their school work for trifling and preventable reasons.

Bessie Minturn went with her auntie to make a long visit to her grandmother during January and February. In consequence she did not reach a passing mark in her examinations in June. However her mother speaks very lightly of it.

"Never mind! It is only the fourth grade. Bessie has plenty of time yet.

She had a good visit with grandma anyway."

But a year's time is a year's time, whether it is fourth grade or high school. Bessie is even now older and larger than most in her class who will go into fifth grade next year. The boy or girl who has fallen behind former classmates becomes ashamed of being so large, loses interest in school, and wants to drop out entirely when hardly the rudiments of an education have been secured.

Try to prevent this calamity. Sickness may make absence from school and entire interruption of study unavoidable for a time. But if the illness is brief and the recovery rapid, the school work may often be made up, if only the parents take a little pains to see that it is done.

Some particular study proves a bugbear to many pupils. This boy finds his English lesson difficult—to that girl arithmetic is all but incomprehensible. In such cases the parents should co-operate with the teacher and try to bridge over the difficulty if possible. Sometimes a little private tutoring will work wonders in clearing a subject up to a mind not especially apt in that direction.

Dignify the child's school work. Make him feel that during the years he is engaged in it it is his great occupation, and that it is a task worthy of his powers. Teachers well understand that the child's attitude of mind toward his school is to a great extent a reflection of the parents' attitude.

Try to get the best from each teacher. Pupils learn most rapidly and receive greatest inspiration from teachers whom they like and admire. It is hardly possible that they shall like and admire all their instructors, but the effect of small dislikes and prejudices may often be minimized or swept away entirely by a judicious word from father or mother.

Do not get the idea that a teacher is down on your boy or girl and is treating him or her unfairly. A closer acquaintance will generally prove to you that while the teacher is human and makes mistakes, her intentions are of the best. Never ridicule or even speak slightly of a teacher because of eccentricities of speech or manner. Uphold proper discipline in school even if your son or your daughter occasionally meets with well-deserved corrections.

To do good work in school your children should be physically well and strong. You must see to it that their diet consists of simple, nourishing food and that they have healthful exercise and plenty of sound sleep. Attending juvenile balls and parties,

going to theatrical entertainments and moving picture shows—all dissipations, however innocent in character, should be indulged in only very moderately by pupils who are in school.

A word as to overstudious children. There are such. While the average boy or girl has to be held somewhat to school work by parental influence and authority, there are a few children who naturally "take to books," and such may need restraint rather than stimulation. Especially is parental watchfulness needed over children who are inclined to take their studies too anxiously and do their school work with an unnatural tension and nervous strain. Such should be taught to take it more easily and shown that steady nerves will be worth more to them than credits and diplomas.

The emphasis that has been placed upon the necessity for holding the average normal and healthy child to vigorous work in school should not be taken as meaning that a frail, sickly, anemic, or over-nervous child may not sometimes best be removed from school entirely until physical well-being can be restored. It is a misfortune if the grades can not be made at the proper time, but not so serious a misfortune as impaired health or nervous wreckage.

Let your influence count for thoroughness in study, not for mere smattering and skimming over. The conscientious teacher often is baffled in her efforts to do the kind of work she wants to do, because she knows the popular demand is for rapid advancement rather than a perfect understanding of the subjects. The thorough mastery of one study holds more of culture and mental development than a little dabbling in a dozen.

Particularly see to it that your boys and girls are well grounded in the common branches. We too frequently find high school pupils who can not add dependably. Whatever the calling or station in life, every man and woman needs a reliable knowledge of arithmetic, reading, writing and English.

Personally I am of the opinion that we shall see radical changes in our school system within the next few years. Particularly do I hope to see the curriculums of study in our ordinary graded schools and high schools changed so as to meet in the best possible manner the requirements of the many pupils who never

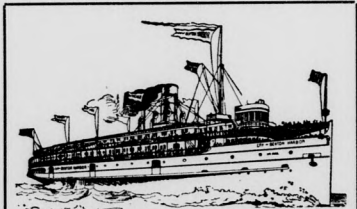
have further advantages, instead of being arranged as they now are almost wholly as preparatory courses for the comparatively few who go to college.

While our school system is far from perfect, still it has much to commend it, and very excellent results may be obtained from it by parents who are willing to take the time and trouble to give intelligent care and direction to the education of their children. Quillo.

### Up-to-date Stores use

THE BEST SALES  DUPLICATING BOOKS

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



## 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.

All Good Things  
Are Imitated  
**Mapleine**  
(The Flavor de Luxe)

Is not the exception. Try  
the imitations yourself  
and note the difference.  
Order a stock from your  
jobber, or

The Louis Hilfer Co.,  
4 Dock St., Chicago, Ill.

**Crescent Mfg. Co., Seattle, Wash.**



## Klingman's Sample Furniture Co.

The Largest Exclusive Retailers of  
Furniture in America

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

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

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

**What Does Work of Years Show?**

It was at a noonday lunch club. They took seats opposite me. As they transferred the individual luncheon items from tray to table the smaller girl of the two showed great excitement. She was bubbling over with happiness.

"Think of it, Gracie! In less than six months I will be living on my little pecan farm in Alabama with mother and dad to help me reap the benefits of my eight years' savings. Only this morning I forwarded my last installment. I wanted to stop work at the end of the month, but the boss pleaded with me to remain until after the busy season.

"I'm so happy I can hardly contain myself. Now I have something all my own—something that 'my own' may help me to enjoy. It is the realization of my ambition—to have a little business of my own that the returns from my daily efforts may be emptied into my own little private coffer. I tell you it is a mighty 'comfy' feeling to know that my future years won't be lean ones.

"Yes, of course, it will mean application, study, and work to make it go. But that isn't what you call it when you are secretary-treasurer of the equal profit sharing firm of Father, Mother & Me. It is called happiness with a capital H."

Her enthusiasm was plainly not infectious. Gracie was crestfallen—for the time being, at least, for Gracie was too happy-go-lucky to let that mood get control of her for long. But she was smitten with self-reproach and she was unhappy. Tears sprang into her eyes and then she confessed to the smaller girl:

"You have been working eight years. Now you have something that will increase in value and always give you a comfortable living. I've been working exactly the same number of years and this morning I had to write to my aunt and ask for a loan to straighten out my board bill. I suppose I could have gotten along without that evening wrap I bought last month. But is was such a bargain I simply could not resist it. I guess aunt is right in branding me as improvident, shiftless, and careless. If anything should happen to her what in the world would become of me? I am discouraged. In my work I am going backward instead of forward. I am earning less to-day than in any time of my business career.

"I wish instead of putting all my trust in Mr. Man's coming and carrying me into surroundings of ease I had put a little trust in a savings account. At least I would not have to lie awake nights figuring out where vacation money was coming from. And I would not have to be borrowing from aunt bringing admonition on myself.

"I guess the only way out of it will be for me to marry Jack, even though he hasn't saved a nickel in his ten years' work, and his salary won't mean much more to us than rent, food, and the bare necessities.

"I suppose I will get along somehow," she added a little more cheerfully.

I could not wait hear more.

"I suppose I will get along somehow." The smaller girl was happy. She did not suppose she would get along somehow. She knew she would get along. Any girl who could look so healthy and neatly dressed as she and save enough money to provide a future source of income could not help but get along.

Making provision for your future fills you with hope. And hope makes dreams of bigger things and happy things. If you make no provision for your future you condemn yourself to a life of drudgery and helplessness. The poverty thought will get you. And it will keep you in a rut more surely than any other conviction you might have. You will hear girls say after an extravagant purchase, "I believe I was intended for the poverty ranks, so there is not much use in my trying to break out of them."

Banish the poverty thought if you would be happy. The only effective way to banish it is by cultivating the saving power.

Money in the bank is a stimulus. You have never known the time or the situation when a bit of money saved did not fill you with a sense of satisfaction.

Don't look upon a savings account as a great burden. Once your account is started you will find it easier to do without things. Your balance will encourage you in a substantial way to overcome your desire for foolish and extravagant trifles you thought you could not get along without.

As an incentive to save, keep an account of every cent you spend. You will need only once to be confronted with the lightning rapidity with which 25 and 50 cents here and there mount into large denominations to realize what the saving grace would mean to you.

Don't think it necessary to wait until you have a bill of large denomination, either, before you open an account. The lesson the prodigal girl needs above any other is the accumulative value of the small sum.

Two dollars a week means over \$100 a year. Ten years will mean more than \$1000 to you when interest is added. And with wise investment it may mean even more than that. Even \$1 a week is not too small an amount to be considered seriously. It will provide you against the worry wrinkles of the nonsaver or even the spasmodic saver. However, spasmodic saving is better than no saving at all. But it is the systematic saving that pays!

Put away a certain part of your income each week. Make every salary increase a step nearer to independence. Let your saving and earning capacities increase together. Earn by saving.

If you would make saving easier, humor yourself by having some definite object for gathering your pen-

nies. It might be a farm, a cottage, a start in business for yourself, real estate property with a view to having it increase its own earning capacity.

There are many ways of saving, but an underlying principle is necessary. Building and loan associations, mortgages on real estate property, insurance annuities do not require large sums to start, and if judiciously placed your money is returned with accumulation. Alice Mason.

**My Wish.**

I crave, dear Lord,  
No boundless hoard  
Of gold and gear,  
Nor jewels fine,  
Nor land, nor mine,  
Nor treasure-heaps of anything,  
Let but a little hut be mine  
Where at the hearthstone I may hear  
The cricket sing,  
And have the shine  
Of one glad woman's eyes to make,  
For my poor sake,  
Our simple home a place divine;  
Just the wee cot—the cricket's chirr—  
Love, and the smiling face of her,  
James Whitcomb Riley.

**The Consideration.**

Sam—Will you keep our engagement secret for the present?  
Lulu—All right; but where's the present?

Anyway, people who are frankly poor do not have to associate with the rankly rich.

**Watson - Higgins Milling Co.**

Merchant Millers

Grand Rapids :: Michigan

**OFFICE OUTFITTERS**  
LOOSE LEAF SPECIALISTS

*The Tisch-Hine Co.*

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.

**GRAND RAPIDS BROOM CO.**

Manufacturer of

**Medium and High-Grade Brooms**

GRAND RAPIDS, MICH.

**Wilmarth Show Case Co.**

Show Cases  
And Store Fixtures

Jefferson and Cottage Grove Avenues  
Grand Rapids, Mich.

**IMPORTANT**

**Retail Grocers**



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

**Baker's Cocoa and Chocolate**

with the trade-mark on the packages.

Registered U.S. Pat. off

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

MADE ONLY BY

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



**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)**

Terpenoleless **Lemon and High Class Vanilla**

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



### Egg Gatherers Using More Care as to Grade.

New York, Aug. 27—There is universal comment among egg receivers that the quality this summer is better than was ever known. This condition is attributable to two causes, exceptional weather conditions and greater care by the gatherers of eggs. A great volume of commercial eggs are bought direct from the farmers by hucksters who drive daily through the farming sections. Until within two years anything with a whole shell was taken without a question. Now it is different. The hucksters carry with them a daylight candle, a device which can be fixed over the eyes and an egg examined anywhere. These hucksters are demanding that all eggs grade and they have thrown out thousands of dozens which were old nest eggs, incubator eggs or those which had been exposed so long they became stale.

What is true of the hucksters is largely true of the general storekeeper, from whom so many eggs come. The progressive ones have a little candling room in a corner and clerks are never so busy that they do not pass the farmers' eggs before the candle and throw out the bad ones. This was at first considered a hardship by the farmers, but they are now realizing that it is better to do business on the square.

In addition to all this the Government has been pursuing a campaign of education. Experimental stations have been established in egg producing centers and experts have made tests right with the farmers and shown the advantages of marketing only good eggs. Dr. Mary E. Pennington, of the Agricultural Department, has devoted much care and study to this branch of the work. Her addresses at poultry and egg conventions are always full of good advice and are having their effect. The doctor is just out with a statement which she urges all egg producers to study. She prefaces this with the statement that the value of eggs wasted each year is above \$45,000,000, a tidy sum to go for naught. This, of course, cannot all be saved, but a great proportion of it can. Dr. Pennington calls on every one to help save this waste and says:

When farmers, peddlers, merchants, etc., come to you with eggs for sale talk to them about the improvement of the market eggs, and enlist their co-operation in the elimination of this great loss. Here are some of the fundamental points to be considered by all egg men, whether producers, shippers, or middlemen.

1. Encourage the production of large eggs. This can be accomplished by keeping pure bred general purpose breeds of fowls, hatching only the eggs

that weigh at least two ounces apiece and from only the most vigorous stock. A higher price for large than for small eggs will help along the argument.

2. Infertile eggs do not hatch, do not form blood rings and seldom form black rots. If the male birds are sold or penned up after June 1 the flock of hens will lay more eggs and they will be infertile.

3. A year-round observation of New York egg receipts showed that over 12 per cent. were dirty shelled, and sold for a lower price on this account. You should buy these dirty eggs at a lower price, for you are paid less for them. If one nest is provided for each six hens, in a cool, dark place, kept clean and vermin free, dirty eggs will be reduced to a minimum.

4. More than 10 per cent. of the eggs received in New York during the year are "seconds" because they are stale. Tell your egg men that gathering eggs every afternoon, or twice daily in hot or muddy weather, keeping them in a cool, clean, dry place until marketed, and marketing at least once a week and more frequently in the summer time, will reduce the number of stale eggs greatly. Of course, stale eggs are worth less money than fresh eggs all along the line.

5. Can you convince your trade that eggs from stolen nests and from incubators are never fit for sale? If the farmer thinks they are good, reliable food urge him to eat them at home. For, since the egg buyer can afford to pay more for large, clean, fresh, whole-shelled eggs, it is good business for the farmer to use small, dirty cracked eggs at home.

6. Do you know how to candle eggs? If not, learn, and learn quickly! There is no other way by which you can determine the worth of what you are paying for. Having yourself learned how to grade eggs, show the merchants, peddlers and farmers in your neighborhood, by means of the candle, what kind of eggs they are bringing to you. Farmers are not scamps, nor egg buyers angels. Show the farmer the kinds of eggs you can not pay for and he will find a way to eliminate the bad egg and to make the good egg even better.

7. When first quality eggs come to your packing house what means do you take to keep them so until they get to market? To build up and keep a good reputation for your output you must grade carefully and uniformly; pack in good filers, flats and cases; ship quickly and under good condition. If you would be classed among up-to-date shippers you must have mechanical refrigeration that the chilling of the egg may begin the minute you receive it.

Candle in a room where the temperature does not go above 55 degrees F. Ship chilled, in a good refrigerator car, in cartons. If you cannot chill the eggs before shipping, use a refrigerator car, well iced, and ship only the minimum load, that the eggs may receive the benefit of the ice before the market is reached.


Send this letter, or copies of it, to the egg people, in your vicinity if it will serve to strengthen your argument for better egg handling.

**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**

**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 **Clover or Timothy Seed** Call or write  
to Buy or Sell

**MOSELEY BROTHERS**  
GRAND RAPIDS, MICH.

**The Vinkemulder Company**

JOBBERS AND SHIPPERS OF EVERYTHING IN

**FRUITS AND PRODUCE**

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



## THE MICHIGAN APPLE.

### The Enormous Production Now in Sight.

Written for the Tradesman.

First Paper.

Apple growing in the United States is as old as the Nation itself. For three centuries the apple has been growing in this country, and has advanced with the settlement of our wild lands in step with the pioneers who conquered our forests.

But in all this time the apple has remained a commodity on the market just as are wheat or corn or potatoes. It remained for the apple growers of the Pacific Slope to lift it from the rank of a commodity into the position of an article of merchandise. To illustrate, prunes in bulk, or raisins, are a commodity. Their price in the market depends on the relation of supply and demand. But the same fruits in a package have a relatively fixed price. The package sells for ten cents or a quarter, whether the crop is large or restricted.

The Western apple holds the same place as the prunes in cartons. The Western grower has a much more fixed and constant price than the Michigan or New York grower who ships in bulk barrels. One has a constant market, the other must depend on a price that fluctuates with the crops.

This becomes vitally important when it is realized that the success of the Western grower has inspired a great "back-to-the-land" orchard planting movement that almost amounts to a craze. The last census reports nearly 66,000,000 apple trees not yet in bearing—about 43 per cent. of the whole number then planted. Since 1910 the planting of orchards has gone on with even greater activity. At that time, of Michigan's nearly 10,000,000 apple trees less than 80 per cent. were in bearing, yet Michigan was second only to New York in production.

In the last quarter century the consumption of apples has dropped from over one bushel per capita to less than one third of a bushel. The population of the country has grown by over 30,000,000 and the greater centers of population have developed a highly paid salaried class who are buying more freely than ever before.

The apple has lost caste. Modern merchandising has pushed to the front foreign fruits, like the banana and grape fruit,—fruits that can be grown in only very limited areas in this country. It is only the attractively packed and conveniently sold Western apples that have managed to keep up with the times and increase their hold upon present demand.

What, then is the future of Michigan orchards?

Michigan apples are not in demand. A Grand Rapids shipper sold 15,000 barrels of Michigan apples to people west of the Mississippi last year. He personally saw to the packing and marking of the fruit. He knew it was right and so did the buyer. But when that fruit got to Dubuque, Iowa, the Michigan tags were

removed and the apples branded as coming from another state. That operation netted the buyer fifty cents per barrel.

If this is the case now, what is to become of the Michigan apple grower when the immense new orchard plantings come into bearing? Notwithstanding our growth in population and buying power, we are eating fewer apples every year.

Since 1910 the apple crop has been increasing. It is bound to increase even faster as the new orchards come into bearing, and it is the apple that is known to the consuming public that is going to gain in popularity.

Present orchard planting alone will double the country's production, taking into consideration the rejuvenation of old orchards. This in itself is going to make a vast difference in yield. Orchards are better taken care of, handled to better advantage and made to produce more per tree and more regularly than ever before. Right here in Michigan this is being demonstrated every year in orchards.

Go through the fruit belt to-day and see the difference in the appearance of the orchards. Where five or six years ago the orchards were full of timothy sod and figured into the farm's meadow acreage, to-day they are plowed, the trees are carefully trimmed and pruned, and sprayed more carefully than potatoes ever were. To-day the orchard is a plant for fruit production—a manufactory. Then it was an adjunct to the farm that was allowed to produce what it would without attention—whatever Providence and the season might send.

We have stimulated the producing end to a highly efficient basis. We have seen to it that our lands are to produce as many apples and as fine apples as they possibly can. We have painted the big rewards sure to come to the scientific grower. And these rewards have been earned in the past, it is true.

But we have put ourselves in the position of a manufacturer that enters a market already pretty well supplied, making goods at a profit, but making no provision for future markets. We have been like the manufacturer eager to convert his product into cash, and selling it without any consideration of where it is going or why. And now we are at the point where that market is getting overcrowded, with an unknown line, and no reputation to help us stimulate trade in any way.

Our growers can go on, taking what they can for their apples in bulk on the tree, and losing fifty cents a barrel or more of clean, cash profit—they can go on producing just as every other section of the United States is producing, with a greater volume every year,—with but one end. That is over production.

Apple growing is not the only industry that has gone this way. Years ago Michigan was Portland cement crazy. No more so than the whole country was, but to-day you can go over the state and fail to count on the fingers of both hands the cement plants that failed. The cement in-

dustry expanded faster than its market and the field was cleared for the strong concerns by the failure of hundreds of cement manufacturers who could not see beyond an immediate present. To-day the big cement manufacturers are fighting for trade with all the energy and resource of modern business methods.

The cereal industry is another illustration. To-day a few strong manufacturers are making satisfactory profits, but it is as the expense largely of those who rushed into the field in the era of promotion, with no thought but that big money was to be made at once, and the future could look out for itself.

Marketing is vastly more important than manufacturing. It is relatively easy to market up to a certain point. It is easy to make money from producing up to the point where the market is saturated—up to the point where demand is met without effort. But beyond that point profits are only to be made by creating demand, or by driving to cover the producer who is not willing to join battle for the marketing field. Beyond the point of market saturation it is only the strong merchandising producer who is going to survive.

It is easy to be a producer. Anyone with money can plant an orchard or build a factory. Money will hire men to prune, spray and cultivate. And the glamor of past profits in the apple business has induced the investment of vast sums in orchards which are yet to come into bearing.

If a cereal factory fails, the investment is not altogether a total loss. The buildings and grounds may be used for other purposes. But if an orchard is not profitable there is not only the loss of the money but of the years of care and attention required to bring it into bearing.

Michigan's orchard investment is made. It has been made not only by the man of means, seeking investment for his surplus, but by the man of small capital who works the ground for himself, and whose bread and butter, and whose family's bread and butter depend upon the profits of his trees. We have induced this man to come into our state and tie up his money in his farm. We are depending upon him and his wants to keep our stores busy with his trade. We look to the capital that his crops are to bring into the State to maintain our roads, our country schools, and the prosperity of our country towns. It is his orchards that are to replace in earning power and natural wealth the forest heritage that we have stripped.

We have here in Michigan millions of acres of natural orchard land in the raw. These millions of acres are

to be either a drag on our resources or a source of enormous revenue. And that revenue depends altogether upon one thing. Is Michigan fruit to have a market?

We raise good wheat, and big yields per acre. We raise big crops of oats, of alfalfa, corn, hay and potatoes. But from our soil we can take three to ten times as many dollars in fruit as we can in any other crop—if we have a market for the fruit.

It is time now to build that market. It is time now to see that our superior fruit gains the recognition it deserves. It is time to begin the work that shall make it forever impossible to say that changing a label on a barrel of apples from "Michigan" to "New York" is going to mean an additional profit to the man who does it of fifty cents.

And the way to gain the market, the way to insure an enormous profit in the richest market in the world is open to us and as easy and safe to tread as any merchandising route through which millions of dollars are now being coined yearly in other lines of merchandise. C. P. Buck.

There is no obstacle so great but that the man who wills can find a way over it, under it, around it, or right straight through it.—Selected.

## 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.

## Hammond Dairy Feed

"The World's Most Famous  
Milk Producer"

LIVE DEALERS WRITE

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

## 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.



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

#### Wafted Down From Grand Traverse Bay.

Traverse City, Aug. 26—Traverse City Council U. C. T. held its regular meeting last Saturday evening, and we might add that it was rather of a social nature from the fact that several of the members were called on to say a few words for the good of the order. Our Senior Counselor, Adrian Oole, impressed upon the boys that hereafter assessments and dues must be paid promptly and his chosen words met the approval of all present. Brother E. W. Dray, of Cadillac Council, No. 143, Detroit, was present and assured us that he was pleased to mention that he was a U. C. T.

Again we are pleased to note that the ritual in our Council chamber was rather of a minus quantity. At our next meeting light refreshments will be served and the ladies will be invited.

W. F. Murphy is requested to return to the Council chamber a pair of tennis shoes which were taken from there about a year ago. The order provides clothing for orphans only.

Hotel Andree, at Scottville, was completely destroyed by fire a few days ago, but for the information of the boys, those wishing to be accommodated while there will find that Mr. Hunter will shelter and feed all travelers on the European plan.

Miss Mirraum Grace Reynolds is the pleasant stenographer who recently visited B. J. Reynold's home on Eleventh street. We are also pleased to report that Bern is once more a proud daddy and that Mrs. Reynolds is able to sit up. Since the little lady has put in her appearance, Bern has quit smoking. Weavers will do us. Everybody doing fine.

Two passenger trains collided at a point between Charlevoix and Bay

Shore last Friday. Fortunately, none of the boys were injured. Some of the resorters and train men were quite seriously injured and the engines are now a total wreck.

Better keep your standing good in the U. C. T. for the protection of the loved ones at home, for sometime it might be too late.

E. W. Dray, of Detroit, representative of Boydall Bros. White Lead & Color Co., now registers Traverse City, having moved his family to our city and he will cover this territory. We assure you E. W. that yourself and family are welcome and we will try to make it pleasant for you.

To enlighten Mrs. L. J. Firzloff, of Manistee, we must state that whenever Big Chief Louis comes home soaked—exterior not interior—he has been out bird hunting on a rainy day or taking that long drive which he made out of Wallahalla over the Bell system on that same day. Some scout, that Louie.

Can any one give any good reason why Frank W. Wilson should come home in a closed carriage. Is this the reason you did not attend our last meeting? Looks bad, Frank.

The members of our Council are circulating a petition to ask the management of the P. M. to provide us with a morning train out of here to Petoskey during the winter months. This service would be very much appreciated by the boys and the merchants of our city and the towns between the Queen and Resort cities.

We notice that Herbert Baker and Fred Kroninger, of Grand Rapids, enjoyed a spin in Fred's car last Sunday out Rockford way and the only reason they were not assessed \$5 for exceeding the speed limit was because the officers could not catch them. Hub says that Fred is a nice driver and certainly had a nice time at his party.

Sam Taylor has just discovered at Mesick that to catch a 5:30 a. m. train you are obliged to rise before 5:45 a. m. Sam, you must remember to get up a little earlier when off of the P. M. system.

Owing to a wreck on the G. R. & I. Wilbur Burns, of Grand Rapids, and Bill Devereaux, of Port Huron, were obliged to hire an automobile at Manton to get to Cadillac. Wilbur was at one time Grand Treasurer of the U. C. T. and Bill now holds the same position for the Knights of the Grip. You can rest assured that there will be something doing at the U. C. T. convention next year at Grand Rapids. Wilbur has some awful plans. Has Wilbur as yet mentioned about

losing his rain coat at Cadillac? Some expensive trip, we would imagine.

Traverse City Council has arranged for a series of parties to be held this winter, the first to be held Sept. 27. As the committee has spared no expense and time to make these parties the social events of the season, they desire that all members give them their assistance.

Mrs. W. S. Godfrey returned to her home in Grand Rapids yesterday after spending a few weeks with friends in our city and Petoskey.

Remember our noble order pays \$10,000 for the loss of both feet or both hands, or both eyes. Another good feature. Can you beat it for the price? The order paid in three months \$128,854 for claims and in this amount there is included eleven death claims and not one was killed on a train of any kind. Don't you think the amounts paid by our order exceed the amounts paid by other companies? Think it over and then get another member. Fred C. Richter.

#### Faithful Beast.

"A dog is man's best friend."

"You're right. The day I lost my job my dog bit me and I've collected enough accident insurance to buy my wife a seal skin coat and pay off the mortgage on the house."

#### Essence of Successful Salesmanship.

I believe good taste is one of the most important requirements in salesmanship.

Success cannot come without incentive. But whatever may be the cause, effort is absolutely necessary to success.

Talk, for mere talk's sake, will never carry one to success. Say something worth while.

A technical knowledge of merchandise enables the salesman to give expert advice to customers.

Study the characteristics of patrons and become acquainted with as many of them as possible.

Lack of tact is fatal to success in salesmanship, and means loss of patronage to the firm.

The successful salesman must be alert, pleasant, have a good memory, be quick to understand a customer's wants, and have an earnest desire to satisfy them.

He must be neat, use good language, be energetic, persistent, and have a knowledge of stock.

The sum of these qualifications is ability, and ability determines the salary.

S. L. Tompkins.

The hour glass is made small in the middle to show the waste of time.

## Signs

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

**NATIONAL BISCUIT  
COMPANY**

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

Grand Rapids, Aug. 27—General Chairman Harry D. Hydorn, of the U. C. T. convention committee, called a meeting Saturday at the Pantland Hotel of the chairmen of the various committees. The full committees are as follows:

General Chairman—Harry D. Hydorn.

General Secretary—Fred R. May.

General Treasurer—J. Harvey Mann  
Fianance—O. W. Stark, Chairman.

Entertainment—W. S. Burns, chairman; F. S. Osgood, Frank Simonds, Jno. Christenson, W. E. Lovelace, H. C. McCall.

Automobiles—Fred Beardslee, chairman.

Hotels—C. W. Basworth, chairman, Geo. Hudson, Jess. Martin, G. K. Coffee.

Bus and Baggage—E. Scott, chairman.

Souvenirs and Badges—H. F. McIntyre, chairman; J. L. Watson, E. T. Donahue.

Grand Council Chamber — A. T. Driggs.

Decorations—F. T. Corringer, chairman.

Press and Advertising—H. R. Bradford, chairman; J. Albert Keane, H. B. Wilcox, R. J. Elwanger, Ward Morton  
Parade—H. Fred DeGraff.

Sports—A. N. Borden.

Invitations—W. P. Drake, chairman.

Registration—Jno. Shumaker, chairman; Sol Dawns, E. A. Bottje, Oscar Levi.

Reception—H. C. Harper, chairman; Wm. Millar, E. Ghysels, E. A. Clark, Lee Higgins.

Ladies Reception and Entertainment—Mrs. Harry D. Hydorn and all the members' wives, sisters and mothers will constitute the Ladies Reception Committee.

Besides appointing members on the various committees the work was assigned to the different committees and a general campaign laid out. If these plans are carried out Grand Rapids Council, No. 131, will hold one of the most if not the most successful convention ever held in the State by the traveling men or any other organization. It is going to be a hummer, boys. Boost Grand Rapids Council, No. 131—1913.

Grand Rapids Council, No. 131, proposes to hold a travelingman's convention here in 1913 that will not be touched by any other city in the State. The traveling men will continue to put Grand Rapids on the map as they have already done in the past, and from the present plans of the Convention Committee Grand Rapids will be the attraction for every traveling man in the State and many—yes, hundreds—from out of the State. Keep your eye on the Committee and you will find every man doing his part toward the Big Convention.

If you are a member of No. 131 you belong to a live Council. If you doubt my word, come to the meeting Saturday Sept. 7 at 7:30 o'clock.

Chas. Ellsworth, who is with the West Disinfecting Co., of Detroit, was confined to his room at the Hermitage Hotel by a severe cold three days last

week. He left Sunday for Kalamazoo, still feeling the effects of his cold.

Bill Boyd, whose headquarters are at the Hermitage Hotel, has just returned from a successful trip East.

Bro. E. A. Bottje has been confined to his home with a severe cold. Not being able to work. Ed. found it hard to kill time. Ed. says he will be on the job next week.

Howard J. Rutha became so excited when he received an order last week that he left his samples in the store. If business continues, Bro. Rutha will have to take someone along to look after his samples. A brother competitor brought Howard's samples down to Grand Rapids.

J. J. O'Rourke is confined to his home by sickness. Bro. O'Rourke formerly lived in Grandville, but will be pleased to see any of the boys at his home, 582 Terrace avenue.

Remember, boys you are all on the Relief Committee and it is your duty to call on the sick or injured.

Three weeks from last Saturday, on Sept. 14, the chairmen of the various committees will hold their meeting in the Association of Commerce rooms to take the convention up with that organization.

No matter what is done, some one is "dissatisfied." It seems Homer Bradford won the box of cigars at the picnic and Harry Hydorn took second. As it stands, Harry feels he has been slighted inasmuch as Homer will not be a Past Senior Counselor for a few months. While Harry is a full fledged Past Senior Counselor, no one saw him go through the chairs. So it is a draw all around.

Bert Bartlette, of the J. M. Bour Co., just missed the P. M. wreck Friday. He was called to Toledo to attend a business meeting and on account of the hold up, he was late. Maybe he went to sleep—you can't tell.

We are pleased to notify the boys that the Dalzalle Bros. bus and baggage line at Big Rapids has discontinued charging 25c one way. It is two rides for a quarter again.

It looks as though the Pere Marquette is getting worse instead of better. It would be a good idea to walk—at least for awhile.

Our employment department on this page grows important. If any brother is looking for a job on the road, he will do well to communicate with the writer, Bell Phone Main 4272 R.

Ask Hook Visner who his gentleman friend was coming home from Alto Saturday night.

G. K. Coffee needs no introduction, but we will state he sells Crown baking powder for The Grant Chemical Co., East St. Louis, Ill. Bro. Coffee had an accident in Detroit three weeks ago or so and while his leg is getting better, it is not in shape so that he can use it, inasmuch as Bro. Coffee weighs close to a ton. He went to visit his relatives and dear friends in Harrisburg and Shippensburg, Penn., for two or three weeks to give his leg a good rest. When he returns, Coffee will be back on the job.

O. W. Stark is slowly improving at his home, 610 Lake avenue. One day last week Bro. Stark had a bad day, but this week he is feeling some better.

It will be some time before he is back on the job, as he is still confined to his bed. Bro. Stark is one of our live members and is plugging for the U. C. T. every minute. As Junior Counselor, he should receive special attention. It is hoped more of the boys will call on Bro. Stark.

That was some ball game the boys of No. 131 put up at Alto, the score being 4 to 2 in favor of Alto. The natives in the "little burg" vow it was the best game ever played there "by heck."

Walter "Everett" Ryder twirled for the U. C. T.'s and was sure there, allowing but seven hits, four of which were of the scratch variety.

"Hook" Visner was there with a perfect peg to the plate that would make "Larry," of the Grand Rapids Central League team, envious. The throw cut off a run at the plate.

"Eddie" Ryder played some game at first, scooping up bad throws like a big leaguer.

"Capt." Harry McCall used his big stick to good advantage, smashing out two hits. He played a perfect game at second.

"Peter" Berg better beg, borrow or swipe a pair of real baseball shoes. The beef trust boy is some ball player.

"Francis Charles" Modie had a lot of fun trying to get under a high fly that the wind was blowing around. Needless to say he missed it. His first error this year.

The U. C. T. team were given some fine entertainment at the depot at Alto while waiting for the P. M. passenger train which was about two weeks late.

Manager Arthur Borden, of the team, was tendered a chicken dinner by a leading citizen of Alto.

"Ezral" Kendall brought a friend with a sack, also a package home with him from the game.

Alto has a "clean cut" bunch of players on their team and a following of loyal fans. Of course the umpire was rotten and no joke.

Frank C. Powers, who represents Powers & Walker Casket Co., is spending his vacation at his cottage at Reed's Lake.

The postoffice appropriation act for the fiscal year ending June 30, 1913, provides:

**That hereafter postoffices of the first and second classes shall not be open on Sundays for the purpose of delivering mail to the general public, but this provision shall not prevent the prompt delivery of special delivery mail.**

Under this law commencing next Sunday, Sept. 1, you will receive no mail at your hotel as you have heretofore received. This means that your route sheet and information for the week will not arrive at your hotel until a o'clock Monday mornings. Of course, it is understood you receive no check on Sunday, either. So you will, from now on, be compelled to Sunday over in the town you are in, and will not have the least idea where the firm wants you to work until Monday morning at 8 o'clock. Now, after 8 o'clock you can go your way, getting on your territory Monday afternoon—too late to do any work, so Monday to a good many will be a joke. Uncle Sam saw

fit to hold up your check until Monday, so you would have to Sunday over in the town you are in, whether you want to or not.

The information comes from the Postmaster General so on Sunday you will not receive any mail—unless—your firm puts a special delivery stamp on same. Then it will be delivered, but under no circumstances can you receive mail unless it has this special delivery stamp.

The Postoffice will have two or three men there to handle special delivery mail. Of course, it wouldn't do for the clerk of the hotel to go to the postoffice on Sunday and get your mail as before, thereby giving you Sunday to lay out your trip and plan your week's work.

Now why couldn't the traveling men receive their mail on Sunday by the clerk of the hotel going over after it? That's bad enough, but to cut the traveling men from their mail on Sunday—is a very big mistake.

This law does not effect Grand Rapids alone. It is National in scope.

J. A. Keane.

The California canners will be obliged to change the labels on thousands of cans of tomatoes because of a ruling of the United States Department of Agriculture. Under the ruling canned tomatoes which sell three for 25 cents hereafter will be known as "purely made from tomato trimmings with at least one pound of tomatoes," the solid pack only being allowed to bear the label "tomatoes." This is the way it should be, in order that the public may know what it is purchasing.

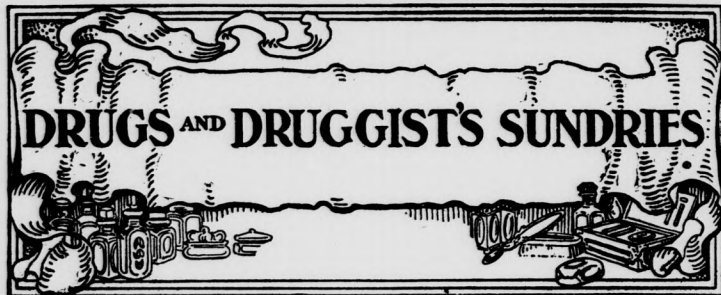
A Leslie correspondent writes: The Hotel Carroll has just been remodeled and is now an up-to-date hotel. Two coats of paint have been put on the outside and the inside has been papered, painted and decorated, also furnished with new furniture throughout. The hotel has electric lights and bath rooms. W. A. Brown and his wife are host and hostess.

A New York traveling man says that "Albany porters, bell boys and waiters are the most insolent and avaricious in the country." He speaks from the viewpoint of a traveling man for more than 20 years, and who has visited every large city in the United States. It is to be hoped that no one will ever be able to say that of Grand Rapids.

B. S. Davenport (Judson Grocer Co.) frequently remembers his friends with fish caught in front of his cottage at White Fish Lake. The time the gifts are received leads to the conclusion that the fish are probably captured very early in the week.

R. A. Clark succeeds Dell Wright as traveling representative for the Musselman Grocer Co. Mr. Clark was formerly book-keeper for the Grand Rapids house, but for the past two years has been house salesman and city salesman.

Paul Heinzelman (Wardon Grocer Co.) is taking a week's vacation with friends at Chicago and Milwaukee.



**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-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.

**To Make a Profit Increase Prices.**

The public at large has always cherished the belief that the retail drug business is a road to affluence, that the druggist's profits are enormous, beyond all reason and excuse, that he is a robber of the poor and the sick when their necessity drives them to seek aid.

There has never been much justification for this charge, while of late years there has been absolutely none. On the contrary, in this day of "high cost of living" the druggist is the only merchant who has not revised his selling schedule to meet the demands of the new conditions. The druggist has just been "skinning along" under former prices, barely keeping out an existence, laying up no treasures for the here or the hereafter. Under the influence of "cut prices" and other forces, he has been afraid to move toward better returns. He's a timid individual in some respects. His expense of doing business has been steadily increasing, his stock cost more, but as he has not increased selling prices (rather has lowered them) his net profit has been tumbling toward the vanishing point. He has struggled valiantly, through the introduction of miscellaneous side lines, to keep his ledger balance on the right side, but as he has not decreased the expense percentage by increasing selling prices he has not won out from the maze of business worry and entanglement. He continues to sell the same quantity of seidlitz powder for ten cents, patent medicines go at cut rates below actual cost, his formerly profitable prescription business is little or nothing or at lower prices, while as must the rest of us, he is forced to pay more rent,

his beef and bacon are "out of sight," as in fact are all his living expenses.

What must he do? Simply revise prices so that every article he sells shall contribute to a total which will show a profit over and above all the "expense of doing business." If this expense is 35 per cent. on his gross sales if he is to make 10 per cent. net profit.

He must calculate these things. He must critically examine into the details of his business, stop the leaks, low profit lines must be counterbalanced by high profit ones, to afford the average aggregate returns. In many ways he can increase his profits, either by putting a little less in each package of salts or charging a little more for it, by watching the buying end, etc.

Too many druggists do not know how they stand. They do not analyze their business, do not calculate costs and expenses or profits, do not really know whether they are losing or making money. The time is right now for placing things on a practical business basis, and for "jacking up" selling prices all around. The public will stand for it for it must.

**The Evolution of Window Advertising.**

Thirty years ago the drug store had very few sidelines and it fitted its name "Apothecary Shop" to a T, for it dealt in nothing but drugs which had to be concocted into different medicines at the physician's orders. The old-time druggist did not know what window advertising was, and a jar of colored water in the window was the sign of a drug store as is the striped pole that of a barber shop to-day.

Window advertising came with the department store taking the place of the old-fashioned general store; when the drugs were put into a department by themselves.

At that time there was no aniline dyes prepared for immediate use and one of the first window advertisements used by a drug store which was a departure from the old familiar colored water, was the displaying in the window of the crude materials which were used in the home manufacture of dyes.

A little later the pharmaceutical houses began to make pills on a large scale, selling them to retail drug stores in packages ready to be sold, these being advertised at first in the windows.

The idea of manufacturing elixirs and syrups on the large scale revolutionized the drug business, for it made medicines ready to be handed out,

which eliminated the compounding by each individual druggist. These also were advertised in the windows, and to-day the drug business does not consist so much in compounding as it does in handing out the manufactured product.

Thirty years ago castor oil and epsom salts were the remedies for ails. Sugar-coated pills took their place and different stores sold different brands, window advertising being effective in the competition. Then many of the side lines were added and window advertising became an established thing in the drug business.

All druggists admit that newspaper

advertising counts and that it helps the sales, but if they really want to sell what they are advertising they should follow the ad up with a window which will make the newspaper ink all the more alluring.

**Good Signs for Drug Store.**  
 What You Buy  
 We Stand By.

Satisfying Customers  
 is  
 Our Strong Point.  
 May You be One of Them.

You can get a lot of things for nothing that nobody wants.

**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.

**Good Things to Eat**

*Williams*

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

**Ramona REED'S LAKE**

L. J. DeLamarter, Resort Manager

**The Pleasure Palace**  
 of  
**Grand Rapids**

**Bigger, Better, Brighter than Ever**

Always a First-Class Refined Vaudeville Show

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

Everything popular priced.

WHOLESALE DRUG PRICE CURRENT

Table listing various drugs and their prices, including categories like Acetium, Ammonia, Aniline, Baccae, Balsamum, Cortex, Extractum, Ferru, Flora, Folla, Gummi, Heaba, Magnesia, Oleum, and Syrupus.

Table listing various oils and chemicals, including categories like Oils, Salicin, Saccharum La's, and Zinc Sulph.



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.

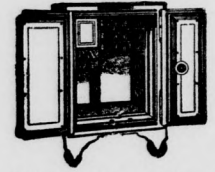
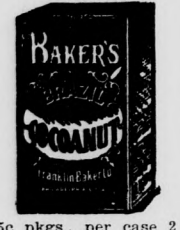




Special Price Current

Table with 3 columns (12, 13, 14) listing various goods and prices. Includes items like Banner, Rob Roy, Mop Sticks, and various household supplies.

Table with 3 columns (15, 16, 17) listing various goods and prices. Includes items like Worden Grocer Co. Brand, Tip Top, Blend, and Baker's Cocoa.



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.



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

White House, 1 lb. 1 00, White House, 2 lb. 1 50, Excelstor, Blend, 1 lb. 1 00, Excelstor, Blend, 2 lb. 1 50

Paris Green Labels advertisement featuring a skull and crossbones logo, 'POISON PARIS GREEN' text, and a description of the product as an antidote. Includes contact information for Tradesman Company, Grand Rapids.



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



10c size 90, 1/4 lb. cans 1 35, 1/2 lb. cans 1 90, 3/4 lb. cans 2 50, 1 lb. cans 3 75, 1 1/2 lb. cans 4 80, 2 lb. cans 13 00, 5 lb. cans 21 50



S. C. W., 1,000 lots 31, El Portana 33, Evening Press 32, Exemplar 32



# 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 Rent—Seven-room house, newly decorated and painted, gas, bath, etc. Dandy location. Good neighbors, quiet, near car line. Ten minutes walk from downtown. Rent \$17. Apply 509 N. Prospect Ave., Grand Rapids, Mich. Take Michigan street car. 384

For Sale—Clothing, hat and furnishing store in a prosperous manufacturing city of 20,000 population. Best location, paying business, strictly modern. Satisfactory reasons for selling. For full particulars address Wm. J. Grieger, Michigan City, Indiana. 371

To Exchange—220 acre improved farm, good house, barn, cribs, sheds, scales, all in cultivation except 20 acres of good timber, abundance of good water, all under hog tight fence. Want merchandise or city property. 327 N. Mill St., Olney, Ill. 383

For Sale—It has often been said if I only had known it I would like to have had the chance. Mr. Business Man, it is up to you if you are going to be the first man to get this good paying grocery and meat business. Double stores, live down of 1,600. County seat, center of fruit belt. If you don't snap this up you will regret it. I mean business, come and see me. I will prove it. G. VanAlsburg, Hart, Mich. 381

For Sale—Drug store in one of the best locations in the city of Grand Rapids. Up-to-date stock and fixtures. No price cutting necessary. Address C. H. Colleton, Oakes and Ionia. 375

First-class stock of general merchandise that will inventory \$25,000 to exchange for a first-class farm of 200 or 300 acres. Will pay cash difference if necessary. Harry Thomasma, 433 Houseman Bldg., Grand Rapids, Mich. 378

For Sale—Good, clean stock of groceries, dry goods, shoes and men's furnishings. Remarkably growing town. Extensive building going on continuously. Population has trebled within last few years. Five largest factories in State. Several smaller factories. Stock invoices \$6,500. Will sell for \$6,000 part cash, as wish to leave city by Sept. 15. Well worth investigation. Address V. S., care Michigan Tradesman. 374

For Sale—Collar button vending machine, with about 2 gross heavy gold plate assorted buttons. \$10 value for \$6. Address W. A. Lenz, c-o Drug Store opposite Union Depot, Grand Rapids. 376

For Sale—5,000 acres very choicest cut-over hardwood land in Northern Michigan. Will make the price right and might take some other property or a good stock of merchandise as part payment. Address Harry Thomasma, 433 Houseman Bldg., Grand Rapids, Mich. 379

Low price on a 50 bbl. steam flour and feed mill, located in Central Michigan, best wheat district. Fine chance for retail trade at mill. Will consider terms or other property. Address No. 372, care Tradesman. 372

Selling proposition wanted by man thirty-six years old. Four years grocery store experience, two years office and four years operating flour and feed mill and elevator. Address Reliable, care Tradesman. 373

For Sale—Music sign. I have a brand new, 7 foot, double-faced electric sign with the word "music" in 12 inch letters, with 2 inch bull's-eye lenses, wired for 12 or 24 incandescent lights. Made by the Kalamazoo Sign Co., the regular cost being about \$65. Will take \$25 for a quick sale. Can be seen in drug store opposite Union Depot. Address communications to W. A. Lenz, 100 So. Ionia St., Grand Rapids, Mich. 377

Are you looking for a buyer for your business or real estate? I bring buyers and sellers together. Write me to-day if you want to buy, sell or trade any kind of business or property. I can save you time and money. Established 1881. Frank P. Cleveland, 1261 Adams Express Building, Chicago, Illinois. 369

A well qualified and strictly temperate physician and surgeon wishes to hear of location in good live town, where physician is needed. Address No. 370, care Tradesman. 370

For Sale—Grocery in good town. Paying business. Inventories about \$3,000. Ovid Realty Co., Ovid, Mich. 362

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

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

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—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, bride and blanket. First-class condition, \$225. Margaret Puff, Fremont, Mich. 358

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. Wool, Duplain, Mich. Address Shepardsville, R. F. D., No. 15, Michigan. 356

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

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

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

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

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

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, Cal. 259

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

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

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

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

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. 386

\$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

Safes Opened—W. L. Slocum, safe expert and locksmith. 97 Monroe Ave., Grand Rapids, Mich. 104

## HELP WANTED.

Wanted—A clothing clerk, one who has had some experience and can furnish recommendations. State salary. Charles I. Atwater, Shelby, Michigan. 382

Wanted—Registered pharmacist, Holland clerk preferred but would consider any good man. Address Cretsinger's Drug Store, 1517 So. Burdick, Kalamazoo, Mich. 380

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.....	2 50
4 Quires, 320 pages.....	3 00
5 Quires, 400 pages.....	3 50
6 Quires, 480 pages.....	4 00

### INVOICE RECORD OR BILL BOOK

So double pages, registers 2,880 invoices..... \$2 00

Tradesman Company  
Grand Rapids, Mich.

## IT WILL BE YOUR BEST CUSTOMERS;

or some slow dealer's best ones, that call for

# HAND SAPOLIO

Always supply it and you will keep their good will.

**HAND SAPOLIO** is a special toilet soap—superior to any other in countless ways—delicate enough for the baby's skin, and capable of removing any stain. Costs the dealer the same as regular SAPOLIO, but should be sold at 10 cents per cake.

### Chirpings From the Crickets.

Battle Creek, Aug. 26—In this day and age of "According to Food and Drugs Act, etc.," we wonder how Brother McIntire can have a cooler in his place of business, labeled Cherry Cheer, and yet have the taste and looks of a modern edition of Lake water properly chilled. Possibly John has a special dispensation under which to operate. Anyway, that particular advertising makes you think all the harder that you would rather have a good glass of cherry than ordinary ice water, although you have to drink the latter.

Brother Clarence Whipple is having a modern house built out of his present barn. One more chance to sell a Vacuum cleaner. Let all the ladies and as many men who have to help in house cleaning, join us in our Rah Rah cry for Clarence and his Vacuum cleaners. (Ours works better since we have paid for it).

It pays to advertise. Brother and Sister Ireland feel grateful for returns from mention in the Tradesman the last issue or so. The contest for names has not closed, although they have received many beautiful (?) and appropriate names during the last week. In fact, the postman on the rural route is pretty sure where the Irelands live.

The Joint Fraternal Outing and Band Fournament which was pulled off last Thursday proved such a success that it will probably become an annual affair. The different fraternal societies joined in one big picnic at Lake Goguac, and, with the bands from the city and from the surrounding towns, the day was one grand success.

We might say for the benefit of the United Commercial Travelers in general, that we are advised that the Grand Legislative Committee is hard at work on bills which it is hoped will be passed at the next Legislature. Among the issues at stake, are those that will insure to the man who has to travel for a living more pleasant and sanitary conditions.

The Committee appointed at the last meeting of our local Council, has planned to have the meeting in October to be the First Annual Roll Call, and we are looking for a session of enjoyment and profit. For the benefit of Brother Mark Blakeslee, we might add that there will be cigars, so he will be permitted to indulge in the weed, should he happen to have learned the "how" since our last regular meeting.

Much has been written as to the destruction wrought, or the benefits attending upon the small town, when a majority of the voters have deemed it best to do away with the saloon and bars.

It is with a great deal of regret, and with a feeling of disgust to the regular traveler, when he happens into a town, and finds that the proprietor of the hotel has found it necessary to vent his spite upon the man forced away from home, instead of the ones who have put a veto upon his method and ways of doing business.

Personally, we have never been the proprietor of a hotel, (and also never bought many bricks in the structure of a saloon) and we do not know the cost of maintaining such an accommodation for the public, but we do know that many of the small towns seem to do a

fine thriving business and run clean up-to-date hosteleries, even though they have no license to make the business a liquor enterprise.

When we think of the attitude of the hotels in a beautiful little town of 1300 inhabitants or more, down on the Lake Shore road, and compare conditions existing there with those at such towns as Hartford, Bloomingdale, Bangor, Hart, Pentwater, Shelby and scores of other towns, it makes a fellow sit up and take notice.

In the little town down in Branch county there are two hotel buildings and for years the writer has felt at home, knowing the people so well and so intimately that it seemed like a visit rather than a business call. Feel, if you can, his disappointment, to be advised that the accommodations, further than a bed and breakfast, were to be denied him. And that is not the worst feature, even though he goes in to stay over night. There is no one to carry his grips or to assist him when he has to carry three grips in order to accommodate the trade with a view of the line he carries. If there is no money in the meals, and the place is kept open at all, should there not be courtesy enough in a proprietor to, make some provision to help his guests to enter and depart from the realm of the traveler's home in the same pleasant way as in years gone by?

This is not to be considered a boycott, nor even a harsh criticism, but simply a "something" that will put every clean man to thinking, whether he be a traveler, a business man or a keeper of the public inn or hotel. What we need is co-operation among the travelers, the dealers in the towns and the hotel proprietors. The average man with the grip does not have time for the barroom anyway, and comparative little revenue comes into the coffers from them. He is content with clean and wholesome things to eat and good beds at night. The citizen ought to have interest in his town to the extent of co-operating, and it only helps to feature the town upon the atlas when it is marked by a good hostelry.

While our own personal ideas about this matter are "dry", yet we have never found it necessary to rush into a hotel and make a public specimen of ourselves, just because the place did or did not have a bar. We might add, however, that in the city of Michigan City, in the shadow of its breweries and bottling industries, there is a hotel which is neat and clean in every appointment, and they have no bar. We speak of the Fairview and the reason why they are forced to turn people away is because they have aimed to serve every guest with courtesy and respect. He is made to feel that his patronage was worth the soliciting.

Charles R. Foster.

In this land of the free and home of the brave any person who cares to do so has a perfect right to make a campaign guess.

Occasionally a young man is so dense that the one girl in the world for him has to put him wise to the fact.

#### BUSINESS CHANCES.

For Sale—Stock general merchandise in No. 1 condition, in good farming town of 600. Good location. Rent low. Will reduce stock to suit purchaser. Address No. 285, care Tradesman. 385

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

*We sow a thought and reap an act,*

*We sow an act and reap a habit,*

*We sow a habit and reap a character,*

*We sow a character and reap a destiny.*

We believe it is the destiny of the new Worden Grocer Company to serve a greater proportion of the people than ever before with the best food products the world's markets afford. The large increase in business makes possible closer buying and economies in operation which will result to the mutual benefit of our customers and ourselves.

Our past policy of quality and service have accounted for our popularity and have made strong ties which must grow with each succeeding year.

We trust our service may merit a greater share of the patronage of the merchants of Western Michigan.

## WORDEN GROCER COMPANY

GRAND RAPIDS

KALAMAZOO

THE PROMPT SHIPPERS

## Toledo Scale Company Under Bond

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

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

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

WISE  
GROCERS  
SUPPLY



# “QUAKER”

BRAND  
COFFEE



WORDEN  
GROCER  
CO.

GRAND RAPIDS

Consumers are Wedded to the

# Hart Brand Canned Foods

Because Quality is Always Notable

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

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

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

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

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

# OVERALLS

WORK  
SHIRTS



COTTON  
PANTS

Your LEADERSHIP as the

## MASTER of VALUES

depends on whether you carry the line of work clothes bearing the above trade mark.

### 1913

### SPRING SAMPLES

are now ready for your inspection and when our representative calls give him a few minutes of your time, look through our line, place your order and "cinch" the leadership in your community.

### The Ideal Clothing Company

Manufacturers of High Grade Work Clothes

Grand Rapids, Mich.