

The Songs for Me

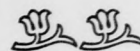
I CONFESS I like to see the young growing enthusiastic over the treasured wisdom and eloquence of their forefathers. This is a natural and wholesome inspiration, and such as the soul can hardly drink in or catch without being lifted or expanded by it. Worth much for the knowledge it furthers, it is worth far more for the manhood it quickens. I think none the worse of it, that it may do somewhat towards chastising down the miserable conceit now so rife amongst us, that light never really dawned on the world until about that glorious time when our eyes were first opened and we began to shed our wisdom abroad. To be sure, the atmosphere of the past now stands impeached as being a very dull and sleepy atmosphere; nevertheless, I rather like it, and think I have often found much health and comfort in breathing it. Some old writer tells us that "no man having drunk old wine straightway desireth new; for he saith the old is better." I am much of the same opinion. In short, old wine, old books, old friends, old songs, "the precious music of the heart," are the wine, the books, the friends, the songs for me!

Henry Norman Hudson.

Worst Trust of All

OF all the trusts that afflict us, the Express Trust is the meanest. It is great by virtue of petty larceny cumulative. It is a useless institution, an interference with the postoffice, a parasite upon the railroads. For its robberies it never makes restitution, and it is noted for its poor pay of employes. It grafts on the government, the railroads and the people. It cuts the juiciest melons. The government must smash it, for it has no excuse for existence in service or in economy. The Interstate Commerce Commission has the goods on the Express Trust, which, in fact, is hardly to be considered as representing a single vested right.

William Marion Reedy.



I WOULD compromise war, I would compromise glory, I would compromise everything at that point where hate comes in, where misery comes in, where love ceases to be love, and life begins its descent into the valley of the shadow of death. But I would not compromise Truth. I would not compromise the right.

Henry Watterson.

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.



We Want You

To send for a sample pair of our Explorer hunting shoes. The experienced wearer will see at a glance that they are just what he wants. Made throughout of Brown Chrome French Veal, a leather that always remains soft and has splendid water turning power. Is made 12, 15 or 18 inches high, full double sole. Goodyear welt.

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

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

ANY grocer is liable to have a call for "White House," and the dealer able—by having it in stock—to respond promptly to any requests for it, is THE grocer people will have reason to set down as "up-to-date," enterprising, progressive.

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



SUITS WHEN OTHERS DISAPPOINT

DWINELL-WRIGHT CO.

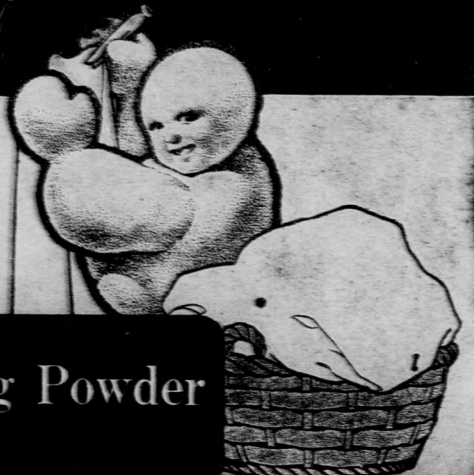
Boston and Chicago

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, SEPTEMBER 4, 1912

Number 1511

SPECIAL FEATURES.

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INVADING VESTED RIGHTS.

It is no longer a matter of doubt that the new interurban line which the Commonwealth Company proposes to build from Kalamazoo to Grand Rapids will parallel the G. R. & I. This is a very unfortunate decision for Grand Rapids and, in the opinion of the Tradesman, it is an unfortunate move for the Commonwealth people to make, because the construction of a parallel road is an invasion of vested rights which no public service corporation should undertake. Furthermore, the decision to build a parallel line dissipates for all time the pretention of the Commonwealth people that they wish to develop the country around Grand Rapids. If the Commonwealth people had been sincere in its declaration they would have selected the Jacobs route, thus giving Grand Rapids a direct line to Battle Creek and opening up undeveloped country, sharing in the prosperity that would come through its development and ultimately owning and controlling the trade that would be built up by towns along the way. Instead of doing this, the Commonwealth people unfortunately decided to parallel the G. R. & I., thus filching from that road a portion of the traffic which the G. R. & I. has built up through forty years of more or less faithful service to the people along the line.

Such a road will be of very little value to Grand Rapids, because it will not touch a single point that is not already reached by the G. R. & I. Furthermore, the competitive injury to the G. R. & I. will probably damage Grand Rapids quite as much as the proposed interurban will do the city good.

The building of a direct line to Kalamazoo more than ever emphasizes the necessity of a direct route to Battle Creek and brings to the front the so-called Jacobs route as the most feasible opportunity for interurban construction in Michigan to-day. Experienced interurban operators have pronounced the Jacobs route the most advantageous opening in Michigan for interurban enterprise and development. The country through which such a road would traverse is rich in resources, await-

ing only the touch of the outside world to intensify its development. Aside from the advantage such a road would be to the people along the route, it would be of even greater advantage to Grand Rapids and Battle Creek. No two cities in Michigan have more cordial business relations than these and yet no two cities which have so many interests in common are so remote from each other on account of the unfortunate lack of direct rail connection. The new interurban does not bring Battle Creek one mile nearer Grand Rapids nor Grand Rapids one mile nearer Battle Creek than was the case before. The new interurban paralleling the G. R. & I. represents simply the greed and avarice of a corporation which seeks to divide business already created, instead of building for itself a firm and sure and substantial foundation.

Shortsightedness of the Commonwealth Crowd.

Battle Creek, Sept. 3.—In common with every good citizen of Battle Creek, I feel that the Michigan Tradesman is to be commended for the strong and steadfast support it has given for years to a direct interurban line from this city to Grand Rapids. The action of the Commonwealth crowd, in deciding to parallel the G. R. & I. from Kalamazoo to Grand Rapids, instead of building a direct line from Battle Creek to Grand Rapids, shows how little thought the promoters gave the project and emphasizes the necessity of direct connection between this city and Grand Rapids more than ever.

I was in Orangeville a day or two ago and saw very marked improvements being made in the Gun marsh. Joseph Deal, who is developing onion lands, told me that the buildings actually being constructed by him this year would cost over \$20,000. He said that sixty tracts of muck land had been sold during the winter to prospective onion growers. In fact, one tract of 200 acres, which is one and a half miles southeast of Orangeville is under negotiations for onions. The Jacobs right of way goes right through this particular piece as being adapted for onions. The shipment of sixty car loads last year will be increased this year to over one hundred fifty cars from this district.

Despairing of ever being able to secure a railroad, some of the owners are petitioning the Michigan Central to extend a track from their Allegan line up into this territory.

I was also very much surprised to find that the orchards located on the very high ground in the vicinity of Fish Lake, which as a matter of ex-

periment we had trimmed and sprayed within the last two years, are absolutely loaded down with beautiful fruit. I did not think it was possible to get as many apples on the trees as I saw there and practically all going to waste for lack of opportunity to get it out to a railroad.

My belief is that the territory through which the Jacobs right of way and survey runs will produce in agricultural freight of all classes as much as the territory along the G. R. & I. produces, which freight of course is handled by the steam railroads, while the proposed Jacobs line, if constructed, would be without competition.

I think the same conditions prevail through the townships of Prairieville, Orangeville, Yankee Springs, the east half of Martin and Wayland townships, and a large section of Rutland township—all of which townships are very fertile and are largely non-productive to-day simply from a lack of proper rail transportation.

The all-the-year-round business in freight would be very large and, of course, the direct passenger business between the three cities of traveling men and the general public, would be considerable. Now with these two elements producing revenue from daily trains, there would be added the pleasure travel between the two cities with their 150,000 population and this travel would be largely a by-product.

The Jacobs plans did not contemplate carrying a large quantity of rolling stock to be used only two or three months during the year, but it seems to me that at least a very large number of people from the terminal cities could be counted upon to travel to and from the beautiful lakes along the line and that this by-product revenue would be very much larger than is possible to obtain from the permanent population now located along the line of the G. R. & I., between Kalamazoo and Grand Rapids, and which travel is already taken care of by the steam railroad trains.

It is incomprehensible to me that the steam railroad companies should steadily oppose the development of the interurban railways through territory to which they at best give only scant service. The interurban draws people who build homes and develop land more intensively than the average farmer does and each new family ultimately brings new freight business to the steam railroad and I can but feel that it is better business to develop fertile territory than to attempt to share the business of scantily populated villages along the steam railroad.

Regular Reader.

Coldwater Council Gives Educational Entertainment.

Coldwater, Sept. 2.—An educational entertainment was given by Coldwater Council, No. 452 at the Elk's Temple, on Friday evening, August 23. A general invitation was extended to the public, both men and women, as well as to the Elk's lodge, to attend.

This was the first of the series of entertainments of a similar nature planned to be given by the U. C. T. during the coming fall and winter. The meeting was called to order by Senior Counselor W. E. Pray, and opened with the officers in their stations. An invocation was offered by Rev. R. E. Meader, followed by a song in which the audience joined, led by Mr. C. L. Daniels.

Brother John A. Hach, Jr., was introduced as chairman of the entertainment and the program followed. The opening address was delivered by John Quincy Adams, of Battle Creek, Grand Senior Counselor of Michigan. Mr. Adams gave a very interesting talk relative to the object and aims of the United Commercial Travelers and emphasized the fraternal side of the order as coming first and the insurance afterward. He urged members to take their wives with them to lodge meetings and interest them as much as possible in the work of the order.

The second number on the program was by Representative H. E. Straight, who gave a very interesting address upon the subject of legislation.

Dr. R. L. Dixon had been expected to be present, but having been called to New York on business was unable to keep the engagement and requested School Commissioner F. E. Robinson to take his place on the program, which he did, giving a fine talk on sanitation.

Prosecuting Attorney W. Glenn Cowell spoke very nicely on the subject of the commercial traveler. This was followed by a solo by C. L. Daniels, after which Brother A. G. McEachron, of Detroit, gave the "Ray of Hope" lecture.

We hope to arrange for a series of these public meetings and from the interest shown by those who were present, we hope for much larger attendance next time.

C. W. Chapman.

A Holland correspondent writes: "Casie" Van Putten has accepted a position as salesman for the Holland Chemical Co. He left for his new field in the Dakotas last evening. For the past six years Mr. Van Putten has been circulating manager for the Collier's Weekly in the South.

The only people who keep all their promises are those who never make any.

WORKING PLANS

Of the Michigan Federation of Retail Merchants.

Declaration of Purpose

Realizing the advantages of co-operation in overcoming some of the trade evils and irregularities, which have been brought about by deceptive and dishonest advertising; also by a certain class of politicians, who seek to bring about legislation that favors a few to the disadvantage of the many; we have adopted the following Constitution and By-Laws for the Michigan Federation of Retail Merchants, that we may through a co-operation and education bring protection and progress to all merchants within the borders of our State.

A Retail Merchant Defined.

Any individual, firm or corporation who keeps and maintains a place of business at some business center, who carries a stock of merchandise commensurate with the demands of that locality, to be sold in a regular way at retail, may be classed as a retail merchant.

Constitution.

Article 1—Name.

The name of the Association shall be The Michigan Federation of Retail Merchants.

Article 2—Objects.

First—To safeguard and serve the interests of all Retail Merchants in Michigan.

Second—To oppose all unjust legislation.

Third—To promote all just legislation designed to help the cause of the Retail Merchant.

Fourth—To demonstrate to the manufacturer, wholesaler, and consumer the economic and practical necessity of the retail merchant as the natural distributor of goods.

Fifth—To affiliate with the National Federation of Merchants.

Article 3—Membership.

Any person, firm or corporation engaged in the retail of merchandise who is in good standing in his state or local associations may become an active member of this Federation by subscribing to the Constitution and By-Laws and paying the fee of \$1.00 per year.

Any state or local organization of Retail Merchants in the State of Michigan may affiliate with this Federation by applying to the Secretary and paying the annual membership fee of 5c for each member.

Any regular retail merchant who is not a member of any Association may become an active member of this Association as above, on furnishing proper credentials to the Secretary.

Any traveling salesman may join as an associate member, upon payment of dues as fixed by these articles and signing an application endorsing our constitution but shall not be entitled to vote.

Article 4—Membership Responsibility.

By subscribing to the Constitution and By-Laws the member accepts the conditions imposed and agrees to car-

ry out all requests of the Executive Committee.

Article 5—Officers

Section One—The officers of the Association shall consist of a President, Vice President, Secretary and Treasurer and ten members selected from different State Associations who with the President, Vice President, Secretary and Treasurer shall constitute the Executive Committee.

Section Two—Five members of the Executive Committee shall be elected each year to hold office two years and until their successors be elected and qualify.

Section Three—The President shall appoint a nominating committee of seven on the first day of each annual meeting and shall announce the time at which this committee shall submit its report. The report will then be made a special order of business at the time set by the President.

Section Four—The President shall appoint at each annual meeting a committee on legislation, composed of three members who will continue in office for one year from date of their appointment or until the next annual meeting. This committee shall have power to act on all matters of legislation which are clearly in the interests of this association and their expenses shall be paid by the Association.

Publicity Committee.

Section Five—The President shall appoint a Publicity Committee of three members at each annual meeting whose duty shall be to see that the work of the Association is made known to the community. It shall furnish data to the press and other publications which will inform the public of the position and rights of the retail merchant and should a bulletin be published by the Association, shall have charge of such publication.

Delegates.

Section Six—The President, Vice-President and Secretary shall act as delegates to the annual meeting of the National Federation and the President shall, at his discretion appoint any other delegates necessary to make a full representation at the National Federation. Actual expenses of all such delegates to be paid by the Association.

Duties of President.

Section Seven—The President shall preside at all meetings and be and act as the chief executive officer; shall sign with the Secretary all orders on the Treasurer; calls for meetings; shall appoint all committees not otherwise provided for and shall transact all business commonly devolved upon a President.

Duties of Vice-President.

Section Eight—The Vice-President shall perform the duties of the President in case President is absent or incapacitated.

Duties of Secretary.

Section Nine—The Secretary shall direct the preparation, have the custody of the records, membership roll and the minutes of the meetings; shall conduct all official correspondence and have the custody of all property not especially entrusted to other officers; shall make and keep a cor-

rect account of members joining, all fees and dues received and shall perform all such other duties as shall be assigned to him from time to time; shall sign all certificates of membership; shall pay to the Treasurer all moneys received, taking the Treasurer's receipt therefor and shall sign all orders on the Treasurer for all money paid out and shall report the standing of his office when called upon to do so by the Executive Committee. All books, records, etc., belonging to the Association and kept by the Secretary shall at all times be open to inspection of all officers. The Secretary shall give bonds at the expense of the Association for the faithful performance of his duties. The Secretary shall be an ex-officio member of all committees and shall be the Secretary of the Executive Committee.

Duties of Treasurer.

Section Ten—The Treasurer shall receive all moneys paid into the Association at the hands of the Secretary; keep a regular account of the same; pay them out on orders issued by the Secretary and countersigned by the President. The Treasurer shall give a surety bond to be paid for by the Association.

Duties of the Executive Committee.

Section Eleven—The Executive Committee shall have general charge of the affairs of the Association when no meeting is in session. It shall be entrusted to the execution of all resolutions; shall have charge of all complaints; shall fix the date and provide a hall of meeting for the Association; shall arrange a program for the annual convention; shall determine the remuneration which the Secretary shall receive and shall have charge of all business of the Association not otherwise provided for.

Duties of Auditing Committee.

Section Twelve—An Auditing Committee of three members of the Executive Committee shall be appointed by the President at each annual meeting to examine the books of the Secretary and Treasurer, and to report their condition to the Association.

Article 6—Meetings.

Section One—The regular meeting of the Association shall be held the second week in September each year and twenty-five members shall constitute a quorum.

Section Two—A special meeting may be called at any time deemed necessary by the Executive Committee.

Section Three—The Executive Committee shall meet at the call of the President and shall be limited to three calls each year. The actual expenses of the members to be paid by the Association.

Article 7—Vacancies.

Section One—In case of vacancy of an office of the Association, the same shall be filled by the Executive Committee until the next annual meeting.

Article 8—Expulsion.

Section One—Any member may be expelled from membership for cause.

Section One—Amendments to Constitution and By-Laws made be made

at any regular meeting by a two-thirds vote of members present.

Section Two—Speeches, papers and addresses by members and others shall be limited to fifteen minutes and no politics or subjects outside of the Federation business will be solicited or allowed.

By-Laws.

Order of Business.

First—Call to order.

Second—Reading and approving of minutes.

Third—Reading communications, notices and bills.

Fourth—Reports of Committees.

Fifth—Membership.

Sixth—Unfinished business.

Seventh—New business.

Eighth—Adjournment.

Upon motion regularly seconded and carried the regular order of business may be dispensed with or added to at any meeting.

Fiscal Year.

The Fiscal Year shall begin the first of the month next preceding the date of the annual convention.

Change of Place of Meeting.

The executive board shall have power to change the place of the annual meeting selected by the Convention for good and sufficient reason.

Resolutions.

All resolutions shall be reduced to writing and handed to the Secretary.

Where points are not covered by the Constitution and By-Laws, parliamentary rules shall govern.

To Help Get Good Eggs.

Swift & Co. are sending out from their various branches an attractive placard headed "Do you want more money for your eggs? If so, observe the following rules:" The placard is round-cornered, has a string attached for hanging it to the wall, and the rules are as follows:

1. Provide plenty of clean, dry nests for your hens.
2. Gather the eggs daily in cool weather and twice a day in hot or rainy weather.
3. Do not wash eggs. Use the dirty, small, very long and grass-stained eggs at home.
4. Keep eggs in a cool, dry place, which is free from odors.
5. Market your eggs twice a week, or oftener.
6. Don't sell eggs which were found in a stolen nest.
7. Keep the eggs out of the sun when taking them to town.
8. Don't keep eggs near oil, onions, etc., as they readily absorb odors.
9. Don't sell eggs known to be bad or which have been in an incubator. It is contrary to the pure food laws, which are now being carefully enforced.
10. Male birds should not be allowed with hens, except for breeding purposes.

Dandelion Vegetable Butter Color

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

Manufactured by Wells & Richardson Co. Burlington, Vt.

WE have secured convenient space
in the Main Exhibition Building
at the
West Michigan State Fair
for the week commencing
September 9

When you are tired, after "seeing the sights," please call at our restful booth for a cup of Tetley's refreshing, invigorating, delicious Tea. Hot if the weather is cool. Iced if the weather is hot.

We will love to entertain you at our Big Store in the city or at our homey show place at the fair.

Judson Grocer Company
Grand Rapids, Mich.



Movements of Merchants.

Berlin—Mrs. W. A. Howard has opened a millinery store here.

Ann Arbor—D. A. Killin succeeds Ransom Bros. in the grocery business.

Negaunee—Angelo Vizetti is succeeded in the bakery business by John Torreno & Co.

Spring Lake—Vander Wagen & Schroeder succeed J. Vos in general trade.

Nashville—E. V. Barker has sold his bakery to William Goltry, who has taken possession.

Detroit—The Fletcher Hardware Co. has increased its capital stock from \$200,000 to \$300,000.

Port Huron—J. B. Arnot has sold his bakery to John R. Arms, who will merge it with his own.

Kalamazoo—Richard Somers, recently of Battle Creek, has opened a grocery store at 331 Reed street.

Lake Odessa—The City bakery, which was recently destroyed by fire, has been rebuilt and resumed operation.

Carson City—The State Bank of Carson City has increased its capitalization from \$25,000 to \$50,000.

Bay City—The Mohr Hardware Co. will add lines of furniture and furnishing goods to its hardware stock.

Grosse Pointe—Berns Bros. have opened a grocery store at the corner of Jefferson and Beaconsfield avenues.

Traverse City—Fire of unknown origin damaged the V. E. Roland grocery stock and store building Aug. 28.

Cross Village—A. D. Loomis has sold his stock of general merchandise to Mr. Sombeliski, who will continue the business.

Nashville—E. B. Greenfield has taken possession of the F. G. Baker stock of general merchandise on a chattel mortgage and is closing it out.

Mendon—R. H. Hill, recently of Reading, has purchased the bazaar and art stock of the late Henry Hart and will continue the business.

Leroy—Ray E. Smith, who conducts a grist mill here, has purchased the grocery and millinery stock of Robert E. Elliott and will continue the business.

Belding—Wortley & French, druggists, have purchased the W. I. Benedict drug stock and will continue the business at the same location as a branch store.

Greenville—Mrs. Nellie Dutcher, who recently conducted a millinery store at Grand Ledge, has removed her stock here and will continue the business.

Perry—Joseph Plunkett has sold his interest in the grain elevator of Starks & Plunkett to his partner, Hiram Starks, who will continue the business under his own name.

Ishpeming—Theodore and Leopold Liebermann, recently engaged in trade at Hancock, have opened a dry goods store here under the style of Liebermann Bros.

Belding—Mel Cooley has sold his interest in the Tuinstra Hardware Co. stock to George Crawford and the business will be continued under the same style.

Kalamazoo—W. W. Reburn, druggist at the corner of Main and Rose streets, has sold his stock to Jack Dold, who will continue the business at the same location.

Allegan—E. T. Messinger has sold his grocery stock to Frank McLaughlin and W. E. Miller, who will continue the business under the style of Miller & McLaughlin.

Hudson—Lowell E. Meek, who conducts a news stand here, has purchased the Otto C. Wolfe & Co. book and stationery stock and will continue the business at the same location.

Saginaw—The Western 5 and 10c Stores Co. has engaged in business with an authorized capital stock of \$6,000, of which \$3,000 has been subscribed and paid in cash.

Mackinac—The Dowd Mercantile Co., successors to Dowd Bros. in the general merchandise business, is compromising the claims of the former firm at 30 cents on the dollar.

Cross Village—Gironx Bros., who have conducted a general store and meat market here for the past fourteen years, have sold their stock to Bruno Appletree, who will continue the business.

Pontiac—Blym & Whiting, who conduct a grocery store at 79 South Saginaw street, have purchased the grocery stock of F. E. Davis, which they will consolidate with their own.

Kalamazoo—William Mathews, Jesse Clark and Jeanette Whitcomb have been arrested for the wholesale stealing of groceries and other supplies from a warehouse of the Worden Grocer Co.

Big Rapids—Benjamin Dunn has sold his interest in the meat stock of Moore & Dunn to Willard Langworthy and the business will be continued under the style of Moore & Langworthy.

Coopersville—Elton G. Bevins died at the home of his father, George W. Bevins, Aug. 28. Mr. Bevins was Cashier of the Berlin State Bank from its organization to last June, when he resigned owing to ill health.

Three Rivers—Ed. J. Buys, hardware dealer, has formed a copartnership with George H. Hill, under the style of Buys & Hill, and purchased the John Tripp Co. clothing stock and will continue the business at the same

location. Mr. Buys will continue the hardware business as heretofore.

Hubbell—George S. Hebert, 70 years of age, died Thursday night in St. Joseph's hospital, Hancock. He was a native of Canada and came to Houghton fifty years ago. He was Houghton's pioneer druggist and twenty-five years ago left that village to locate in Grover, now the village of Hubbell.

Detroit—Valentine Schroeder, aged 64, one of the best known confectioners in the city, died at his home, Sept. 3. Mr. Schroeder was apparently well until five minutes before his death which was caused by neuralgia of the heart. He started in the candy business with William Rider first and then went into business for himself at 48 Monroe avenue. For twenty-seven years he conducted his store there and later started a wholesale fruit store at 31 and 33 Griswold street. The present store at 38 Woodward avenue was opened fourteen years ago. He also ran the Crystal, a branch store, at 30 Gratiot avenue, until Crowley, Milner & Co. took the property.

Manufacturing Matters.

Detroit—The Burns-Hickey Co. has increased its capital stock from \$100,000 to \$150,000.

Muskegon—The capital stock of the Piston Ring Co. has been increased from \$5,000 to \$13,000.

Detroit—The Five Food Kernal Food Co. has increased its capital stock from \$20,000 to \$100,000.

Pontiac—The International Heat Products Co. has changed its name to the Peninsular Steel Castings Company.

Muskegon—The Shaw-Walker Co., manufacturer of card indexes and office supplies, has increased its capital stock from \$300,000 to \$400,000.

Woodland—C. D. Stevens has been obliged to close his factory dairy on account of his inability to dispose of his cheese. He has about \$1,200 worth on hand.

Flint—The Sterling Motor Co. has engaged in business with an authorized capital stock of \$300,000, of which \$150,000 has been subscribed and \$30,000 paid in in cash.

Cheboygan—The Mackinac Straits Coal & Dock Co. has been incorporated with an authorized capital stock of \$100,000, of which \$50,000 has been subscribed and paid in in cash.

East Jordan—The East Jordan Clay Products Co. has been organized with an authorized capitalization of \$25,000, of which \$20,600 has been subscribed and paid in in cash.

Alba—The Anderson Handle & Lumber Co. expects to start its new mill this week. A crew of sixty has been at work on the mill, and the yards are well stocked with logs.

Elmdale—W. E. Chambers, manager of the Elmdale Produce Co., is erecting a cement apple evaporator, 40x52, which will employ between twenty and thirty people during the season.

Detroit—The Traveler Motor Car Co. has been organized with an authorized capital stock of \$15,000, of which \$10,850 has been subscribed, \$850 being paid in in cash and \$10,000 paid in in property.

Cadillac—Cobbs & Mitchell (Inc.) are putting a new foundation under their flooring plant. The company will soon close its sawmill No. 1 for repairs, and when these are completed sawmill No. 2 will cease operation until overhauled.

Shelby—William Butler has purchased the interest of his partner, Daniel D. Rankin, in the Shelby Basket Co., and will continue the business under the same style, assisted by his son Berl, who will learn the basket manufacturing business.

Bay City—One of the largest concerns in the United States has obtained an option on the dismantled plant of the Hecla Cement Co. and 150 acres of land at the mouth of the river. A belt line railway is included in the deal. The site also has water transportation facilities.

Bay City—The maple flooring business is moving along steadily and an increase in the volume of business is reported. There is also a better feeling as to prices. The output of the plants in the valley will be of normal size. The general demand for hardwood lumber holds up well.

Saginaw—The demand for labor in lumbering operations continues active and more work is being offered than there is labor to care for it. Nearly every plant is asking for help and wages and conditions are excellent. If trade continues active there will be a greater shortage of labor during the winter.

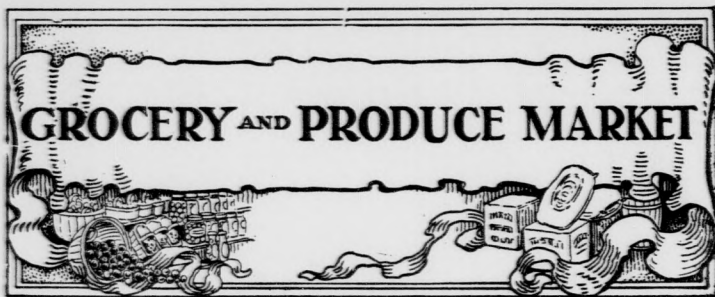
Cadillac—The Williams Bros. Co. is preparing for its winter operations. Between fall and spring this company will put in from 7,000,000 to 8,000,000 feet of hardwoods. It is the plan of this company to clean up its small tracts of timber adjacent to Cadillac before cutting heavily from the large tract near Elmira. It has peeled but little hemlock this season, as its cut of this wood has been light.

Escanaba—The holdings of the United Logging Co. have been sold to the Kimberly-Clark Co., Menasha, Wis., and the newly organized Beaver Timber Co., which is composed of the Menasha Co. and the Escanaba Manufacturing Co., of Escanaba. The Kimberly-Clark Co. has purchased all the holdings in the Watersmeet district, while the Beaver company has taken over the property on the Beaver branch. It is understood the two purchasers will continue woods operations on separate lines in the same way the United company has been doing. The offices of the United company at Escanaba are being closed and affairs of the the company are being turned over completely to the purchasers.

Reckless Sybarite.

In Concord, New Hampshire, they tell of an old chap who made his wife keep a cash account. Each week he would go over it, growling and grumbling. On one such occasion he delivered himself of the following:

"Look here, Sarah, mustard-plasters, fifty cents; three teeth extracted, two dollars! There's two dollars and a half spent in one week for your own private pleasure. Do you think I am made of money?"



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—60c per bu.

Blackberries—\$2 per 16 qt. crate.

Butter—Both creamery and dairy are moving steadily on the same basis as last week. The average quality of the arrivals is very good, owing to the continued favorable weather. The market is healthy and no change in conditions seems likely in the near future. Creamery extras are now held at 27½¢ in tubs and 28½¢@29½¢ 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—25c per doz. for hot house.

Eggs—There is considerable shipping demand, and it is thought that cool weather will increase consumption. Some of the receipts arriving show signs of being held too long, and there is quite a loss in candling. Local dealers now pay 20c loss off. Generally speaking, the summer egg supply this year has been above the average in quality. This does not mean that no bad eggs have shown up on the markets. This was not to be expected yet, and probably could hardly be expected even under conditions in the collecting centers that would approach the ideal. There has not been so much hot weather this summer as last. That has helped. The pure food people have been active. That has helped. But the custom of buying eggs loss off is becoming much more common and is responsible, too, for a share of the improved summer quality. Speed the day of universal loss-off buying—when the egg shall be bought for what it is, the same as the potato, the cabbage and the squash of our gardens and the grain and corn and hay of our fields.

Grapes—20c per 8 lb. basket for Moore's Early.

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 advanced to \$6 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 \$1.65 per crate; Louisvile \$1.10 per 65 lb. sack.

Oranges—\$4.25@4.50 for Valencias.

Peaches—Prolifics and Crawford's command \$1.75 per bu.

Pears—\$1.50 per bu. for sugar and \$1.50 for Clapp's Favorite; \$2 for Bartletts.

Peas—\$1.50 per bu. for Telephones.

Pickling Stock—Cucumbers, 20c per 100; onions, \$1.25 per box.

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

Plums—California, \$1.50@1.65 per box; \$1.85 per bu. for home Burbanks; \$1.25 for Guis; \$1.50 for Bradshaws; \$1.25 for Lombards.

Potatoes—75c per bushel.

Poultry—Local dealers pay 12c for broilers; 10c for fowls; 5c for old rosters; 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—\$2 per crate of 16 quarts.

The Grocery Market.

Sugar—Raws have advanced several points by reason of a variety of speculative reasons, and the outlook is for little if any lower prices before October, when the season of heaviest demand will be over. Refined sugar is nominally unchanged. Refiners are still quoting on the 5.10 basis for granulated. Now that Congress has adjourned the market will, it is thought, be more settled than it has been for several weeks on account of the prospects of a change in the duty.

Tea—The market continues quiet, with nothing of special interest to note. The Japan market is higher than in this country and new teas are held at a firm figure. The new crop is not considered to be equal in either style or cup quality to those of last season. Ceylons and Indias remain firm. New Formosas are 1½@2c higher than last year. The summer teas do not show as fine a quality as last season, although prices are steady.

Coffee—All grades of Rio and Santos and milds are steadily maintained on last week's basis. The demand for coffee is only fair. Java and Mocha are unchanged and quiet.

Canned Fruits—Apples are unchanged and dull. California canned goods are unchanged and in practically no movement from first hands. Deliveries of new goods will commence very shortly. Small staple Eastern canned goods are unchanged and quiet at the moment. The trade are still uninterested in new pack Eastern peaches, in spite of the re-

duction in price. This reduction is much larger on Baltimore brands than in others.

Canned Vegetables—Corn is wanted to some extent at unchanged prices. The crop outlook is bad and many of the main packing sections will make very short deliveries. Peas are unchanged, scarce, firm and high. There has been no material change in the price of tomatoes during the week. Receipts of new pack are arriving freely and while the quality of some grades is very fine, others are said to be a little green. Present indications are such, with the season closing on the packing of peas, that prices are sure to remain high. Some grades are of a poorer quality than in 1911.

Dried Fruits—Raisins are quiet, but there is strong talk from the coast about short crop, although buyers are not acting on it as yet. Currants are in seasonable demand at unchanged prices. There is some little demand for peaches and prunes at unchanged prices. New apricots are being offered at previously quoted prices, but the trade are not very keenly interested.

Rice—Stocks in jobbers' hands are not large and reports from primary markets are to the effect that millers are holding their supplies very firm at present quotations.

Cheese—The rains of the past month have kept pasturage so rank that the yield will be larger than usual the latter part of the season. The market is easier and a decline of ½¢ per pound was put into effect during the week on Wisconsin and Young American cheese. The demand continues fine for the month of September.

Fish—Cod, hake and haddock are beginning to come into some demand at unchanged prices. There has been considerable demand for future red Alaska salmon, prices on which are 20@35c per dozen lower than a year ago, but the demand for new pinks is small because most buyers are loaded up with last year's pack. Domestic and imported sardines are unchanged and in moderate demand. Norwegian brands are inclined to be firm on account of trouble in the primary market affecting the production.

Provisions—Smoked meats show an advance of about ¼¢ for the week. Pure lard shows another ¼¢ advance and compound is firm but unchanged. The consumptive demand is good. Barreled pork, dried beef and canned meats are all steady and unchanged with a fair consumptive demand.

The Grand Rapids Laundry Co. has been organized for the purpose of carrying on a general laundry business, repair work and the manufacture of articles of clothing, with an authorized capital stock of \$12,000, of which \$7,530 has been subscribed, \$1,090 being paid in in cash and \$6,440 in property.

A Durand correspondent writes: R. C. Mackey has accepted a position as traveling salesman for the Signet Oil Co., of Cleveland, manufacturer paints, oils, etc. Mr. Mackey will retain his residence in the Hub.

If a man is convinced against his will he isn't.

Jackson Grocers Invade Lansing Without Notice.

Lansing Aug. 30—About 200 Jackson grocers and their friends came to Lansing on the morning interurban cars yesterday on the annual grocers' excursion and remained in the city until evening. A band accompanied the visitors and helped to liven up the crowd of fun seekers on the cold morning. The Jackson people had no special plans for the day and put in their time at no one park or resort. Some of them went out to Waverly park; others took the Pine lake cars and still others went to Moores park and to the Michigan Agricultural College.

In the afternoon many of the visiting grocers and their friends attended the baseball game between Lansing and Jackson. The game was scheduled for Jackson, but on account of the number of Jackson fans coming to this city it was decided to transfer the game.

John Affeldt, Jr., Secretary of the Grocers' and Meat Dealers' Association of Lansing said that the Jackson grocers had not notified the local organization of their coming and that nothing had been planned in the way of entertaining the visitors.

The trip to Lansing is the first made by the Jackson grocers. Each year they go to some city for a day and go more for sight-seeing and forming acquaintances with their customers than for entertainment by grocers of the city they visit.

Too Many Kinds of One Article.

There is a danger of stocking up with too many kinds of one article. Consumers have their likes and dislikes, and they are very often shown in the manner in which they take hold of various kinds of merchandise. You may have something that is quite satisfactory to all your customers. Influenced by a salesman or other persuasion you put in a new brand of the same kind of stock. Some one will like it and swear by it. Then you will have to keep it in stock to satisfy that customer, while the others will remain true to that which you first handled. A few breaks of this kind will have your stock so cut up it will be impossible to have a large supply of anything. You will be compelled to please more different people with different goods than is at all necessary. Thus you keep too much capital tied up. It is better to have fewer varieties and concentrate your buying. It is amazing how much can be totaled in a little here and a little there. In each instance there will be a surplus and that surplus represents so much idle money.

A Harvard professor has succeeded in making "hot" ice. This ice is produced by putting the water under a pressure of more than 20,000 atmospheres, or 300,000 pounds a square inch and some has been manufactured having a temperature of 173 degrees. That kind of ice would do for some winter's day when the thermometer is away below zero.

Persons loyal to the same thing are loyal to each other.

QUANTITY AND EFFICIENCY.

Keeping a Store Does Not Keep You.

Written for the Tradesman.

Store-keeping alone does not create business; it is passive; no salesmanship is involved.

The trade of to-day must be sought, not waited for. And success comes to the most energetic seeker.

The merchandising field resembles a forest where a number of hunters pursue a single quarry; a keen eye, an accurate weapon, a good dog and a thorough knowledge of the forest will often enable one sportsman to carry off the game.

But even he must make his shots count or he'll find the sport too expensive to engage in.

Likewise the tradesman. He may land many customers—and do it at a loss.

Trade-seeking must be efficient. Every expense maker must also be a sales maker. The store must be more than a warehouse. As such, it fails to pay its rent.

The windows must be more than light-sifters. They waste space unless they sell goods.

The shelves must do more than support goods; they must display goods.

Every inch of counter and shelf space must be a part of the team that pulls the store to profits. Each item must give point to the salesman's talk. Otherwise the latter is as ineffective as a book-agent without a book.

Team work such as we defined is the solution of every problem the merchant has to face.

Do the various members of your own mercantile team pull in the same direction? Are they all working towards the same goal?

Do all the goods you carry have a chance to attract the attention of the casual shopper?

Remember this. You and your store will never reach efficiency until every expense maker is a profit maker too.

Can you afford to spend money on clerks who produce no sales?

Can you afford to pay the wages of delivery boys who never deliver the goods?

You not only cannot afford it, but never on earth would you be guilty of such foolish expenditures.

Then why will you continue to sink your money in merchandising and deny these very goods the chance of helping them sell themselves?

Goods are more effective salesmen than any human being. Their appearance alone outweighs the so-called talking points of a clever clerk. If you doubt this fact, carefully hide all your goods and depend wholly on the ability and word of a sales person. You know that you wouldn't even dare to make the experiment suggested here. Certain ruin would be the result.

Every wise merchant knows that the first, last and best move any clerk can make is to display the goods he's trying to sell. Then if the latter are worthy merchandise, they will do the rest.

Hidden goods kill sales. No profit was ever automatically made by an item buried in a storage bin, and the chances

of selling an article multiplies with its ease of being seen.

"The easier seen the easier sold" is a mighty good maxim for an ambitious merchant.

Therefore, the perfectly efficient store will have every item it sells within easy reach of the glance of a possible purchaser. No goods will be tucked away beneath a showcase. No merchandise will be buried beneath a pile of overstocks.

Even if you can't have a perfectly efficient store, there's no statute prohibiting you from aiming at this ideal. You can at least try to have every element pushing towards greater sales.

You can make better salesmen of your windows by limiting them to just the right quantity of merchandise and by ticketing the latter with price cards.

You can make your shelves a part of the salesmaking machine by limiting the quantity of goods they contain and increasing the variety.

You can enlist the aid of every bit of merchandise you carry by refusing to buy more than you can display effectively.

Did you ever hear of the Pass of Thermopylae? That was the place where a few hundred Greeks held a million Persians at bay. In the narrow mountain defile a handful of fighters was as good as a horde.

Despite their huge array, the Persians could use but two men at a time, and their million did no more execution than the Greeks' two hundred.

That's why a variety store, with its great variety and small quantity, is often more profitable than its big neighbor or competitor. It is often true that the latter has stock enough and room enough to furnish a dozen of the smaller stores, but, like the unwieldy army just referred to, in the narrow range of the buyer's attention it can bring no more force to bear than the variety store.

Then since the latter has less overhead expense, it may easily prove the winner in the race for profits.

Quantity buying may save one or two cents on the dozen, but it gives no other advantage. A certain store is capable of showing only so many of a line at a time and, as we have already said, the unseen goods make no sales.

This, however, is not true of American retailers. Stock replenishment is quick and easy. The jobber's business is to carry the surplus stock, and it is the business of the retailer to let him do it.

To be a slave of quantity, therefore, is folly. Anderson Pace.

Those Germs Again.

A Pennsylvania student, hurrying out of Powelton avenue, was stopped by a friend.

"What's your hurry?" asked the friend. "A good case?"

"A good case? Rather!" said the student. "We've got in the ophthalmological ward a woman so cross-eyed that the tears run down her back."

"Dear me!" said the other. "You can't do anything for her, can you?"

"Of course we can," the student answered. "We are treating her for bacteria."

What Some Michigan Cities are Doing.

Written for the Tradesman.

Newspaper correspondents have once more removed the Grand Trunk shops from Port Huron to Battle Creek, but the fact is that the shops still remain in the Tunnel City, employing over 600 men.

The Port Huron & Northern electric road, operating to Lexington and other points in the Thumb, is being promoted at Port Huron and that city is asked to take stock to the amount of \$100,000 in the enterprise.

The Grand Trunk is extending its trackage facilities at Pontiac in order to store more automobile cars there and avoid a car shortage.

Saranac has bought land adjoining the village park, to be used for race purposes and ball games.

Muskegon business men will have a "smoker" soon to make plans for a "boost Muskegon" campaign.

Reports from East Lansing indicate a large attendance at the Michigan Agricultural College this year. The school opens Sept. 23.

The Wholesalers and Manufacturers' Association of Saginaw has completed plans for a trade extension trip of four days, starting Sept. 24. Central Michigan territory will be visited as far west as Ionia.

The Castle Lamp Co., Battle Creek's newest concern, has nearly 200 men at work and expects to double this number soon.

The Hess-Pontiac Spring & Axle Co., of Pontiac, is building large additions to its factory and will double the output this year. The present force of 200 men will be increased to 400.

The patriot reports a house famine in Jackson, stating that there are less than twenty empty houses in the city at the present time.

The Northeastern Michigan Association is planning for a big fair at Bay City this fall. The grounds will be lighted by electricity and the show will be open evenings.

The woolen mills of the Horner Bros., at Eaton Rapids, have grown from small beginnings to be the main manufacturing institution of the city, with a weekly payroll of nearly \$2,000.

The Ann Arbor Railroad will build a new freight depot at Cadillac in the spring.

Bronson has a new factory for the manufacture of sheet metal goods.

The city council of Saginaw has authorized another vote on the proposed street car extensions for that city, to be held Oct. 1.

The Central Michigan Produce Co. will spend \$20,000 for new buildings and improvements at Alma.

W. E. Chambers, produce dealer of Elmdale, has started work on an apple evaporator.

Otsego does not like the latest plans of the promoters of the Grand Rapids-Kalamazoo electric line to run parallel with the G. R. & I. road, striking east of Otsego.

Battle Creek is promised new cars and an improved street car service.

Upwards of 300 members of the Bay

City Board of Commerce attended the Caro fair on Bay City day.

Almond Griffen.

Takes a Fall Out of the Credit Man.

Evansville, Ind., Sept. 2.—Anderson Pace's article entitled "Making Sales By Mail" and which was published in the Tradesman August 28 reminds me of how manufacturers and jobbers could retain their old customers.

Mr. Pace's article is over flowing with good advice to the retailer, but I am going to try to advise the manufacturers and the jobbers how to retain their good old customers.

In my retailing career of twenty-five years I have had much experience. When I began I did not have a dollar in cash to buy the half interest of the business. I gave three notes to the amount of eight hundred dollars for three years, and did not pay a cent on the notes for the first year, but did pay them all in two years.

Every business man can realize where I was with such news going over the country. Some of the credit men in some of our largest manufacturing and jobbing houses are to-day kicking themselves for not writing me the right sort of letters.

In my opinion, a credit man in any house ought to know who he is dealing with. He gets too material and works like old wornout machinery and writes to everybody alike. As long as a retailer is human, he is not going to stand for such treatment.

Remember, I have never allowed a draft to be returned and I always explained matters in full, but I have run across some of the biggest fools in this country, and have found them among the credit men in some of the largest houses in the country.

They all know me now and would ship the whole plant to me if I ordered it, but those old sore-heads can go away back and sit down. I can get along without them—if they could get along with me.

There are a few jobbers in this city who could not sell me five cents' worth of goods—at half price.

Twenty-five years ago I needed protection and I got it, and I got it from houses who are getting all of my business to-day in their respective lines, and as long as I live they shall continue to get it—if they continue to treat me as they have—and they will continue to do so, for they know the above are facts.

Too many credit men are persons without experience as to what a retailer is up against, and if they find an honest boy working from early morn until late at night attending to his business, they ought to know this young fellow needs special attention, but the old cold business methods some people use are not fit to feed to the hogs.

Why is it that so many young men fail in business? Thousands of reasons why. But the manufacturer or the jobber with the right kind of credit man behind him could eliminate many of these failures.

It all could be done by making old customers stick by mail.

Edward Miller, Jr.

Guide-Posts for the Merchant.

Written for the Tradesman.

High prices do not make high quality; but high quality can not be produced at a low price.

Only by frequent comparison of goods can one keep posted as to quality.

To earn a livelihood the merchant is dependent upon the good will of the buying public.

No merchant can afford to give away all his profits to please his customers.

Ordinarily it is supposed that the leading line in an advertisement represents the leading line of goods.

The market price of produce is not always the same with all dealers in town. There are instances where one dealer can pay more for certain products than another because there is a greater demand or because he has customers who are able and willing to pay more than others for first-class products.

People generally understand that the merchant is not in business for the purpose of supplying people with goods without any pay for his services. Therefore, to claim to sell goods at cost or at a loss is liable to create distrust.

Confidence in the merchant will make sales of goods when the purchaser can not trust his own judgment.

No true friend will advise going in debt unless he believes in the ability and intention of the person advised to pay such indebtedness at the proper time.

The merchant loses confidence in the manufacturer who lowers the quality of goods and still sends them out under the same brand. Better to maintain the quality even though the price must be increased.

Every worker is entitled to living wages. But the merchant can not fix a definite price for his services in dealing with each person. The time consumed in making a sale may be either a very small or a very great factor. In the latter case the margin of profit must be greater.

The cost of goods includes transportation charges, interest on money invested, a proportionate share of expenses for rent, fuel, lighting, clerk hire, advertising, insurance, unavoidable losses, stationery, postage, etc. Over and above a percentage to cover all known expenses there should be enough to pay the merchant a reasonable yearly salary. How else can he get any pay for the time devoted to waiting on customers, studying the needs of his patrons, investigating as to where and how to buy goods, guarding, supervising, instructing and constantly planning to carry on his business for the best interests of all concerned?

The merchant's wife who reads a trade paper will naturally be a greater help to the establishment than one who does not read anything along that line. This is true even though the wife does not assist in the store. Where she does help wait on customers or assists with other duties connected with the business she will gather helpful hints from the trade paper and put them in practice herself or offer suggestions to her husband when ever opportunity affords.

It is far better that customers get the impression that a merchant is in business to make money, fairly and honorably, than to read his advertisements of

goods at cost or constantly hear him telling that he is not making any money.

The loss of the use of money owed by customers who are good pay is just as real a loss as debts which are never paid. Because such loss can not be accurately computed, can not be definitely known, it is apt to be far greater than usually supposed.

The mechanic must have a complete set of tools and they must be in working order if he does good work and does it expeditiously. The farmer must have an adequate equipment of teams, tools and farm machinery in order to get crops sown and harvested in season. But the merchant can use a part of his working capital for speculation—for outside investment; he can deplete his supply of ready money by drafts for personal or family extravagance. This is why some merchants are never prepared to meet bills promptly; are always in hot water about bills payable or continually harried by creditors. They are using their wages before pay day. Yes, more; they are using more than is their due.

E. E. Whitney.

Doings in the Hoosier State.

Written for the Tradesman.

The East Side Industrial Improvement Association of South Bend is taking steps to abate the billboard nuisance. Ordinances of other cities covering this matter have been studied and the one framed by Grand Rapids will probably be adopted.

The park commissioners of Mishawaka are asking the citizens of that city for suggestions as to the names for the new city parks. Mishawaka will take front rank for its parks and boulevards when the work now under way is completed.

Track elevation work in Indianapolis has finally started, a contract having been signed with the Pennsylvania road for elevation of the tracks of the J. M. & I. division from South street to Morris street. The cost of this work is estimated at \$75,000, of which 75 per cent. will be paid by the railway company.

Owing to the burning of the art hall building and the building of St. Mary's river bridge, the Great Northern Indiana fair at Decatur has been put over until next year.

A deal has been closed at Ft. Wayne whereby the Central Union Telephone Co. purchases the exchanges of the Delaware and Madison Counties Telephone Co., at Muncie, Alexandria and Elwood, with the toll lines connecting these cities. Thus the Bell interests absorb another Indiana independent. The Property sold comprises a total of 4,000 subscribers and the price paid was \$400,000. This basis will yield bondholders approximately 77.5 for holdings which cost them 85.

Ft. Wayne fair will be held the second week of September. Liquor selling has been cut out and the shows on the "Pike" have been strictly censored, making the grounds a safer and cleaner place.

Almond Griffen.

The retail business does not take you directly to Easy Street, but there is some satisfaction as well as hard work on the way.

Production of Eggs Varies Considerably.

The production of eggs varies considerably from month to month. A record made from a large number of flocks in the last several years covering various portions of the United States, shows that for every year 1,000 eggs produced in a year approximately 66 are laid in January, 71 in February, 124 in March, 134 in April, 133 in May, 107 in June, 96 in July, 86 in August, 62 in September, 42 in October, 31 in November and 48 in December. A good laying hen ought to produce 200 eggs a year, but the average run of hens do not produce much, if any, more than 100 a year.

For every 1,000 eggs marketed (based upon receipts at New York, St. Louis and Milwaukee in the last ten years) approximately 33 are marketed in January, 47 in February, 128 in March, 168 in April, 153 in May, 119 in June, 87 in July, 76 in August, 64 in September, 53 in October, 39 in November, and 33 in December. If we let the sum of the monthly index figures of prices (average prices of fresh eggs at twelve cities, 1902-1911) for the year be represented by 100, the index price will be approximately 105 for January, 89 for February, 71 for March, 66 for April, 65 for May, 64 for June, 67 for July, 75 for August, 84 for September, 94 for October, 107 for November and 113 for December.

Letting 100 represent the average price paid to farmers of the United States in the month when prices are lowest, the average on the first day of each month in the last three years was 180 on January 1, 153 on February 1, 118 on March 1, 100 on April 1, 102 on May 1, 102 on June 1, 101 on July 1, 104 on September 1, on October 1, 146 on November 1 and 171 on December 1.

Educational Work.

The following placard has been sent out to the trade by Batchelder & Snyder Company, large operators in Boston:

"Eggs are being bought and sold more and more on the basis of quality. According to the careful prepared statistics, the estimate of the value of the poultry and egg output for the United States was upwards of \$600,000,000 last year—greater than the wheat or cotton crop—and the loss occasioned by poor handling estimated to be \$100,000,000 annually. Of this amount New England is losing its proportion. No other business in the world could stand such a shrinkage. The trouble arises from careless or ignorant handling at some point from the hen to the consumer. The bulk of this trouble occurs before the goods reach the receiver in the city or large town, where he is equipped with refrigerators and facilities for proper handling. We desire to do our part to save some of this loss; and in this connection we offer to egg handlers the following suggestions:

1. Provide yourself with a suitable light for examining all eggs that you buy.
2. Pay a good price for good eggs, and a low price for poor ones.

3. Keep the qualities separate, and ship often; never hold over three days, and always keep in a cool, dry place.

4. Keep what eggs you sell in your store in small baskets and always empty the baskets before putting more in. Never put fresh eggs on top of others in your baskets.

5. Do not wash eggs, as water opens the pores of the shell and causes rapid decay."

Frozen and Dried Eggs.

Frozen and dried eggs intended for human consumption are largely used for cooking purposes where inferiority may be concealed, as in baking cakes or making custards, omelets, pies, etc. The traffic in eggs sold for drying and freezing has greatly increased in the past few years. Strictly fresh marketable eggs in the shell command a high price and there is difficulty in meeting the demand for them; but large quantities of questionable eggs, often bought at very low prices, have been broken out for cooking purposes by disreputable firms, being preserved by freezing or drying until ready for use. Some dealers, however, manufacture a satisfactory product by the use of good eggs handled under proper conditions.

There is no objection to drying or freezing good eggs under proper sanitary conditions; in fact, there are some advantages to be gained by preserving eggs in this manner, although the manufacturing processes devised by man, as a rule, do not improve the quality of nature's work. Conditions of modern life and commerce must, however, be met, and dried eggs in a frozen condition may be shipped long distances, and require less space for transportation and storage than do eggs in the shell.

As the result of investigations instituted by Secretary Wilson, the United States Department of Agriculture has recently issued two publications that give practical suggestions for correcting some of the existing practices and conditions which are at least partially responsible for the unsatisfactory products now found on the market. These publications are Bulletin 158 and Circular 98 of the Bureau of Chemistry, entitled, respectively, "A Bacteriological Study of Shell, Frozen and Desiccated Eggs" and "Practical Suggestions for the Preparation of Frozen and Dried Eggs."



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



DEVOTED TO THE BEST INTERESTS OF BUSINESS MEN.

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E. A. STOWE, Editor.

September 4, 1912

SOUND POLICY.

The ruling of the State Railroad Commission, made last week refusing the application of the Vermontville Farmers' Telephone Co. permission to do business is of great importance and interest as marking a complete change in the public policy toward the utility corporations. The theory and practice always has been that the way to deal with a corporation whose service was unsatisfactory or whose rates were thought to be too high was with a battle axe; that is, by the organization of a competing company that would give what the old company refused. The new policy, as enunciated by the State Commission last week, is that when grievances exist the remedy is not in competition, but in an appeal to the regulative authority of the State Commission. Under the old theory Grand Rapids, Detroit, Saginaw and some other towns in the State at various times have had competing street railway and gas companies to remedy either real or imagined evils; the rivals would have a fierce war of rates for a few months until one or the other went broke, and then the survivor would take over the remains, add the entire cost of the war to its capitalization or bonded indebtedness and make just so much more for the public to be served to pay interest or dividends upon. In street railways and gas there is not a single city in Michigan to-day that has competition, but there is scarcely a city but is paying interest and dividends on competition that formerly existed. In the telephone field there is competition. The State is fairly laced with competing wires. Nearly every town has its own exchanges. It is a conservative estimate that \$15,000,000 has been spent in Michigan for unnecessary telephone development. This competition began in the days when the battle axe was the only known remedy against extortionate rates and poor service. In the early days the State asserted its right to regulate rates and service and service grew in the public corporations. The great question to-day is how to eliminate this competition with a battle axe, as possible and best, side by side in the present, as well as the future. Therefore, are going, that has thought to the problem.

In this Vermontville case it appears that the Citizens Telephone Co. established an exchange in 1906 and gave a rate of \$12 a year. It was soon found that this rate would not pay expenses

and it was increased to \$12 a year. The \$12 rate was continued until July a year ago and was then increased to \$15. The patrons of the exchange took violent exceptions to this increase, held mass meetings to protest and then determined to organize a new exchange of their own which should continue the old \$12 rate. Before a new public utility corporation can begin business in this State, under the Giles law, it must receive permission from the State Commission in the form of a certificate of convenience and necessity. In this case the certificate has been withheld on the broad general ground that the remedy for the evils complained of is not in establishing a competing company to divide a business that is not large enough to give one company a decent support, but in an appeal to the State Commission. Whether the \$15 rate is exorbitant or not is not discussed, but if Vermontville is dissatisfied the Commission will hear the evidence on both sides and make a ruling accordingly. It is pointed out, however, that from a small village exchange the company has grown until it has \$20,000 or \$30,000 invested, with eighty miles of pole line and spreads over sixty square miles of territory. The company's expenses may have grown with its growth in size, and its State taxes under the new methods of taxation certainly have grown from \$144 under the old law to \$486. A new company to divide the business would not remedy the evil complained of, but would simply entail waste and loss, and poor service would inevitably result, and the public in the end would suffer. The commission in its ruling discusses what has always been held the divine right of men to engage in any business they may desire and sets up the doctrine that the rights of the general public are paramount to private rights, that the rights of the general public, both in Vermontville and outside, to good service at reasonable rates must be given consideration and protection. The general public will not be better served by competing exchanges and it will not be to the interest of the Vermontville people themselves to be compelled to maintain two systems to do the work which one exchange can do better.

The ruling of the Commission in this case is eminently sane. It gives tangible expression to what has long been recognized as sound principle that public utilities should be monopolies in their particular fields, and that as monopolies they should be subject to State control and supervision, that the people may be safeguarded against extortion or poor service. The new policy will give safety to investors in the utility corporation securities and relieve them from attacks by demagogues and designing persons.

This decision is in line with what other states are doing. In New York the Public Utility Commission has on several instances denied applications for franchises from Vermontville. A few weeks ago the Ohio State Commission made a similar ruling against an proposed new telephone company. In California the State Commission is discussing a similar case over a telephone company. The doctrine of regulated monopoly as contrasted with unregulated and uncontrolled competition is rapidly spreading over the country and it is only a

matter of time when this sound policy will be established and recognized in every state.

FOR TRADE EXTENSION.

The wholesalers and jobbers will hold a dinner meeting at the Pantlind Friday night to complete arrangements for the annual trade extension excursion. The itinerary being arranged by the Transportation Committee will be reported and acted upon and the program of entertainment will also be considered. The excursion this year will be on the Pere Marquette southward to St. Joseph, then across to Sturgis or White Pigeon and home by way of the Lake Shore. The start will be made the morning of Sept. 24 and the return will be the night of Sept. 27. Stops of from half an hour to half a day will be made at the stations along the way. The trip will be made by special train, as in former years, with diners attached, and the brass band taken along last year made such a hit that this will undoubtedly be repeated, and it is possible that a male quartette may also be taken along. It is expected between eighty and one hundred of the city's leading business men will take the trip and the experience of former excursions teaches that it will be of great trade value.

This city has a very substantial trade in the Saginaw valley and the Thumb district and there is a strong sentiment in favor of making a trip into that territory by a second excursion in October. The possibilities of getting up a party large enough for such a trip is being canvassed and a decision will soon be reached.

The trade extension excursion last year was north on the G. R. & I. to Mackinaw and the year before north on the Pere Marquette and branches to Petoskey. Three years ago it was east on the Pere Marquette to Howell and thence home by way of Durand and Greenville. These trips have been of great value to the Grand Rapids merchants in getting acquainted with their trade and territory and among other benefits, they have been instrumental in materially improving freight service to many points.

The plans being made for the Grand Rapids annual recalls what others are doing in the same direction. The Pittsburg manufacturers and jobbers are planning an excursion that will take them into a dozen or more states. They have included Grand Rapids in their itinerary and will be the city's guests on September 11. They will travel in a special train of twelve coaches, four of them to be used for the exhibition of Pittsburg products. The train itself, from locomotive in front to the tail lights, will be of Pittsburg make and as many as possible of Pittsburg's varied industries will be represented in the traveling exhibition. The train will visit Detroit and Lansing before arriving here and from Grand Rapids will go to Kalamazoo, and then westward as far as Minneapolis and Des Moines and southward through Oklahoma, to Texas and home by way of Arkansas and eastward. The travelers are expected to arrive here about noon and will be entertained by the Association

of Commerce Committee of 100 at lunch at the Pantlind.

The Battle Creek and Allegan merchants have been doing some trade extension traveling into the rural districts by automobile and the idea is one other towns in the State might well take up. About twenty automobiles were enlisted for each trip and enough went along to fill them, taking an entire day. The trip was to enable the merchants to find out what the farmers want, how merchants can improve their service to please the farmers, and what the city as a whole can do to better accommodate the visitors from the country. The policy in most towns has been to let the farmers come in and make their wants known, but the Battle Creek idea is to go to the farmers, get acquainted with them and try to please them. The first trips were a pronounced success and will probably be repeated.

THE LOCAL FAIR.

You take pride in it. Of course you do! And while the desire to help make it a go may demand some self-sacrifice this is usually made. Perhaps you rent a booth and cart over a lot of material, taking the chance of damage. What are the results? You have yourself seen people hurry past with the remark, "only advertising." This is not very flattering, to say the least, and you feel like saving your time and money another year, rather than risk being regarded as an interloper.

Yet you have it in your power to make people glad that they came. First, see that your exhibit is something which you can make of interest to them. Select an article or articles which will appeal to the common people. The electric appliances adapted to household purposes interest only a small percentage of the masses, nor will they until the power to run them is at their doors, but the little gasoline engine which runs the washing machine, separator and sewing machine is quite another matter. The silk robes which appeal to the city belle may be of interest as a part of the show, but the common sense dress which is within reach of the admirer is the only one for which a sale can be hoped.

Stay by your booth and be ready to answer questions, to explain about the process of manufacture or the manner of growth if yours is a natural product. Exchange the place of salesman for that of host and prove yourself as genial as entertaining. The most commonplace goods can be made the most interesting. Some of the big food manufacturing concerns will be glad to supply you with cuts and information regarding them to make a fine story. Tell your people about the sun-dried fruits of California or how the stuffed olives are packed in bottles according to a regular pattern. Get into closer touch with your own goods if you would make your booth something to the public but "an advertisement."

You need not worry about giving this Satanic majesty his due; he will get it.

"DEER HIDE"

Stockings for Boys and Girls

*For solid merit there is
nothing in the market to equal them*

The best hose made to retail at 15 cents

Fast black fine gauge. 2 thread. 3 thread
knee. spliced heel and toe. elastic 1-1 rib.
good weight superior yarn. lisle finish. 1/2
dozen of size in a box.

SIZE	PRICE
5	Dz. \$1.05
5 1/2	Dz. 1.10
6	Dz. 1.15
6 1/2	Dz. 1.20
7	Dz. 1.25
7 1/2	Dz. 1.30
8	Dz. 1.35
8 1/2	Dz. 1.40
9	Dz. 1.50
10	Dz. 1.55

In rounds of 5 1/2 dz. \$1.30

Butler Brothers

New York Chicago St. Louis
Minneapolis Dallas





Some Advantages Secured Through Banking Co-operation.

Nampa, Idaho, Aug. 28—I think the readers of the Tradesman will agree with me in the statement that Nampa stands unique in having what has often been considered to be the most practical and sensible bank co-operation to be found anywhere, and I trust I may be pardoned in taking the Nampa plan as an illustration of what can be accomplished through earnest and conscientious effort. Not that there is anything wonderful or unheard of about it. On the contrary, it is extremely simple.

I have been asked many times by bankers how we managed to get all the banks into an agreement that each one is so anxious to keep and, frequently after explaining it, I notice a look of disappointment on the face of my friend, who seemingly expected to hear of some closely guarded secret, heroic action or great sacrifice. The very basis and fundamental principle of co-operation must be faith and confidence in your competitor, a sincere regard for your stockholders, and generally speaking a desire to pursue a "live and let live" policy. In considering this matter, let us for a moment leave the customer as the background, assuming that every good bank is run from the inside of the counter and most good ones from the outside.

Practical co-operation between competitors covers substantially every phase of the business. In the Nampa plan we cover overdrafts, exchange, advertising, donations, printing of special customer checks, interest paid on deposits, safety deposit box rentals, excursions, farm auction sales, the drawing of legal papers, and while we have an understanding on rates for loans, we leave it optional with each bank, believing that the circumstances surrounding each individual loan are so different, that it is better to leave the matter of rate open.

Referring hastily to the matter of public donations, we all know how cunningly the solicitor calls our attention to the fact that the "other bank" or perhaps all of them have subscribed "so much," inferring, of course, that it would be suicide not to follow suit or go them one better. The funds of the banks at Nampa can be used for such purposes by special agreement only.

We have eliminated all calendars, booklets, purses, trinkets of every kind, in fact, all advertising novelties. The only advertising allowed is in our home newspapers, and in them the size is limited. This has, of course, brought us into bad repute without traveling men, who rarely fail to assure us that we have made the mistake of our lives in

getting the law upon their particular line of advertising, and that it will only be a matter of time when we would resume it. Be that as it may, it is working very satisfactorily. We are experimenting. We do not contend that we will always pursue this policy. Perhaps our experience with over-advertising and not advertising at all, will eventually show us the larger medium.

On March 1, last we eliminated overdrafts. Every experienced banker knows full well the task we have undertaken. We mailed every patron a notice that on and after March 1 no overdrafts would be allowed, and so far it has worked better than we had hoped for. How often we have heard the remark that Mr. Smith's check is always good at a certain bank, regardless of the size of his balance. The common custom among banks in allowing overdrafts has made such remarks possible. To eliminate is simply letting a loan upon your banker. He should loan the funds of the institution instead of the depositor. I know nothing that will so certainly and so quickly get a banker in bad grace with a depositor as to refuse the payment of his check. I know of no other practice extended to banks that is half so dear to the customer. It is largely the banker's fault, surely a matter of custom and indulgence nothing else.

Our bank co-operation at Nampa has caused a great many remarks, both favorable and unfavorable, humorous and disagreeable. We have been censured, we have been told that we have lost our individuality and influence, we have been accused of forming a trust in the restraint of trade. It kept some of our street-corner philo-sophers working overtime, pointing us here and there and would picture the citizenry that was about to fall upon the community. A few there were who were seriously stirred that we were inconveniencing the public. Others pursued the idea of such an agreement, and ridiculed the possibility of its lasting over night. This kind of talk died out. The mud-sucker and street-orator have turned their attention to the political situation. The facts of the matter are that three-fourths of our people do not know the existence of any special agreement, aside from that of overdrafts.

It is needless to say that our agreement would have been canceled long ago, had we found it impractical or injurious to our business, or in any way affecting the patronage of our banks. We weighed each point carefully before going into it, knowing it would result in better banking and ultimate satisfaction. The bankers of Nampa are young, ambitious men, and if in the past any lack of faith or confidence in

each other existed, it certainly has not been exhibited during the past 18 months, during which time it has been put to the most searching test. The remark has often been made that the banks of Nampa might just as well be under one management in one office, for everything was practically the same at all of them. This would naturally be the consequence, were it not for the fact

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



Only bank on North side of Monroe street.

We recommend
6% Cumulative Preferred Stock
of the
American Public Utilities Company

To net 7 1/2 %
Earning three times the amount required to pay 6% on the preferred stock. Other information will be given on application to

Kelsey, Brewer & Company
Investment Securities
401 Mich. Trust Bldg., Grand Rapids, Mich.

Use
Tradesman Coupons

Kent State Bank

Main Office Fountain St.
Faring Monroe
Grand Rapids, Mich.
Capital - - - - \$500,000
Surplus and Profits - \$300,000
Deposits
6 1/2 Million Dollars
HENRY EDENIA - - - - President
J. A. COVOUR - - - - Vice President
E. W. CURTIS - - - - Vice President
A. E. BRANT - - - - Cashier
CASPER BAARNAN - - - - Ass't Cashier
3 1/2 %
Paid on Certificates

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

2 1/2% Every Six Months

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

\$100.00 Bonds—5% a Year

THE MICHIGAN TRUST CO.

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

Largest Underlying Company of
Commonwealth Power Ry. Lt. Co.
Netting about 6 1/2% and **TAX EXEMPT**

A. E. Kusterer & Co. 755 Michigan Trust Bldg., Grand Rapids
Both Phones: 2435.

Place your **Buy and Sell** orders with

Cit. 112 **C. H. Corrigan & Company** Bell M-229
INVESTMENT SECURITIES

341-345 Michigan Trust Building Grand Rapids, Mich.

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

SURPLUS FUNDS

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

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

The Savings Certificates of Deposit of this bank form an exceedingly convenient and satisfactory method of investing your surplus. They are readily negotiable, being transferable by indorsement and earn interest at the rate of 3 1/2% if left a year.

THE OLD NATIONAL BANK
GRAND RAPIDS, MICH.

New No. 17 Monroe Ave.

Old No. 1 Canal St.

that by a consolidation new competition might be encouraged.

To bring the several bankers of a town together on a general agreement is usually a very delicate matter. So frequently we have grievances against our competitor for some fancied slight or injury, and he may have the same. To discuss these matters without widening the breach is truly a very difficult matter and often results in failure, unless all concerned are broad and large enough to grant that possibly they might be mistaken. If a town has the misfortune of having a banker whose word is questionable, it complicates matters very seriously, and it is doubtful if any agreement would last long. However, I believe there are exceedingly few cases in which the bankers of a town cannot be persuaded to see the advantage of co-operation.

Confidence is essential in all business transactions and we must have it from our patrons. No bank can prosper without it. A banker is looked upon, as a rule, as the very personification of confidence. Why then, should we hesitate to trust our fellow banker? Why should not competitors have as much confidence in each other as customers have in their banks? Cultivate the acquaintance and esteem of your competitor as you would a patron. Prove yourself trustworthy and you will gain his confidence. Here is a good place for the application of the Golden Rule.

I believe the best way to get together on co-operation is to discuss frankly all matters of importance that affect the service rendered and the profit and loss account. Carefully consider every point and before agreeing to it, make sure that you can and will stick to it. And should your competitor break the agreement, instead of running up the red flag and declaring war on him, remind him of the violation. He may have done so without intention or without knowing it. We all make mistakes. Talk to him as you would a customer and the chances are ten to one that he will thank you for the consideration and courtesy shown him and assure you that it will not happen again. If within your heart is nursed that feeling of superior virtue over that of your competitor, that makes it impossible for you to have anything in common with him, it will seriously affect any agreement that you might enter into. You may be a better man, with more virtue than your rival, but the chances of his believing it are against you.

Perhaps the greatest service that the banks of Nampa render each other, is the checking over of all loans made to parties who owe more than one bank. Our method of checking these over is to let one bank call off its list of borrowers, and where two or more banks have made loans to the same party, the amount and usually all the facts are discussed. Nothing is said regarding borrowers confining their line to one bank. We have talked some of rating every bank patron, but this has not yet been done. This would be a valuable guide, for frequently all the facts are not known to the loaning bank, that might seriously affect it.

I wish to dispel any impression you may have received that we have stifled competition at Nampa. This is neither

practical nor desirable. Take competition out of the banking business and the chances are that the service rendered would be less satisfactory. Take sentiment and pride out of the managers of a bank and the probability is that the business will decrease and become less profitable. Now and then we see a banker whose head has become gray in the service, and contented with the spoils of many years of close application to business rests on his oars, unmindful of the young men across the street, who are alive and quick to take legitimate advantage of every opportunity. We must not lag in this day and age of the world. It takes snap, energy, vigor and keen interest to cope with the competition, resulting in many positions of the greatest responsibility being filled by young men of ability, and with old heads on young shoulders.

E. F. Larson,

Cashier Citizens State Bank.

Quotations on Local Stocks and Bonds.		
	Bid.	Asked.
Am. Gas & Elec. Co., Com.	90	94
Am. Gas & Elec. Co., Pfd.	49	50
Am. Light & Trac. Co., Com.	42½	427
Am. Light & Trac. Co., Pfd.	111	113
Am. Public Utilities, Com.	56	58
Am. Public Utilities, Pfd.	80	81
Can. Puget Sound Lbr.	2¾	3
Cities Service Co., Com.	116	120
Cities Service Co., Pfd.	91½	93
Citizens' Telephone	97	98
Comw'th Pr. Ry. & Lt. Com.	69¼	69¾
Comw'th Pr. Ry. & Lt. Pfd.	90	92
Dennis Salt & Lbr. Co.	95	100
Elec. Bond Deposit Pfd.	79	80
Fourth National Bank	200	203
Furniture City Brewing Co.	60	70
Globe Knitting Works, Com.	110	112½
Globe Knitting Works, Pfd.	100	101
G. R. Brewing Co.		200
G. R. Nat'l City Bank	180	
G. R. Savings Bank	185	
Holland-St. Louis Sugar Com.	10¼	10½
Kent State Bank	266	
Macey Co., Com.	200	
Lincoln Gas & Elec. Co.	42	45
Macey Company, Pfd.	95	98
Michigan Sugar Co., Com.	89½	90½
Michigan State Tele. Co., Pfd.	100	101½
National Grocer Co., Pfd.	86½	87½
Ozark Power & Water, Com.	45	48
Pacific Gas & Elec. Co., Com.	66	66½
Pacific Gas & Elec. Co., Pfd.	91	92
Peoples Savings Bank	250	
Tennessee Ry. Lt. & Pr. Com.	24	26
Tennessee Ry. Lt. & Pr. Pfd.	79	81
United Light & Railway, Com.	76	78
United Lt. & Railway 1st Pfd.	86	87½
United Lt. & Railway 2nd Pfd.	79	80
(old)	79	80
United Lt. & Railway. 2nd Pfd.		75
(new)	73½	75
Bonds.		
Chattanooga Gas Co.	1927	95 97
Denver Gas & Elec. Co.	1949	95½ 96½
Flint Gas Co.	1924	96 97½
G. R. Edison Co.	1918	97 98
G. R. Gas Light Co.	1915	100¼ 100¾
G. R. Railway Co.	1916	100 101
Kalamazoo Gas Co.	1920	95 100
Saginaw City Gas Co.	1916	99

Heard at the Postoffice.
 A young lady, blushing very prettily, walked up to the General Delivery window of the postoffice and said: "Please, sir, is there a letter for me?"
 "What name, please?" asked the man in the department.
 "Oh, it's a business letter," said she hurriedly, at the same time telling him the name.
 He took down a package of letters and went through them hurriedly and then informed the young lady that there was nothing there for her, at which information she seemed very much disappointed and walked away. A few minutes later she returned and this time she was blushing furiously, and she said:
 "I—I—deceived you, it's a love letter; will you please look through the love letters and see if there is anything for me?"
 A little learning is seldom as dangerous as a little ignorance.

GRAND RAPIDS NATIONAL CITY BANK

Resources \$8,500,000

Our active connections with large banks in financial centers and extensive banking acquaintance throughout Western Michigan, enable us to offer exceptional banking service to

Merchants, Treasurers, Trustees, Administrators and Individuals

who desire the best returns in interest consistent with safety, availability and strict confidence.

CORRESPONDENCE PROMPTLY REPLIED TO

Fourth National Bank

Savings Deposits

3

Per Cent Interest Paid on Savings Deposits

Compounded Semi-Annually

Capital Stock \$300,000

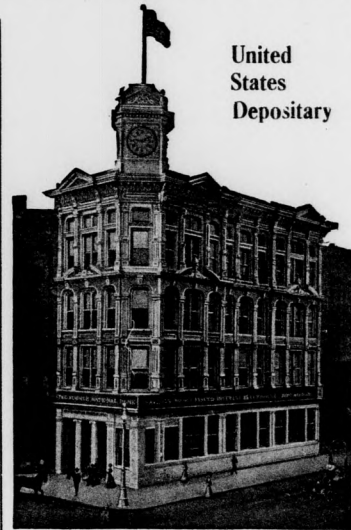
United States Depository

Commercial Deposits

3½

Per Cent Interest Paid on Certificates of Deposit Left One Year

Surplus and Undivided Profits \$250,000



MACAULEY SAID

Those inventions which have abridged distance have done the most for civilization.

USE THE BELL

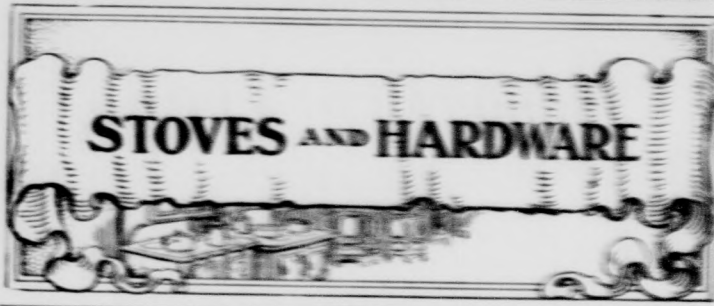
And patronize the service that has done most to abridge distance.

AT ONCE

Your personality is miles away.

Every Bell Telephone is a long distance station.





Michigan Retail Hardware Association.
 President—Charles H. Miller, Flint.
 Vice-President—F. A. Heston, Marquette.
 Secretary—Arthur J. Scott, Warren.
 Treasurer—William Brown, Detroit.

Where It Was Done.

Joe King, he cut two cords of wood,
 From time to time he cut.
 He cut it and he piled it up—
 The way that's what he does.
 To cut two cords of wood, I know,
 In one hour's time he does.
 Joe King cut his wood in the woods—
 In Lawson's hardware store.

Joe King, he cut eight cords of wood,
 I know, and piled it up.
 As in Lawson's store he did,
 He was cutting through.
 He could, I guess, better be seen,
 Cut up in many ways.
 He cut it where he did the wood—
 In Lawson's hardware store.

Joe King, he showed two more men,
 He showed it good to see.
 As they the way had gone down,
 The job was all complete.
 The horses were turned a hair,
 Wasn't that, our time to see.
 He showed it all in one short day—
 In Lawson's hardware store.

Joe King, he made the dollar out,
 He simply pocketed some.
 He does it all in just a day,
 With time for social games.
 He could do well a lot of things,
 A dozen days or more.
 Where was it done? The name of place—
 In Lawson's hardware store.

Where Mail Order Harness is Made.

A local newspaper says: A. W. Edwards, of Chicago, is here visiting old friends and relatives and taking his regular summer vacation. Mr. Edwards, together with a partner, is running a harness factory in Chicago, and they make harness only for the mail order houses.

In speaking with Mr. Edwards in regard to his business he gave us the following interesting interview:

We make harness on just as cheap a basis as it can be made and we have to figure down to the last half cent on everything. We have only a half dozen houses to deal with and they all demand practically the same grade of goods and cheap work.

Just for instance one mail order house alone took 1,822 sets of one style of driving harness. They want this harness delivered at any time after January 1, just as fast as it can be delivered. Before January 1 these companies invoice their stock of goods and they will take only enough to fill their orders, provided they run short on a certain number before January 1. Just as soon as the invoice is taken, however, they will take all they order and just as fast as it can be delivered.

Our harness is made cheaply because we employ Greek laborers and machines to a large extent. These laborers are not harness makers and never will be. They are taught to make just one thing on one kind of machine and we, of course, pay them by piece work. One man will therefore become very apt, as he only has one thing to do, and the speed with

which he can turn out work is perfectly amazing.

The harness must expect to pay higher prices for their harness unless there is a change in the present leather market. At the present time we must pay 20 cents more on the pound for leather than we did last year, and this means a raise of almost 20 per cent in the price of leather alone. We figure so closely that the difference of one cent a pound on leather would cut large slices from our profits, so we had to increase our prices accordingly. We have no shifting scale in selling harness to these mail order houses and when we make a price we must stick to it. We must therefore fix our prices high enough to meet just such contingencies as now confront us.

Most of our leather is bought in Detroit. In some times we could go there and select our leather but today they say no.

There is a lot and there is another, and there is another and the price is so much, and you can either make it or leave it."

One mail order house pays its bill every Monday morning. Another pays twice each month and still another pays the first of each month and their checks come to us for goods received with absolute regularity. The mail order houses are growing at a terrific rate and are all making immense profits. They get a good margin on everything they sell, but manage to make the ordinary buyer think he is getting something for nothing.

Death of the Dollar.

A farmer set in Kansas,
 About the year ago,
 Went into a town one day to spend
 Some of his hard-earned "dough."
 "And in a merry jest," and just
 To show his printing skill,
 He printed his initials on
 A brand new dollar bill.

He went that dollar that same day
 Down to the village store,
 He thought 'twas gone forever then,
 And he'd see it no more,
 But long before that year rolled by
 The day he went to fill
 A neighbor's order and received
 That same one-dollar bill.

Once more he went that dollar bill
 In his own neighborhood,
 Where it would do himself and friends
 The most amount of good,
 Four times in two years it came back,
 In some bad pennies will,
 And each time he'd go out and spend
 Two marked one-dollar bill.

Had he been wise that dollar might
 Be in his town to-day,
 But just two years ago,
 He sent it far away.
 The people who received it then
 I know have got it still,
 For 'twas in a mail order house
 He sent his dollar bill.

No more will that marked dollar come
 Into the farmer's hands,
 And never more will it help pay
 The taxes on his lands.
 He put it where it never can
 Be work of his hands,
 He brought about the living death
 Of that one-dollar bill.

Woodrow Wilson says that we do not need a revolution but we do need a different point of view. We do. We have been viewing things from a standpoint of the big fellow in business long enough. It is time the country began to see some of its problems from the standpoint of the small business man.

One of the big western daily papers publishes a page story telling how rural tree delivery in Kansas has killed off 2,000 towns in the past ten years. They mean cross roads postoffices.

You may wake up some Saturday morning to find that your local paper is spreading parcel post in its "patent medicine." Maybe the editor doesn't know it is there.

Established in 1873

BEST EQUIPPED FIRM IN THE STATE
**Steam and Water Heating
 Iron Pipe
 Fittings and Brass Goods
 Electrical and Gas Fixtures
 Galvanized Iron Work**

THE WEATHERLY CO.
 11 Pearl Street Grand Rapids, Mich.

Aeroplane Toys
 And High Grade Wheel Goods
 Send for catalogue
MICHIGAN TOY COMPANY
 Grand Rapids

Foster, Stevens & Co.
Wholesale Hardware

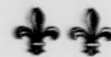
10 and 12 Monroe St. :: 31-33-35-37 Louis St.
Grand Rapids, Mich.

**Diamond Brand Steel
 Goods**

The True Temper Kind

What about your next season's requirements

Give us a try



Michigan Hardware Company

Distributors

Exclusively Wholesale

Ionian Ave. and Island St. GRAND RAPIDS, MICH.

PARCELS POST LAW.

Merchants Can Congratulate Themselves on Real Victory.

Washington, D. C., Aug. 30.—The parcel post bill now enacted into law provides for eight zones, as originally provided for in the revised Bourne bill, fifty miles for the first zone, one hundred and fifty for the second, three hundred for the third, six hundred for the fourth, one thousand for the fifth, fourteen hundred for the sixth, eighteen hundred for the seventh, and all outside for the eighth. The rates for the first zone, five cents for the first pound and three cents for each additional pound or fraction thereof; second zone, six cents for the first pound and four cents for each additional pound; third zone, seven cents for the first pound and six cents for each additional pound; fifth zone, nine cents for the first pound and seven cents for each additional pound; sixth zone, ten cents for the first pound and nine cents for each additional pound; seventh zone, eleven cents for the first pound and ten cents for each additional pound; eighth zone, twelve cents for the first pound and twelve cents for each additional pound. The weight limit is eleven pounds and it includes everything in fourth class matter, in addition to farm and factory products not now embraced by law in either first, second or third class, and not of a perishable nature, with a reasonable period required for delivery. It provides also for a local rural parcel post from all postoffices from which rural routes extend at a rate of five cents for the first pound and one cent for each additional pound.

It has also a C. O. D. and insurance provision. The law goes into effect January 1, 1913. A commission is provided for as follows: That for the purpose of a further enquiry into the subject of the general parcels post and all related subjects, a joint committee of six persons (members of Congress,) three of whom shall be appointed by the President of the Senate and three by the Speaker of the House of Representatives, is constituted with full power to appoint clerks, stenographers and experts to assist them in this work. That the Postmaster General and the Interstate Commerce Commission shall furnish such data and otherwise render such assistance to the said Committee as may be desired or available. For the purpose of defraying the expenses of this Committee the sum of \$25,000 is hereby appropriated, out of the money in the Treasury not otherwise appropriated. The Committee shall report fully to Congress at the earliest date possible.

I want to call your attention to this provision for a Commission, because it must be clear to all that the fight is not over. The law is the least injurious to retail merchants of anything so far proposed. The rates and the cost of performing the service will be the basis of rate adjustment. This provision ensures strong protection to retail merchants everywhere.

All in all, we have much to be

thankful for, because the law does not include the features upon which we waged the hardest fight—that is, that service should not be performed at less than cost and that no flat rate could prove otherwise than discriminating, unjust and unfair.

The Postmaster General also is curbed by being compelled to get the consent of the Interstate Commerce Commission before he can charge rates. The basis for adjustment must be the cost of performing the service. While we have not been able to defeat a parcel post, yet we have won a substantial victory, in that we have compelled a much fairer law than advocates of parcel post have asked for.

The local rural parcel post feature will hurt the retail merchant most. The retail merchants, the commercial travelers and the wholesalers have much to be thankful for and can really and truly congratulate themselves upon a real victory.

I am pleased to be able to acknowledge to you that the Michigan Tradesman is the only trade journal in the United States which made a substantial contribution to the fund which enabled this campaign to be conducted so effectively and successfully.

An attempt will be made in the next Congress to pass a postal express bill and we must be prepared for that battle. E. B. Moon.

Executive Secretary.

Should Become Active in Public Affairs.

If there had been a retail merchants' association in every town of every State five years ago, and if these organizations had spoken with commanding emphasis to their representatives and senators in Congress, in opposition to the Parcels Post, where would that measure have been to-day? Still in the catalogue house egg from which it was hatched, rather than a powerful menace and an imminent injury to the retail stores and small towns of the country, as it is to-day.

The participation of the business man—of the merchant—in public affairs, is not only patriotic and preservative. The day when the trust came to the front—the big combination of manufacturing or merchandising—and the day when the enforcement of the long-dormant Sherman law was begun, marked the beginning of an era unlike any that had been entered upon before. A new problem was chalked upon the board. So far, the gentlemen of the law, the gentlemen of the press, and the gentlemen of politics, have not proved themselves especially brilliant of its solution. Practical knowledge of conditions, of needs, and of possible remedies, must come from practical men. At a thousand points, the executive or the legislator discovers the need of business knowledge. It would take less time to replace them by practical business men than it would to educate them in business.

The recent nation-wide movement toward the submission of public questions to the individual citizen through

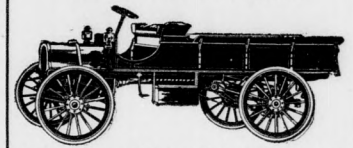
the new primary laws—even to the selection of senators and presidents, opens the way for the business man to express himself as he never could. He can no longer afford to sulk in his counting room, as he has too often in the past, and lay the blame for local or national evils upon the politicians. He can rally his friends and associates about him, and enforce any decision he desires.

The individual merchant at the primary polls, the merchants' association as a co-operative force—these are hopeful forecasts for the future, and I have no hesitation in pledging each hardwareman to do his level best to bring it about.

J. H. Kennedy.

Every now and then in reading mail-order house advertising you come to this sentence: "Making it possible for us to offer the best quality made at a lower price than dealers pay for the inferior kind." Just a plain lie in most instances, and the right kind of a law will stop it.

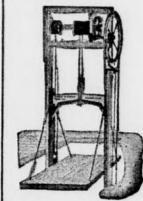
Chase Motor Wagons



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

ELEVATORS



Hand and Power
For All Purposes

Also Dumbwaiters
Sidewalk Hoists

State your requirements, giving capacity, size of platform, lift, etc., and we will name a money saving price on your exact needs.

Sidney Elevator Mfg. Co. :: Sidney, Ohio

Why Not Save 50% On Ice Bills?

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



Brecht's
Twin
Compressor

**Brecht's Enclosed
Brine Circulating System**

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

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

Write us today for particulars.

Dept. "K"

THE BRECHT COMPANY

ESTABLISHED 1853

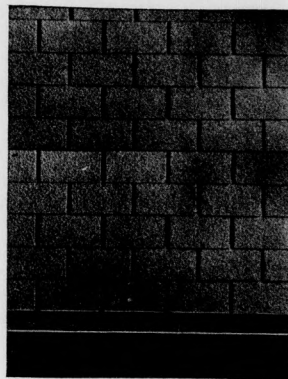
Main Offices and Factories:

1201-1215 CASS AVE., ST. LOUIS, U. S. A.

New York, Denver, San Francisco, Cal., Hamburg, Buenos Aires

**REYNOLDS FLEXIBLE ASPHALT
SLATE SHINGLES**

HAVE ENDORSEMENT OF LEADING ARCHITECTS



Reynolds Slate Shingles After Five Years Wear



Wood Shingles After Five Years Wear

Fire Resisting
Fully Guaranteed

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

Write us for Agency Proposition. Distributing Agents at

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

H. M. REYNOLDS ASPHALT SHINGLE CO.

Original Manufacturer, GRAND RAPIDS, MICH.



Use City Methods in Your Country Store.

Written for the Tradesman.

What methods and ways of doing business that are employed in the large city stores, may the dry goods dealer who is located in the country or in a village or a small town profitably copy?

Naturally the stores in the large business centers forge ahead fastest. The keenness of the competition they have to meet compels them to employ all their resources to the best possible advantage; while the vast bulk of goods they handle necessitates the speediest and most economical systems. How many and which of these can the dealer from out of town install with advantage in his own store?

Perhaps the greatest thing the country storekeeper can learn from the city storekeeper is the lesson of mental concentration and alertness. The city man thinks with his head. He has to. He brings all the powers of his brain to bear upon producing results in his business.

He makes a constant study of his trade, their likes and dislikes, preferences and demands. He watches tendencies. He is not bound down by prejudices, but is ever ready to discard old methods and adopt new to better meet changing conditions.

It is something of this spirit that the man from out of town should get into his veins. To meet the mail order house competition and the many other problems and difficulties that now confront the village or country merchant, he needs an active brain and strong will. And he needs to use his brain in adapting his business to local conditions. It is the man who thinks and thinks to a purpose who wins out.

In the matter of specific methods the country merchant has much to learn from his city brother. We will enumerate some of these.

The city store is clean, neat, and orderly. In spite of dust and dirt and the grime of soft coal smoke, by dint of all but incessant scrubbing and window washing the city store is kept measurably clean. With country and village stores, some are clean and some are far from it.

It would seem that no merchant need be reminded of so simple and elemental a thing as cleanliness, but strange to say, it is in just such simple elemental things that every body knows about and ought to practice, that the city stores show their chief points of excellence.

The city merchant knows the value of a proper arrangement of stock. Attractive goods surmounted by easily read price tickets and placed where they will catch the attention of customers, literally sell themselves. The table covered

with goods is one of the very best of salespersons and works for the lowest imaginable wages. The country dealer can not afford to keep his goods crowded back on shelves where no customer gets a good look at them unless she asks to see such and such things. Of course some shelving has to be used, but a line of goods that is on the shelves this week may be placed on a counter next and on a table in the center of the store the week after.

The long and narrow room which was the conventional shape for any sort of retail shop fifty years ago has been displaced in the cities, at least as to the larger and more progressive establishments, by the big, broad store which is far better than its predecessor in points of lighting, ventilation, and provision for the pleasing and artistic arrangement of goods. Any one who is building a new store or remodeling an old one, wherever it may be located, should not fail to consider the advantages of the wide shape of room.

The city merchant puts price tickets on everything. One can not walk through a city store without learning just what a number of articles are selling for. A woman is far more likely to stop and make a purchase of an article that she knows is five cents or ten cents or eighty-nine cents than if she had to inquire the price. Country merchants, you should not fail to make constant employment of that most willing of workers, the price ticket.

The city store has its advertising gotten down to a science. It does not spend money having vague general descriptions and laudations of its business printed in the daily papers, but it advertises specific goods at plainly stated prices, in a way that brings people to the store. The trouble with the out-of-town merchant often is not that he does not spend enough money in printer's ink, but that he does not write his ads in the definite, telling style that brings results.

The city merchant does not keep his capital tied up in dead stock. Goods which will not move within the proper time at the regular price are cut to a figure that makes them move. This keeps the stock always fresh and new and the money that is invested is being constantly turned over. Perhaps there is no single lesson more valuable for the country merchant than just this of keeping goods moving.

The city store adopts the best and most practical system of doing its office work—those which are most economical of time and labor and which best serve its ends. It uses either the straight cash system with all customers or else gives short time credit to reliable people only. In the latter case

accounts are promptly rendered and are kept in some simple way that involves little expense in bookkeeping. Many country dealers have altogether too much on their books. This evil is nearly as old as the hills and still continues. If you are a country merchant, can't you cut it out?

In a certain country village in this State there are two stores that present a sharp contrast. With one your eye is offended before you enter by the grimy fly-specked windows, in which

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.



Men and Women, who are careful buyers and who like to get the most for their money, ask for

SOMERSET
INDESTRUCTIBLE
HOSIERY

It gives comfort, satisfaction, long wear. It is superior. Ask for it.

OUR LINE OF
HOSIERY
For Fall trade is made up of excellent values. Book your order now while stock of sizes is complete. 🌿 🌿

FOR SALE BY

Grand Rapids Dry Goods Co.
Cor. Commerce Ave. and Island St.
WHOLESALE ONLY

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



Will You?

We invite you to examine closely our line of fall and winter underwear, and you will be convinced that as to quality, price and assortment, our line is second to none. Ladies', Men's, Children's union and two piece cotton, fleece and wool lined and all wool.

Now is the time to have your stocks complete.

Get our case lot prices on men's 12, 13 and 14 lb. fleece.

Paul Stekete & Sons

Wholesale Dry Goods

Grand Rapids, Mich.

there are untidy displays several weeks old at least. Inside, the floor is dirty and the walls and ceiling discolored with smoke. The goods are mainly on the shelves. Many pieces of goods show unmistakable signs of age and soiling. Disorder reigns from one end of the store to the other. Everything has a cluttered appearance. Two or three pairs of men's socks sometime were laid in the ribbon case and have been allowed to remain there. In one show case a disreputable looking lot of fancy collars and neckwear disputes possession with some ready-to-wear spring millinery that certainly should have been closed out early in July. A rather drowsy looking young man who seems very much in keeping with the whole establishment comes slowly forward to see whether you will have anything. You state your errand and are gone as soon as possible. The atmosphere of the place does not incite you to make further purchases.

Now here is a stock of goods worth several thousand dollars. It ought to be making its owner good money, but it is not. Why? Well look about and see if "Sidetracked twenty-five years ago" is not written plainly over everything.

Across the street is the other store. No city shop is smarter, fresher, or more up to date. The windows are clean and the tasteful displays are changed frequently. Neatness and order are everywhere within. There is no mixing up of goods—everything is kept in its place. The goods are fresh and new and the style of the building and the arrangement of the stock is modern. The clerks are alert and courteous and attentive. It is plain that the man at the head of this store is a real merchant, fully awake to all his opportunities and pushing his business with vigor even though he is located in a town of only a few hundred inhabitants.

Fabriz.

Doings in the Buckeye State.

Written for the Tradesman.

The Imperial Hoop Co., of Bucyrus, will open a plant at Delphos for the manufacture of hoops and hub blocks.

While city officials of Lima were asleep, the Erie Railroad laid double tracks there without heeding the city's orders to build a viaduct.

Slot machines have been ousted at Napoleon.

The Ohio Public Service Commission has issued drastic orders to the Northern Ohio Traction and Light Co. and the Tri-State Railway and Electric Co., requiring improved service. Both corporations must spend large sums of money for new construction and equipment.

This is the week of the home coming and the Henry county fair at Napoleon and thousands of visitors are expected.

The Seneca county fair will be on at Tiffin this week.

Toledo's new beet sugar factory, costing \$1,000,000, will start operations about Oct. 1, fed by 8,000 acres of beets grown on Ohio and Michigan farms. The plant is operated by the Toledo Sugar Co. and about 5,000 people will be employed.

Almond Griffen.

NEW YORK MARKET.

Special Feature of the Grocery and Produce Trade.

Special Correspondence.

New York, Sept. 2—To-day is almost a complete holiday as all who can get away have gone and the wheels will not go around until Tuesday. What business has been transacted indicates a fairly steady situation in spot coffee, and if the reduction which some think they see has really been made in quotations, it is not to be compared to the decline of "option" coffee. At the close Rio No. 7 is worth, in an invoice way, 14¼c. In store and afloat there are 2,194,292 bags, against 2,247,210 bags at the same time a year ago. Milds are moving in a small way. Good Cucuta, 15¾c.

There is little activity in teas. Sales are not remarkably numerous, nor are the quantities taken large. Buyers order only for immediate requirements and the best that can be said is that prices are steady.

Granulated sugar is generally quoted at 5.10c. While purchases in individual cases have been of small quantities, there is a pretty steady stream of orders, and on Tuesday there will probably be quite an accumulation of orders.

Enquiry for rice has been light and quotations might, perhaps, be quoted as a trifle easier, at least in feeling if not in reality. Prime to choice domestic, 53½@5½c.

Spices begin to show more activity with the advancing season and a satisfactory demand is reported from grinders. Nothing of interest as to futures. Quotations remain practically unchanged through the whole list.

Quite a steady improvement is seen in the demand for molasses, as cooler weather sets in, and more particularly as a short crop seems likely with advanced rates. Good to prime centrifugal, 26@34c.

Standard three tomatoes—that are really "standards"—are not to be found at less than 80c f. o. b. factory, and at this quotation a fairly good business is reported. Jobbers want the goods at 77½c, but offers at this are turned down. Reports from the country are to the effect that a pretty good-sized pack will be put up. Fancy State corn is worth 82½@85c. Business has been quite active for this article. Standard, 60@70c f. o. b. factory, spot or future. Standard peas \$1@1.05 f. o. b. factory. Fancy goods are scarce, but the lack is made good, so far as quantity is concerned, by standards and seconds.

Butter has advanced ½c. The demand has been active and stocks are quickly taken care of. The outlook is for a still further advance. Creamery specials, 27¼@27½c; firsts, 26@26½c; process, 24@25c; factory, 22@22½c.

Cheese is steady at 16@16¼c for whole milk.

Eggs are firm and some little advance is to be noted, while the same announcement is likely to be made next week. Best Western white are worth 24@27c. From this down to 20@21c, with ample supply at about 23c.

If a man could only live rich he would have no objection to dying poor.

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

For Dealings in
Show Cases and Store Fixtures
Write to
Wilmarth Show Case Co.
Grand Rapids, Mich.

MEET US

AT THE FAIR

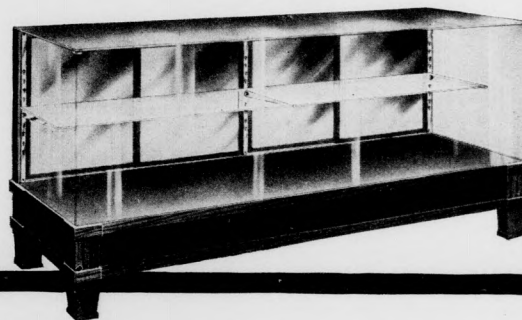
We will show you a line that will

"OPEN YOUR EYES"

Brown & Sehler Co.

Sunbeam Goods

Grand Rapids, Mich.



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

GRAND RAPIDS SHOW CASE CO., Grand Rapids, Michigan

The Largest Show Case and Store Equipment Plant in the World
Show Rooms and Factories: New York, Grand Rapids, Chicago, Boston, Portland

"H B Hard Pan"

For Years the Standard
Work Shoe for Men

Year After Year

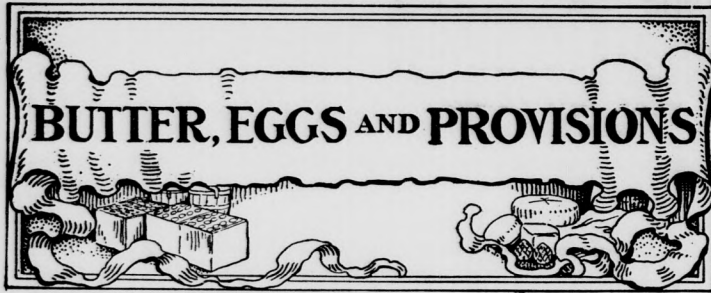
We have refused to substitute cheaper materials, and the multitude of merchants who handle this line look upon it as the



Backbone of Their Shoe Department

Fall business has only just started. If your stock is not well sized up send us your orders **NOW** so you will have the shoes when needed. Our salesman will gladly show you our complete line. Shall we have him call?

HEROLD-BERTSCH SHOE CO.
Manufacturers "H B Hard Pan" and "Bertsch Shoes"
Grand Rapids, Mich.



Value of Eggs Compared With Other Food Products.

Practically all food stuffs are now unusually high in price; especially is this so with meats. Round steak, which commonly sells for 12c per pound, now costs 20c and the common pork chop sells for 18@20c, while rib roasts and sirloin and porterhouse steaks cost 20@30c per pound.

A study of 376 American dietaries shows that meats and fish formed 7.8 per cent. by weight of the total food material; eggs, 2.1 per cent.; dairy products, 18.4 per cent.; and all animal foods combined formed 8.5 per cent. of all foods consumed. Thus over one-third of the food eaten came from animal sources; the remainder from the plant kingdom.

Meats furnished nutrients at a higher cost than that of the same nutrients when obtained from vegetables; but, owing to their pleasing flavor, meats will probably remain an important part of the American dietary at least until their cost becomes prohibitive except to the wealthy. Meats are no more indispensable in the diet than the coffee.

Eggs can probably be substituted for meats with less objection on the part of the consumer than in case of other foods, such as beans, macaroni, peas, etc. At present market prices—round steak at 20c and eggs at 16c—a given sum of money will buy more food nutrients in the form of eggs than in round steak.

Eggs do not differ greatly in composition from meat. The average egg, as purchased, consists of about 11 per cent. waste material or shell. The edible portion consists of about 34 per cent. water, 13 per cent. protein or muscle-building material, 10.5 per cent. fat, and 1 per cent. mineral matter.

For comparison, medium fat round steak, as purchased, consists of about 7 per cent. waste material, bone, fat, etc. The edible portion consists of 66 per cent. water, 20 per cent. protein, 14 per cent. fat, and 1 per cent. mineral matter. Round steak contains slightly less refuse and water than eggs, but rather more protein and fat. Round steak contains approximately one-third more food nutrients than an equal weight of eggs.

Eggs vary greatly in size and weight, but the average egg weighs about two ounces, or eight eggs weigh a pound.

Twenty cents will buy one pound of round steak; and, with eggs at 16c, will buy one and one-fourth dozen, or fifteen eggs, weighing thirty ounces.

Since round steak contains about one-third more food material than an equal weight of eggs, twenty-four ounces of eggs, or one dozen, will correspond in food value with one pound of round steak. Twenty cents will purchase one and one-fourth dozen eggs, or 30 ounces; hence that sum will buy one-fourth more food nutrients in the form of eggs than in round steak.

Eggs are more economical than meat in another way. While a pound of meat is sufficient for three or possibly four people for a meal, the same number of people would not eat more than eight eggs, possibly not more than four, costing less than half what the meat costs. While the eggs would furnish less food material, that is no objection, because it is a well-known fact that the average person is over-fed rather than under-fed.

Eggs are very thoroughly digested; in fact, practically all the nutrients they contain are utilized by the body. The same thing can be said of meat.

Raw or soft-boiled eggs are more easily digested than such as are hard-boiled; but, with a healthy person, eggs are thoroughly digested, regardless of method of cooking.

The substitution of eggs for meat is an effective way to reduce the cost of living. Ralph Hoogland.

Timely Warning to Egg Shippers.

New York, Sept. 2.—The receivers of eggs in New York respectfully call the attention of shippers of eggs to the position of the Health Department of the city of New York in the matter of consigned eggs, as approved by the Chief of the Food Department.

1. Receivers of eggs cannot consider themselves merely as representatives of the shippers and not as being themselves responsible for the character of the food sold by them, to be consumed by the people of the city. The Board of Health holds the seller responsible for the condition of the goods sold.

2. The department considers that when a wholesale receiver finds among his receipts a consignment of eggs that is seen to be running largely bad he must eliminate the bad eggs before the lot is sold into consumptive channels.

3. When eggs show any unusual heavy loss—say 25 or 30 per cent.—it is the duty of receivers of such shipments to notify the health department of the fact, when an inspector will be promptly sent to examine them, and, upon ascertaining their condition, direct the method of their disposition.

4. Eggs containing 50 per cent. of rots and spots are subject to confiscation in their entirety, their sale being prohibited.

Egg shippers will see the necessity of watching closely the quality of their goods, and guarding against the shipment of any eggs that are liable to seizure here, or which are so poor as to compel repacking in the hands of wholesale receivers.

This notice is issued at the direction of the executive committee.

New York Mercantile Exchange.

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

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

Hart Brand Canned Goods

Packed by

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

Michigan People Want Michigan Products

— ESTABLISHED 1876 —

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

MOSELEY BROTHERS
GRAND RAPIDS, MICH.

The Vinkemulder Company

JOBBERS AND SHIPPERS OF EVERYTHING IN

FRUITS AND PRODUCE

Grand Rapids, Mich.

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

Grass, Clover, Agricultural and Garden Seeds

BROWN SEED CO., GRAND RAPIDS, MICH.

PEACOCK BRAND

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

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

Ludington, Mich., F. L. Bents
Grand Rapids, W. T. Irwin, 538 Sheldon Ave.
Kalamazoo, H. J. Linsner, 911½ N. Burdick
Lansing, H. W. Garver, Hotel Wentworth
Adrian, G. W. Robnett, Hotel Maumee
Port Huron, W. C. Rossow, Harrington Hotel
Saginaw, W. C. Moeller, 1309 James Ave.
St. Johns, E. Marx, Steele Hotel

Write to-day

Cudahy Brothers Co.
Cudahy-Milwaukee

MAIL ORDER MERCHANTS.

They Prey on the Credulity of the Credulous.

Written for the Tradesman.

"Get a plenty while you're getting," as old Mrs. Means said in the Hoosier Schoolmaster of beloved memory. Doubtless this was what Farmer Peters had in mind when he purchased nutmegs for home consumption.

The wily mail order agent gave him to understand that nutmegs didn't grow on every bush, and that no one could get too much of a good thing. For a full half hour the agent in question labored with Dan Holding trying to convince him that it was better to trade with an outside house, the one he was representing, and which was selling direct to the farmer at wholesale rates.

Dan asked a lot of questions. He was of an observing turn of mind and, like the man from Missouri, had to be shown. In the course of this "showing" the intelligent farmer gave the glib agent a good many hard nuts to crack. Dan had been hard up at one time, had in fact been compelled to ask credit. He managed to pay his bills, some of them not always when due, yet the good-natured dealer carried him along until an abundant crop brought everything out right.

"Now would your firm be that accommodating with me, Mr. Catching?" queried Farmer Holding.

"Well—er—no," stammered the agent; "but you see, it would have paid you to borrow the money and buy of us because of the cheaper rates we give you."

"I don't know about that," chuckled Dan. "Do you reckon the banker would have lent me money when my farm wasn't half paid for and there was a sick wife in the house and no great show for crops? I know he wouldn't, but my grocer did. I don't think you are doing just right going about the country taking orders from men who are even now owing the local dealer—"

"And being robbed by him," broke in Catching. "What we are aiming to do is to make the farmer independent of the middleman. By purchasing direct from the wholesaler you get the same rate that your country dealer does, thus saving one-quarter the expense. It is up to you farmers to say how long you will stand it to pay tribute to the small town dealers."

"You think it all right to pay tribute to the big fellows," retorted Dan. "You talk glibly about the middlemen. Who are they, pray tell me?"

"Why, this four-corners dealer out here—"

"The one who trusted me until I could get out of the kinks and get money out of my crops. Don't tell me that, Mr. Catching," and there was a ring of indignation in the farmer's voice. "John Stelling is my neighbor and friend. I esteem him highly. He is a good citizen, an accommodating dealer, and we can do business without the aid of you mail order fellows."

"And because he is your friend you let him rob you of half the profits on your farm products. You are one of the blind fellows whom it will take time to enlighten. Now there's your neighbor, Peters, one of the richest farmers in this town, he patronizes me, buying

in large quantities thus saving a lot of money. Why, do you know, in a money sense, I consider these middlemen full as bad as the saloon keeper. You pay into their coffers good money that ought to go—"

"To the big fellows in the great cities, firms like yours for instance."

"You can have it that way if you like."

"You are very bitter against the middleman, Mr. Catching."

"I am simply stating the truth—he is a robber under the forms of law."

"While you are the Good Samaritan, going about doing good to the sick and hungry souls on our farms!" smiled Dan. "Now I am curious to know if you are a manufacturer?"

"Why, no—"

"You do not manufacture the implements you sell, nor do you raise the cane, the beets and the like for the sugar; you do not even manufacture a pound of the article. You buy your teas and coffees from the importer; you buy from the manufacturer your gingham, prints and pantaloons; even the nutmegs must pass through several hands before they reach yours. Now, Mr. Catching, I am thinking some of taking your advice and drop the middleman altogether, of whom you are one of the chief."

"Why—er—do you mean—"

"I mean that you have been condemning your own business when you preach to me that the farmer ought to turn down the middleman and buy at first hands. Those first hands are along ways from yours. The firm you represent is a middleman on an extended scale. The beet and cane raiser makes his profit when he sells to the sugar manufacturer; then the sugar refiner makes a profit in selling to you, while you make still another profit when selling to me, the poor down-trodden farmer. On the whole I think I shall advocate cutting out the middleman, as you suggest, and go direct to the manufacturer for what I want. It is the height of inconsistency for this firm of yours to send out cheap salesmen all over the country, paying them salaries, which you know comes finally out of the consumer by enhancing prices."

"Let us go to the root of the matter, Mr. Catching, and deal—we farmers, I mean—directly with the producer, cutting out the wholesaler, who is as much a middleman as is my friend Stelling up at the corner store. Let the farmer look out for himself, absolutely and selfishly. We want no towns or villages built up close at hand. What we aim for is to send everything we produce to distant markets thus destroying the nearby villages, making of the country one wide waste of farms, with no stores, churches or towns where we can meet for a sociable time. What will become of the lesser chap who is in debt, who cannot raise the cash to send to Chicago or New York I do not know, neither do I care, so long as I and my immediate relatives are in the ascendant—"

Dan paused as Mr. Catching rose to go. "I think you are next thing to an anarchist," he growled. "I like to talk to sensible men—"

"Like Farmer Peters, eh?" chuckled the farmer, "who buys ten pounds of nutmegs so as to get a plenty when he has the chance. You knew when you

sold him that lot that it was enough to last an ordinary family for three generations. He afterwards found that my friend Stelling sells them for 6 cents a pound less than you charged him. I want to tell you—"

But Mr. Catching, with his mail order book under his arm, fled to his carriage and drove furiously from the vicinity. Old Timer.

The man who is trying to get rich without hard work is sure to find he has chosen the hardest route of all.

Many a man is able to lead the simple life because his wife takes in boarders.

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Feeds in Carlots
Mixed Cars a Specialty
Wykes & Co., Grand Rapids Mich.
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Spring Wheat---Flour and Feeds

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Reasonable Prices and Prompt Service
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Terpeneless **Lemon and High Class Vanilla**

Insist on getting Coleman's Extracts from your jobbing grocer, or mail order direct to
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Good Things to Eat



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Fruit Butters Vinegars Catsup

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HIGH GRADE FOOD PRODUCTS

Made "Williams Way"



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Pick the Pickle from Michigan

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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.



**Unusual Experiences of Shoemen—
Bud Williams' Story.**
Written for the Tradesman.

Chapter IX.

"Speaking about conspicuous shoes," began Mr. Williams, "d'you remember how conspicuous tans used to be about fourteen or fifteen years ago? In those days it took a pretty game man to wear a pair of tans. Though we all realized that tans were bound to come in course of time, there were seasons when it looked as if it would take them a long time to arrive.

"Conventional folk were inclined to fight shy of tans; and as for middle aged or elderly men—well it was hardly worth your while asking if they'd like to look at tans; they were disposed to let them severely alone. Tans were worn chiefly by the younger set. I recall a very conservative old man who used to contend that anybody who wore a pair of tans was sure to go to the Devil.

"And yet at a time when tans were under the ban, I remember selling a pair of them to an elderly gentleman—and a minister of the gospel at that—under very peculiar circumstances.

"I was the manager of an exclusive little shop in Bellville, catering to medium and better grade trade, and our location was good. We were located next door to Crocket & Stoke's, corner 4th and Wallace Place, the premier clothing establishment of the city. Crocket & Stoke carried a swell line of ready-to-wear clothes for men and boys and one of the finest lines of haberdashery in that whole section of the country. Fortunately for us, they had no shoe department. Being next door to them, we were (in effect) their shoe department.

"This little incident happened one Sunday morning. I used to go down to the store nearly every Sunday morning about ten o'clock or a little before just to look over the papers, write a few letters, or maybe an ad or two. Of course the blinds were down, and unless it was just to accommodate a friend, I never sold a pair of shoes. It was just a little whim of mine—always to spend an hour or two in the store on Sunday; and, as I say, usually in the forenoon. I suppose my system demanded that I come in and inhale about so much aroma of leather, otherwise my food wouldn't digest properly.

"Shortly after ten that morning the 'phone rang; and, answering the 'phone, I was told that it was Dr. Blackburn talking (Dr. Blackburn was the pastor of one of the principal churches of the city), and he wanted to know if I would be so kind as to sell a friend of his a pair of shoes. The Doctor explained that the circumstances were a

little out of the ordinary; that he would explain when they came in; that it would be a great accommodation, etc.

"'Sure,' I replied, 'bring in your friend and I'll let him have a pair of shoes as a favor.' You see I knew the Doctor fairly well—as a matter of fact he had been a customer of mine for a couple of years.

"Presently the front door opened, and the Doctor and his friend stepped in. I shall never forget the appearance of that old gentleman who came in my shop to buy a pair of shoes on Sunday. He was a man of sixty-five; a little less than medium height, and stockily built. His hair was white—white as snow. He wore closely cropped whiskers and mustache. His eyes were blue—profound and yet possessing a most ingratiating twinkle. It was evident the old gentleman had an abounding sense of humor. In the store he acted not unlike a small boy who has been caught with his hand in the jar and the jam on his chin.

"But the most conspicuous thing about the old gentleman was his forehead. He had, I think, the most perfect head I ever saw on a human being—large, full, and splendid; and that great dome of a forehead—my! but he must have been a brainy man. I afterwards learned that he was a professor in a large theological seminary, and a man of rare scholarship. He certainly looked like a prince.

"'Young man,' he said with a smile, 'this is a case of an ox in the ditch; or otherwise put, of a preacher in the baptistry. I don't ordinarily desecrate the Sabbath, but to-day I've got to have a pair of shoes.' And he shoved out a foot encased in one of Doctor Blackburn's house slippers.

"'I am going to preach for Doctor Blackburn this morning at eleven o'clock. It is a custom of mine always to visit the auditorium in which I am to speak, and get my voice limbered up. I like to adjust my voice to the room so that I can speak with perfect ease to myself, and at the same time make my voice distinctly audible in every part of the auditorium.

"This morning, not being familiar with Dr. Blackburn's church, I unwittingly stepped back into the baptistry (which isn't properly safeguarded, as I have since informed the doctor), and got myself very wet. Fortunately or unfortunately, the baptistry was filled with water. If it had been empty I might have broken my neck, but I wouldn't have gotten wet. As it happened, I got drenched to the skin, but my neck is intact. Messrs. Crocket and Stoke have kindly fitted me out, thus far; now I want you to complete the outfit with a pair of shoes.'

Like Peas in a Pod

That's the Way

*The WONDERFUL Shoe
for Men*

Look in the Cases



This is No. 113
Plump Gun Metal Blucher
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In stock in
B-C-D and E widths
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Less 10% in 10 days
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Fine Welt Shoes

Made on latest styles of lasts for
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Order now for Fall

Hirth-Krause Co.
Shoe Manufacturers and Tanners
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"Certainly, Doctor," I said, "I'll be glad to." And I asked the old gentleman to be seated.

"He wanted a plain shoe with a wide toe—something in a soft leather, built on a straight last. In other words a regular old man's shoe; and yet a good shoe. The price was immaterial to him. But the size ran high—and I had my misgivings. When I came to look for his size I saw I couldn't fit him: that is I couldn't fit him in anything in that style of a shoe in dark leather. But I could fit him in a pair of tans. So I produced them.

"When I brought out the tans Dr. Blackburn looked astonished, and started to protest. But the old gentleman said: 'Now, Doctor, will you kindly keep quiet? I'm buying these shoes.' And he tried them on.

"Young man," he said, "I never had a more comfortable pair of shoes on my feet in my life. It is evident these shoes were built for my feet. If you can't fit me in conventional black, there's nothing in the code to prevent my wearing this tan colored leather. People seem to be just a little prejudiced against tan shoes. But in my humble judgment this prejudice is ill founded. Some day nearly everybody—old and young—will be wearing tan shoes. I'm going to help start the fad. Please put on the other shoe, and kindly wrap up the Doctor's slippers."

"So the old gentleman walked out a rather conspicuous figure, on our street. He was dressed in a new double-breasted frock coat, wore a top hat and a pair of bright tan shoes that simply cried aloud for attention. And I think

the old man was rather tickled with the idea of dealing conventionality a solar plexus blow.

"He was a grand old man. Though he never said a word about getting hurt by that fall until the morning service was over, he was suffering agonies all the time. The tendons of his leg were so badly wrenched that he was laid up for weeks afterwards. When he did get about, he walked on crutches. But he filled his appointment at Dr. Blackburn's church; and spoke, I am told, for an hour. When the services were over they had to take him around to Dr. Blackburn's home in a carriage. He was a game old man."

Bud's story of the sale of a pair of tan shoes under unusual circumstances brought up the subject of tans, which is always an interesting one to a bunch of shoemen. Williams, Courtland and Collins were of the opinion that 1912 is going to be a strong year for tans; but Macfarland seemed to be not quite so sanguine as the rest. All, however, were agreed that tan leather is admirably suited for fall and winter wear as well as summer wear.

And then, as the hour was growing late and as Archibald Courtland was beginning to manifest signs of drowsiness, it was agreed that the company would hear one more story from Tony Collins, the traveling salesman, and then break up for the night.

But before Collins began his story it was agreed that the men would meet in the Flanders Den at no far distant date and rehearse other unusual experiences that had befallen them as shoemen.

Charles L. Garrison.

White Shoes for Women's and Children's wear.

Written for the Tradesman.

White shoes have gone big this summer.

Away back last winter and early in the spring a whole lot of us were persuaded in our own minds that this would be a white season; but frankly, some of us will have to admit that white shoes have sold more extensively this summer than we had dared expect.

Doubting Thomases throughout the country who couldn't see the white goods proposition now wish they had.

Only the other day the Secretary of a certain men's organization in a southern city came puffing up to the manager of a big shoe store carrying extensive lines of shoes for men's, women's and children's wear and said:

"Say have you got a hundred pair of white canvas shoes that you can sell our association? We are going to have a parade next Tuesday; and—"

"Sorry!" replied the dealer, "but we haven't three dozen white canvas shoes in the house."

"Can you get 'em for us?" enquired the Secretary.

"In four days!" exclaimed the dealer. "It's impossible!"

"We'll pay you two dollars a pair for them," continued the Secretary.

"You'd have to pay me more than that," retorted the dealer, "even if I had time to order them—which I haven't. No, sir;" he concluded; "you've got at this thing too late."

White shoes are mighty scarce and awfully hard to get."

And when you look about you on the street and notice the women and children that are wearing white shoes you don't wonder that the dealer hasn't many on hand.

They have gone big—far bigger than the most sanguine of us had hoped for.

And they look nice too—especially on the women and children.

White dress goods of every kind is extensively worn this summer; and of course the toilette ensemble is never quite complete unless the shoes and stockings match the dress. Therefore the call for white shoes both in canvas, buck and nubuck, for women.

And as for children—well, there's nothing more appropriate for children's summer wear than white shoes.

Some way it just seems to suit them.

And it certainly does tickle the little girl's heart to don a fresh pair of white stockings and a pair of neatly whitened shoes.

In many localities white shoes will be worn right up to the frost. It will take November rain and slush to make the women and children turn from white footwear to something a bit more substantial.



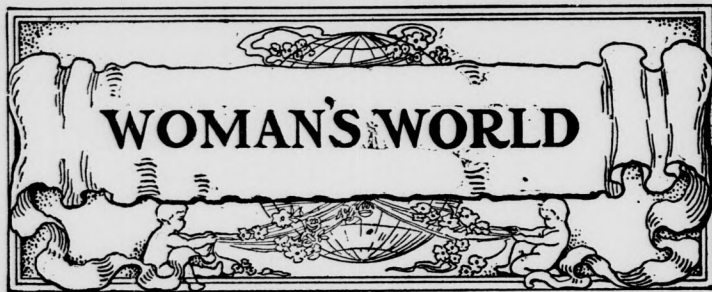
Women's and Children's Shoes

Made by Tappan, of Coldwater, Michigan, are ace high as regards true fitting features, shapeliness of lasts and stylishness of design. We center our entire effort toward making high class McKay sewed shoes that stand out conspicuously as every day sellers in the best boot shops of the country.

The Hoosier School Shoe

For girls and young women is a specialty which has attained great favor from the retail shoe merchant. We make them in heavy Dongola, Gun Metal Calf and Mule Skin, and we sell them at prices that give the retailer a wide margin of profit.

TAPPAN SHOE MFG. CO. :: Coldwater, Mich.



What Shall She do With Her Money?

Written for the Tradesman.

I wish that the editor of some woman's magazine would start a department of finance, giving articles written by expert authority showing women how to invest and take care of money.

There would be only one trouble about having such a department—the old difficulty cited by Josiah Allen when Samantha declared her intention of writing a book "Who are you going to get to read your book when you get it written?" Would women be interested in studying about stocks and bonds and mortgages and real estate holdings, or would they turn to the cooking recipes, the beauty hints, and the fashion pages in preference? Probably much would depend on the way the subject was presented.

Any article that tells women how they may earn even a little pin money is read eagerly. Yet for many it is far more essential to know how to invest judiciously.

We so often see cases like this: A woman marries young, without having had any experience in property matters. During her husband's lifetime he looks after all the financial affairs. She does not take to that kind of thing naturally, and it seems easiest and pleasantest to leave all those matters to him. Suddenly he dies and his life insurance and perhaps other money and property pass into her hands. She simply doesn't know what to do with it.

A little money goes to the head fearfully with some women. Mrs. Albert was a young widow left with only a thousand dollars insurance. Never before having had more than a very modest allowance at her disposal, that thousand dollars looked to her like a vast sum that she really never could reach the end of. She bought a pony and a smart little cart and spent most of her time for two or three months driving about the city in which she lived.

She indulged in some expensive gowns, gave presents to her friends, and made a trip to a summer resort where she stopped at a fashionable hotel. Just six months after she received her draft from the company in which her husband had been insured, she got notice from her bank that her account was overdrawn. Her fortune, as it seemed to her, was entirely dissipated—used up in frivolities. She had nothing of any consequence to show for the money which should have been kept as a fund to draw upon in sickness or misfortune.

Not all women who let go of their money foolishly are extravagant. Perhaps a greater number are victimized. Alluring mining stock propositions and other risky schemes of various kinds absorb the funds of credulous feminine investors.

Do try to use a little sense and not be taken in by unscrupulous promoters. Here is where the need comes in of education in financial matters, a need which might be met by the suggested department of finance in the women's magazines. So long as they don't have that, women will do well to read whatever they find in reliable publications and written by good authority that treats of investments and securities.

The bright woman who takes even a little time to post herself on such matters learns the difference between investments that are regarded as safe and conservative, and those which are hazardous. She learns that no man of sound financial judgment invests his money without careful investigation of what it is going into. She learns something of the nature of the different kinds of stocks, bonds, mortgages, etc., of the income which they yield and the security which they furnish. She learns that bonds and first mortgages are regarded as safer than stocks, the latter being in the nature of things more speculative. Of course in specific instances there are some stocks which prove very good and some bonds that are worthless, but generally speaking the rule holds true. She learns the fundamental principle that you can't expect perfect safety and a very high rate of income. They don't go together. Beware of anything that promises 10 to 15 per cent.

Reading along these lines will give you a general insight and render you more capable of acting intelligently upon advice. For in making an investment you will generally find it best to get the judgment of some other person besides yourself. Go to some man of well known integrity, who has had experience in financial affairs. I can not make too emphatic the vital importance of selecting only reliable advisers. And do not be induced by the specious reasoning of any smooth-tongued promoter, or by the advocacy of some honest but over-enthusiastic adherent of some very promising project, to make an investment about which you would feel reluctant to consult any level-headed financier whom you know.

You often hear the expression, usually uttered in a complaining tone of voice—"Every one is ready to take advantage of a woman who is left

alone." I think this is not true as regards reliable people. The unscrupulous are of course ready to victimize any one, man or woman, who allows them the opportunity.

In making investments, do not be negligent in regard to important details. Suppose you are loaning money and taking a mortgage on a house and lot. Have the title to the property looked into by some person competent to pass on it. As the building forms a great part of the security, it should be insured and the insurance made over to you. Have all legal papers recorded as soon as made.

By the way, don't make too many loans to friends who get into a tight pinch and come to you for money. Quite likely you can not afford to make an outright gift to your friend of five hundred dollars. Then do not loan him or her that amount on insufficient security or under circumstances that would make it difficult or impossible to require payment when it becomes due.

This brings up the whole subject of letting your relatives have possession of your money. Have you ever noticed in the lists of creditors of bankrupts, how often you find some woman's name followed by a considerable amount of indebtedness? A mother, sister, aunt, or mother-in-law has furnished money for the ill-starred mercantile venture. Poor ladies!

How many women there are whose little all has been handed over to give son or son-in-law or brother a start. Very often it is not convenient to repay, and she who has been the lender and benefactor regrets that she was so weak and indulgent and wishes vainly that she had her money back. Generally speaking it is a safe rule and one which in the long run makes for happiness and good feeling in family relations for a woman to keep what she has, or at least so much of

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The Largest Exclusive Retailers of
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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.

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Satisfy and Multiply

Flour Trade with

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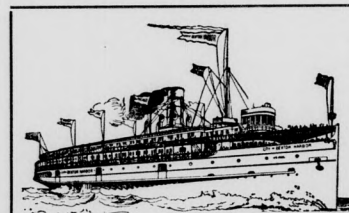
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THE BEST SALES Duplicating BOOKS

Made of good BOOK paper, not print
15% OFF IN TOWNS WHERE WE HAVE NO
AGENT. WRITE FOR SAMPLES TO
MIDGARD SALES SLIP CO. STOUGHTON, WIS.
Also manufacture Triplicate Books, Carbonized
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TRACE Your Delayed
Freight Easily
and Quickly. We can tell you
how. **BARLOW BROS.,**
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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.

it as will provide her abundant support, in her own hands.

In getting advice regarding an investment, do not go to a relative unless he is the type of man whom you would go to if there were no ties of blood. The kindest son or brother or son-in-law in the world may be a very poor financier. Do not make such an one your counsellor.

It should be comparatively easy for a widow or a single woman to retain the management of her own affairs. It is often best for the married woman who has property of her own to keep the reins of control herself, rather than give them into the hands of her husband. This may seem a hard saying, and it is only justice to add that some husbands are very capable in handling the money interests of their wives and scrupulously honest and conscientious as well. But not all men have the financial instinct, and when the venture the husband had so much faith in does not turn out as he thought it would, when the city lots that he was sure would advance in value take a slump instead, when there are losses and failures and disappointments—then a wife is apt to be only human and to think and say how much better it might have been had she used her own judgment instead of following his leadings. So the husband who is farsighted and self-respecting will really prefer that whatever property or money belongs to his wife she shall keep in her own name and under her own control.

Judging the Future by the Past.

Conneat Lake, Penn., Aug. 26—Three decades is a long time for a periodical to continue under a single management. How many of the great magazines can boast of such a record! Very few. The names which were standard in journalism only ten years ago have many of them gone down and new ones taken their places. The person who makes it a point to keep up with the periodical literature finds his list requiring constant revision. And there are always unexpected disappearances among the class which we are sad to dispense with.

Evidently the publishing plant is not always the one that grows the dollars. And that the Tradesman has been successful both financially and from the highest moral point is certainly cause

for gratulation. It has proved that a trade paper may be practical, interesting, elevating. Shop talk is not necessarily dull talk; and its columns are proof that the lapse of time brings to it the same results as to the poet, Holmes, who to the very last reckoned his number of years young.

The retrospect of the Tradesman brings with it many interesting thoughts regarding progress in the merchantile world. The bulk of the goods which are now your best sellers were practically unknown thirty years ago. Cheap and rapid transportation has given to the smallest town the stock once confined to the large cities. Methods have changed. The village loafer has almost disappeared, and the proprietor who once found time to exchange political views with him is now too much rushed during business hours. Advertising has advanced from an uncertainty to a necessity. Better methods of service obtain. Better and cheaper goods are the rule. There is more professional knowledge and enthusiasm. Pure barter has been transformed into the higher thought in commercial transactions. The plane of life has been elevated through ethical principles applied to trade. In all of this the Tradesman has taken an active part. How much it has accomplished for good, no one can affirm. How wide its future scope will be can best be estimated by its past!

A Reader.

Pays to be Truthful in Everything.

Evansville, Ind., Aug. 27—The article entitled "It Pays to Tell the Truth About Shoes" and which was published in the August 21 issue of the Tradesman is a very fine article.

It does't not only pay to tell the truth concerning shoes (which this article explains also) but it does pay to be truthful concerning everything.

We all fully understand that before we can think or tell any thing that we are moved by the power of thought—mental force. If we realize this, we ought to know that truthful thoughts are the only medium by which correct results can be obtained. If this is true, which we all know it is, why do we lie to beat the band about things which we know will injure others?

If these things are real plain to us, why don't we try to know that they are plain to others? If we know we are telling a lot of lies in order to make more profits or in order to gain more

power, is it not true that some one knows it? Do we catch other people's thoughts? If we know we can see through other people's schemes, why do we try to fool ourselves by thinking that others can not see through ours?

When the retailers learn that other people can read between the lines as well as we can, all of us will stop lying in our advertising as well as over the counters.

We ought to know if we teach our clerks to lie to our trade, that we are teaching them to lie to us. If we have taught our clerks to lie to our trade (who give us all we have) we ought not to kick if the clerks take a little of it away from us.

Remember, if you think the trade can't catch on to our low-down dirty-tricks, that the clerks can. And if we ask the clerks to pull off these shameful things, we ought not to kick if they run off with the whole store.

There are thousands of very good reasons why we should tell the truth. There is no use running off and crying because things are not running nice and smooth if we know we have been pulling off first one trick and than another.

If we can't trust ourselves, there's no use in trusting anyone else, but on the other hand, if we are truthful and trustworthy ourselves, we can trust our employes. There is not much danger of our clerks doing a lot of things that are not right, if we prove to them that we are on the square.

Of course it is a hard matter to make angels out of devils, but there is no need for us to continue to create devils when we can as well create honest thoughts.

We can create business-righteousness as well as civic-righteousness or any other kind of righteousness.

Edward Miller, Jr.

Not Quite up to Requirements.

A Kansas farmer, a Dane, applied for naturalization papers. The judge asked him: "Are you satisfied with the general conditions of the country?"

"Yas," drawled the Dane.

"Does the government suit you?" queried the judge.

"Yas, yas, only I would like to see more rain," replied the farmer.

Some women marry for love, some for money and some just because.

Buy a Seller
Win a Buyer
Sell a Winner

Grand Rapids Broom Co.

Manufacturers of the following standard brands:

Puritan
Jewel
Winner
Wittier Special

These are the leaders in brooms
Sold by your jobber
If your jobber does not handle our line write us

Just as Sure as the Sun Rises



Makes the best Bread and Pastry

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

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

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

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



Voigt Milling Co.

Grand Rapids Mich.



Do You Want to Sell the Best Spring Wheat Flour Made?

Then Handle

CERESOTA

The price this year will be on a par with Winter Wheat Flour

JUDSON GROCER CO. WHOLESALE DISTRIBUTORS GRAND RAPIDS, MICHIGAN

THE MICHIGAN APPLE.

The Sure Way to a Profitable Market.

Written for the Tradesman.

Second Paper.

Ninety millions of people, over half of them living in cities and large towns, have vastly different tastes, habits and methods of life than sixty millions, two thirds of whom lived in the country.

Twenty years ago oatmeal, salt, prunes, raisins,—almost every edible commodity—were sold in bulk, out of box or barrel. To-day they are bought by the package.

Then families were large, the housewife did the marketing in person and carried her purchases home herself. She bought not for the day, but sufficient for a week or a month. She laid in potatoes enough for a winter's supply. She bought her apples by the barrel. She dickered with the farmer, the market man or the farmer peddler herself.

To-day the typical housewife lives in a city apartment. She orders by telephone, enough for the day. Her apartment has no storage room, no room for potatoes or fruit in quantity. She depends upon the market man or the grocer to carry her stock for her—she is a small quantity buyer because she has to be, and because it has become easiest for her.

Her oatmeal or cereal flakes she orders by telephone, naming her choice by its brand. The same is true of her purchases of starch, flour, sugar, salt, raisins, canned goods, even her lemons and oranges and grape fruit. Her tastes are formed for her, by the shrewd manufacturers of these edibles, who do not wait for a reputation to grow but launch it ready made after they have assured themselves that their goods warrant it.

The American housekeeper is the real market for any thing made or grown to be eaten. If she can be induced to believe in any article to the point of calling for it by name, and if, after that made reputation has induced her purchase, it proves to be as good as she has been led to believe it is, her trade on that article is assured.

If the American housewife can be once convinced of the flavor, the quality, the color and desirability of the Michigan apple, if she can get that apple in a package that her family will use up without its spoiling in an apartment devoid of storage facilities or cellar, if she can be sure of getting that apple when she calls for it no power on earth can keep the Michigan apple out of the most profitable market on earth.

You cannot buy a "Michigan" apple on the market to-day in any big center in the United States. Michigan apples are sold under other names, as "Ozark" "New York" "Manitou" etc., because there is more profit in it. To-day our apples are building reputation for others. Where will our apple growers be when production has reached the saturation point of the market?

Our way is plain and easy.

Let us analyze our task first.

We must have an apple pack that can be trusted. To-day our pack is slipshod and careless. It has been in the past—we are to blame ourselves that

by changing the Michigan labels on our barrels the man who sells our fruit gets fifty cents a barrel more, and that on an honest pack.

That honest pack we can get when we inaugurate an inspection system, operated by a neutral organization, that will do just as we have learned to do in the past with our lumber. Michigan lumber goes all over the world, the grade good as gold, the measure unquestioned, because just such an inspection has been made.

Growers will welcome such a measure. There is to-day in Michigan no standard of grade of any kind. One man's "Fancy" may be another's "Select." So far as grades are concerned we are in chaos. The measure now before Congress defines grades and packages. We have only to see that a proper body, with a suitable corps of trained inspectors teaches our growers what these grades are, and sees that the grades are packed.

With a standard pack, passed upon by responsible inspectors, we have next to mark that pack in a way that the buyer can recognize it. In other words, whatever organization inspects and O. K's the pack and the fruit, should provide a suitable label to identify it. The license to use that label should go only with the inspection fee.

That label should serve as an identification mark to the consumer. The American housewife, who orders by telephone and demands by name should have some means of calling for Michigan apples of a known grade, and of knowing that she gets them.

Remember we are already in competition with all the West, the East and even the South and the Southwest. Our grades by national law will be the same as theirs. It is not enough that the buyer should call for grade "A" or "B" she must learn to call for our particular pack of those grades, and know why she does it.

That means that we must build up in the buyer's mind the fact that she is getting apples of better flavor, apples that taste better, are healthier, carry more of the fruit elements that make apples the most healthful fruit in the world. We must make her feel that her family cannot eat too much of this fruit, that it is best for them in every way that Michigan apples be on her table in some form every day.

We must make it easy for her to buy these apples by providing a package that she can use economically. The barrel pack is obsolete in this respect. It has been the apple package in the east for three hundred years, but in but little more than a decade the keen business men of the west have proved that the bushel box (approximately) is a package that is far better adapted to modern city life.

The city dweller is our market. The country woman will always be able to buy a local product, and will do it to save money. We cannot compete with local apples in country towns.

The Westerner has proved his package by getting two or three times as much for his apples thus packed than any barrel pack, in ordinary market run. Logic that any one familiar with modern conditions can apply proves him right, say nothing of his success.

We are getting down now to the hard pan that many a manufacture has struck before he began to make a permanent and profitable market for his goods.

We have standardized our goods. The buyer knows just what she gets in each package. We have made the package meet the actual conditions of the buyer's circumstances, we have made it easy and convenient to buy.

We must then get the reputation for our pack in markets that will absorb all, and more, than we produce. And that we can cheapest and best and quickest accomplish in just the same way that a reputation and demand are secured for soap or cereals or salt—by honest, constructive advertising in the papers that our buyers read.

People to-day are looking more and more to the advertising pages of the periodicals they read for guidance in their purchases. The tailors no longer make the styles, it is the clothing advertisements. The grocer no longer shapes the purchasing of coffee or salt or flour. It is the manufacturer who tells of his wares to the greatest number of his real customers—the people who buy his goods to eat, not to sell again.

People can be made to want to eat Michigan apples to the exclusion of other apples in just the same way. And we cannot wait to build reputation in any other way. An enormous increase of production is at our very doors. We cannot do as the iron master does—store our output for two or three years, and in the meantime cut down our production. Our orchards are going to keep right on bearing whether our markets want the goods or not.

We must make the markets—the demand—that will always want more than we can supply. And we must start now.

C. P. Buck.

Hens Do Not Lay Rotten Eggs.

Shoals, Ind., Sept. 2.—At least two-thirds of the poultry raisers and producers of eggs are using every effort to put their eggs on the market fresh, while the other third, or quite a few, are careless with their eggs and take to the stores and packers stale, rotten and some fresh, all mixed together. This is a hardship on the people who take care and sell nothing but fresh eggs. Every bad or stale egg reduces the value of the total shipment, consequently these people with best eggs bear the loss of the careless.

If all will take care of their eggs and bring to the market nothing but strictly fresh eggs prices will be still higher, and this year they are 4@6c per dozen higher for June and July than they were in June and July, 1911, so the pure food law has been doing good. The law is very strict about the sale or offering for sale of stale or rotten eggs, and anyone is running a dangerous risk in having any bad eggs in the lots.

Those who can't bring to market good, fresh eggs should not bring any at all and get out of the business, so the people with good eggs will get what they are worth.

This is plain talk but honest and just and published in the kindly spirit it is meant. We are sure it

will not offend any of the two-thirds. The people who do take care of their eggs and only bring good eggs to market are not afraid to have their eggs tested, but, on the other hand, they will approve of the pure food law and assist every merchant and packer of eggs by bringing nothing but strictly fresh eggs to the market.

Competition keeps every dealer straining every nerve paying high prices for fresh eggs. Quality helps to advance the price. Good eggs keep people eating them. Bad eggs stop people from buying them and reduce prices. Nobody wants a bad egg.

Mr. Farmer, are we right? You that think so be a booster, help by your talk. Millions of people are wanting good, fresh eggs; nobody wanting poor eggs. Gather eggs once or twice a day, keep in cool, dry place and take to market often, not later than once each week, the oftener the better. T. V. Allbright.

Regulation of the Sale of Eggs.

The business of selling eggs in the shell and when canned, frozen or dried is one which of late years has required increasing supervision on the part of the public authorities. Eggs in a certain state of decomposition, while unfit for food, still have a certain value for manufacturing purposes particularly in connection with the tanning of leather. There are many gradations between the perfectly fresh egg and that which is no longer fit for human food. In connection with the several processes of "breaking out" eggs to be sold in liquid or dried form there is opportunity for the use by unscrupulous dealers of eggs which cannot be sold in the shell for human consumption. On May 18, 1910, the Board of Health adopted a new section of the Sanitary Code (Section 48a,) providing that no person shall break out eggs for sale or to be canned, frozen, dried or used in any other manner and that no eggs broken from the shell shall be sold in the city of New York without permit from the Board of Health, and subject to the conditions of said permit and to the rules and regulations adopted by the Board. A further section provided that no person shall receive, keep or sell for food or to be used in food any canned, frozen or dried eggs which are adulterated or to which has been added any poisonous ingredient or any antiseptic or foreign substance not evident and not known to the purchaser or which shall contain filthy, decomposed or putrid animal matter. A third section forbade the sale of eggs known as "spots" except in cases which are plainly and indelibly labeled at both ends with the printed words "spot eggs," the lettering to be done in a prescribed manner.

N. Y. Health Bulletin.

Times change and the customer does not come after the goods as he once did. He expects you to come after him, and you will have to go to it.

Lots of people think more of their heirlooms than they do of their ancestors.

Don't Be a Glutton for Gluten

Lily White, "the flour the best cooks use," has enough of the gluten or strength element to make *LIGHT* bread and biscuits, but not enough to make them tough.

Gluten makes bread and pastry elastic—rubbery—tough.

Some flours have too much of it for domestic use. We select and combine wheat carefully to get the *PROPER* amount of gluten, starch and protein for *HEALTH* and *FLAVOR*.

LILY WHITE

"The Flour the Best Cooks Use"

Is made for *DOMESTIC* use *ONLY*. For home cooks—not public bakers. It's better for the housewife to buy because it is made especially and solely for her needs and she can make *EVERYTHING* out of it.

The Great Lakes have helped to make Michigan wheat famous for its *FLAVOR*. You get it in Lily White. Note it carefully.

Always packed in neat, *SEWED*, sanitary sacks with our name and guarantee on each.

Like all other good things there are imitations, but we think you will like the genuine best.

Valley City Milling Co.
Grand Rapids, Mich.



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; L. 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. Crow, 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. Buttress, Marquette; J. C. Saunders, Lansing.

Wise as Serpents and Harmless as Doves.

Apparently it is the easiest thing in the world to please the traveling man with any kind of gossip, but— The one who can spring something new on a commercial traveler is little short of a genius. These disciples of Mercury go everywhere, and know everything. Besides the regular channels of obtaining the "latest" these nomads possess a perfect grapevine system, ramifying the face of the globe and leaving Marconi in the dim distance. In fact it has been suspected that these wanderers are in possession of the secrets of occultism and certainly the C. T. is a Britannica on foot.

More than all, where he may be wanting in information his training has been such that he can instantly supply the deficiency, and the man does not live who can detect the counterfeit. The current happenings of the day are in his possession ere the sun sinks behind the western plains. Talk to him of commerce—his line—and he at once shows you that he knew more of the subject before you were born than you ever will know. Go into politics and note the smile playing on his lips as he modestly proceeds to instruct you in the a b c's of the profession. Perhaps you may imagine that his busy existence shuts him off from the social side of life and you talk "society." Alas for your ignorance; that "drummer" is at home with kings and princes; he can entertain the President with the same ease as if chatting with the "yellow rose of Texas." The court of St. James and the "cabin in the lane" are all the same to this trained diplomat.

But of all things, mind how you tackle this commercial evangelist on the subject of religion, for here is his trump card. All of the denominations and sects are as familiar to him as the samples in his case. Give him but a half a chance and he will in a twinkling take

you over the Garden of Eden, cross the Red Sea, scale Mount Ararat and drop you with a case of nervous prostration in the pool of Siloam.

The popular way of trying to entertain the man with the grip is in the effort to be funny. This is worse than folly. Of all things avoid wit in the presence of the traveler. Every joke that has been told since Adam tried to work that guy on Eve about the forbidden fruit is right on the end of his tongue. The characteristic equipage of the traveling salesman is seldom disturbed, but that which will come nearest to it is the fellow who is trying to act other than his true self. This sham is as obvious as the sunlight and as sickening as a dose of ipecac.

The chief topic of conversation among mankind is trouble—either that which has occurred, is now being enacted or is likely to come to pass. Now the commercial traveler is never looking for trouble, and will take any route to avoid the subject, or the article itself, hence this fruitful topic does not entertain him even a little. The platform upon which these salesmen stand is to permit others to do as they please and mend their own ways to suit their individual tastes. If the dear girls desire to appear in the hobblest of the hobbles they need have no fear of censure from the "drummer." And the cigarette fiend who has chosen that route to an early grave will suffer no abuse from this source. The C. T. is in no sense a regulator of society, or of anything else. The long-winded preacher may continue to discourse on original sin, and the freedom of the will, or contend that there is only one mode of baptism; he will hear never a demurrer on the part of these bagmen. The busy traveler is hurrying on with neither the time or inclination to meddle in the affairs of others.

This wonderful "know-all" would be a holy terror in the land but for this priceless virtue—he knows when silence is golden; he never tells all he knows. He leaves the fool in his folly, the egotist to enjoy his sweet thoughts of self, the politician with his graft, the new woman with her short hair and divided skirts, the quack and his remedies, the inventor and his dreams, and if the hotel keeper will give him only half the worth of his money, never a kick will be felt.

Yet as paradoxical as it may seem this busy moving man finds pleasure everywhere. To him the world is full of sunshine, and the ground over which he walks is strewn with golden nuggets; these he gathers as he journeys to distribute where they will be most appreciated. The farmer who goes to him is likely to learn valuable hints on mod-

ern husbandry; the mother will get some excellent pointers on how to keep her boys from staying out at nights. Wonderful people are these commercial travelers. "wise as serpents and harmless as doves."

In Room 14.

"I was traveling in the West last winter," said the lecturer, "and on arriving at the capital of a certain state one afternoon found that, owing to the Legislature being in session and a big lobby on hand, all the hotels were full-up. The clerk at one of them finally said he guessed he could make room for me if I wasn't too particular. I was given room 14. It had a poor bed and no lock on the door, but after my lecture that evening I tumbled into bed dog-tired and without fear of robbers. I did, however, slip my revolver under my pillow.

"I was sleeping away at midnight when some sound woke me up, and I sat in bed to hear some one ask:

"Is there anyone sleeping here?"

"There's someone here very wide awake," I replied, "and that someone wants to know what you are doing here. Speak right up before I shoot!"

"Hold on to the gun!" he commanded. "I can explain in a minute."

"He lighted the gas and then came over to the bed and asked if I had found a roll of money on the old bureau. I replied in the negative, and he explained that when a member of the Legislature sold his vote the money was left on the bureau in Room 14 for him. He had sold his that afternoon, and the buyer had agreed to deposit, but hadn't done so. There was some hitch about it, and he was sorry to have disturbed me, and so forth. He went out, but half an hour later came back to knock on the door, and said:

"It's all right. He had left my cash with the clerk downstairs. Sorry—very sorry—but business is business, you know. Lots of bills up, but a member can't get \$600 for his vote every day in the week."

Even the wisest of us get fooled occasionally.

The Diamond Match Company PRICE LIST

BIRD'S-EYE.

Safety Heads, Protected Tips.
 5 size—5 boxes in package, 20 packages in case, per case 20 gr. lots\$3.35
 Lesser quantities\$3.50

BLACK DIAMOND.

5 size—5 boxes in package, 20 packages in case, per case 20 gr. lots\$3.35
 Lesser quantities\$3.50

BULL'S-EYE.

1 size—10 boxes in package, 36 packages (360 boxes) in 2½ gr. case, per case 20 gr. lot\$2.35
 Lesser quantities\$2.50

SWIFT & COURTNEY.

5 size—Black and white heads, double dip, 12 boxes in package, 12 packages (144 boxes) in 5 gross case, per case 20 gr. lots\$3.75
 Lesser quantities\$4.00

BARBER'S RED DIAMOND.

2 size—In slide box, 1 doz boxes in package, 144 boxes in 2 gr. case, per case in 20 gr. lots\$1.60
 Lesser quantities\$1.70

BLACK AND WHITE.

2 size—1 doz. boxes in package, 12 packages in 2 gr. case, per case in 20 gr. lots\$1.80
 Lesser quantities\$1.90

THE GROCER'S MATCH.

2 size—Grocers 6 gr. 8 boxes in package, 54 packages in 6 gr. case, per case in 20 gr. lots\$5.00
 Lesser quantities\$5.25
 Grocers 4 1-6 gr. 3 box package, 100 packages in 4 1-6 gr. case, per case in 20 gr. lots\$3.50
 Lesser quantities\$3.65

ANCHOR PARLOR MATCHES.

2 size—In slide box, 1 doz in package, 144 boxes in two gross case in 20 gr. lots\$1.40
 Lesser quantities\$1.50

BEST AND CHEAPEST PARLOR MATCHES.

2 size—In slide box, 1 doz. in package, 144 boxes in 2 gr. case, in 20 gr. lots\$1.60
 Lesser quantities\$1.70
 3 size—In slide box, 1 doz in package, 144 boxes in 3 gr. case, in 20 gr. lots\$2.40
 Lesser quantities\$2.55

SEARCH-LIGHT PARLOR MATCH

5 size—In slide box, 1 doz in package, 12 packages in 5 gr. case, in 20 gr. lots\$4.25
 Lesser quantities\$4.50

UNCLE SAM.

2 size—Parlor Matches, handsome box and package; red, white and blue heads, 3 boxes in flat packages, 100 packages (300 boxes) in 4 1-6 gr. case, per case in 20 gr. lots\$3.35
 Lesser quantities\$3.60

SAFETY MATCHES.

Light only on box.

Red Top Safety—0 size—1 doz. boxes in package 60 packages (720 boxes) in 5 gr. case, per case in 20 gr. lots\$2.50
 Lesser quantities\$2.75
 Aluminum Safety, Aluminum Base—1 doz. boxes in package, 60 packages (720 boxes) in 5 gr. case, per case in 20 gr. lots\$1.90
 Lesser quantities\$2.00



We Manufacture

Public Seating

Exclusively



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

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

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

Write Dept. Y.

American Seating Company

215 Wabash Ave.



CHICAGO, ILL.

GRAND RAPIDS

NEW YORK BOSTON

PHILADELPHIA

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

Grand Rapids, Sept. 2.—The Finance Committee will hold a meeting Saturday Sept. 7 at 11 a. m. at the Grand Rapids Association of Commerce rooms. The members of this Committee are requested to be present.

Mrs. Oscar Levy, who has been spending the summer at Ottawa Beach, has returned home. She had a delightful time at the Beach.

All the chairmen of the convention committees should attend the second meeting Saturday, Sept. 14.

R. W. Roberts, of Saginaw, is temporarily filling the Soo Line territory for the Cornwell Beef Co., between Gladstone and the Soo, relieving N. J. LaPine, who is taking his vacation.

The Ryder family and the Trout family had a family reunion at Chicago labor day. The offsprings of these two families were also on hand to enjoy the festivities. Those of the Ryder family who live in Grand Rapids left Friday night.

Ward Martin and his son, Will D., from Philadelphia, and W. L. Thomas, of Hastings, started two weeks ago on a trip to San Diego, Cal., in a Ford auto. They were in Salt Lake City Sunday and expect to be in San Deigo Sept. 7. Mrs. Ward Martin, who resides at 21 Ransom avenue, will leave Sept. 25 to join her husband. They expect to spend the winter in California. At present the boys are making 200 miles a day and having a dandy time.

R. W. Reinert, for the past two years traveling salesman for the Cornwell Beef Co. on the Canadian territory, has resigned. R. Jones has succeeded him on the territory.

John Moran, manager of Hotel Hermitage, and his family have returned to Grand Rapids. Mr. Moran and his family spent the summer at their cottage at Macatawa Park, but are returning a little early, so the children can attend school.

Now that vacation time is over we ought to receive a few more items. I can take care of all the items you mail me, boys.

Howard Heinz, the main pickle of the Heinz Co., was in the city Labor Day and held a session with his Michigan managers.

Mrs. Wm. Lovelace is ill at her home, 850 Sheldon avenue. Though still confined to her bed, Mrs. Lovelace is improving and expects to be sitting up at the end of the week. The boys of 131 extend their sympathy and wish her a speedy recovery.

"Bill" Burner is back on the job after his vacation. Reports have it Bill had some time in Chicago. How about it, Mrs. Burner?

Albert Peters, the boy who helps to make the U. C. T. 131 famous, nearly won a couple of races at Comstock Park Labor Day on his motorcycle. Had the other fellows and their machines dropped out, "Al" sure would have won. Better luck next time.

Arthur M. Borden may have secured a ball game for the U. C. T. team for Saturday. We are waiting patiently to hear. Hurry, Arthur, the boys need the practice.

Hotel Andrie, at Scottville, burned to the ground a week ago last Friday. The fire started in the night. Several Grand Rapids boys narrowly escaped—they left the day before.

Mrs. Drake's darling boy, Bill, made a trip to Freeport this week. Bill just can't keep off the road.

Charlotte was also visited by fire. The Williams Hotel was totally destroyed, the loss being about \$10,000. No one seems to know how the fire started, but out of Charlotte's old landmarks, is no more. The hotel at the time of the fire was filled with guests and one Jacob Kunkle was taken out unconscious from his room. This fire also started during the night and made great headway.

Mr. and Mrs. R. J. Richards, who have been in Cleveland all summer, have returned to Grand Rapids. Bro. Richards will represent Conkey Chemical Co., of Cleveland, covering the State of Michigan. He reports a very successful summer in the real estate line. Bro. Richards formerly peddled Gold Medal.

Oscar Levy has moved his office to 3 North Ionia, where he will be pleased to see any of the boys. Bro. Levy represents A. Krolik & Co., of Detroit.

John D. Martin has returned from a three weeks' trip up North. John D. was taken sick about a week ago with a severe cold, but he stuck on the job and returned home in bad shape.

A brand new boy has arrived at Bro. O. W. Stark's home 610 Lake avenue. Mrs. Stark and baby are doing fine.

Walter Ryder and Hook Visner left secretly for Chicago. The boys want to know what you went over for, Walt. Were you the groom and Hook best man? When will you be (at home)?

C. F. Louthain has taken a position as sales manager with Gordon Mackay & Co., Limited, the largest wholesale dry goods house in the Dominion of Canada. Mr. Louthain was connected with John V. Farwell Co., of Chicago, for ten years, where he gained a business experience that has proved of value to him during the past ten years. On a recent visit to Toronto, Mr. Louthain called on the above firm and his business methods so impressed them that a permanent engagement was the result. Mr. and Mrs. Louthain will be greatly missed in this part of the State and we know Canada will gain by our loss.
J. A. Keane.

Wafted Down From Grand Traverse Bay.

Traverse City, Mich, Sept. 2.—Competition in the paper line must be very keen since a salesman who sells this line and is also a member of the Grand Executive Committee of U. C. T., favors a certain milliner in our city with a handsome high priced \$2 per dozen photograph of himself. Possibly these are offered as premiums with millinery sacks. Good morning, J. D. M.

J. E. Naregan, salesman for the A. H. Lyman Drug Co., of Manistee, wishes to announce through these columns that he now is living the part of the Morganic man. This is for the attention of Pat Behan also.

Once more the stork has visited our neighborhood and John Ames, salesman for the Hannah Lay Mercantile

Co., is the proud daddy of a nice little girl. How about those smokes, John?

Herman Hoffman has just returned from Milwaukee, where he paid his house, the Mayer Boot and Shoe Co., a visit. Herman reports Milwaukee in a prosperous state and claims that it has several advantages over Petoskey, Cadillac and Charlevoix.

Thos. Travis and W. G. Wyman are the two only U. C. T.s that were caught in the Charlevoix wreck and both are none the worse for their experience. Pretty lucky, boys. We are glad you are still with us.

W. G. Wyman and sister were seen on the streets of Walton one evening this week. She accompanied him to our city.

We are pleased to report that Verta Jourdan is able to be up and around since her attack of scarlet fever and we hope for a speedy recovery.

We note by a Lansing paper that a certain woman is getting a divorce just because her husband paid the hired girl 25c apiece for kisses. She should live in this section and she would not be obliged to take such action, because they are free.

Hub Baker seems to have some queer experiences in trying to favor some of his best customers with "cough medicine" in dry territories. Recently he purchased a supply in Luther and en route to LeRoy the package came up missing. This may make a good varnish, but we cannot see where the Boydell Paint Co. could use same otherwise. Mr. Baker should either lock his grip or ask Mr. Gray to ride in the front seat hereafter.

For the convenience of certain grocery and hardware salesmen it might be well if the wrestling matches would be held after the C. S. P. S. parties and explanations would be more satisfactory to the lady of the house for coming home at such early hours in the morning. We prefer not to go into detail in these matters.

For a better and cleaner Traverse City we might suggest that the city provide that our paved streets be cleaned Sunday morning, after the heavy traffic Saturday afternoon and evening. Would it not be better to clean them Sunday morning and not Monday morning? We have a great many Sunday visitors to our beautiful city on Sunday and the condition of our streets are not at all attractive from a sanitary standpoint.

Gene Scott, of Grand Rapids, spent a lonely Sunday in our city. We do miss Gene at our ball games. Some rooter.

We wish to correct our last week's statement when we mentioned that E. W. Dray and family had become residents of our city. As they have only been married one month, therefore no family. Mr. and Mrs. Dray, that's all. No runabouts.

VOTE FOR WOMEN.

Fred. C. Richter.

Chirpings From the Crickets.

Battle Creek, Sept. 2.—Mighty good thing that three days of grace is allowable in some things in life. We notice that while Sept. 1 marks the laying aside of straw hats, some of our good townspeople have not ditched this particular kind of headgear.

The country boasts of its dense

shade, the restful song of the brook as it babbles over stones and rustles along through the grass and rushes and the warbling of the birds also lend a cheery aspect to life.

The chimes sounding from tall steeples in the city inspire the soul with awe and bid the heart to dwell upon the deeper and more sublime things of life.

People in Battle Creek point the finger and bid you to listen while the new clock on the City Bank corner chimes out the hour.

But from Marshall, our neighboring city on the East, comes the "song at twilight" that acts upon the people of the laboring sort, as a soft requiem in the house of death. We refer to the whistle at the Page Carriage Works.

Recently, while visiting in this little city, the writer was startled to hear a whistle at 5 o'clock, which resembled the alarm of fire in his home town. This suspense was momentary, however, for it was followed by the strains of Home Sweet Home, and America. How appropriate was this announcement that the week's work had ended and that the laborer was at liberty to pocket his pay envelope and leave the walls that had imprisoned him for the week. What softer touch could have been given him and what gentler hint than this song so dear to every human heart, to go at once to his wife, mother or family that awaited the wage earner of the home? Would that more factories could suggest in a kindly way to those whom they employ that the home is the best place to go before temptation has a chance to rob a man and those dependent upon him of his hard earned wages.

Brother E. J. Shoup, who has been under the weather for the past few days, is out and around again.

As "time for school to begin" is upon us, we notice the people returning from their vacations. Not that Mark himself intends to go to school this fall, but we saw him driving down Main street to-day. While he and the family were looking well and happy, we are sure that the Blakeslees wish that they could be back at the cottage during the present summer weather.
Charles R. Foster.

News From the Soo.

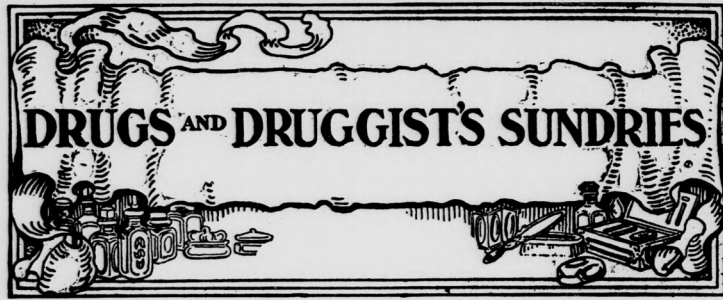
Sault Ste. Marie, Sept. 2.—C. O. Pregitzer, chief office man for the Cornwell Beef Co., at the Soo, is spending a week visiting his relatives in Unionville.

J. Kniskern, manager of the Marine Meat Market, Soo, is laid up with a bad cut on his hand, which has disabled him temporarily.

W. E. Tapert, of Bay City, is visiting his son, Wm. G. Tapert, Secretary and Manager of the Cornwell Beef Co.

Business in general is reported good at the Soo and the tourist season has been better there than any of the tourist places along the lakes. Work is plentiful and labor is scarce.

The man who is his own worst enemy always attempts to shift the blame.



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.

Novel Advertising Scheme For Druggists.

The following suggestion if carried out will produce several results. First, as a window display it is novel and will rivet the attention of the pedestrians passing by. Second, many of the persons who pause to view the display will be compelled by the force of curiosity to enter the store, consequently increasing trade. The scheme is as follows, though the druggist can elaborate or vary the method in any way he may see fit:

The window in which the novelty is to be displayed should be devoid of all furnishing, with the exception of a large book, placed in the center and a little to the rear, and mechanically arranged so that the leaves will turn automatically. Seven or eight leaves are sufficient and should be numbered so that those bearing odd numbers will have advertisements or announcements of specials that the druggist may have to offer, while the remaining pages will include the following formula, arranged in sections. For example, when the book is opened the first page (which is on the left hand side) will display an advertisement of a well known brand of cigars, while opposite it on the next page, in large letters, is the wording: "Think of a Number." After giving sufficient time for the perusal of the notices the page turns over and shows an advertisement of a new brand of toilet soap, while the opposite page reads: "Multiply By Two." The wording of course has no bearing on the advertisement but might be arranged to appear so. The next page says "Add Eight," the fourth page requests the onlooker to "Divide by Two" while the fifth states "Subtract the Number Thought Of." The last

page announces that the correct answer will be given without asking a single question or without seeing the total, and the druggist may add without fearing any great loss that the management will forfeit a free college ice, box of candy or some other attractive article should he fail to give the correct solution.

The answers are printed on slips of paper that also contain the druggist's advertisement. It is advisable to seal these slips in envelopes and hand them to the persons as they call for them. The answer is discovered by taking one half of the number added. For a test, think of a number, next multiply by two, add eight, then divide by two and subtract the original number from the result—your answer is four. Four, as you will observe, is one half of the number added. Of course any number can be added, but when changing the number remember to alter the answer, it will save you a few college ices.

As before stated the idea can be effectively worked up in a variety of ways. Fancy placards could be substituted for the book, or the formula painted on the mirror over the soda fountain, or conveyed by means of electrical signs.

I suggested recently that it was a good idea to feature some special drink at the fountain. I note that W. S. Adkins (in Nat. Drug.) calls attention to the same thing. He quoted a druggist who says, "I find it a good idea to feature something. If your soda fountain looks like every other soda counter, you have no advantage. If people come in and call for lemon, vanilla or chocolate, you serve it, and that's about as far as you go. I run a hotel drug store, and some of the boys began drinking buttermilk. I featured it, and now a lot of people drink buttermilk because they like it, and a great many more drink it because it is a popular fad in that neighborhood and not because they like it. It all helps business."

Now this druggist has hit upon a great truth. If you can get a fad like his started it is always a great business help. This man features his buttermilk by having a large ornamental bowl placed in the center of his soda counter and kept constantly filled with crushed ice. In this crushed ice are buried numerous stone mugs or steins. He advertises as follows:

Buttermilk in Cold Stone Mugs, 10c.

That kind of a placard hits the populace a jolt when the sun is waxing hot. It looks cool and sounds cool, and the drink is cool. Butter-

milk is a bully good drink in itself. This catches a large class. It is not on sale in so very many places; in some towns it is not on sale at all. Therefore it is "different;" this catches another class. And then when buttermilk gets to be a fad among the young bloods, you catch still another class. When you are catching as many classes as this, you have got something good.

There used to be a druggist in an Eastern city who featured sweet cider. He had a big trade among young clerks, newspaper men and the like, a more or less sporty crowd. And they were all hard drinkers at times, which made business good for the saloon man across the street. Between times, when they were on the water wagon, it got to be a fad to drink cider at this drug store, where the druggist sold it in a cold mug. Now it turned out that the druggist at first did nearly as much business as the saloon man, and some people to-day think that he does more. He doesn't do it all on cider, but cider helps him draw a lot of trade from a certain class.

Clarence T. Hubbard.

Cost of Installing Hot Soda Water.

The initial outlay necessary for entrance into the hot soda field is very small; the cost of maintenance is slight and the profits to be obtained by preparing and dispensing the beverages are much greater than are to be secured from the serving of cold drinks and ice cream specialties. Of primal importance in the serving of hot soda over the fountain or ordinary merchandise counter is cleanliness and neatness of apparatus, counter and dispenser. Of almost equal importance is the quality of the beverages and the third in importance comes originality in devising drinks.

As every one who has ever served either cold or hot sodas knows, there is really no such thing as hot soda. The delicious, heating and nourishing beverages which are commonly called hot soda preparations are actually made, not from carbonated water, but merely from boiling hot water and various syrups, juices, flavors and seasonings. They are not, therefore, hot sodas, but hot non-alcoholic beverages. Apparatus for producing boiling hot water and hot beverages is naturally the first thing needed in preparing for the hot temperature drink trade.

While the hot water will suffice for the preparation of almost all hot beverages by furnishing the means of diluting syrups and other concentrates with hot water, it has been found much more desirable in many instances, notable that of hot coffee and chocolate, to have urns especially designed and adapted for the production and dispensing of the finished beverages themselves. The regulation coffee urn, such as is now used chiefly in restaurants and for which the heat is furnished by electricity, gas or gasoline burners, will be found of great value to the dispenser of beverages and the cost thereof is low enough to warrant its purchase. Of even greater value to the hot soda

dispenser, however, is the two compartment urn, which looks like a plain coffee urn but which has two faucets, instead of one as in the plain coffee urn. One of these faucets is for coffee and the other for hot water. Chocolate urns, of similar design, but with agitators to stir the chocolate, may also be obtained at comparatively low figures. These chocolate urns are supplied with patent four-blade paddles for mixing the chocolate and have clean-out faucets and water gauges if desired. The combination or two-compartment coffee and chocolate urns are made of heavy copper, nickel plated or silver plated, and are supplied with pure vitrified porcelain cylinders so that neither the prepared beverages nor the hot water come in contact with anything except the porcelain. These urns are made with various capacities.

While the above described two and three compartment urns are of great help in catering to a gigantic hot beverage trade, they are not necessary for the average dispenser of hot soda who can obtain a sufficiently good but plain hot water urn for \$5, \$10 or \$15. Very attractive hot soda eight ounce mugs or cups may likewise be purchased at \$2 to \$3 a dozen. No store proprietor need be restrained from entering the hot soda field, therefore, by fear of being compelled to make a heavy outlay. Furthermore, the hot water urn seldom, if ever, gets out of order and the mugs or cups are not easily broken, as are the cold soda glasses, so that the cost of repairs, replacement and maintenance is only a small fraction of that for cold soda apparatus. Even without a cold soda fountain in his store the enterprising dealer may do a large and lucrative business in hot soda by using any of the counters in his store, preferably one near the main entrance, for installing an inexpensive hot water urn, mugs and supplies and by serving his customers over such a counter.

New Electric Light Sign.

A new sign has lately appeared in New York and has made quite a hit because of its uniqueness. It is being adopted by many enterprising druggists and confectioners in their window displays. The signs are made up of interchangeable electric letters, three and one-half inches high, and five of them consume only as much current as an ordinary 16 candle-power lamp.

The letters are round glass tubes, each a complete light which can be set in a porcelain base, so arranged that they can be assembled in different words.

These signs are brilliant and more adaptable for the interior of the store or window. Adjustable fixtures are supplied in connection with these electric letters and no expense is necessary in assembling them. These metal fixtures hold the porcelain base of the letters for display purposes and they can be adjusted to any angle to conform to the line of vision for the show-window, show-case or against the wall or in any position or location where the sign is required.

WHOLESALE DRUG PRICE CURRENT

Table listing various drugs and their prices, categorized by sections like Acridum, Ammonia, Aniline, Baccae, Balsamum, Cortex, Extractum, Ferru, Flora, Folia, Gummi, Herba, Magnesia, Oleum, Potassium, Radix, Semen, Spiritus, Sponges, Syrups, Tinctures, and Miscellaneous.



Our Home—Corner Oakes and Commerce
Our Holiday Goods Samples will be on display in our sundry room on and after September 8. We are now reserving dates for our customers.

Grand Rapids. HAZELTINE & PERKINS DRUG CO.

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

GROCERY PRICE CURRENT

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

Table with columns: ADVANCED, DECLINED, and sub-columns for various goods like Corn Syrup, Celery Seed, Currants, Sardines.

Index to Markets By Columns

Index to Markets table listing various goods and their corresponding column numbers (A, B, C, D, F, G, H, J, M, N, O, P, R, S, T, V, W, Y).

1 2

Main price list table with columns 1 and 2, listing various goods like Ammonia, Grease, Beans, Flour, etc.

3 4 5

Main price list table with columns 3, 4, and 5, listing various goods like Chewing Gum, Confections, Sweet Goods, etc.

6

Table with 2 columns: Item Name and Price. Includes categories like Graham Crackers, Soda Crackers, Butter Crackers, and various types of biscuits and flours.

7

Table with 2 columns: Item Name and Price. Includes Cotton Lines, Linen Lines, Poles, Flouring Extracts, and various types of flours and oils.

8

Table with 2 columns: Item Name and Price. Includes Grain Bags, Herbs, Hides and Pelts, and various types of animal products and oils.

9

Table with 2 columns: Item Name and Price. Includes Smoked Meats, Canned Meats, and various types of meats and seafood products.

10

Table with 2 columns: Item Name and Price. Includes Whitefish, Seeds, Shoe Blacking, and various types of oils and condiments.

11

Table with 2 columns: Item Name and Price. Includes Tobacco, Plug, and various types of cigars and smoking accessories.

Special Price Current

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

15 16 17

Table listing goods like Worden Grocer Co. Brand, Tip Top, Blend, 1lb., and Big Master, 100 blocks.

BAKERS COCOANUT Baker's Brazil Shredded

SAFES Full line of fire and burglar proof safes kept in stock...

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

SOAP Gowans & Sons Brand OAK LEAF SOAP

Table listing various soap products like Soap Powders, Soap Compounds, and Scouring.

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.

Four Kinds of Coupon Books are manufactured by us and all sold on the same basis, irrespective of size, shape or denomination. Free samples on application. TRADESMAN COMPANY, Grand Rapids, Mich.

MICA AXLE GREASE MICHAEL OIL COMPANY BAKING POWDER Royal CIGARS Johnson Cigar Co.'s Brand

BUSINESS-WANTS DEPARTMENT

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

BUSINESS CHANCES.

For Sale—Dry goods store, town 2,500. Long established. Sickness reason for selling. Stock and fixtures invoice about \$6,000. Big discount for cash. Box 276, Vevay, Indiana. 393

To All Merchants. If you want to sell your stock and fixtures, I can find you a buyer. Describe your stock, give size of town and state cash price. W. D. Hamilton, Galesburg, Ill. 392

For Sale—Stock of hardware and notions in good town. Tin shop in connection. H. T. Stanton, Trustee, Grand Rapids, Mich. 391

For Sale—Wholesale baking business in southern Michigan city of 50,000 population, doing good business. Will sell at a sacrifice if sold in 30 days. Reason for selling, other business. Address No. 390, care Tradesman. 390

For Sale—Marble top counter, two meat blocks, meat rack, Angldile computing scale. Enterprise meat chopper, sausage knives, cleavers, paper racks. All new. Bargain. Thos. Peterson, Scottville, Mich. 388

For Sale—Up-to-date wholesale and retail bakery, candies, ice cream, lunch and tobacco business. Can be bought cheap. Good reason for selling. For particulars address No. 387, care Tradesman. 387

Stores bought, sold and exchanged. If you want to get in or out of business write me. I handle all kinds of business places and real estate. Frank P. Cleveland, 1261 Adams Express Bldg., Chicago, Ill. 386

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—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 town 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. VanAllsburg, 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—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—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—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. 385, care Tradesman. 385

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

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—General store stock and fixtures, inventorying about \$2,000. Only store in inland town, 4½ miles from nearest town. Doing good business. W. W. Wooll, Duplain, Mich. Address Shepardsville, R. F. D., No. 13, Michigan. 356

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

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

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

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

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

\$10,000 stock general merchandise for sale. Good business, good location, good reasons for selling. A bargain. Address at once, A. H. & M. H. Barnes, Metamora, Mich. 236

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

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

HELP WANTED.

Wanted—A first-class shoe man, capable of taking charge of a shoe department. State wages and send references. Address No. 389, care Tradesman. 389

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

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.

PRINTING

For Produce Dealers

Letter Heads, Bill Heads, Business Cards

Envelopes, Statements

Shipping Tags, Order Blanks

In fact, everything that a produce dealer would use, at prices consistent with good service. * * * * *

TRADESMAN COMPANY
GRAND RAPIDS, MICH.

PROGRESSIVE DEALERS foresee that certain articles can be depended on as sellers. Fads in many lines may come and go, but **SAPOLIO** goes on steadily. That is why you should stock

HAND SAPOLIO

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

COME ONE, COME ALL!**Strong Appeal For Attendance at Convention.**

Lansing, Sept. 3.—It has been written that knowledge is power, but the power of association, combined with knowledge is a power which you control. As an individual, how much power do you possess? None, save by association with others.

Could Caesar, who built the once powerful Roman empire, have accomplished results as an individual? No. He made his name live in history as an example of what man could do by organization. He organized and co-operated with his people. That gave him such power.

Now, as a retail merchant, you have grievances, you have conditions you do not like, you have conditions that are robbing your till of good honest dollars which ought to belong to you as a taxpayer and a town builder.

How can you, who want better conditions, expect to get them without your help and influence to get results?

The fundamental principles of success are organization and the more perfect that organization, the more sure the success.

The one thought often expressed; "You don't need me" has lost many victories that could easily have been won. In fact, had each party interested done his duty to himself and his associates by putting his shoulder to the wheel, regardless of, "You don't need me," you will win anyway and the countless excuses offered by the "stay at homes" and those who want everything and are not willing to contribute their share of personal sacrifice toward supporting any good cause, much more good would have been achieved.

A chain is no stronger than its weakest links. A rope no stronger than its weakest strands. How, then, can you expect to make progress and accomplish results unless you attach yourself to some organization, that seeks to help you and better home conditions?

No one will dispute but that a man may succeed without attaching himself to an organization. No organization will dispute his individual right to buy or sell his wares to anyone or in any manner, but it is much easier for merchants to work in harmony through association and break down the barriers of selfishness and animosity through co-operation and education, than to go it alone.

You cannot deny this fact, that the tendency of the times is towards concentration and concentration means death to the small towns.

You will not deny the fact, that the country is being filled with cheap newspapers and magazines that are dependent almost entirely on the sale of advertising space to catalogue houses and direct sales to manufacturers in almost every line and those same papers are sent broad-cast over our land, and why? To get business from your town and your customers, through mail orders for their patrons.

These same advertisements gather up millions of dollars in trade from you, Mr. Merchant, and it has been estimated that nearly two hundred millions are gathered up from the people each year

by fraudulent advertising, in spite of the fact that the Government is looking after this end. How does this effect you?

There is no disease but there is a remedy. There are no obstacles to those who will, but what may be overcome.

Now to the point: As a retail merchant, how do you expect to stay in business, working along the same old way year in and year out, finding fault with conditions and what the manufacturers and your neighbors are doing, unless you join with your fellow men in finding a remedy and put that remedy into force?

The Michigan Association of Retail Merchants was organized on Feb. 8 last for the purpose of protection to the small towns and retail merchants who help make up same. It is no trust nor do we in any way seek to fix prices, but we do try to bring the merchants closer together through co-operation and education that they may act in unison to counteract some of the conditions that tend towards centralization and destruction, by getting them together in inspiring meetings, when all matters of joint interest may be brought up, discussed and a remedy sought, such as an honest advertising law, co-operative insurance, that saves members one-half the amount they are now paying, transportation, credits, salesmanship, advertising, etc., and, last but not least, by teaching the broad doctrine of fellowship, that takes all grouches away. In other words, a clearing house where the merchant can lay his troubles before proper committees and a balm found for his grievances.

The first general meeting of the Michigan Federation will be held in the Association of Commerce room at Grand Rapids, Sept. 17, 18 and 19 and every merchant who sells goods at retail is invited to come and join in making this the largest gathering of Retail Merchants ever brought together in Michigan. A fine program has been arranged for your benefit.

Put aside your care for a day or two. Come join us in a meeting that stands for the preservation of the merchants in the small towns and whose purpose is to help all to be better salesmen, better buyers, better credit men and better advertisers, and secure legislation that protects the masses and not the classes.

An organization that has for its banner "Home Trade and Home Protection."

Mr. Merchant, do not let this appeal go by unheeded. Do not lose the one opportunity to start a good cause in the right way, by your presence.

Come, the power of association is in your hands.

The opportunity is now given. Rouse yourself from the deep rut you have traveled so many years. Live in an age of progression by doing progressive acts.

The programme arranged for the convention is as follows:

Tuesday.

The President and Secretary will receive delegates and members at the Association of Commerce rooms and answer all questions.

First session called to order by the President at 1:30 p. m.

Prayer by Rev. Dean White.

Address of welcome by C. F. Sweet, of Grand Rapids.

Song, America.

Address by President.

Announcement of committee appointments.

Address by Guy W. Rouse, President of the Worden Grocer Company on "A Jobber's Philosophy."

Adoption of constitution and by-laws.

Perfection of the organization.

Adjournment at 4:30.

Wednesday.

Morning session called to order at 10 a. m. by the President.

Song by the delegates.

Reading and discussion of grievances. Question box.

Adjournment at noon.

Afternoon session called to order at 1:30 p. m.

Song.

Report of Secretary-Treasurer.

Address by Lee M. Hutchins, General Manager of Hazeltine & Perkins Drug Co., "Fire-Insurance, Protection, Profit and Credit."

Shall we make active members of traveling salesmen?

Discussion.

Question box.

Adjournment at 4:30 p. m.

Evening session 8 p. m.

Song.

Address on general federation work by Arthur L. Holmes, of Detroit.

Discussion of his address.

Question box.

Adjournment at 9:30.

Thursday.

Called to order at 1:30 p. m.

Song.

Address by Ernest L. Ewing, Traffic Manager of the Grand Rapids Association of Commerce, on "Retail Merchants' Transportation Troubles."

Report of committees.

Constitution and by-laws.

Legislation.

Membership.

Publicity.

Nominations.

Next place of meeting.

Election of officers.

Question box.

Adjournment at 4:30.

F. M. Witbeck, Sec'y.

Corking Good Stuff.

"I want you to write a speech for me," said the politician to the newspaper man.

"About how long?"

"I don't know. I ought to talk about an hour and a half, I think."

"What do you want to discuss?"

"Nothing. I've got an old saying here: 'Money will not buy happiness.' Can't you string that out for an hour or two? It ought to make corking good stuff."

The dealer who has all the business to which he can attend usually spends part of his time going after it.

BUSINESS CHANCES.

For Sale—\$2,000 stock of general merchandise in best farming section in Michigan at 90c on dollar. Will accept part cash, balance good security. No trades. Annual sales \$10,000. L. E. Quivey, Fulton, Mich. 395

SITUATIONS WANTED.

Pharmacist wants steady position. References. Change desired. Write S. Morgan, 116 Widdicombe Bldg. 394

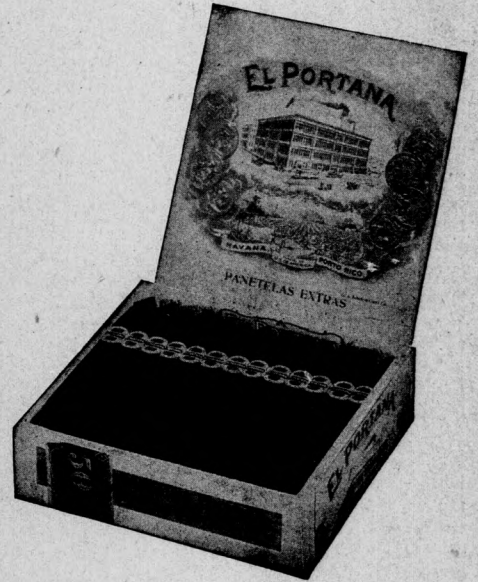
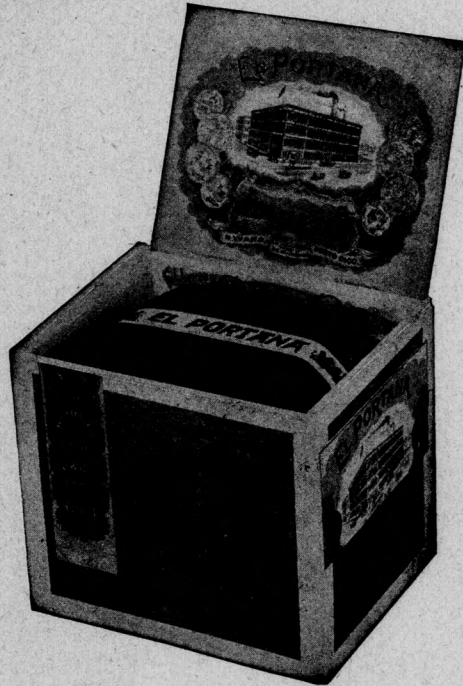
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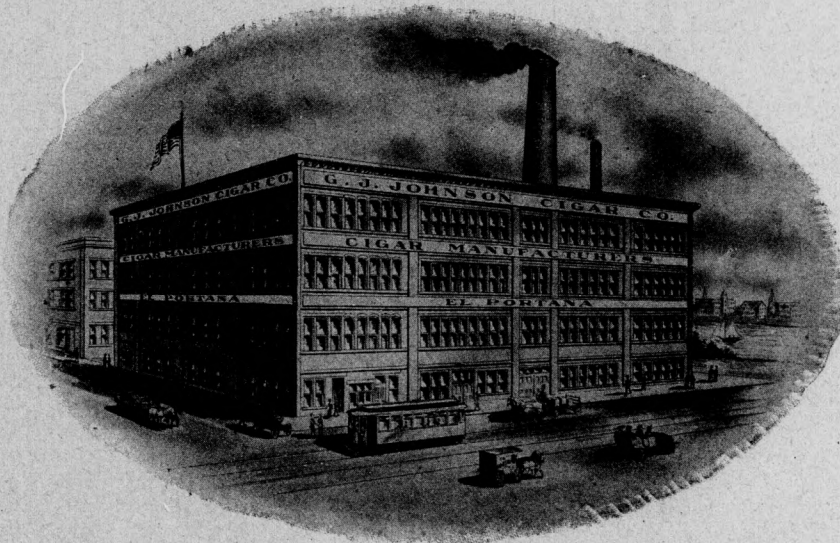
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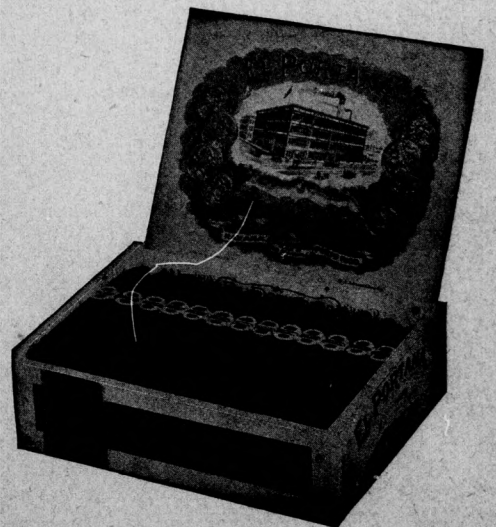
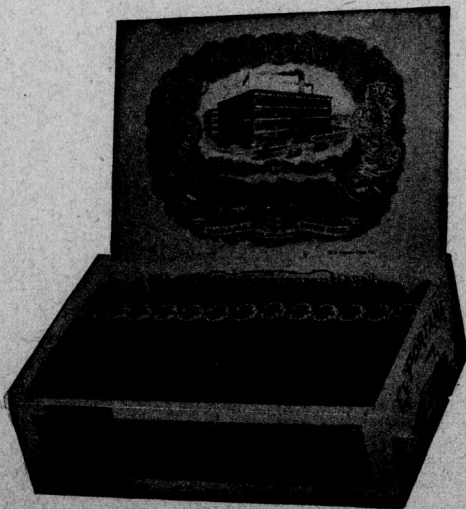
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2:16 Trot	Purse \$500
2:18 Pace	Purse \$500
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2:12 Trot	Purse \$500
2:20 Trot	Purse \$500
FRIDAY, SEPTEMBER 13	
2:16 Pace	Purse \$500
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West Michigan State Fair
Grand Rapids, September 9-13