

Most Heroic Letter Ever Written

Executive Mansion

Washington, Nov. 21, 1864.

To Mrs. Bixby, Boston, Mass.

Dear Madam.

I have been shown in the files of the War Department a statement of the Adjutant General of Massachusetts that you are the mother of five sons who have died gloriously on the field of battle. I feel how weak and fruitless must be any word of mine which should attempt to beguile you from the grief of a loss so overwhelming. But I cannot refrain from tendering you the consolation that may be found in the thanks of the republic they died to save. I pray that our Heavenly Father may assuage the anguish of your bereavement, and leave you only the cherished memory of the loved and lost, and the solemn pride that must be yours to have laid so costly a sacrifice upon the altar of freedom.

Yours very sincerely and respectfully,

A. Lincoln.

An engrossed copy of the accompanying fac-simile letter of President Lincoln to Mrs. Bixby hangs on the walls of Brasenose College, Oxford University, England, as a specimen of the purest English and most elegant diction extant. It is said that as a model of expressive English, it has rarely, if ever, been surpassed.

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

Candy for Summer

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

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

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

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

There's not another coffee—canned or un-canned—that begins to have the record for uniformly high grade character "White House" has; nor anywhere near its exquisite flavor and smooth, slick, palatableness.

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

COFFEE

Fragrant—Delicious
Satisfactory

BOSTON ROASTED BEST GROCERS

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

SUITS WHEN OTHERS DISAPPOINT

JUDSON GROCER CO.

Distributors

GRAND RAPIDS, MICH.

Toledo Scale Company Under Bond

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

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

The Computing Scale Co.,

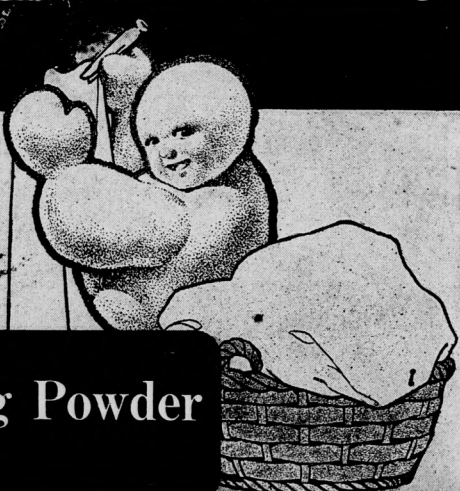
Dayton, Ohio.

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 11, 1912

Number 1512

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KEEPING OPEN EVENINGS.

Some of the Advantages of Early Closing.

Written for the Tradesman.

The storekeeper who for years has been in the habit of "keeping open" until 9 o'clock or later every evening sometimes fervently wishes for a quiet evening by himself or with his family. Sometimes, also, he is quite anxious to attend some public gathering, but his assistants or members of his family who might take his place in the store are all anxious to go also, and so he denies himself to please them. And then people have got into a habit of dropping into the store to wait for others to join them and go to the meeting. Others put off making some necessary purchase until they pass the store on their way to the gathering. Still others, who are not interested in the lecture, entertainment or whatever it may be, find it lonesome at home with the folks all away and saunter down to the store to spend the evening visiting with the storekeeper or others who chance to drop in. And the storekeeper does not get enough trade the whole evening to pay for keeping open, so far as he is concerned.

The storekeeper has become so accustomed to thinking that his patrons must be accommodated at all times that he forgets that he has any other obligations or any right to please himself. He has got so accustomed to staying in the store every evening that he has come to accept it as the natural order of things and would really be at a loss to know what to do if the store were to close every evening at 6 or 7 o'clock.

At first it would seem like a loss to him. He would feel as though he were idling away his time unless he took his account books, invoices or catalogues to his residence and put in some time forwarding the business. But this slavery to business would gradually drop away—that is, it would with almost every one. He would feel free to go out for an evening or put aside his books and join his family whenever he chose to do so.

The merchant who is in the store or has business matters pressing on his attention from early morning until late at night fails to realize that a considerable portion of his mind is being neglected, and that he is really suffering losses thereby. He fails to see that there are any profits awaiting him except in financial matters.

Many a merchant could become richer by shortening the hours devoted to money-making. For he is not very rich who is rich in only one direction. Nor is he really rich who does not make good use of his money. It is not making good use of money—not always, not often—to use it only to accumulate more money to leave at the end of life. He is not rich who cannot enjoy the proceeds of his labor in his own person or in benefiting those about him.

In his hasty perusal of the daily paper the merchant gets just a little idea of what is going on in the world; but it makes no deep impression. He does not follow up such reading by a thorough study of political conditions or public persons. Unless in earlier years he has been a diligent student of history, he fails to note any connection between present events and former times. He looks upon daily events as separate and disconnected happenings. They teach him no great lessons because he fails to discern their true relation to the whole course of human events. Many things would not seem so strange, so unnatural or so unaccountable had he a knowledge of underlying principles or primary causes.

Not alone the question of financial, physical or mental benefit; not alone the question of his own comfort or pleasure, should be considered in the use of his evening hours. All these have a proper place, and yet they should not entirely usurp a due share of his attention to the claims of his family and the general public. To the former he should be more than a provider; to the latter, more than a business factor.

By giving all his evenings to the store he not only loses the pleasure of being with his family, the profit of reading that which is much better than the daily paper and the social gatherings of the community, but his family lose his companionship, his helpful advice and teaching. It is right that he should have time to acquaint himself with the needs of his family, with the progress of his children in their studies, know something of the character of their associates, study the disposition and aptitude of each one that he may be better qualified to advise and direct them. He should endeavor to discover for what work in life each one is best

adapted and try to influence them to a wise choice of a calling.

Matters which concern the family and the community need to be pondered when the mind is not harried by business problems. Calm and undisturbed moments are needed to consider these most important matters. Not only may he obtain rest for himself, please and benefit his family more, by shortening the hours of direct contact with business, but he may be able to serve his patrons better and make better use of his financial gains. E. E. Whitney.

Manufacturing Matters.

Mesick—L. J. Tripp, of Mesick, formerly a manufacturer of handles at this point, is preparing to move his factory to a point on Lake Superior, where he has from fifteen to twenty years' cut.

Hart—The partnership existing between Carrie M. Gurney and T. S. Gurney under the style of the Gurney Milling Co. has been dissolved and the business will be continued by T. S. Gurney.

Escanaba—The Velvet Ice Cream & Dairy Co. has engaged in business with an authorized capital stock of \$20,000, of which \$10,400 has been subscribed, \$200 being paid in in cash and \$10,200 in property.

Kalamazoo—The Kalamazoo Big Four Light & Fuel Co. has been incorporated with an authorized capital stock of \$20,000, of which \$12,000 has been subscribed, \$2,000 being paid in in cash and \$10,000 in property.

Kalamazoo—The Kalamazoo Artificial Oil-Gas Stove Co. has engaged in business with an authorized capital stock of \$5,000, of which \$3,700 has been subscribed, \$1,100 paid in in cash and \$1,400 in property.

Lenon—The farmers of this locality have organized a company to operate a creamery. A cement building is being erected in which they will conduct the business under the style of the Lenon Creamery.

Detroit—The Pearl Machine Co. has been incorporated to carry on a general machine shop and manufacturing business, with an authorized capital stock of \$25,000, of which \$13,000 has been subscribed, \$100 paid in in cash and \$7,900 in property.

Garden River—The Eddy-Glenn Lumber Co., of Saginaw, has a large crew of men getting out board pine timber at this place. Last winter the company got out 200,000 cubic feet of timber for the Quebec market, and this season will cut all it can get men to handle. Great difficulty is experienced in getting help for woods' work.

Adrian—The Willbee Morse Vault Co. has merged its business into a stock company under the style of

the Willbee Morse Concrete Co. to manufacture and sell concrete products and selling accessories used in concrete construction. The company has an authorized capital stock of \$15,000, of which \$7,900 has been subscribed and paid in in property.

Waters—The Stephens Lumber Co. is having a successful run this season and will put out approximately 25,000,000 feet of lumber this year, all of which goes out by rail through Bay City. The company began operations at St. Helen in 1880, and after cutting 400,000,000 feet of lumber there transferred its operations to this place, where it has as large a field as it did in Roscommon County. It has been a successful corporation, originally beginning lumbering operations at Five Lakes, Lapeer county, more than fifty years ago. It has timber for a cut of several years in the vicinity of Waters.

Lake City—The S. B. Ardis Lumber Co. is suing the Grand Rapids & Indiana Railway Co. for the roadbed of three miles of track located in Muskegon county. The lumber company, through its attorney, asks that the railroad be compelled to pull up three miles of track near Michelson, the farthest point on the Michelson branch of the Grand Rapids & Indiana Railroad, claiming that this company put the track down without having first obtained a land title and under what is termed a parole license. It is stated that the railroad company has refused to pay for the land and now the lumber company asks that the license be revoked.

The Antiquity of Coal.

It is thought that the earliest reference to coal is that found in the writings of Aristotle of Theophrastus, who lived about 238 B. C.

There is evidence that coal was used in England as early as the year 852. According to Bishop Pudsey, Escomb and Bishopwearmouth were two of the earliest coal-mining settlements. Newcastle coal appears to have come into notice about the year 1234, when Henry III. granted the inhabitants a charter authorizing them to mine for it.

The Chinese knew of and used coal in the thirteenth century. The earliest reference to coal in Belgium is assigned to the year 1198, when a blacksmith at Liege is said to have been the first in the kingdom to employ it as fuel.

Paris received its first coal from Newcastle in 1520. In Scotland coal was worked as early as the twelfth century.

No, Cordelia, gifted people are not necessarily generous.

BE A LIVE WIRE

And Come to the Grand Rapids Convention.

Lansing, Sept. 10—Mr. Merchant, did you ever build a house? Well, if you did, you certainly commenced with a foundation and the better that foundation the more lasting the house.

Would not your success in business be more lasting if you were to look more after building a right foundation for same? But you say, I have been in business for years and have always had a good trade. Have always sold my share of the goods. Yes, all that is true, but have you placed that business on a safe foundation? Have you changed your methods and kept up with the times? No, you have not, for in the rush for money, you have forgotten the little things that make up the business foundation that lasts. But you say, business conditions are changing, which is true, as nothing stands still you either go forward or backward.

Time was when Farmer Jones, who was a good customer, came into your store regularly every Saturday night to make his purchases for the week, and as was his custom had it charged to be settled after threshing, which season shifted, but the account was balanced once a year if Jones crops were all right, but if not, a tale of woe carried Jones over to the next year.

This condition has changed, Farmer Jones has come to the front the last few years. His condition, too, has changed. Instead of the annual settlement, he now has the cash and while formerly he only asked to have it charged, he now asks the price. He wants to know its quality and if a piece of machinery, he wants to know if he can get repairs.

Now, Mr. Merchant, what has made these changed conditions for the country and small town merchant? The story is plain. The farmer, to whom all looked for his bread, is now having his innings. He has been educated through the newspapers. He has been educated by Associations and farmer's clubs. He has been taught by the cataloguer that his cash was better than his account. That cash on delivery or before delivery, was what would secure him better bargains, until now, he is looking for them all the time.

Now how with you Mr. Merchant, who have grown grey watching these conditions change? Have you, who ought to have been a leader, changed from the methods you started with twenty, twenty-five or thirty years ago? No, not many of you. You are in the same old rut, though some slick salesman may have sold you a new cash register, a new set of money weight scales and possibly a more up to date system of keeping your accounts, but your methods are the same, and why? Because you have not kept pace with the times and put into practice, along with the new appliances, the many helps given you by the trade journals of the country, published to help you keep up to date. You have failed to accept the

advanced ideas and put them into practice, as explained to you by the experienced traveler and the many letters sent out by the Secretaries of different Associations to help you.

As a commercial traveler for several years, I will here give the proof of what I here state. I have been into many a merchant's store and found that on asking if he or they had a last copy of some trade journal to call their attention to some article, found that they were lying around with the wrapper on and the explanation was, I have not had time to look it over, and in some instances, if that were criterion as to the amount of business they did, that they have been busy for several months.

I also noticed that on selling a small bill of merchandise to this same class of merchants that on my next trip, I was confronted with: I have not sold the last order. Can't sell it here. The price is too high. We have no calls for same, and many like expressions and on looking around found some of the goods in some back corner out of the way, and the samples and advertising sent with the goods as a help to create a demand, were nicely tucked away in some out of the way place, or burned up. Is it any wonder that the goods were not called for? Is it any wonder that such a merchant is losing a large part of his trade to the progressive merchant and the catalogue house?

This is but the experience of many of the travelers, who find the same conditions.

I have found instances, where goods were short on their arrival, the first thing was to jump on the shipper with both feet, when they held a receipt for same in good order from the transportation companies. I have seen orders come into the house for goods that would drive a man to the asylum to cipher out what was asked for, and yet if it were shipped wrong, the howl that would come in would put to sleep a Calliope in a first class circus.

All this in the 20th century. All this in the year of 1912, when progress is the watchword and when the merchant is supposed to be an educator and a business man.

Now, Mr. Merchant, in writing these few lines, it is with no malice. It is to draw a picture before your eyes that will cause you to think and see yourself as others see you, and to point out a way to change all your conditions, as the progressive merchant knows what to do and has been educating himself to better his local conditions by making himself a better business man, a better salesman, through education, co-operation and association.

Now I shall not attempt here to advise you how to run your business, but will call your attention to some of the factors that must enter your business foundation if you wish to make a success and meet the changed conditions.

1. You must study the wants of your customers and buy right, not

"cheap." It is one thing to buy right and quite another thing to buy cheap. To buy right, you must get goods of quality that will give satisfaction and make the purchaser satisfied, that he may be a standing advertisement for you. To buy cheap, regardless of this satisfaction, will destroy trade.

2. Fix your selling price at a reasonable profit considering the article, as no one expects to buy goods at cost or below cost, unless they get stung, but base your selling cost on the first cost, freight added, on a percentage, and have each article bear its share of overhead expenses or selling cost.

3. Post yourself thoroughly on the merchandise and the best market to buy same and when you do buy, pay cash, and get the advantage of cash buying, as the cash discounts usually allowed are quite an item at the end of the year.

4. Make yourself a better salesman by attending the school of instruction, given annually by the Association, representing your class of merchandise, by posting yourself thoroughly on the articles you wish to sell.

5. Sell for cash, or as near cash as possible, and if you extend credit do it sparingly and in a limited way.

6. Keep your expenses down to the lowest possible point consistent with good business, as this enables you to sell goods at a less price, as the teaching of cost accounting so much talked of and written about the last three or four years does not or is not intended to raise prices but to teach exact amount of selling expense attached to the sale of an article, that no loss would be sustained and as a basis to figure profits on and should be no guess work but taken from a well kept expense account.

7. Advertise right. Here is where most of the merchants fall down. They put an advertisement in a local paper stating they handle everything from "boneless codfish" to a "caldron kettle," in fact, everything found in a store of this kind and that they can be bought at the lowest prices, etc. Everybody may know you sell shoes, but what kind do you sell? That's the point. Time was when only a few newspapers were brought into the household when such advertising might have been effective but not now for the conditions have changed. The small towns all have some kind of a home paper and its support should be encouraged by the home merchant, that the poor editor may not be tempted to fill his sheets with direct sale advertisers and catalogue house lure written to catch your trade.

There are many ways to advertise. The newspaper is one. This should be used with a limited space each week with an advertisement that appeals to the people. An advertisement that draws them into your store and the key note to making it effective is to specialize. Take one thing at a time, usually some new speciality or new line. If it be clothing, a certain make or brand of goods, give a complete description; how they are

made and how well, calling attention to all special features and the price. If it be groceries, the traveler is always calling your attention to new goods, or new ways of handling the old goods. If it be hardware, some new and useful kitchen device that saves labor for women will do more to bring trade to your store than a whole page of stove or miscellaneous advertisements. Follow this rule and your advertisements will bring you returns but do it honestly and mean what you say. Use no deception.

8. Give more attention to the children. Don't treat them as if they were of no account but encourage them to come into your store and feel at home. These children become men and women sometime and remember you as a crank or a nice man who always treated them nicely.

9. When a traveler comes in your store give him a glad hand and if you are busy excuse yourself but as soon as you can become disengaged spend a few moments with him, and, if necessary look at his line even though you do not buy, as he may have some new specialty or some better price that would be of value to you later. As a traveler, I have many friends, among the small town merchants, whom it is a pleasure to call on whenever I go to the town and yet I never sold them a dollar's worth of goods; and why? Because they were willing to meet the traveler in a decent manner without giving an order and I know there are many others who enjoy the same experience.

10. Here is where we find the hardest problem and, like the tenth commandment of Moses, very hard to keep: Join some good Association that works for the interest of every retail dealer. Sit beside your competition in Convention and see what a good fellow's company you have missed for years. Drop selfishness and avariciousness and let the broad spirit of fairness exist. You will soon see where the Association, through co-operation, will work wonders for you and your home surroundings will change.

Take a good trade paper and read it. Read the experiences of others who have gone through and lived. Try their recommendations as far as possible in your own store and, if they are found to work satisfactorily, tell it to the other fellow. Do not be selfish, as in helping others you are but making your own success more sure and laying a corner-stone in your foundation that will be more lasting than the buying and selling of cheap goods.

Now, before closing, I wish to touch just one more subject and that is Competition, of which you have several kinds. Don't think because your competitor makes a low price on a certain article that you must

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.

meet that price always. In some instances it might be well, but it is better first to find out why he has made the low price. Perhaps he is over-stocked, as many are who cut prices, but in meeting his price do not fix in your mind that you will put him out of business by going him one better for it may act as a boom-crang to you.

Some merchants are always trying to buy goods to compete with catalogue houses. This can be done by most any merchant, but first post yourself on the catalogue's system and, instead of filling your store up with goods that are made for the catalogues and in many cases by factories controlled by them, find a manufacturer who makes a similar line, who sells only to regular merchants and many times you can sell better goods and make a living profit by meeting their prices.

The largest and most successful catalogue house has been made so only by a thorough system of doing business. Install such a system in your own store and by honest and fair dealing you will make progress, such as you never made before.

Another point: Always answer your letters promptly. Don't put it off. Do you suppose if you wrote a letter to the largest mail order house on any object it would not receive a prompt answer? No, you will certainly meet with promptness. When a Secretary of an Association writes you read his letter carefully and if it needs a reply answer it, for if it had not been important he would not have written you.

I have now given you a few simple rules for your success as a merchant and it would seem that it was all unnecessary, because too many men now engaged in business in the small towns are in a rut and do not know how to get out, or it would seem so to the man who is looking for the live ones.

During the present season it was the writer's privilege to make a trip East and while there I visited some of the merchants in the small towns not far from New York City, the Metropolis of the World, and we are frank to confess that it is no wonder that sixty-nine millions of trade can be gathered by one catalogue house in a single year that would not have been gathered if the small town merchants were wise and alive.

On my return to Michigan I had occasion to call on a certain manufacturer, where the catalogue house question came up and I was shown several orders from a large catalogue house and among them was an order to ship to the very town in question a shipment of this commodity at \$7.00. The price sold at by the mail order concern f. o. b. factory in Michigan. Cash before shipment and the consumer paid the freight from Michigan to New York, which was \$3.00 more. This same manufacturer informed me that they had a dealer in the town who handled this same product and it cost the dealer \$6.00 laid down in his New York town and that it was retailed by him at \$7.00. Is it any wonder that the mail order

houses thrive and do you suppose that if that Eastern dealer had been awake he would have allowed such a sale to be made in his community?

We have just such merchants in Michigan and plenty of them who are asleep. We have them in every state, if we were not so, the mail order man would starve.

Now, Mr. Merchant, I have given you some of you a hard rap but I do it without malice and to help you, if you will read this article, as the progressive man does not need to, but it is the slow boy that makes and keeps conditions as named in the beginning of this article.

I want to arouse you. I want to see every merchant join hands in checking centralization and to bring and hold business in the small towns. This can only be done by the united effort of the retail merchants of every kind and class, for in union is strength and organization on lines of justice, with a purpose and for a purpose will save and keep the small towns on the map of Michigan.

The Michigan Federation of Retail Merchants, who hold their first general meeting in the Association of Commerce building at Grand Rapids next week, Sept. 17, 18 and 19, send this message to you. No matter what you sell or how small your business if you are a regular retail merchant, we invite you to come? If you have a business man's Association made up of retail merchants, we invite you to send delegates. If you are an officer of any State Association of Retailers, we invite you to also send delegates. No one is barred and all retailers are welcome at this meeting. A good program has been provided and such subjects as transportation, insurance, honest advertising laws, how to meet competition, salesmanship and many subjects that will help you as a merchant and put dollars in your till, will be discussed and some action taken.

Will you come and be a live wire? Will you come and join in the one Association that covers all lines of business and stands for Progress, Protection and Co-operation in your home town?

F. M. Witbeck, Secretary.

Returning the Pig.

"Patrick, did you steal Widow Maloney's pig, and if so, what did you do with it?"

"Killed it and ate it, your honor."

"Well now, Patrick, when you are brought face to face with Widow Malony and her pig on Judgment Day," said the judge, "what account will you be able to give of yourself when the widow accuses you of stealing?"

"Did you say the pig would be there, your honor?" said Pat.

"To be sure I did."

"Well, then, I'll say, 'Mrs. Maloney, there's your pig.'"

Every purchaser of your goods that goes by the store is a possible customer and subject to the influence of your windows. Are you making your window display count?

BANKRUPTCY MATTERS.

Proceedings in Western District of Michigan.

Sept. 5—In the matter of Harry M. Hinshaw, bankrupt, merchant of Leland, the first meeting of creditors was held, and Amil F. Nerlinger, of Traverse City, who has been acting as receiver, was elected trustee by the creditors, and his bond fixed at \$5,000. Carl N. Bratthen, of Suttons Bay, S. W. Porter, of Leland, and Bert Smedley, of Traverse City, were appointed appraisers. The first meeting of creditors was then adjourned, without day. In this matter a petition has been filed by the trustee alleging that one Elmer E. Chandler claims to have a mortgage covering the stock and fixtures, but that the mortgage is void for the reason that no original affidavit was attached to the copy of the mortgage on file in the office of the township clerk, and praying for an order to sell the property free and clear of incumbrance, and that if said Chandler has a right to lien upon the assets the same attach to the fund to be received from the sale of the property, and an order was made directing the mortgagee to show cause on Sept. 17, why the prayer of such petition should not be granted and the property sold free from incumbrance.

Sept. 6—In the matter of Charles Emery, bankrupt, formerly merchant at Pellston, the trustee, Wm. J. Gillett, of Grand Rapids, filed his final report and account showing a balance on hand for distribution of \$1,306.25, and an order was made by the referee calling a final meeting of creditors to be held at his office on Sept. 25, for the purpose of considering such final report and account and declaring a final dividend to creditors. A first dividend of 15 per cent. was paid in this matter on November 17, 1911. Creditors have been directed to show cause why a certificate recommending the bankrupt's discharge should not be made by the referee.

In the matter of the Glengarry Merchantile Co., bankrupt, of Glengarry, the first meeting of creditors was held and the bankrupt's offer of composition at 40 per cent. considered. It appearing that a majority of the creditors had not filed acceptances of such offer of composition, it was determined not to refer the same to the court for proceedings on confirmation. C. J. McHugh, of Cadillac, was elected trustee by a majority of the creditors and his bond fixed at \$8,000. The officers of the bankrupt were sworn and examined by the attorneys representing creditors, and the first meeting was then adjourned to October 4.

Sept. 7—In the matter of Lawrence Hanna, bankrupt, of Grand Rapids, the first meeting of creditors was held. It appearing from the examination of the bankrupt that there were no assets above exemptions, an order was made that no trustee be appointed. Unless further proceedings are desired by creditors, the estate will probably be closed at the expiration of twenty days.

In the matter of Fred S. Nowland,

bankrupt, of Grand Rapids, the first meeting of creditors was held and it appearing from the examination of the bankrupt that there were no assets above the statutory exemptions, it was determined that no trustee be appointed. The estate will probably be closed at the expiration of twenty days unless further proceedings are desired by creditors.

Sept. 9—In the matter of Dudley E. Staples, bankrupt, formerly of Montague, the trustee, Theodore Meyer, of Montague, filed his supplemental final report showing compliance with the final order of distribution, and an order was made closing the estate and discharging the trustee. No cause to the contrary having been shown by creditors, a certificate was made by the referee recommending to the court that the bankrupt be granted his discharge. A dividend of 5¼ per cent. was ordered paid to the ordinary creditors of this estate.

In the matter of Neil Wilder, bankrupt, a contractor of Grand Rapids, the first meeting of creditors was held. Creditors failing to elect a trustee, the referee appointed Leroy J. Herman, of Grand Rapids, as trustee and fixed his bond at \$100. The bankrupt was sworn and examined by the referee, and the meeting then adjourned without day.

Sept. 10—In the matter of Maynard J. Lalone, bankrupt, formerly of Traverse City, the trustee, Geo. H. Cross, of Traverse City, filed his supplemental report showing compliance with the final order of distribution, and an order was made discharging the trustee and closing the estate. No cause to the contrary having been shown by creditors, a certificate was made by the referee recommending to the court that the bankrupt be granted a discharge. No dividends were paid ordinary creditors of this estate, there not being more than sufficient assets to pay the administration expenses and preferred claims in full.

In the matter of the Van-L Commercial Car Co., bankrupt, of Grand Rapids, the first meeting of creditors was held and Fred P. Geib, of Grand Rapids was elected trustee and his bond fixed at \$500. Geo. Greenbauer, secretary of the bankrupt, was sworn and examined, and the first meeting adjourned to September 27, at which time the officers were ordered to appear for further examination.

It is very evident from the tone of the letters received from merchants that not a few of them have been victimized by the dead beat measures and habits of certain customers lacking in appreciation of credit courtesies extended them. This is not surprising. It is a well-known fact that there are plenty of people in the world who will not pay anything they can get out of paying, and, unfortunately, these persons have a way of getting into the retail storekeeper. This may be because the latter is too easily influenced by the hard luck tales of those asking for credit, or, he is afraid of losing trade that might go to a competitor.



Movements of Merchants.

Portland—O. Z. Ide has opened a bazaar store here.

Bangor—Alfred G. Clark has opened a jewelry store here.

Otsego—C. P. Ludwig has engaged in the grocery business here.

Adrian—Theodore D. Gira has engaged in the shoe business here.

Thompsonville—Russell Updegraff has opened a bakery in the Wait building.

Cedar Springs—J. D. Pierce, recently of Muskegon, has opened a jewelry store here.

Royal Oak—George Casey, recently engaged in trade at Rochester, has opened a bazaar store here.

Fremont—Fred M. Sessions has added a line of men's and boys' clothing to his stock of groceries.

Bay City—E. T. Boden is closing out his stock of drugs and will retire from business, owing to ill health.

Plainwell—R. T. Graves has sold his drug stock to Dr. Peter Onontiyh, who will take possession Sept. 16.

Diorite—The Diorite Store Co. has added a line of men's and boys' clothing to its stock of general merchandise.

Detroit—Charles A. Pettibone, dealer in millinery goods, died at his home September 7, of heart disease, aged 65 years.

Charlevoix—Mrs. Ward Bennett has purchased the millinery stock of Mrs. E. M. Atchison and will continue the business.

Fremont—Mrs. E. M. Atchinson, recently engaged in the millinery business at Charlevoix, has opened a similar store here.

Lapeer—Arnold Gillett has sold his confectionery and cigar stock to his brother, Calvin Gillett, who will continue the business.

Kalamazoo—Herman Vetten will open a sporting goods store at 103 South Burdick street under the management of Tom Maus.

Hamilton—William Borgman has purchased the John Ensing stock of general merchandise and will consolidate it with his own.

Grandville—P. J. Hoekzema, grocer, has purchased the stock of the Grandville Mercantile Co. and will consolidate it with his own.

Detroit—Mrs. Lottie J. Quick, recently of Gaylord, has opened a millinery store on East Boulevard, at the corner of Gratiot avenue.

Gresham—George A. Fuller has sold his stock of general merchandise to Fred Andrews, recently of Ionia, who will take possession Nov. 1.

Owosso—Ray Reynolds has leased a store building at 108 West Main

street, which he will occupy with a stock of cigars and tobacco Sept. 15.

Bronson—William Stock has sold his interest in the Stock bakery to his partner, David B. Stock, who will continue the business under his own name.

Detroit—The Sutton-Pamerleau Drug Co. has been organized with an authorized capital stock of \$10,000, of which \$9,000 has been subscribed and paid in in property.

Trenton—The Bank of Trenton has merged its business into a State bank under the style of the Trenton State Bank, with an authorized capital stock of \$25,000.

Hart—C. H. Dempsey has sold his interest in the Dempsey & Bothe meat stock to his partner, John Bothe, who will continue the business under his own name.

Charlotte—John A. Herbst, tailor, has formed a copartnership with Mr. Peck under the style of Herbst & Peck and will engage in the clothing business about September 16.

Hart—Irwing McFarren and A. R. Heald, of Shelby, have formed a copartnership and purchased the R. B. Aldrich bakery and will continue the business at the same location.

Scottville—Misses Pearl Pittard and Leona Noyes have sold their millinery stock to the Misses Carrie and Alice Barron, recently of Fenntville, who will continue the business.

Greenland—The Greenland Bank has merged its business into a State bank under the style of the Miners & Merchants State Bank, with an authorized capital stock of \$20,000.

Ludington—W. J. Hanna, recently engaged in trade at Berlin, has purchased the Davis & Son bazaar stock at 123 James street, and will continue the business at the same location.

Allen—Hamblin Bros., who have conducted a hardware store here for the past twenty years, have sold their stock to Timothy Smith, recently of Coldwater, who has taken possession.

Middleville—John H. Doak, dealer in dry goods and shoes, died at Hastings after a brief illness of but a few days, aged 40 years. Burial was at Springport, his former home.

Jackson—E. L. Wood, who conducts a fish and oyster market at Kalamazoo, has opened a branch store here at 117 North Mechanic street under the management of James H. Oliver.

Eaton Rapids—W. H. Reynolds, H. F. Reynolds and Frank Jewett have purchased a dry goods stock at Elkhart, Ind., and have taken possession under the style of Reynolds Bros. & Jewett.

St. Johns—Lyman Parr has sold his interest in the grocery stock of H. E. Parr & Son to A. B. Dexter, recently of Flint, and the business will be continued under the style of Parr & Dexter.

Detroit—Grunow & Patterson, druggists, have merged their business into a stock company under the style of the Grunow Drug Co., with an authorized capital stock of \$8,000, all of which has been subscribed and paid in in cash.

Portland—The drug business of the estate of Wallace D. Crane has been merged into a stock company under the style of the Crane Drug Co., with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Bay City—F. W. Harvey, who conducts a jewelry store at the corner of Midland and Linn streets, has sold a half interest in his stock to Mr. Linsea, and the business will be continued under the style of Linsea & Harvey.

Kalamazoo—Henry J. Bresson & Son, who conduct a meat market and grocery store at 927 East Main street, have sold their meat stock to Herman Betke, who has taken possession and will continue the business at the same location.

Adrian—John W. Koehn, who has conducted the grocery store of Koehn & Son, since the death of his father, about two years ago, has sold the stock to Martin J. Fischer, who has taken possession and will continue the business under the style of the Koehn Grocery Co.

St. Joseph—The creditors of the Enders & Moore store will be asked to accept a compromise settlement on the basis of 31 per cent. A meeting will be held before the referee, at Kalamazoo, on Sept. 17, and at which time the entire proposition will be discussed by the creditors.

Detroit—William J. Vhay, dealer in imported fancy groceries, etc., has merged his business into a stock company under the style of the Vhay Fisheries Co. as importer and jobber in salt, canned and smoked fish and canned and preserved fruits, vegetables and kindred lines of domestic and foreign products. The company has an authorized capital stock of \$15,000, which has been subscribed and \$1,500 paid in in cash.

Battle Creek—Laverne W. Robinson, one of Battle Creek's most prominent pioneer merchants, died at his home, Sept. 2. He had attained the age of 68 years. As an extensive mercantile leader, and proprietor of one of Battle Creek's largest dry goods stores for nearly a quarter of a century, he won a host of trusting friends who will grieve to learn of his demise. Because of Mr. Robinson's poor health he and his wife went to North Carolina a few years ago, and as they believed they would never be able to make their home in the north again, they presented their beautiful home on South avenue to the First Methodist church, of which both were earnest, zealous members, for a parsonage. Mr. Robinson's exceedingly generous contributions also made possible the beautiful church structure on Monument Square.

Owosso—Agents handling automobiles have done a land office business in Shiawassee county this year, and incidentally it is stated that not a few farms and city residences have been mortgaged to buy autos. Considering the tendency to mortgage homes to acquire automobiles that appearances of prosperity may be maintained and that the mortgagors may keep on an even footing with neighbors who have cars as a dangerous one, one prominent bank of the county, at least, has declined to accept any more mortgages uttered for this purpose. The bankers reason that they will find it necessary to foreclose ultimately on mortgages of this character and that frequent proceedings of this kind instituted by the bank would give the institution a reputation for hard dealing that would do more damage than the compensation from such business could counterbalance.

Manufacturing Matters.

Detroit—The Detroit Socket Co. has increased its capital stock from \$40,000 to \$75,000.

Jackson—The Hayes Wheel Co. has increased its capitalization from \$100,000 to \$300,000.

Jackson—The Baker Drop Forge Co. has increased its capital stock from \$65,000 to \$100,000.

Frankenmuth—The Frankenmuth Milling Co. has increased its capital stock from \$32,000 to \$40,000.

Glengary—The capital stock of the Glengary Upholstering Co. has been increased from \$20,000 to \$40,000.

Oak Grove—The plant of the Co-operative Creamery Co. was sold at auction to Everett Pratt, of Howell, for \$535.

Holland—The Holland Umbrella & Specialty Co. has been re-organized under the style of the Baker Folding Umbrella Co.

Evart—The Evart Milling Co. is erecting two warehouses, one 60x40 feet, for hay and beans, and the other 16x28 feet, for salt.

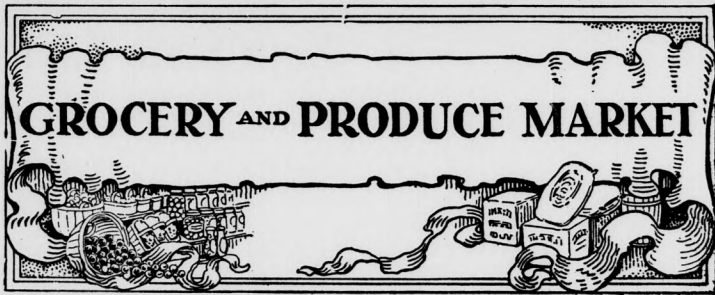
Detroit—The Hayes Manufacturing Co., manufacturer of sheet metal works and forgings, has increased its capital stock from \$500,000 to \$750,000.

Bellevue—B. Murray has sold his interest in the Bellevue Milling Co. to his partners, T. J. Hollenbeck and George Ovenshire, who will continue the business.

Pontiac—The Pontiac Motor Castings Co. has been organized with an authorized capital stock of \$15,000, of which \$8,000 has been subscribed and \$4,000 paid in in cash.

Eaton Rapids—Foulks Bros. have sold the plant and stock of the Eaton Rapids Furnace Co. to the Fergus Falls Iron Co., of Fergus Falls, Minn., which has consolidated it with its own.

Detroit—The United Grocers Food Products Co. has been incorporated to manufacture and sell goods and food products, with an authorized capital stock of \$25,000, of which \$13,000 has been subscribed, \$3,000 being paid in in cash and \$10,000 in property.



The Produce Market.

Apples—Duchess, Strawberry and Wolf River command \$3 per bbl.; Maiden Blush, \$2.50 per bbl.

Apricots—California, \$1 per box.

Bananas—\$3.75 per 100 lbs.

Beets—60c per bu.

Butter—The market is very active at an advance of 1@2c per pound. This is due to an increased consumptive demand and a slight falling off in the make. Healthy conditions prevail throughout with a possible slight advance. Creamery extras are now held at 29½c in tubs and 30@31c in prints. Local dealers pay 21c for No. 1 dairy grades and 17c for packing stock.

Cabbage—\$1.50 per bbl.

Carrots—60c per bu.

Cucumbers—50c per bu.

Eggs—There has been an active market on eggs during the past two weeks and although receipts have been of liberal proportions they have been readily cleaned up. Storage men report that cooler supplies are being drawn on. Prices of the past few days show an advance of about 1c per doz., local dealers now paying 21c, loss off.

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—Impossible to obtain at any price. The country is completely bare of stock. Local dealers offer \$15 per box, but none are to be found ever at that price.

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

Musk Melon—Home grown Osage, \$1.25 per bu.

Onions—Spanish are in fair demand at \$1.65 per crate; Louisville \$1.10 per 65 lb sack.

Oranges—\$4.25@4.50 for Valencias.

Peaches—Prolifics and Crawford's command \$1.75 per bu.; Elbertas, \$2 per bu.

Pears—Bartlett's, \$2 per bu.; Anjou's, \$1.50 per bu.

Pickling Stock—Cucumbers, 50c@33c per bu.; onions, \$1.25 per box.

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

Plums—Lombard, \$1.50 per bu.; Egg and Green Gage, \$2 per bu.

Potatoes—60c per bushel.

Poultry—Local dealers pay 12c for broilers; 10c for fowls; 5c for old roosters; 7c for geese; 8c for ducks; 10c for turkeys. These prices are for live-weight. Dressed are 2c higher.

Spinach—65c per bu.

Tomatoes—50c per bu. for ripe and 40c for green.

Veal—5@11½c, according to the quality.

Watermelons—Indiana stock is in strong demand at \$2.50 per 100 lbs. of 10

Wax Beans—\$1 per bu. for home grown.

Whortleberries—\$2 per crate of 16 quarts.

That the women can very materially and substantially help any cause they espouse goes without saying. Any one who undertakes to minimize their influence in politics, even though they have no vote, makes a grave mistake. Many a man votes the way his mother, his wife, his sweetheart or his sister likes and does it very cheerfully. That the women have as much intelligence as men no one seriously disputes. It is respectfully submitted that the question of woman's suffrage in the first instance ought not to be decided by men. It is a question for a majority of the women themselves to determine. If it were possible to have a referendum vote, at which every woman 21 years of age should cast a ballot, yes or no, it can be safely said that the legislators would look upon that as a mandate which they would promptly obey. Not all the women, by any means, are anxious to vote, and those who are not, are able to give very good reasons for the faith that is in them. It does not appear that conditions have been very much changed one way or the other in states where both have the franchise. Whenever it can be definitely determined that the majority of women wish to vote there will, or ought to be, no very serious objection to extending them that privilege.

A. L. Dennis has secured an option on the timber of 100,000 acres of land in Ontario and is organizing the Dennis Canadian Lumber Co., with a capital stock of \$500,000. The corporation proposes to secure the properties and a fully equipped mill on the premises at the cost of \$325,000, leaving \$175,000 for working capital. The tract is estimated to contain 800,000,000 feet of hardwood, which is about a twenty year cut.

The Reed & Cheney Co., wholesale fruit and produce dealer, has increased its capital stock from \$10,000 to \$100,000.

E. W. Morehouse has opened a new shoe store at Battle Creek. The Hirth-Krause Company furnished the stock.

It is no indication that your way is best because the other fellow's is worse.

The Grocery Market.

Sugar—The American Sugar Refining Co. is holding granulated at 5.10. All other refiners are quoting 5.20. The margin between raw and refined is only 64 points, which is lower than normal. The trade generally is poorly supplied. The market on refined has been very firm during the week and wholesalers look for an advance of a few points. It is hardly possible, however, that if an advance is put into effect that it will hold very long, as the supply of beet is increasing. There is so little difference between the quality of beet and cane sugar that prices of cane are not expected to vary much from the quotations on beet.

Tea—Japan reports an improvement in the market, with more enquiries for all grades. The second and third crop teas show better style than last year, with cup quality about the same. The market on China Greens has been active and prices steady, although a decline is anticipated later. Formosas hold steady on fair demand. About eighteen million pounds will be exported to America this season. Ceylons and Indias showed a better business in August, with prices easy.

Coffee—Prices are 1c per pound higher on both option and spot coffee than a short time ago. This advance is said to be caused by a report from Brazil, to the effect that frost had damaged the growing crop which blossoms during September. Milds have advanced somewhat in sympathy, although not as much as ½c during the week. Java and Mocha quiet and unchanged though Mocha is comparatively scarce and firm on a rather high basis.

Canned Fruits—Prices show no change from those quoted a week ago, but are low and a good fair business is reported by both jobber and packer. California packers report that even with the heavy pack some varieties are sold up quite well at the present time. Gallon apples are very cheap, but sales have been only of fair size as green apples are plentiful and prices reasonable.

Canned Vegetables—Corn is quiet and looks a little easier. Peas also have eased off in some cases as much as 20c per dozen on the better grades, from the high and firm prices ruling some time ago. The pack has proven larger than was expected, and the demand was so light that even the expected small quantity promised to hang heavy. Packers are already offering 1913 pack and some large orders have been taken for them. Tomatoes look very firm and show an advance of about 2½c during the week. Bad crop conditions are responsible. The rains have been very heavy, though there is still the increased acreage to look to.

Dried Fruits—Prunes are about ½c per pound lower than at the first of the season, but jobbers are looking for a still farther decline. The demand for both apricots and peaches is increasing, with prices unchanged from those quoted some time ago. Figs are the one article in dried fruits on which the market opened higher than a year ago, by about 2c per pound.

Syrups and Molasses—There is no change in glucose. Compound syrup

is dull and unchanged, as is sugar syrup. Molasses is dull and unchanged, but the new crop prospect is strong by reason of scarcity. Fine molasses bids fair to rule much higher this year than last.

Rice—Prices are firm but unchanged from quotations of a week ago. Reports from the millers in the South are to the effect that stocks are held firmly at present quotations.

Fish—Cod, hake and haddock are unchanged and quite. There has been an active demand for future red Alaska salmon, but pink has sold very poorly. Prices show no change since the opening. Domestic and imported sardines are unchanged and in moderate demand. Norway mackerel is firm by reason of the fact that the catch available for the United States is only about half, up to date, what it usually is. Prices have not advanced, but holders are predicting advance. Trade is dull. Irish mackerel shows no change and light demand.

Provisions—Smoked meats are unchanged, with an active consumptive demand. Pure lard shows an advance of ¼c and is firm. Compound lard is firm and unchanged and the market is healthy. Barreled pork is firm at an advance of 50c per barrel. Dried beef and canned meats are unchanged and in seasonable request.

Retail Grocers Want Judges To Call Grand Jury.

Detroit, Sept. 10—At a meeting of Detroit Retail Grocers' Association in their headquarters last night a motion that the Wayne County Circuit Court should convene and have a grand jury sit in aldermanic grade cases was unanimously passed. It is the opinion of that Association that "the fiddling and fooling around which is being done now is for the purpose of making political capital for a coterie of politicians and should be stopped."

They have implicit confidence, they declare, in the Wayne County Circuit Court, but are disgusted with the proceedings in the city hall and county building of late.

The first step towards putting all grocery stores on a cash basis was taken at the meeting. A rule prohibiting any member of the Association carrying a balance from month to month was voted on and carried. It will go into effect October 1.

Martin J. Maloney and George V. Rowe were chosen delegates to represent the Detroit Retail Grocers' Association at the convention of the Michigan Federation of Retail Merchants to be held in Grand Rapids, September 17, 18 and 19.

Your resolutions passed in the association meeting may read fine but after that comes the most important work. See that they are actually made to count for something.

The man who makes hay when the sun shines does not have to borrow his neighbor's umbrella when it rains.

The man who makes the least noise is often the most dangerous.

It's a poor job that won't support one real boss.



The City's Growth in a Financial Way.

Following is a comparative statement of the bank statements just issued, showing conditions at the close of business September 4, together with those of June 14, approximately three months ago, and of September 1 a year ago:

	Sept. 4	June 14	Sept. 1, '12.
Loans and discounts	21,710,362.31	20,482,826.92	19,413,557.25
Bonds and mortgages	9,154,772.76	9,129,793.36	8,588,228.00
Cash and cash items	7,466,218.04	8,879,592.33	7,047,824.08
Surplus and profits	2,165,710.36	2,143,888.89	1,902,870.54
Commercial deposits	12,505,984.19	12,428,564.79	11,465,974.05
Certificates and savings	17,369,022.48	16,915,728.01	15,748,332.57
Due to banks	3,718,376.62	3,700,370.36	3,525,533.28
Total deposits	34,126,152.88	34,555,696.00	31,034,793.91

The totals three months ago, especially of deposits, were somewhat abnormal, as the banks were then carrying considerable transient money, deposited here pending the closing up of several large deals. Comparing the statements now and a year ago, however, some idea can be gained of the city's growth in a financial way. The loans and discounts are now \$2,300,000 greater than a year ago, the commercial deposits have grown \$1,040,000, the certificates and savings \$1,600,000 and the total deposit \$3,092,000, or nearly 10 per cent. Incidentally the year has been prosperous for the banks and the surplus and undivided profits account shows an increase of \$263,000 or about 13 per cent. or about 8 per cent. on the bank capitalization above the dividends paid.

The statements show that the banks carry a balance in reserve and cash of 22 per cent. of the total deposits, which is about normal. The June 14 statements showed 25.8 per cent. and the lowest for the year was February 20 with 21.18 per cent. It is usual at this season to carry a somewhat heavier balance to help along the crop movement, but the crop movement will not make heavy demands upon the banks, at least not until later in the season when the potatoes and beans begin to be active. The fruit crops have required very little financing this season.

The Michigan Trust Company must have had a clean up of some of its old accounts the past three months. Since its June 14 statement it has added \$52,304 to its surplus and undivided profits account, besides paying the usual 5 per cent. semi-annual and 2 per cent. extra dividends on July 1. Since a year ago its surplus and profits have increased \$105,381, and it has paid \$24,000 in divi-

dends. This indicates earnings of approximately 65 per cent. for the year. Some of this, undoubtedly, was earned in former years but not credited.

Burton A. Howe, for several years with Kelsey, Brewer & Co. and well and favorably known in investment circles, has taken an interest in the

firm of C. H. Corrigan & Co., investment brokers and the firm name becomes Howe, Corrigan & Co. The offices will be at 341 and 343 Michigan Trust building. With the change the firm will enlarge its scope. In addition to doing a brokerage business in investment securities it will investigate new propositions and be in a position to make offerings to its clients of underwritings of merit.

The two Michigan senators and three of the congressmen are officers or directors in banks and the interesting question has been raised as to the proprieties of such relations. In very recent years Congress has had several measures before it and some measures are still pending bearing directly on bank and banking and the question is whether members can be entirely impartial in the matter of legislation when such legislation is liable to affect their own interests. The postal savings bank law was one of these measures and it would be interesting to know how much influence the personal interest of statesmen bankers had in making the conditions and limitations which this law contains. Currency legislation is now pending and the same question may arise as to whether it is patriotism or personal interest that serves as the guide for action. The departments in Washington decide which local banks shall be the depositories of the postal savings money and also which banks shall be the Government depositories and, if they so desire, it is quite possible congressmen and senators, if so disposed could exercise considerable influence in the placing of the funds. There is no law against congressmen and senators holding bank directorates, but now that attention has been called to it it is possible that there may be some question of good taste and propriety. Senator Chas. E. Townsend is a di-

rector in the State Savings of Jackson; Senator William Alden Smith is President of the Grand Rapids Savings, director in the Peoples' Savings, the Old National and the Michigan Trust Company; Congressman J. M. C. Smith is President of the First National of Charlotte; Henry McMorrin a director in the First National Exchange of Port Huron and Joseph W. Fordney is a director in the Commercial Savings of Saginaw. Aside from the possible mixing of legislation and personal interest, an objection to statesmen serving on the bank directorates is raised from the fact that in Washington most of the time they are unable to give proper attention to their duties to the bank and thus become virtually dummy directors, which the banking departments are constantly fighting against.

Public men and bankers are waking up to the importance of a better system of land credit in America. We are probably the most backward of any important country in the world in this respect. We are backward in regard to commercial banking, but not to the extent of the utter absence

Kent State Bank

Main Office Fountain St.
Facing Monroe

Grand Rapids, Mich.

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

Deposits
634 Million Dollars

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

3 1/2 %

Paid on Certificates

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

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

GRAND RAPIDS SAVINGS BANK

Only bank on North side of Monroe street.

Use
Tradesman Coupons

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

Largest Underlying Company of
Commonwealth Power Ry. Lt. Co.
Netting about 6 1/3% and TAX EXEMPT

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

ANNOUNCEMENT

Mr. Burton A. Howe, formerly associated with Kelsey, Brewer & Co., and Mr. Claud H. Corrigan of C. H. Corrigan & Co., have formed an organization under the name of

Howe, Corrigan & Company

to underwrite and distribute seasoned, high grade Public Utility Securities, with offices at 339 to 343 Michigan Trust Building, Grand Rapids, Mich.

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. 177 Monroe Ave.

...

Old No. 1 Canal St.

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.

of system existing in regard to mortgage banking and land credit. There are at least three methods of dealing with the problem now being tested in Europe. These are the centralized mortgage bank, like the Credit Foncier of France, which converts mortgages into a negotiable form by the issue of bonds upon its general assets; the Credit Agricole, by which the French government extends discriminating aid to farmers through local boards; and the mutual credit societies, widely diffused in Germany, by which the farmers get together to borrow money by a mutual guarantee. These systems all have distinctive merits, and rest upon entirely different foundations from the foolish agitation to issue paper money upon land values, or to tie up the assets of commercial banks in mortgages. The question of improving our methods of land and agricultural credit is of vast importance—not only to the farmer, but to the consumer. If the farmer can borrow readily on his land at reasonable rates, he will have a stimulus to increase the area and yield of cultivated land, and thereby the production of grain and cattle. If the commission on the cost of living advocated by Professor Irving Fisher, of Yale, ever gets seriously to work, it will probably find that the surest method of reducing the cost of living is to increase the food supply, and that one way of doing this is by improving our methods of agricultural credit.—Wall Street Journal.

Perhaps in half a century the country has not witnessed a more confusing and uncertain political campaign; at no period in the history of the Republic has there been more widespread preaching of ultra-radical doctrines; and at no time was there a greater popular outcry against special privileges. Yet every line of business is enjoying prosperity, crops promise to be more generally satisfactory than ever known, no man who is willing to work need lack employment, profits on manufactured articles are being increased every day and premiums are offered for speedy deliveries; in fact, the whole commercial world is teeming with activity and prosperity.

This incongruous condition might suggest to our politicians a moment's reflection—if they ever reflect. Why does the agitator burden the air with outcries of impending disaster and incite discontent when every industry is busy, every farmer is prospering, every merchant has trade and every workman can find employment?

The political campaign is interesting; some of the issues are important; many things in our economic policies need correction; but when every man is busy, and getting fair returns for his labor, he is an unpromising candidate for conversion to radical doctrines. The vast majority of the people of the United States are contented, and with good reason. As long as there is no over-expansion leading to disaster, the householder can look the monthly expense bill in the eye.

To whose benefit does all this political clamor redound? It only confirms that most of us believe—that our politicians may seriously hurt the business of the country, but have very little power to help it.—Wall Street Journal.

The announcement that the Equitable Life Assurance Society is to open agencies this fall in several western states to invest part of its funds in farm mortgages has led to some discussion of the possible ultimate effect of this policy, should it be sufficiently extended, on the market for railroad and industrial bonds in which the insurance companies now have hundreds of millions invested. To what extent the Equitable will divert its investments has not been determined and other big insurance companies have shown no disposition as yet to follow its lead, but if the Equitable's experience proves satisfactory it is thought that it may lead to far-reaching changes in the current of investments. The Equitable's determination is doubtless due to the results of a trip of several weeks' duration made early in the summer by President William A. Day, one of the declared purposes of which was to study investment conditions. He came back fairly bubbling with optimism over improving business and the great possibilities of development in the West. While the subject has therefore apparently been under consideration by the Equitable for some time, some of its competitors are inclined to look askance on the farm mortgage project. An officer of one of the big companies commented yesterday on the difficulty of valuing farm property, the slowness of a mortgage as an asset and the necessity of having representatives on the ground to make the investments. He expressed the opinion that the expense for agents would offset the difference in the return on mortgages as compared with bonds. A subsidiary question is whether the diversion of part of the funds of insurance companies would induce other investors, displaced by them, to turn to bonds, with their lower yield, or whether they would become lenders on less attractive mortgages than at present.

Quotations on Local Stocks and Bonds.

	Bid.	Asked.
Am. Gas & Elec. Co., Com.	91	95
Am. Gas & Elec. Co., Pfd.	49	50
Am. Light & Trac. Co., Com.	424	427
Am. Light & Trac. Co., Pfd.	111	113
Am. Public Utilities, Com.	56	58
Am. Public Utilities, Pfd.	80	80½
Can. Puget Sound Lbr.	3¾	3
Cities Service Co., Com.	118	120
Cities Service Co., Pfd.	91½	93
Citizens' Telephone	97	98
Comw'th Pr. Ry. & Lt. Com.	68¼	69
Comw'th Pr. Ry. & Lt. Pfd.	90	91
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	10%
Kent State Bank	266	
Macey Co., Com.	200	
Lincoln Gas & Elec. Co.	40	41½
Macey Company, Pfd.	95	98
Michigan Sugar Co., Com.	89¼	90¼
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 and Elec. Co., Pfd.	91	92
Peoples Savings Bank	250	
Tennessee Ry. Lt. & Pr., Com.	24	26
Tennessee Ry. Lt. & Pr., Pfd.	78¾	80
United Light & Railway, Com.	76	78

United Lt. & Railway 1st Prd.	86	87½	
United Lt. & Railway 2nd Prd., (old)	79	80	
United Lt. & Railway, 2nd Prd., (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.	1916	97 99	
G. R. Gas Light Co.	1915	100¼ 100½	
G. R. Railway Co.	1916	100 101	
Kalamazoo Gas Co.	1920	95 100	
Saginaw City Gas Co.	1916		99

September 10, 1912.

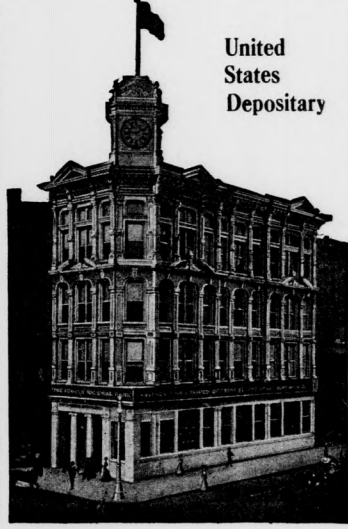
Your business is mighty important, but if every merchant in your town pays no attention to the town's general interests every one of you will feel the effect of that neglect very soon.

How to Live.

Worry less and work more,
Ride less and walk more,
Frown less and laugh more,
Drink less and breathe more,
Eat less and chew more,
Preach less and practice more.

We recommend
6% Cumulative Preferred Stock
of the
American Public Utilities Company
To net 7½ %
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.

Fourth National Bank

Savings Deposits		Commercial Deposits
3 Per Cent Interest Paid on Savings Deposits Compounded Semi-Annually		3½ Per Cent Interest Paid on Certificates of Deposit Left One Year
Capital Stock \$300,000		Surplus and Undivided Profits \$250,000

United States Depository

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



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
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E. A. STOWE, Editor.

September 11, 1912

THE TELEPHONE SITUATION.

The telephone situation in Michigan is changing so rapidly that a high speed moving picture machine will before long be needed to keep a record of what is being done. During the past week the Ingham County Circuit Court denied the injunction asked for by the Grass Lake interests to prevent the proposed merger of the two companies in Detroit on the ground that to grant or refuse the merger permission rested entirely with the State Railroad Commission. Then St. Louis, Mo., interests, holding stock in the Home company in Detroit asked for an injunction to prevent the sale to the Michigan State on the ground that at the sale price there will be nothing left for the stockholders after the payment of the indebtedness, and further that to permit the merger is against public policy and that the Giles law, under which it is to be effected, is unconstitutional. This suit is in the Ingham Circuit and is still pending.

Other telephone developments have been a petition to the State Commission to permit the merger of the Southern Michigan of Burr Oak and the Three Rivers companies, both independent, on terms that are said to be mutually satisfactory. The Southern Michigan operates in Branch and Hillsdale and southern St. Joseph counties and in northern Indiana, and the Three Rivers in St. Joseph and Cass counties, and the merger will bring these counties under a single control, so far as the independents are concerned, and it is stated that negotiations are well advanced for the withdrawal of the Bell interests from St. Joseph and Cass counties as soon as the deal goes through. The Home company of Ludington has purchased the Citizens of Muskegon and these two companies are now under a single control. The Citizens of this city held a third interest in the Muskegon company and also some stock in the Ludington and the merger is entirely satisfactory.

A telephone petition of more than usual interest is that which the United Home of Mason and Oceana counties has filed with the State Commission asking that the Oceana Farmers Mutual of Oceana county be compelled to increase its rates and to charge toll for connections between Pentwater, Hart, Crystal and Walkerville. The petition is based on the claim that the Farmers Mutual rates are below cost and that it is impossible for the United Home to

do business on such terms and survive and that in the interest of sound public policy and good service the Farmers Mutual should be compelled to charge what the service costs. This petition has not yet been acted upon. The Michigan State, it is understood, has an interest in the Farmers Mutual to the extent that it has switching arrangements with its subscribers. If this petition should be granted and the Farmers Mutual be compelled to increase its rates, it is possible that similar companies in other parts of the State will be brought under the same ruling either by petition of independent or Bell companies.

The Citizens operating at Greenville, Rockford and Allegan has given notice of increase in rates and the subscribers in these towns are much worked up, threatening to withdraw their patronage. This has not yet reached the State Commission, but, following the ruling of the Commission in the Vermontville case, it is unlikely that the indignant subscribers will be permitted to organize telephone companies of their own to meet the situation, and that they will either have to accept the higher rates or do without telephones.

The question as to what constitutes reasonable telephone rates has not yet been passed upon by the State Commission, but undoubtedly, the question will be raised before long. In the meantime the telephone companies, both Bell and independent, are working out a system of charges to apply to towns in which conditions are practically the same as to population, area, etc. In those towns where service is being given at below cost the rates will, undoubtedly, be raised. It is unlikely that many towns will receive concessions on the ground that present rates are too high. Standardizing the rates will make the general merger movement easier as it will remove one of the most important elements in competition.

THE FEDERATION MEETING.

The Tradesman urges its readers to attend the first annual convention of the Michigan Federation of Retail Merchants, which will be held in this city Tuesday, Wednesday and Thursday of next week. This organization was born in Lansing last winter and is still in a formative condition, so that the meeting here next week will be largely creative, so far as working plans and future possibilities are concerned. The organization possesses elements of inherent strength and great usefulness. There is room in this State for a strong and representative organization of business men to work with the district and class organizations which have been more or less successful. The Federation can, if it so shapes its course, take up the work where the local and district and class organizations leave off and carry it forward to a successful completion. It is, therefore, very desirable that every representative business man who can attend arrange to be present at the convention next week to cast his voice and his vote and his influence in the interest of better business methods and improved business conditions.

WHAT MIGHT HAPPEN.

It is not necessary that there should be a tie in the electoral college to send the selection of a President to the House of Representatives. Article XII of the Constitution as amended in 1804 provides, "The person having the greatest number of votes for President shall be President, if such number be a majority of the whole number of electors" and goes on to say that if no person has such a majority that the three highest on the list shall be voted for in the House of Representatives and by the same method the election of Vice President would go to the Senate under similar circumstances. Of course this year the three for President would be Taft, Roosevelt and Wilson and the three for Vice President would be Sherman, Johnson and Marshall. There will be other candidates for President and Vice President but there would be no chance that their names would be among the trio for either the upper or the lower House to consider. In 1800 there was a tie in the electoral college between Jefferson and Burr, but in 1824 the vote in the electoral college stood Jackson 99, Adams 84, Clay 37 and Crawford 41, and Jackson, though leading, did not have a majority in the House which elected Adams.

According to the constitution the balloting for President in the House is not by individuals, but by states. It is said that the states would show 22 Republicans, 22 Democrats and 4 with a representation equally divided, which, of course, would leave it a tie, resulting in no election. While this was going on the Senate would be voting on a Vice President and there is no provision in the constitution which says that there the balloting shall be by states. Hence every Senator would have one vote. As now constituted the Senate is Republican by a small majority but any kind of a majority is sufficient. It is in this contingency that Hon. James S. Sherman might become President of the United States. It is remote perhaps, but it is possible and by no means as improbable as in most years. If no presidential candidate had a majority over all in the electoral college and if there should be a deadlock in the House of Representatives and the Senate should choose Sherman for Vice President his election to that office would be as secure as if it had been accorded to him in the electoral college. The constitution provides for the succession of the Vice President to the presidency under certain contingencies and conditions. This situation has been much commented on and discussed and it is one of the possible results of the present unparalleled campaign.

A SINGLE PRICE.

The habit of giving two prices is a most pernicious one, sure to lead the perpetrator into all sorts of quagmires. It may be that Jones is a sharper judge of shoe leather than most of your patrons, and will know if you ask more than a reasonable price, but when you cut for him, be sure to do the same for the next man who wants the same goods. If Mrs. Smith insists that she saw exactly the same kind of serge at Blank's

for two cents a yard below your figures, let her go there for it rather than cut prices, unless you are willing to sell the remainder of the piece for the smaller price.

Your reputation will soon be assailed if evidence comes to light that there are preferred customers. The world at large is a jealous one if aggravated, and the mere fact that one person can get things of you cheaper than others is certainly good ground for provocation. Friends we all have—those whom we would especially accommodate—but it should not be done in the name of trade. If you want to give a special favor of this sort, throw in a couple of extra bananas as a gift rather than cut your price by the dozen.

The single price system, rigidly adhered to, does away with the old fashioned practice of "beating down", still in favor with certain customers. They are sure that they have found a bargain if they succeed in getting a thing for something less than the first price asked. Now it is simply a nuisance to cater to such notions, and we all know that in the end the buyer does not gain. Adhere to the single price, and he will gradually see the fallacy in his methods, and will come to know that one dollar means one hundred cents, the extra parley being just so much time thrown away. A reputation for a single price and fair play to all is one worth working for and worth keeping.

When in the still night a cat begins to wail, puncturing the air with hideous noises, all kinds of imprecations and articles too numerous to mention are showered upon the feline. A Kalamazoo cat has been disturbing the residents of several blocks for months. This cat was black and friendless, or rather was friendless until a day or two ago. Now she is fed on cream and regarded as a hero. The reason for this sudden change is that the tired cat crept into a hallway to snatch a little sleep. The hallway began to fill with smoke and Tabby screeched as loud as she could, awakening the tenants and enabling them to escape with their lives. It is said the cat lost six of her nine lives, but the remaining three are being cherished by the people whose lives she saved.

Apparently it is not so much the high cost of living which disturbs the Japanese as it is the high cost of dying, anyhow in the event that the deceased is an emperor. Mutshito's funeral is going to be three days long, from the 13th to the 15th of this month, which ought to give a large number of citizens opportunity to attend the last obsequies. Extensive preparations have been made for the event, and it will be nothing if not spectacular. The estimated cost is \$1,000,000. Evidently imperial funerals come high in Japan, but perhaps they think that they must have them. Those who complain at the high cost of funerals in this country have food for reflection in the occurrences which are to take place at Tokio beginning day after to-morrow.

THE MAN IN THE CAB.

Is it not possible that some of the glamour which has always surrounded the locomotive engineer will disappear with the increased use of the automobile? Ever since any of us can remember the locomotive engineer has been something of a hero, looked up to as a man of wonderful courage and nerve, the master of a mighty force, the faithful guardian of the lives of all who travel. There is no desire to take away even in the slightest degree from the honor to which the locomotive engineer may be entitled. There is no intention to destroy any of the fond illusions that may hover around the man in the cab. But is the locomotive on the railroad any more complicated than the automobile which purrs through the city streets or hums over the country roads? Does it require any more skill to drive a locomotive straight forward on a track of steel than to steer an automobile through the maze of a crowded city street or over the eccentricities of a rural highway? The locomotive engineer may have the responsibility for the safety of hundreds of passengers, but does he feel this responsibility any more keenly than the man in the automobile who has his wife and children with him for a ride? The railroad men have always surrounded the engineer's position with an air of mystery and importance, and those who attain to the position must serve a long and arduous apprenticeship, and yet in this day of many automobiles we see mere children and young girls at the wheel driving their cars with the skill of veterans and often with greater speed than necessary. If the automobile can be mastered with such apparent ease what can there be so very difficult in the running of a steam engine, which certainly is no more complicated than an auto? It may be contended that automobile accidents are frequent, but in proportion to their number are automobile accidents any more frequent than accidents on the railroads? This city has over 2,000 automobiles, and dodging in and out and around it is not strange that occasionally they come together or in collision with other vehicles in the streets, but really, do they come together any more frequently than trains on the railroads—at least some railroads—where every precaution is supposed to be taken for safety?

WHEN THE CLOUDS BREAK.

We look upon it as a sort of joke that the casual remark of those who meet has reference to the weather. Yet it is an important one, affecting all to a more extended degree than we are apt to think. All of us know the man who is continually growling about the weather. It is too hot, or too cold, or too wet, or too dry. The more we try to appease him regarding the subject, the more disposed to find fault he becomes. Some of us remember the smiling old lady who was equally pleased, rain or shine, for she recognized the fact that the warm sunshine was needed to make a luxuriant corn crop and the rains to make the grass grow.

Fortunate are those who can shake off the dullness given by a murky atmosphere or the blues which are so

apt to accompany a protracted rain. Yet the silver lining may easily be found in the cloud if we but make a business of hunting it out and shaking out the folds so that it will come into view. What if there is an unexpected downpour which renders a customer stormstayed for a time. Make him your guest for the time being and thus strive to drive away any ill-humor the inconvenience may arouse. You cannot hope to have any new arrivals while the storm is at its worst. Maybe you cannot induce him to become a more extended customer. But you can improve the chance to give him an idea of what your stock consists.

Whatever the line of goods, expand upon the phases which should especially interest your visitor. Do this not for the avowed purpose of making a sale. To take such advantage as to try to press goods upon any one would be the height of folly. Just show him the good qualities, as the farmer points out the beauties of his favorite horse which no money would buy. And when the clouds break, the man who was hindered will smile as does nature after a refreshing shower, and have a more kindly regard for you and your establishment.

THE HISTORY THAT IS LOST.

Every locality has a history worthy of record, and yet much of it is hopelessly lost through the indifference of its residents. There are old residents fast passing away who might tell us things worth listening to. We pass them by because we are in too much of a hurry concerned with things of the present. Yet some of us even now wish that Uncle Jake was back to tell of some special condition or circumstance.

Local papers recently described some situation as in Erie harbor, "on the site of the old flagship, Lawrence," forgetful of the fact that the Lawrence was taken in pieces and shown at the Centennial and that its sister, the Niagara, is the vessel now slumbering under the waters of Misery Bay. A few months ago the D. A. R. had a fierce battle of words and legal weapons to save the last old relic of Pittsburg, the old block house, from being razed to make way for the improvements (?) of a corporation; and there are now some prominent citizens who could not lead you to the historic spot, although they have for years done business almost within a stone's throw of it. The old Braddock battlefield is now the site of one of the greatest steel mills in the world, yet the spot where Braddock fell is being contested so that the erection of the proposed monument is hopelessly deferred.

Every year some old resident who could tell things worth while crosses over and his story has passed us forever. The sources of information are constantly shifting to a newer and less competent generation. Fortunately, the old recollections linger longest with the centenarian, and he may accurately recall events of a half century ago, although forgetful of those of yesterday. It is ours to

record these reminiscences, to verify them if possible while help may be obtained, and to listen to the old stories with patience, even though oft retold as a part of local history which some one will miss if it is hopelessly lost.

BENDING THE TWIG.

The American lad of to-day is a different proposition from that of fifty years ago. Not that he is of different material, for there is in the better class the same spirit, determination, ambition. He must still be doing something. That he more frequently does improper things rests mainly in the fact that there are more temptations. There are the advantages, increased ten fold, but the good and bad are often so closely intermingled that it requires discrimination as well as courage and self-sacrifice to get things properly adjusted.

Most boys need restraining, but we occasionally see one who has been so pampered at home that he cannot be pushed out for himself. He has learned to expect papa or mamma to do everything from supplying him with a nickel for peanuts to making the circuit of the merry-go-round and holding him on until the age when other lads are serving the capacity of guardian for the lassies of the

town. If he wants to know when the parade is expected, mamma must hunt up the official and procure the information. More than this, she must also take it upon herself to be his entertainer, although personal friends who have children of their own enjoying themselves in a harmless way ache to sever the apron strings.

The boy thus trained becomes more and more helpless; or else stung by his early limitations, plunges into the waves helpless and is dashed upon the rocks. He will never learn to spend money judiciously if allowed to run at all times to the parental purse. But the lad who has only ten cents to spend is going to get his eyes open and find out how and where he can get most for his money. He quickly learns to shift for himself and to be on hand when the parade passes. He learns to help himself. Direction will at all times be needed, but restraint brings weakness rather than strength.

Push your town. It is worth pushing. It is the home of your family and your business. Let your Congressman know that you expect him to be fair with your town on every vote and move he makes in Congress.

Cater to Women

95 per cent of biscuit purchasers are women. And every time a woman buys N. B. C. products she *knows* she will get quality, cleanliness and freshness. She expects you to have in stock the particular N. B. C. biscuit she wants. Give her these things and gain a permanent customer not only for biscuit but for other goods. If you are indifferent, she will trade with your competitor. The moral is plain: always carry a full line of N. B. C. goods in the famous In-er-seal Trade Mark packages and the glass-front cans, including Rykon Biscuit, the latest N. B. C. success.

NATIONAL BISCUIT COMPANY

MICHIGAN FEDERATION.

Annual Convention in Grand Rapids
Next Week.

Buchanan, Sept. 10—Headquarters of the Michigan Federation of Retail Merchants, to be held in Grand Rapids, Sept. 17, 18 and 19, will be at the Association of Commerce.

Delegates and members are at liberty to select the hotel that pleases them most, and you will find exactly the accommodations in Grand Rapids, that you are looking for.

It has been predicted by some of the wise heads that within the next generation, the whole scheme of distributing merchandise will be revolutionized—that an entire new era will be in force when our children arrive at the age we now are.

This thought has found lodgment in many minds and there seems quite a disposition to try the experiment, and they say to "cut out the middlemen" and let the makers of goods sell them direct to the consumer.

At first thought, this idea might seem rational, but when you consider the annoyance of distance and time and the expense of hunting for your goods or for your customer, you will find that by far the cheaper and better way to distribute commodities, is the present way—through jobbers and retailers.

At the first annual convention of the Michigan Federation of Retail Merchants, to be held in Grand Rapids on Sept. 17, 18 and 19, this subject will be brought up, and we will try to demonstrate not only the economy, but the practical necessity of having jobbers and retailers.

We want every retail merchant in Michigan to come and hear what there is said on this subject, and to take part in it through the question box, which will be made an important part of the work, and will give every one a chance to let all the rest know his views and, in turn, get the views from others also.

Two heads are always better than one and many heads are better than two, so if you will come and listen and talk and reap the benefits, you will go home satisfied that you have learned something that is practical to introduce into your own business, and be benefited financially as well as mentally.

Mother Goose.

Away back yonder in the days long before we were children at our mother's knee, Mother Goose wrote these words: "Little Tommy Grace had a pain in his face, so bad he couldn't learn a letter; When in came Dickey Long, singing such a funny song, that Tommy laughed and found his face much better."

This little nursery rhyme has much more in it than might at first appear. The man who is looking for trouble will always find it, but if you will just be big enough to look above the little trials that annoy and disturb one's peace of mind, you will find that, after all, this old world is a pretty good place to live in and the people are very much more than half good.

Come to the first annual convention of the Michigan Federation of Retail Merchants and help us to establish the fact

that optimism in business is the only practical side of the question.

Mr. Dooley.

Good old Peter Dunne has wisely said that "Opportunity knocks at every man's door once" and if we do not hail the alarm and see who comes, it is no fault of opportunity's.

Your competitor is a pretty good fellow, and when you come to know him as he really is, you will think of him very differently from the way you think of him as he appears to you merely as a competitor.

Get in touch with him, learn to know the other side of his life and likely as not you will find that if there is an estrangement between you and him that the fault is not all his.

Bury the hatchet and be friends as well as competitors, and your local conditions will assume a new aspect and business will be better.

An opportunity to do this is offered you at the first annual convention of the Michigan Federation of Retail Merchants which will be held in Grand Rapids Sept. 17, 18 and 19.

Come and "Stop, Look and Listen" and partake in the discussions and you will go away well repaid for your effort and feel that your time was well spent. You will be a better man and a better merchant.

Shakespeare.

In the long ago, before there was any modern complications in business, and before the idea of organization or co-operation had been suggested, Shakespeare wrote, "There is a tide in the affairs of men which, taken at its flood, leads on to fortune."

That time is certainly now, for with a disposition in the public mind to eliminate all the middlemen, and inaugurate a general parcels post, and a complete evolution in the scheme of supplying the needs of the public, it is our duty to point out the way to the less informed and to show them that the present system is cheaper and very much better than the one proposed.

The present is surely the flood tide of this condition, and now is the right time to work to maintain conditions that will help us and our posterity.

Questions such as the above, as well as competition at home and abroad, transportation, legislation, honest advertising and all the besetting annoyances of the retail business will be taken up and improvements suggested at the coming convention.

Every merchant is eligible and we especially invite you to come.

Advertising.

Some of the merchants who read the several short articles that appear in this paper concerning the Michigan Federation of Retail Merchants, may wonder why I have tried to find "catch lines" to catch the eye and arrest the attention of the readers.

It can be answered in a word—advertising. In these days of so very much advertising laid on a merchant's desk every day unless there is something different about the article, he is very apt to overlook it.

A mere statement of fact is not sufficient, but if a catch line of any legitimate thing will catch the eye and arrest the attention of the reader and arouse his curiosity sufficiently to get him to read

the article, then it has fulfilled its mission as an advertisement. Anything short of this is failure.

Come to Grand Rapids next week and we will talk it all over.

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

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

Report of committees.

Membership.

Publicity.

Nominations.

Suggestions.

Resolutions.

Selection of next place of meeting.

Election of officers.

Question box.

Adjournment at 4:30.

E. S. Roe,

President Michigan Federation Retail Merchants.

Life is a Funny Proposition.

Man comes into this world without his consent and leaves against his will.

During his stay on earth his time is spent in one continuous round of contraries and misunderstandings by the balance of the species.

In his infancy he is an angel; in his

boyhood he is a devil; in his manhood he is everything from a lizard up; in his dotage he is a fool.

If he raises a family he is a chump; if he raises a small check he is a thief and the law raises the devil with him.

If he is a poor man he is a poor manager; if he is rich he is dishonest.

If he is in politics, he is a grafter; if he is out of politics, you can't place him and he is an undesirable citizen.

If he is in church he is a hypocrite; if he is out of church he is a sinner and is damned.

If he donates to foreign missions, he does it for show; if he does not he is stingy.

When he first comes into the world every body kisses him; before he goes they all want to kick him.

If he dies young there is a great future before him; if he lives to a ripe old age he is simply living to save funeral expenses.

Life is a funny road, but we all like to travel it just the same.

Restaurant For Sale

One of the largest and finest restaurants in Chicago, Ill. Seating 500. Business good. Location splendid. Owner retiring from work. Has enough. Will retain part interest if necessary.

Address Ajax, care Michigan Tradesman.

Lowest

Our catalogue is "the world's lowest market" because we are the largest buyers of general merchandise in America.

And because our comparatively inexpensive method of selling, through a catalogue, reduces costs.

We sell to merchants only.

Ask for current catalogue.

Butler Brothers

New York Chicago

St. Louis Minneapolis

Dallas

TRADE EXTENSION.

Route to Be Covered Last Week of September.

About thirty of the wholesalers and jobbers met at a dinner meeting at the Pantlind last Friday night to put the finishing touches to the plans for the annual trade extension excursion, starting September 24 and continuing four days. The attendance would have been larger but for the uncomfortably warm weather, and before going into the dining room those who were there stripped off their coats and when the company was seated it made one of the finest displays of shirt waists and suspenders that has been seen here this season.

Wm. B. Holden, chairman of the Wholesalers Committee, presided and, as usual, was brief and to the point in introducing the topic for discussion. From the viewpoint of trade building, he said the trade excursion was even more important than the annual merchants week; the itinerary had been arranged for the trip this year, the program had been made out and the purpose of the meeting was to approve of what had been done or to suggest improvements.

Secretary M. C. Huggett reported that arrangements had been made for a special train of four compartment sleepers, two dining cars and a combination baggage coach, that the party would live on the train during the trip, that a band of twenty pieces would be taken along to furnish music and entertainment, and that the itinerary would be as follows:

First Day, Tuesday, September 24.		
	Arrive.	Leave.
Grand Rapids, via P. M.	7:30	
Zeeland	8:05	8:50
Holland	9:00	11:00
East Saugatuck	11:10	11:20
New Richmond	11:27	11:37
Fennville	11:43	12:13
Pearle	12:18	12:28
Bravo	12:35	12:45
Pullman	12:50	1:00
Lee	1:05	1:15
Grand Junction	1:22	1:42
Breedsville	1:47	2:17
Bangor	2:23	3:08
McDonald	3:15	3:25
Hartford	3:32	4:17
Waterliet	4:28	4:58
Coloma	5:04	5:34
Benton Harbor	5:54	7:55
St. Joseph	8:00	
Second Day, Wednesday, September 25.		
St. Joseph, via P. M.	9:00	
Berrien Springs	9:40	10:10
Buchanan, via M. C.	10:40	11:10
Niles	11:30	12:30
Dowagiac	12:50	2:00
Glenwood	2:12	2:22
Decatur	2:30	3:00
Lawton, via K. L. S. & C.	3:15	3:45
Paw Paw	4:00	4:35
Lawrence	5:05	5:35
Covert	6:25	6:55
South Haven	7:12	
Third Day, Thursday, September 26.		
South Haven, via M. C.	9:00	
Kibbie	9:10	9:20
Lacota	9:25	9:45
Berlamont	10:00	10:15
Bloomington	10:20	10:50
Gobles	11:00	11:30
Kendall	11:45	12:05
Mentha	12:10	12:20
Alamo	12:30	12:45
Kalamazoo, via L. S.	1:00	1:30
Plainwell	2:00	2:45
Osego	3:00	3:35
Hopkins	4:15	4:40
Allegan	5:00	9:00
Kalamazoo	10:00	
Fourth Day, Friday, September 27.		
Kalamazoo, via L. S.	7:00	
Schoolcraft	7:30	8:30
Three Rivers	9:00	10:00
Constantine	10:15	11:00
White Pigeon	11:15	12:00
Sturgis, via G. R. & L.	12:25	1:25
Mendon	1:55	2:40
Vicksburg	3:00	3:45
Kalamazoo	4:00	11:00
Grand Rapids	12:15 a. m.	

Guy W. Rouse spoke of the value of the trade extension excursion to Grand Rapids as a market. He went on the first excursion and has been on all the excursions that have since been given and with each repetition of the experi-

ence he has been more impressed with the value of this method of trade getting. On the present trip his house, will be represented by three men and he felt very certain they would get their money's worth in the friendlier relations established with the trade. The State is growing rapidly, he said. The rural districts are prosperous, the waste places are being developed, the towns are growing, and all this means greater and better opportunity for Grand Rapids. Grand Rapids must be alive to the opportunities offered or the keen competition of other cities will take away what should belong here.

Lee M. Hutchins said the excursion was designed as much to help Grand Rapids as to benefit the individual members of the party, that it would advertise Grand Rapids as a whole and help to build up the Grand Rapids market and each one would get his share. This city's great problem, he said, was transportation. The railroads admit they cannot do the business that is offered them and to obtain relief from the poor service Grand Rapids must become an interurban center. It is of little avail to secure orders if the deliveries cannot be made and the railroads, by the inadequacy of their service, are inviting the paralleling of their lines by interurbans. On this trip we want to show the people that we want to serve them and then take steps to ensure delivery. The interurban from Kalamazoo should be heartily welcomed. The matter of route to be followed is a minor detail which the builders should be allowed to work out in their own way. It is the builders who have made the investigations and the estimates, and they will put up their own money and if they see opportunity in a route that parallels the steam roads it is pretty good sign that the service we are now getting is not what it ought to be. With the Kalamazoo line built connecting with the electric lines to the east we may hope to get a one day delivery to Battle Creek, instead of having our customers wait four days for their goods, and we may hope for equally efficient service to Jackson and to points between Jackson and Kalamazoo, where now the service is so unsatisfactory. We want this new line and should encourage it not only for the immediate good it will do us, but as another step toward making Grand Rapids what it should be—an important interurban center, with lines radiating in every direction.

Heber A. Knott spoke to the same effect as to the importance of interurbans and, assuming that the builders of the Kalamazoo line knew what they were about, he was not inclined to question the route chosen. The service given by the steam roads is inadequate and the new interurban will certainly improve conditions. Indianapolis has twelve interurbans radiating in as many directions and has a sky scraper terminal building and train shed and he hoped the same was in store for Grand Rapids. All the steam roads into Indianapolis are paralleled by interurbans and the competition, instead of hurting business, has stimulated it. In regard to the excursion, he said a canvass should be made that as large a party as possible might be taken out, that the towns visited would rather see 100 merchants from

this city than fifty and that the impression given would be better. The competition in the territory to be visited this year is keen and it is important that Grand Rapids make every effort to hold what it has and to get more.

W. F. Blake, of the Judson Grocer Company, said that those who made the trip should not merely work for their own individual benefit, but should strive to help Grand Rapids as a market. The trip should be not to boost individuals, but to boom the town.

John Sehler, Frank E. Leonard, Richard J. Prendergast and others spoke briefly and urged the importance of getting everybody to go.

Secretary Huggett said four evenings would be spent at as many different towns and that occasion would undoubtedly arise for speech making. He suggested that the speakers be chosen in advance and that they be given opportunity to prepare themselves on live topics such as interurbans, freight rates, development of the rural districts and various other questions of interest.

Committees were appointed to canvass the wholesale and manufacturing trade in the hope that eighty to 100 may take the trip. The committees are Harold A. Sears, Merritt and Patton; Litcher, Sehler and Blake; Harold Stetee, Krause and Noel; Hutchins, Prendergast and Chapman; Drake, Hufford and Holden; Leonard, Knott and Rouse; Slaughter and Coleman. In each instance the chairman volunteered the use of his automobile. The committees will make their canvasses this week and will hold a meeting next Tuesday afternoon to report results.

A resolution was adopted unanimously endorsing the proposed building of the Kalamazoo interurban no matter by what route it may come.

How Dealer Escaped Bankruptcy.

"My first business jolt," said a visiting merchant of Dubuque, Ia., "came from the representative of a Chicago house. I was running a little furnishing store and thought I was prospering nicely. But what does this Chicago man do but up and say: 'Why, young fellow, you're on the verge of bankruptcy.'"

"Me?" I asked astonished. "Why, I'm making good money."

"So?" says he. "What did you figure the cost of those socks are? I see you're selling them at 25 cents a pair."

"Cost me 18 cents," said I.

"I'll bet you," said he, "I can show you they cost you every cent of your twenty-five."

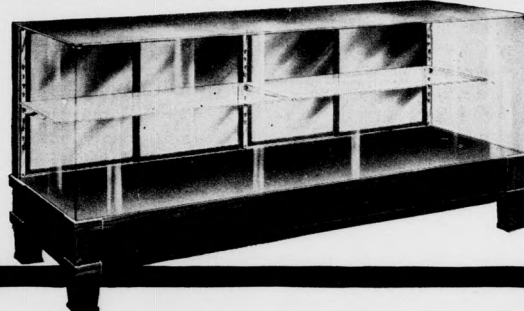
"And, what's more, he did show me. I was a young fellow then, and I didn't know what figuring costs was. I was losing money on nearly every sale when I thought I was making good profits. This was the reason: I owned the building in which I did business, and so I figured I didn't have to count out anything for rent. Never entered my mind that I was the same as paying rent; that if I wasn't using the store myself I could be renting it to some one else who would be paying me for its use.

"Then I had failed to figure into my costs the insurance I paid on the building and the taxes. Also, I reasoned that because I wasn't doing business on borrowed capital I didn't have any interest to pay. I wasn't sharp enough to see that if I had my money out of the business I could get 6 per cent. for it and when it went into the business it cost me the 6 per cent. because I was deprived of that return. Then I had my younger brother working for me for his keep, and I wasn't figuring in any salary for him, and I wasn't getting down half the delivery and freight and handling and other charges. I don't remember, but I believe I wasn't even counting in my own time at wage value.

"That man pointed out a lot of things to me and saved me from going to smash with the band playing."

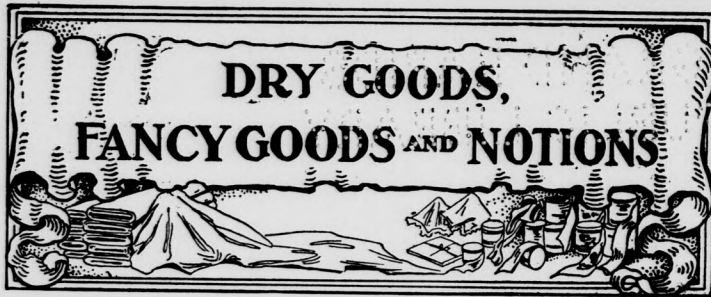
G. J. Johnson Cigar Co.

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



"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



Make Every Customer Want to Come Back.

Written for the Tradesman.

Take this as your motto. In a few terse words it embodies one of the most fundamental principles of successful merchandising. It might well be made a little broader and put in this way: Make every one who enters your store want to come again.

A woman comes into your place of business for the first time and buys a yard of trimming or a pair of hose or a spool of thread. "A trifling transaction," do you say? Yes, but is that all? She carries away with her a certain impression—she will want to come back or she will want to avoid your store in the future.

Every person who enters your doors should be regarded as a two-fold business opportunity. You may sell her something. That is one part of the opportunity. The other part is just this: Whether or not you sell to her at just this time, you have a chance to make so favorable an impression upon her that she will want to come back. This is the more important part of the opportunity, for if you can make people want to come back the sales will take care of themselves.

Make your store a store beautiful. A good dry goods stock has endless possibilities along this line. Women just naturally like to feast their eyes on the beauties of silks and worsteds and wash goods, on laces and trimmings and fancy articles. Vary your displays so as to make them want to come back just to see what they can see.

But even the drawing power of a store beautiful may be nullified and worse than nullified by the slightest suggestion of discourtesy. It is not enough that no discourtesy be shown to customers—there must be positive courtesy and a desire to please manifested by all employes.

It is a power which any merchant may most earnestly desire to be able to inspire a force of salespeople with the spirit of affability and agreeableness that will win and hold customers. It is not something to be attained by a rigid enforcement of set rules or by a sharp calling down for every slight lapse in demeanor. The interest and co-operation of the selling force must be enlisted. They must feel that in a sense it is their store and that they, almost as much as the proprietor, want to make customers want to come back.

When you get this spirit awakened it will seem to pervade the whole atmosphere of the store. Clerks will be patient with slow, eccentric, and

over-particular buyers. They will be willing to take trouble and put themselves out to please and accommodate.

Let courtesy be impartial. The wealthy woman expects to be deferred to at every turn. She is accustomed to it. But for the poor and shabbily dressed woman a fine deference to her taste and preferences from salespeople has in it a touch of grateful novelty. Make the humblest person who enters your store feel that you want her patronage and consider it worth while to give polite and careful attention to all her wants.

To desire to come back your customers must have confidence in your store. This must be won by continued fair and square dealing. Many people are inclined to look with a little bias of suspicion upon a store anyway. Misrepresentation of one article by one salesperson may bring condemnation on the whole establishment.

If you desire a customer to come back, don't sell her something she doesn't want just for the sake of making a sale. She may be over-persuaded by a zealous clerk and take that one article and shun your store ever afterward.

Impress it upon every salesperson that goods must be sold for just what they are. It is hard to make some understand that an exaggeration of merits and a glossing over of defects works against a store in the long run, and it isn't so very long a run either.

Reliability—make that your watchword. Strive to have it said that your store is thoroughly reliable. Neither beautiful goods nor courteous treatment, potent as they are, will serve to make your customers want to come back if they even suspect they are being done up. Fabrix.

What a Clothing Buyer Must Be and Do.

He must apply himself closely to business and carefully study the wants of people.

He must be an expert judge of fabrics and be able to tell instantly whether a piece of material is good or bad.

In addition to buying all the merchandise for his department, he must hire all the help, superintend the selling end, and receive from forty to fifty salesmen each day.

These representatives of other firms must be treated just as courteously as if they were customers.

During the year a clothing buyer for a big department store purchases approximately \$1,000,000 worth of goods.

His salary is based on his ability to buy this stock advantageously for both the store and its customers.

He is really the proprietor of that branch of the store and should work just as hard as if he were in business for himself.

Hard work, intelligence, courtesy and ambition are the most necessary qualifications of a successful buyer.

B. W. Van Syckle.

Whisper Phone Used in Theater.

The "whisper phone" is the latest innovation to be introduced into a theater, and the first telephone system of that kind has recently been installed in the Globe theater, London, which is owned by Charles Frohman. A telephone operator back of the scenes takes any message from outside for any member of the audience or members of the company. In the former case the messages are re-transmitted over a delicate "whisper phone" which is connected so that every seat in the lower part of the house can be reached. The girl is called a "whisper girl" because of the delicate transmitter she uses and from the fact that she must whisper her message in order not to disturb the performance. The members of the company are whispered to through phones connecting with the dressing

rooms. The first message the "whisper girl," received was from a man to his wife in the dress circle, stating that he was going to return home late.

Tailor's Retort.

"Clothes don't make the man," said the careless customer.

"No," replied the tailor, ruefully. "But some men have a queer look about 'em that makes 'em the ruin of a suit of clothes."

Different Now.

"Why have you cut that lady who has just passed? Yesterday you were most cordial toward her?"

"That is my dressmaker, and I paid her bill this morning."

Don't believe all you hear or say all you believe.

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.

Sweater Coats

We show a splendid line

Ladies' from \$18.00 to \$30.00 per dozen
Men's from 4.50 to 52.00 per dozen
Boys' from 4.25 to 20.00 per dozen
Juvenile from 4.50 to 12.00 per dozen

Sweater Coats are good sellers and a profitable line for you to carry.

No. 489—All Wool, Light Grey and White, \$18.00 per doz.

Paul Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Mich.



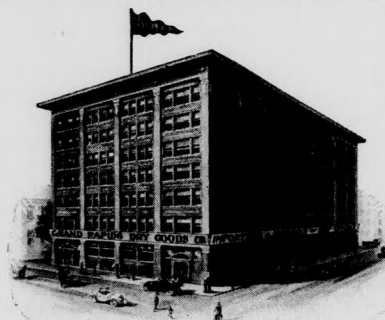
Visit the fifth floor of our new building

and take a look at the values we offer for Fall trade in the line of

Duck, Covert and Corduroy Coats, Mackinaws, Leather Coats, Trousers, Knickerbockers, Overalls, etc.

It will pay to do so.

Grand Rapids Dry Goods Co., Grand Rapids, Mich.



WHOLESALE ONLY



Clothing



How I Became a Clothing Buyer.

Just because a young man happens to make a wrong start in the business world is no sign that he will not eventually succeed. Some of the world's most successful men made not only one mistake but many of them before they finally got on the right track. Business mistakes are assets if the man who makes them has the right sort of stuff in him and knows how to profit by his errors. It's the man who keeps on making the same mistakes time after time who never gets anywhere.

Most persons will say that a boy who runs away from home to look for a job is making the worst kind of a mistake. Certainly no one would ever advise a young man to make that kind of a start. Yet that was the very thing I did, and I have never regretted it. Maybe I was lucky. Anyhow I got a job, and it resulted in my following the career that has put me in my present position.

I was born and raised on a farm in northern New Jersey. In those days it was the ambition of most farmers' sons to get away from the drudgery of milking cows, pitching hay, and following the plow, and to secure a job in the city. Going to town on Saturdays with a load of butter, eggs, and other produce, which was exchanged at the store for sugar, coffee, and similar necessities, was a treat looked forward to all week.

To say that I envied the clerks in the store is stating it mildly, and I resolved at the first opportunity to try to get such a job. Like all farm boys, I went to school in the winter and worked in the fields during the spring and summer. Even while attending school I had to get up at 4 o'clock every morning to milk the cows and do other chores before breakfast.

I have always had to work hard, and while I naturally resented it in those days, I now realize it was the best possible thing that could have happened to me. Everybody has to work hard down east—especially if he lives on a farm—and I guess the same is true of farmers everywhere.

Eager to Get Odd Jobs.

It is mighty little money the average farm boy of 15 or 16 years of age has to spend, so whenever there was an opportunity for me to do odd jobs for neighbors I was eager to accept. One of my duties was to deliver milk from the farm to a creamery about five miles from our house, and one day the proprietor asked me if I wanted to help him occasionally on busy days. I jumped at the chance and managed to earn several dollars that way. This money my father allowed me to keep, and I saved most of it.

I was a proud youngster when I found that I had enough to buy a suit of clothes out of my own money. Accompanied by my father I went to the town of Newton, where my father was acquainted with the proprietor of a clothing store. After I had bought the suit and just as we were about to leave the

store the proprietor called to my father and said:

"Van, how would you like to have your boy come here and work for us?"

"I'm afraid he isn't old enough, and besides I need him on the farm," father replied. Then, as an afterthought, he added, "but I've got a son out west who would like the place. I'll write to him to-night if you say so."

So it was arranged that my brother was to have the job. I listened to the conversation with a lump in my throat. I wanted that job myself, and all the way home I pleaded with father to let me take it. But when he said "no," I knew he meant it, and I went to my room that night with a sad heart.

I lay awake for a long time, my resentment constantly increasing. "That man would have hired me if dad had consented," I told myself. "Maybe he will, anyhow, if I can talk to him alone," I argued.

Then I decided to run away, go to Newton, and apply for the job.

It didn't take long for me to put on the new suit, and, hurriedly tying up a bundle of extra clothing, I tiptoed downstairs in my stocking feet. It was pitch dark and Newton was ten miles away, but I started out to walk. It was nearly 2 o'clock in the morning when I left home, and I was a tired youngster when I walked into town at daybreak. But my ambition was just as strong as ever, and after spending 25 cents for breakfast I entered the clothing store at 7 o'clock, just as the proprietor arrived.

"Hello! What are you doing back here?" he asked.

Goes Back for the Job.

"I have come to take that job you offered me yesterday," I replied, my heart in my mouth.

"I thought your father, didn't want you to leave the farm?"

"He has changed his mind," I fibbed.

"Well, if that's the case, you can go to work. I need a boy, and you look like you could fill the bill."

All day I kept my eye on the front door, momentarily expecting my father to come in and give me a thrashing right there in the store. But he didn't come for nearly a week, and by that time I was pretty well accustomed to my work.

When he did arrive I was the most surprised boy in the world. Instead of being angry, he walked up to me laughing and said: "So you beat your brother to the job, eh? Well, I guess it's just as well, because he doesn't want to clerk in a store. Says he would rather stay on the farm. I knew you were here, but I decided to let you stay until I heard from your brother. Now you can remain, if Mr. Brown is satisfied with your work."

That's how I started on the road to become a buyer. I didn't find the work as easy as I thought it would be, and many times I wished myself back on the farm, but I was determined to stick it out, and I did. My pay was \$5 a week, and it took nearly all I earned to pay

my board. I worked from 7 a. m. till 9 o'clock at night, every day, and until 11 p. m. on Saturdays. During the busiest seasons I had to be at the store all Sunday forenoon getting the stock in shape again after the Saturday rush.

At first my duties consisted of sweeping out the store, washing windows, cleaning lamps, running errands, counting eggs brought in by the farmers, and other odd jobs. It was a proud day for me when Mr. Brown told me I could go behind the counter and sell goods.

"If you make good I will raise your pay," he said. Two weeks later I found \$8 in my pay envelope, and in a short time I was receiving \$10. I made it a point to save part of my salary every week, and it wasn't long until I had quite a bank account.

First Savings Go for a Horse.

Having been brought up on a farm, I was naturally fond of horses, so with my first savings I bought a horse and buggy. Then I discovered that the cost of keeping a rig was more than I could afford, so I made a deal with a life insurance agent whereby he wrote me a \$1,000 endowment policy and applied part of the purchase price as payment of the first premium. I consider that policy one of the best investments I ever made, because it matured a few years ago and I have received back my first savings, with interest. In making good as a salesman I made a great many mistakes, some of them pretty costly ones, but I profited by them and now I consider that they were worth to me many times what I lost.

One day I sold a big bill of goods to a stranger and charged them to him. When it came time to pay for the stuff the purchaser could not be located, and I had to make good the amount. That started me to studying human nature, and I never made a similar mistake in the future.

I worked in the store at Newton, N. J., until 1890. Then I decided that the prospects for advancement were better in the west, so I went to Grand Rapids, Mich., where I got a job as salesman in the children's clothing department of a retail store. I left there two years later and came to Chicago just before the world's fair to take a position as salesman with Siegel, Cooper & Co. In a short time I was promoted to be assistant buyer in the merchant tailoring department.

In 1893 I was offered a position as buyer of boys' and children's clothing for the Woolf Clothing Co., at considerably more salary than I had been getting. During the world's fair I married a young woman from my home town who came here to visit the exposition.

About that time, when my prospects looked unusually bright, I received what

I thought was a hard financial knock. It was during the panic, and business was poor all over the country. One day I was notified that my salary had been cut 10 per cent. I didn't say anything, but it made me feel pretty much discouraged. That didn't make any difference in my work, however, and in a few months conditions had improved to such an extent that the firm put me back on the old salary basis, with the promise of an early increase.

Study Wants of People Carefully.

In 1908 I left the employ of the Woolf Clothing Co. to become buyer of men's clothing for Rothschild & Co. Later I was given charge of the men's hat department and this fall I will have an additional department of boys' outfitting.


If I were advising a young man how to become a successful buyer, I would tell him to apply himself closely to his business and carefully study the wants of the people. Anybody can buy goods, but it is a different proposition to buy goods that can be sold at a fair margin of profit. In the clothing business a buyer must be an expert judge of fabrics. He must be able to tell the instant he touches a piece of material whether it is good or bad. That qualification can only be obtained by long years of experience in handling such goods.

The duties of a clothing buyer are very similar to those of any other departmental buyer. He must buy all the merchandise handled by his department, hire all the help, superintend the selling end, and receive from forty to fifty salesmen every day. Each of these representatives of other firms must be treated with just as much courtesy as if they were customers, and if it is not advisable to buy any of their goods, they must be sent away feeling just as good as if they had made a sale. The value of courtesy is as great in buying goods as it is in selling them.

During the year a clothing buyer for a big department store purchases approximately \$1,000,000 worth of goods, and his success or failure depends on his ability to buy this enormous stock to the mutual advantage of the store and its customers. He is really the proprietor of that department and his salary is based on his ability.

Hard work, combined, with intelligence, courtesy, and ambition, are the most essential qualifications of a successful buyer. B. W. VanSycle.



That Trade-Mark  means more Trunk, Collar, Harness, Robe and Blanket Business for both of us.



BROWN & SEHLER CO.
GRAND RAPIDS, MICH.



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

Where the Retail Dealer Shines.

The county fair season is now in full swing, and the state fair and exposition season has just opened. For many reasons these fairs should be of keen interest to the hardware and implement dealer and he should regard them as so many opportunities for advertising his goods, extending his acquaintance among those persons who should be regarded prospective customers, and for further acquainting himself with the merits of the particular lines he may be handling.

The county fair is where the retail dealer shines, if he chooses to shine at all. He may make an exhibit there and, if he goes about it in a proper manner, his booth or tent may become the headquarters for half the farmers in the county. There he may demonstrate and explain the merits of the machines he handles and, if there is anything new in the line, give special attention to it. If any assistance is required for these demonstrations there is no question of the dealer's ability to obtain it. Few manufacturers of any consequence will refuse the services of a traveler or demonstrator if the opportunity is one for advertising of real value. Whether or not it is that depends on the dealer and upon his ability to take advantage of the opportunity presented by the county fair.

What the county fair is to the dealer, regarded from the point of view of opportunity to advertise, the state fair is to the big jobber or the manufacturer. They make their exhibits at the state fairs and expositions of untold value by taking steps which will attract the dealer to them. He may be made to feel at home at the jobber's or manufacturer's exhibit just as readily as the farmer may be made to feel at home in the dealer's tent, if the proper methods are used.

The state fair should be regarded by the dealer as a most important function, and one to which he should give attention. There he may find the opportunity to witness demonstrations of the latest farm implements and machines by experts. He will find an opportunity to talk with up-to-date selling men and advertisers, and should be able to take home with him many new ideas which, properly applied, will work wonders in increasing the volume of business. The up-to-date manufacturer or jobber, realizing the mutual

benefits which should accrue from the attendance of the dealer, does all possible to attract him. Some write him letters and others offer to hang up a sign with his name emblazoned on it in highly-colored letters. Then there is the promise of a valuable souvenir and other methods of enlisting the dealer in a proposition which, if followed to its ultimate development, cannot help but aid both manufacturer or jobber and dealer. —Implement Age.

Learning How to Collect Accounts.

Most failures are attributed by the commercial agencies to lack of capital, inexperience and bad credits. Giving credit where credit is not due is doubtless to blame for a lot of losses, but many a dealer goes broke because he has extended credit to perfectly solvent customers, yet has not been able to find out the right way to collect. The success of the big collection agencies is due to the fact that they have made a study of human nature; found the weak points in the armor of indifference which is usually the chief defense of the debtor against the claims of his creditor; and have handled each man individually and in a way nicely calculated to bring results.

If merchant men were to spend the same relative proportion of their time upon figuring the right way of collecting accounts that they do in securing new customers, there would be few of them charged off the books, after the lapse of years, to profit and loss, and the net earnings of the business would be increased by just that amount. There is hardly a dealer of any consequence who hasn't \$1,000 to \$3,000 worth of old accounts on his books. He fools himself, often, into believing that they are worth while to him, and that they will be collected; but merely allowing them to rest, or to send out occasional formal statements, is a little worse than useless, and it would be better to charge them off entirely, than to carry them and try to make them part of the assets of the business.

Fence Made of Shells.

A unique fence of shells may be seen in St. Petersburg, Florida, and incloses the premises of Mr. Owen Albright. The idea originated with the owner, and he did the work himself. The framework of the structure is of iron meshing, and on this is plastered cement. While the cement was still wet every shell was carefully placed by hand. Two hundred thousand shells were used in the making

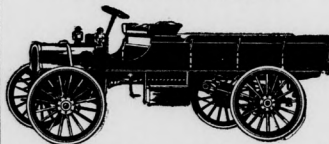
of this peculiar fence, and over forty varieties were brought into use. Many of the shells retain their pristine color. The idea is an original one, indeed, and the result is effective.

Aeroplane Toys

And High Grade Wheel Goods
 Send for catalogue

MICHIGAN TOY COMPANY
 Grand Rapids

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 25,00 Chase Motor Wagons in use. Write for catalog.

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

Established in 1873

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

THE WEATHERLY CO.
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Diamond Brand Steel Goods

The True Temper Kind

What about your next season's requirements

Give us a try



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Distributors

Exclusively Wholesale

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GRAND RAPIDS, MICH.

Foster, Stevens & Co.

Wholesale Hardware



10 and 12 Monroe St.

::

31-33-35-37 Louis St.

Grand Rapids, Mich.

THE FERRY FAMILY.

Why the Forbears Sleep in Neglected Graves.

The criticism of Grand Haven and Grand Haven people in their apparent lack of interest in the Ferry family in a recent issue of the Michigan Tradesman created considerable comment in this city. There are some things about the article which were entirely true and the article indicated a knowledge of the subject which made it appear that some local person had written the article. After all the article shows some ignorance on the part of the writer as to the feeling in Grand Haven towards the Ferry family.

Grand Haven has not forgotten the Ferry family and they regard the Rev. William M. Ferry as the real founder of the city. There is a deep regard for the late Senator Thomas White Ferry, who for years held a prominent place in the history of the nation. Senator Ferry was a grand man. He was truly a Christian gentleman. In public life he did much for Grand Haven, and all of the time he was in Congress, both in the upper and lower house, he worked indefatigably for his home town, because he loved Grand Haven and he never ceased to love it until the day he closed his eyes upon the world of which he had seen so much. Perhaps the Tradesman is right in the statement that Senator Ferry was the greatest man this city can ever hope to send into the world of affairs.

The people of Grand Haven reverence the memory of Aunt Mary White also. She was the town's first school teacher and a remarkable woman of sweet, charming personality who in her quiet way exerted a wonderful influence for good over the people of that pioneer settlement. Later when the little settlement grew into a city, she still lived and her goodness and sweetness still had its effect upon the people. Aunt Mary White's memory will always remain pure and sweet and fresh in the minds of those who knew her.

No, Grand Haven has not forgotten the Ferry family. Its people are proud of the record which the men of the pioneer family reflected upon the proud history of the city. In the rush of its modern existence the city may have put off doing something which should have been done, and many of the citizens of the present city of Grand Haven, may be strangers to the story of the Ferry family and its fame. But there is none the less desire on the part of Grand Haven to honor the individual memories of the men and women who made up the illustrious family of pioneers. Some day it is to be hoped the city will find a way to perpetuate the memory of the pioneer preacher who made the first permanent settlement at Grand Haven, to honor the memory of the gallant major who fell at the head of his soldiers at the battle of Gettysburg; and to keep constantly before the growing citizenship of the city the man who became famous as a statesman in the halls of congress, and who for one day served as the President of the United States.

But there are no millionaires in the city to assist in this work of honoring the name of Ferry in substantial form. Some day perhaps the desired will come about. At the present time there is

not a single member of the Ferry family in Grand Haven. The old family home on First street, did fall from grace it is true. The property was still in the possession of the Ferry estate, which is reputed to be worth millions of dollars. The estate has been under litigation but before the matter was settled the Ferry family had sold the property.

There is no doubt that some of the Ferry family lots on the hill in Lake Forest have been neglected, but this is a sacred and private matter with the surviving members, and it would seem rather out of place for Grand Haven to take any official action under the circumstances. It is pathetic that the fine old family should have been torn by ill feeling and disagreement and litigation among the survivors, while the forbears, who lived in peace and brotherly love, are sleeping in graves which are truly neglected. Friends of the departed ones do not forget, however, and many Grand Haven people take occasion frequently to place flowers on the mounds on the hill, which mark all that is mortal of men and women, whose lives were linked with the beginning of Grand Haven in love, and work and an entwining friendship.—Grand Haven Daily Tribune.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

Jackson's newest industry, secured through the efforts of the Chamber of Commerce of that city, is the Michigan Foundry Co., which starts off with twenty-five men but will eventually employ more.

Pontiac's newest manufacturing concern is the Pontiac Auto Castings Co., with capital stock of \$15,000.

The Pontiac Commercial Association will co-operate with the Jackson Chamber of Commerce in an effort to avert the car shortage that is threatened this fall.

Arrangements are made for re-opening the Michigan School for the Deaf at Flint Sept. 26. The general offices and dormitories, etc., are of a temporary nature, pending the rebuilding of the school which was burned last May.

The Imperial Wheel Co. will remain in Flint, employing 200 to 300 men. Local men have subscribed for stock and the company will be reorganized, with \$200,000 capital.

The school savings system, started a year ago at Flint, has proven successful and will be continued.

Three Rivers receives an industrial boost through the action taken by the city council in vacating that part of Fourth street needed for the expansion of the Sheffield Car Co.

A modern freight office and warehouse is being built by the Lake Shore road at Hillsdale. The building is red pressed brick, slate roof, and is 50x200 feet, two stories.

The new city charter adopted at Lansing requires bakers to make one and two pound loaves of bread. The bakers are willing to print the weight of their loaves on the wrappers, but they would like to be able to vary the weight as the price of flour increases or diminishes, so that the standard may always be 5 and 10 cents per loaf.

Hillsdale will place a bronze tablet in

its new city hall in appreciation of the generous contribution of W. W. Mitchell, of Cadillac, towards this building.

Oakland county is trying the experiment of sending the vagrants, drunks and disorderlies confined in the jail at Pontiac to do service in behalf of good roads in the road camps. By this means Oakland doubtless will clear that section of the tramp scourge this fall and winter, since the Weary Willies will quickly spread the word that it is an unhealthy county.

Pentwater now has daily boat service direct to Milwaukee.

Muskegon grocers voted not to extend the half holiday season through September. Stores will be closed all day, Wednesday, Sept. 11.

Kalamazoo owners of the paper mills at Watervliet have voted to build a new coating mill on the site of the Watervliet Paper Co.

The Ravenna Improvement Association is going after everything not nailed down that will help Ravenna.

Big Rapids will hold a special election Sept. 17 to vote on the proposition

of issuing bonds for \$50,000 for rebuilding and extending the waterworks system.

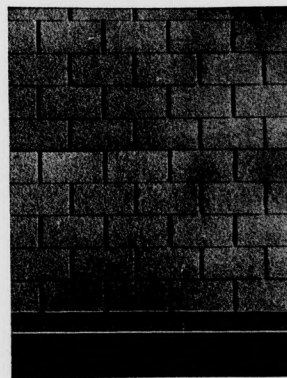
Allegan is not pleased with the "air line" plans of the builders of the Grand Rapids-Kalamazoo electric road. The Gazette says: "It is the belief in Allegan that the best route for such a railway would be from Kalamazoo through Otsego to Allegan and thence northward through Monterey, Salem and Jamestown, the road passing through a rich and populous country north of Allegan which is wholly without immediate railway service. At any rate the situation calls for activity on the part of the Board of Trade and Allegan people in general."

With the exception of the street sweepers, all common laborers employed by the city of Sault Ste. Marie have been given a raise in wages of 25 cents a day. They will now receive \$2.25 per day.

Croswell enjoyed a civic holiday Sept. 4, with a good program of music, speaking and sports, and a basket dinner at the park. Almond Griffen.

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

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

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H. M. REYNOLDS ASPHALT SHINGLE CO.

Original Manufacturer, GRAND RAPIDS, MICH.

Why Not Save 50% On Ice Bills?

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

Brecht's
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.

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



Encourage Production of Infertile Eggs.

Frankfort, Ind., Sept. 2—Now that the hatching season is over, we respectfully urge all producers of poultry and eggs to dispose of all their roosters without delay, so that their eggs will not be fertilized. Feed is high, and there is no reason to keep your roosters any longer.

A large part of the heavy loss from bad eggs can be obviated by the production of infertile eggs. This has been demonstrated beyond a doubt by the investigations concerning the improvement of the farm egg, which during the past two years, have been conducted in the middle west by the Bureau of Animal Industry of the Department of Agriculture.

Secretary Wilson of the Department of Agriculture estimates that, between the producer and the consumer, there is an annual loss of \$45,000,000 in the egg crop of the United States, the greater portion of which falls on the farmer, who is by far the largest producer. Of this enormous loss about one-third, or \$15,000,000, is caused by heat, which develops the embryo of the fertile egg, causing what is known to the trade as a "blood ring." As it is impossible to produce a "blood ring" in an infertile egg, such an egg will stand a higher degree of temperature without serious deterioration than will a fertile egg.

The Secretary says that if farmers and others engaged in the production of eggs would market their male birds as soon as the hatching season is over, a large saving would be made, as practically every infertile egg would grade a first or second if clean and promptly marketed.

No more simple or efficient method for the improvement of the egg supply of the country could be adopted than the production of infertile eggs.

We solicit your co-operation in this move, which ultimately means better prices for better eggs.

Fear-Campbell Company.

Crushing Bad Egg Trade.

Dr. William P. Cutler, Commissioner of the Missouri Department of Food and Drug Inspection, St. Louis, Mo., has started another active campaign to raise the standard of eggs in Missouri and to put a stop to the practice of marketing tainted eggs. Circulars by the thousands have been sent to farmers and shippers throughout the State, calling attention to the laws in regard to the selling of stale or tainted eggs, and decomposed, tainted or diseased poultry or other animals, and warns the farmers and shippers that they are equally as liable to prosecution for

marketing or selling eggs that are unfit for food as the dealer. Health officers and inspectors in all parts of the State have been instructed to see that the laws in this regard are strictly enforced, and that all violators are prosecuted.

A number of shipments of spots and tainted eggs have been seized and condemned and several local commission firms are being watched very closely by the authorities, as it is expected that they are doing a regular business in the prohibited eggs. One firm in particular is known to have worked up quite a trade in these eggs, and is selling them to the cheap baker trade, as well as working them off quietly, mixed with good eggs. This offender, while it is known that he is guilty, has so far succeeded in "hiding his tracks" so effectively that the officers are not yet able to bring proof to convict him. They are determined, however, and unless he gives up his illegal practice they are confident of being able to convict him in the near future. When asked in regard to the charges, this dealer said: "Well they can't prove anything on me, can they?"

Leading Poultry State.

According to the statistics just made public Missouri led every other state in 1910 in the value of the poultry output.

The live stock and dressed poultry, eggs and feathers which were sent to market in 1910 were worth \$30,766,257, while the estimated value of these commodities which were consumed locally was \$19,200,000 or a total valuation for the state of \$49,966,257.

To get a proper conception of the actual poultry production of the state it must be taken into account that before any shipments were made the many large cities of Missouri were first supplied, so that the estimated value of these products consumed locally, which is placed at \$19,200,000, is conservative and the actual production would without doubt exceed \$50,000,000.

Taking only actual shipment figures there were 71,686,527 pounds of live poultry shipped, valued at \$7,168,652; 38,508,770 pounds of dressed poultry, worth \$4,818,596; 101,447,505 dozen eggs, valued at \$18,260,551, and 1,298,144 pounds of feathers worth \$518,548.

Not counting the eggs which were consumed at home, the hens of Missouri laid enough eggs, which were shipped to market, to give every man, woman and child in the United States nearly 14 eggs.

It keeps lazy men busy putting things off till to-morrow.

Wholesale and Retail Grocery For Sale

Wish to retire from business. Have a live proposition in a combination wholesale and retail grocery and meat supply house in Chicago, Ills. Unsurpassed location. Long and favorable lease. Splendid business. Untold possibilities. Will sell or trade, or keep part interest. Tired of work. A fortune for a live man. Address Opportunity. care Michigan Tradesman.

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

Potato Bags

New and second-hand, also bean bags, flour bags, etc.


Quick Shipments Our Pride

ROY BAKER

Wm. Alden Smith Bldg.

Grand Rapids, Mich.

SEEDS

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

Grass, Clover, Agricultural and Garden Seeds

BROWN SEED CO., GRAND RAPIDS, MICH.

— ESTABLISHED 1876 —

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

MOSELEY BROTHERS
GRAND RAPIDS, MICH.

PEACOCK BRAND



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

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

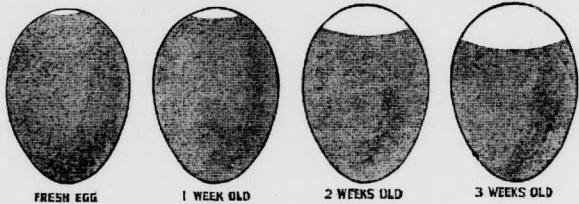
Ludington, Mich., F. L. Bents
Grand Rapids, W. T. Irwin, 538 Sheldon Ave.
Kalamazoo, H. J. Linsner, 911½ N. Burdick
Lansing, H. W. Garver, Hotel Wentworth
Adrian, G. W. Robnett, Hotel Maumee
Port Huron, W. C. Rossow, Harrington Hotel
Saginaw, W. C. Moeller, 1309 James Ave.
St. Johns, E. Marx, Steele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

Write to-day

Cudahy Brothers Co.

Cudahy-Milwaukee

Better Prices for Better Eggs



The Air Space in an Egg Denotes its Age.

Jottings From Michigan Egg Handlers.

Saginaw, Sept. 10—We think our eggs much better quality than last year. The work we have done along educational lines has helped the quality, but there is still a great chance for improvement. We are having our men at the different points work personally among the country merchants and farmers trying to improve quality. All the eggs we are getting in here just now we are buying on a loss off basis, but at some of our other points it seems impossible to buy that way.

Most of the dealers are not doing as they agreed to in regard to buying on the loss off basis. They have all flunked. We will not store any warm weather stock. We are getting a lot of broilers at the present time and quite a few hens. We don't ship any poultry in carload lots. Think we will build a big dressing and feeding plant here this year. Saginaw Beef Company.

Coldwater, Sept. 10—The hot weather is affecting the eggs now and I am not trying to buy many. I am getting about 200 cases a week. The price is too high. There are always some who want to pay more than the eggs are worth and now is a good time to let them have them. I am paying 29c, which is 2c too much and am letting most of them go. I am getting 200 pounds of poultry per week and paying 10c. I am not getting many springs yet. Butter is very scarce here. C. A. Marquette.

Stanton, Sept. 10—The quality of eggs is decidedly better than other years at this season, due to farmers taking better care and marketing oftener. Also the printed matter distributed by the state department has had its effect on both dealer and producer. Am buying loss off now, but not all dealers are doing it. The egg production is very light at present. There will be no summer eggs to store—all going into consumption. The chicken crop is normal. Not getting any spring chickens. Shipping 500 to 800 pounds of hens each week and 35 to 50 cases of eggs. J. H. Mathews.

Deckerville, Sept. 10—I am finding egg receipts of about the usual quality and quantity for this season of the year. Farmers are not taking any better care of eggs than formerly and I have done nothing in the way of educational work. One can not do much in that line without the co-operation of the country merchants as they get a large percentage of the eggs in trade for merchandise. I am not buying loss off. I will not put away any summer eggs. I look for the chicken crop to be short of last year. There have been only a few coops of spring chickens marketed here as yet.

We will not load any cars of live poultry until October. Farmers are beginning to market their hens, but not to any great extent. D. J. Robey.

Paint in the Egg Room.

The following inquiry was received by Cold:

"In overhauling our cold storage house we thought it advisable to paint the galvanized iron pan under the secondary coils of the Madison Cooper brine system. We used asphalt paint, hoping to make the iron more durable, but find that the paint throws off an odor which has not disappeared in spite of whitewashing and the use of a liberal supply of calcium chloride. The odor almost disappears when the door has been open for a few days, but as soon as the room is closed tightly the odor again becomes quite strong. Would you advise scraping all this paint off the galvanized iron, or do you think the odor will be absorbed by the cases without tainting the eggs? We will have no use for the large room until July, and then only for two or three months' carry."

To which Mr. Cooper replied: "It really should seem to us that after all that has been said on this subject that you should have been more careful. Doubtless your asphalt paint contains coal tar as well as asphalt, or possibly it is a straight coal tar paint. You certainly should not take any chances whatever in connection with this matter, and we would recommend that you get rid of the paint some way or other, at least to an extent which will get rid of the odor. Eggs take up an odor of this kind very quickly and very strongly, and you should be very cautious about putting eggs in there unless you can completely deodorize the room. As you have plenty of time to get rid of the odor, you should handle this matter carefully and be sure it is disposed of before you put any eggs in. The damage and the trouble are likely to be so great that, as above stated, you certainly are not justified in taking any chances whatever."

The Color of the Yolk.

From six thousand hens' eggs Dr. Willstater, with the assistance of Dr. Esch, has succeeded in extracting about an eighth of an ounce of the matter that makes the yolk of the egg yellow. This pigment has now been obtained in a pure crystalline state, so that its chemical composition may be determined as well as its peculiar properties.

The yellow belongs to the same class of pigments as the green leaves—xanthophyl. In plants and in animals Willstater has found two dis-

tinct series of pigments. In one of these series the substances are soluble in benzine and consists of carbon and hydrogen. The yellow of the carrot is a good example of this class of pigments. In the other series each molecule contains in addition two atoms of oxygen. These pigments are soluble in alcohol. The yellow of the egg and xanthophyl belong to the latter group.

Every time a man invents a new excuse he infringes on some other fellow's patent.

Many a man's spicy conversation is due to the aroma of cloves.

Hammond Dairy Feed

"The World's Most Famous Milk Producer"

LIVE DEALERS WRITE

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

Rea & Witzig

PRODUCE COMMISSION MERCHANTS

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

Established 1873

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

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

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

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

The Vinkemulder Company

JOBBERS AND SHIPPERS OF EVERYTHING IN

FRUITS AND PRODUCE

Grand Rapids, Mich.

Geo. Wager, Toledo, Ohio

Wholesale distributors of potatoes and other farm products in car loads only. We act as agents for the shipper.

Write for information.

FOOTE & JENKS' COLEMAN'S (BRAND)

Terpeneless Lemon and High Class Vanilla

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

Good Things to Eat



Jams Jellies Preserves Mustards

Fruit Butters Vinegars Catsup

Table Sauces Pork and Beans

Pickles—OF COURSE

HIGH GRADE FOOD PRODUCTS

Made "Williams Way"



Mr. Pickle of Michigan

THE WILLIAMS BROS. CO. of Detroit

(Williams Square)

Pick the Pickle from Michigan

THE MICHIGAN APPLE.

Machinery Necessary For Proper Distribution of Crop.

Written for the Tradesman.

After we have established the Michigan apple in the market come problems whose solution must be made in advance of their need.

It is one thing to put up a fine, standardized product which everyone will want and it is another thing to see that that product reaches the consumer in perfect condition, without delay and without waste.

Inspected and packed in the orchardist's packing house, the cover nailed down and the inspector's stamp and label on the box, apples begin to "go down." They wilt, lose flavor and appearance and juice, even rot may begin, unless they are properly handled.

We must have cold storage houses to take this fruit and keep it at the

waste more than takes care of the extra care and expense required for proper handling. Growers must realize this. They must learn that it is not enough merely to grow good apples in large quantity. Their problem does not stop at the border of their orchard. The successful grower of the future is he who understands his whole problem from the tree to the consumer of his fruit.

Cold storage plants must come in one of two ways. Either private capital must be enlisted to erect them and provide the necessary funds to handle the crop, or co-operative associations must be formed among the growers to undertake this.

There are dangers that must be recognized and understood in either plan.

The large concern, with its storage plant and big cash buying power, once established in a community, may readily tend to become monopolistic. Buying

from Michigan's fruit, its enormous profits, must be distributed not among a few men of capital, but among our growers at large. We, the citizens of this State—whether we be merchants, wage earners, manufacturers or whatever our occupation—are interested in our fruit resources just as much in an indirect way as the man who grows the fruit. Our prosperity to a very large degree depends upon his.

Co-operative marketing has not, as yet, been worked out to such a success as would at present warrant the belief that an association of growers could undertake to do for themselves what such a concern as above suggested would be able to do. But there is no reason why this could not be worked out just as our dairy farmers have worked out their problem of co-operative creameries.

It is altogether within reason that an association of growers should own

Cold storage plants can be erected in short order when their construction is necessary, but the making of a market is not the work of days or weeks—it is the keen, unremitting work of years. It is work worthy of a big, keen merchandiser with broad and comprehensive mind. It is a work that requires immense energy, shrewd understanding, and a thorough knowledge of every element that enters into the problem.

The solution of this problem means more to Michigan than all her copper mines, more than the immense forests that once clothed her two peninsulas, for it means forests of a new kind, whose annual crop is more than the annual cut of timber that gave way to them.

C. P. Buck.

Earth Travels Dusty Road in Space.

That the earth is traveling a dusty road in space seems a strange conception, but recent investigations



Systematic and judicious pruning is necessary, but don't make it a lumbering operation.

necessary temperature to preserve it for market. The packed fruit should go right into this storage as soon as the pack is made.

Cold storage houses argue capital that the small grower cannot supply. Even a large commercial orchard may find the investment and upkeep expense unwarranted by the volume of business it alone can supply.

The apples should be shipped to the big distributing centers in pre-cooled cars. They should go right into the cold storage of the wholesale fruit dealer, and there await distribution to the retail grocer, the market and the fruit seller. In this way, and in this way only, can the quality of the packed fruit be maintained.

Ordinary packed fruit is high priced in the city because the retailer must throw away so much spoiled stock, and this waste the consumer pays for. The consumer pays for everything in the long run anyway. And the consumer pays far less for fruit properly cared for than for fruit improperly handled.

To turn it around the other way, the

orchards in bulk on the tree and making the grade themselves, they are in position to dominate their field. The grower may go to them or he may take his chances on the market.

Apple inspection under the brand-license system must be open to anyone who will pay for it. Cold storage must be made available in some form so that every grower may take advantage of it at a fair price to him.

The immense opportunity for the large company must be at once apparent. Buying fruit in bulk and selling fancy packed stock under brand, canning the fruit too ripe for shipment making cider, jelly, vinegar, etc., of the culls and refuse, they conserve every particle of the product. Not only apples, but cherries, peaches, plums, all the vegetables and berries are fish for their net. The profits of canning factory, cider mill, packing house, etc., would be far beyond the average profits of an industrial enterprise.

It is this feature that makes such a concern not without its element of menace. For above all things, the return

a cold storage plant, just as much as they now own potato houses, or the farmers of the grain belt own co-operative grain elevators.

The failures that are recorded of co-operative marketing concerns in the State have largely failed because of a lack of understanding of marketing conditions and practice. With a co-operative association under license to use such a label as our previous article suggested, under an inspection system with a standard of grades, the marketing becomes much more certain and profitable. It removes the stumbling block for the co-operative association of the future.

Cold storage plants and packing-houses are only means to an end. They represent only the necessary warehousing features of the fruit growers distribution system. His real work—his most vital work is the securing and holding of his market—the work of creating out among the millions of homes in this land of ours a demand that will absorb all the fruit he can raise and at a good, profitable price.

have tended to establish this view. For some time it has been recognized that the brightness of the night sky is not entirely due to the moon and stars. It appears that the additional brightness must be a phenomenon of the earth's atmosphere, and an attempt at accurate measurement of this so-called "earth light" has now been made. It is computed that the full moon is 6,000,000 times as bright as an equal area of sky under earth light alone. The existence of a permanent aurora has been suggested, and the idea is borne out by the fact that a line in the green of the earth light spectrum is characteristic of the spectrum of the ordinary aurora. It is thought that this permanent aurora may be a result of the earth's passage through a continuous diffuse cloud of dust. The particles giving rise to shooting stars are quite numerous, and it is a fair assumption that there may be finer particles sufficient to cause the mysterious light of the sky.



How Much of Your Net Profit Do You Get?

YOUR success is determined, not by the volume of your sales, but by the net profit you actually receive. Losses caused by carelessness, mistakes, forgotten charges and temptation must be paid for out of net profit—you have just that much less for your family, your future and yourself.

A modern **National Cash Register** stops losses and increases trade and profits. It shows how much money should be in your cash drawer and how many sales were made by each clerk. It records all charges, bills paid and money received on account.

It insures your getting that part of every dollar which rightfully belongs to you as a fair return on your labor and investment.

Write for further information

The National Cash Register Company
Dayton, Ohio



Devotion Should Be Mutual—Not One-Sided.

Written for the Tradesman.

We speak of a model husband or a model wife, but just what do we mean by either term? What are our standards? How is any conscientious spouse to know it when he or she has attained perfection—or if perfection is not possible, then a reasonable degree of proficiency in being a near-model?

Mrs. Solis honestly thinks that her daughter Maud has the very best kind of a husband. Ralph's excellencies are ever on his mother-in-law's tongue.

"He humors Maud in everything. She has her own way if ever a woman did. He just can't do enough for her.

"No matter what Maud wants in the way of clothes, she has it. And things in the house—she has all that heart could wish. And he's so saving about buying his own clothes and anything for himself.

"When Caroline was a baby (Caroline is the little daughter of Ralph and Maud) Maud never was broken of her rest. It was Ralph who walked the floor nights. He takes care of Caroline now when she is sick or anything.

"And he's the most thoughtful and accommodating man. When there's any marketing that can't be done over the phone, he attends to it. If Maud wants a skein of silk for her embroidery, he can match the shade just as well as she can. And he never objects when she asks him to bother with such things.

"I never saw another man who was really, willing to eat just what was set before him. Maud never asks him what he would like—she cooks just as she likes things. If she's suited, he is.

"When they go for their vacation, she plans the trip. He would prefer to go off fishing in the woods, but she likes a couple of weeks at a resort hotel better, so that settles it.

"He's the handiest man about the house—can get a meal of victuals just as well as Maud can. He prepares breakfast more than half the time.

"And he never gives her a cross word. No matter how tired he may be, he's always ready to jump and wait on her. I tell Maud he's one man out of ten thousand. I wish every girl had such a husband."

I saw Ralph and Maud this summer and I fully agree with his mother-in-law that he is one man out of ten thousand, but I can hardly endorse her desire that every woman had

such a husband. It occurred to me that self-abnegation on his part was being carried entirely too far.

Every girl dreams of a husband who will show the devotion of an ardent lover all through the long years of married life; who will pet her and humor her and baby her; a man with whom her slightest wish shall be law. The chances are very slim of getting this kind and when she does it isn't good for her.

Look at Maud. She is a rather, handsome woman and is always neatly and stylishly dressed, but she has become so openly selfish and—there is only one word for it—hard. Her face is lacking in womanly tenderness and kindness. She takes all Ralph's devotion as a matter of course. Scarcely so much as a "thank you" for his constant trailing around to wait on her. And she finds fault and nags—and yes, scolds.

As has been said, a girl dreams of a husband who will pet her. In sizing up any man as a husband, do not feminine judges usually place an over-indulgent disposition, an excessive devotedness, as the trait deserving the very highest notch of praise?

Is our sex alone in this craving for deference and subservience? Does not every man feel sometimes that he would like a wife who would always be ready to wait on him, who would cook all his favorite dishes without regard to alimentary consequences, who would accept his opinions unquestioningly, who would laugh at his oldest jokes—in short who would deem it a privilege to sit at his feet in abject submission?

There are such women. And in ninety-nine cases out of a hundred their husbands become domestic despots—czars on a small scale.

Isn't it about time that we change our notions and go in for a square deal in matrimony? For if marriage means anything, doesn't it mean mutual concessions and sacrifices, a genuine sharing of joys and sorrows, a reciprocal giving and receiving of devotion? Neither husband nor wife should have the lion's share of pleasures and luxuries. Neither should do all the giving up and getting along.

So, kind sir, banish from your mind that image of a superlatively meek little creature who would be ever ready to run and do your bidding, and who would look up to you as the embodiment of all wisdom. She would spoil you if you got her. The august lady (whom you are much more likely to marry) who will sometimes dare to differ with you, who will even delicately and tactfully show you your errors and blunders,

who will require from you kindness and forbearance and consideration and render the same to you, who will be your solace in sorrow and your equal and honored companion in joy—she will make you a far better running mate than would the humble little servitor of your dreams.

And girls, don't want the kind of husband who would be everlastingly down on his knees to you. You are not at all likely to get that kind and truly it would be a misfortune to you if you did. Don't expect your husband to be your slave. On the other hand, while you will give him a full measure of wifely devotion, don't be one of the over-meek and submissive sort who make it easy for a man to be an autocrat and a tyrant in his own household. Quillo.

Guides to Success.

Be persistent, hard working and square. Seek, do not avoid, difficulties.

A hard working, intelligent, honest employe can always rise to the top because most of his associates show a marvelous amount of mediocrity. David R. Forgan.

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The Fisch-Hine Co.

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

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

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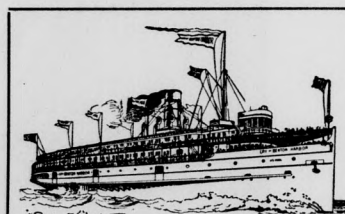
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TRACE Your Delayed Freight Easily and Quickly. We can tell you how. **BARLOW BROS.,** Grand Rapids, Mich.

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

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Klingman's Sample Furniture Co.

The Largest Exclusive Retailers of Furniture in America

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

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

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

SOME SUMMER WORRIES.

The Suspicious Maiden and Her Lost Wealth.

Written for the Tradesman.

"I'm quite sure," declared the fluff-haired maiden, "that I had my purse when I came here. I stood right there by the ribbon counter, talking with Maree De Gilbert, and now it's gone. There was no one near except Maree and that yellow-headed clerk with the freckled nose."

"I'm sorry," apologized the manager, "but, really, you should be more careful."

"Your advice doesn't get my money back," the fluff-haired one wailed on. "I came down down to buy quite a lot of things, and I don't know what pah-pah will say when he learns how I've been treated in this store."

"Have you looked in the other places you visited before you came here?" asked the manager. "Because, you know, you may have left it on the counter at some other store."

"The idea!" flashed the wailing one. "The very idea of my leaving all that money lying around on some old counter! No; I stood right here by the ribbon counter, and now it's gone. I never liked the looks of the girl who waited on me. There's something suspicious in the way she puts up her hair. I'm going to stay right here until she gives me my purse!"

"We'll do all we can to help you recover your property," consoled the manager, "but, really, we can't have a disturbance created here during business hours. If you'll step up to the office and give a list of the contents of the purse we'll see what can be done."

"I'm sure I don't know why you should want to know what's in my purse," the fluff-haired girl answered, with the gleam of suspicion in her pretty eyes. "I just believe you're all in together here. Anyway, I'm going to remain here until some one puts my purse back into my hand. I was standing right here by the ribbon counter, and now it's gone. I'll see if one can be robbed right in broad daylight like this."

The ribbon-counter clerk, blushing and ready to cry with vexation and fright at being so openly accused of larceny, stood a short distance away, looking appealingly at the manager.

"I'm certain she had no purse in

her hand when she came here," she said. "She must have left it somewhere else."

"Why, how can you say a thing like that?" demanded the fluff-haired one. "You know just as well as anything that I had my handbag in my hand, and I took the purse out and placed it on the counter, and looked over the violet ribbons, and now it's gone. I'm going right out to notify the police. Pah-pah is acquainted with a man who knows the chief, and we'll see about this."

"You carried no handbag when you came here," insisted the clerk.

"You sassy thing, to talk back to a customer!"

The manager looked the angry girl over with a weary smile in his eyes. It is one of the worries of business life that customers will leave their purses lying on the counters and stools. He had set in judgment on scores of accusations, and in not one of them had an employe of the store been found at fault. He wanted to say this to the fluff-haired accuser, but refrained, and, instead, asked her a question:

"You are sure you took your purse out of your handbag here?"

"Why, how impertinent you are!" exclaimed the girl. "If I didn't know it, I wouldn't say so. I stood right here by the ribbon counter, and now it's gone!"

"Perhaps you'd better look in your handbag once more," suggested the manager. "You may have overlooked the purse."

The girl looked at both her hands. They were innocent of handbag. Then she looked on the counter. Minus handbag. Next the floor caught her eager, anxious eyes. Nothing doing. No handbag there.

"Why!" she cried. "I just think some one has stolen my handbag. I had it right here, and took my purse out of it, and now it's gone. I'm going straight to the police. Pah-pah knows a man—"

A lady stepped out of the little crowd which was forming about the manager and the girl and extended a worn handbag.

"I found it on the lace counter just after you left," she said, addressing the girl, "and I've been looking everywhere for you."

There was accusation, suspicion, greed in the pretty eyes of the fluff-

haired one. She grabbed at the bag, but the manager interposed a hand and secured it.

"Wait," he said, "you must identify the contents. This may belong to some one else, you know."

"You give me my hand bag!" shrieked the girl. I won't have it taken out of my sight, with all that money in it."

"You must tell what's inside it first," insisted the manager.

"Why," flamed the girl who had been raising such a row in the store over the loss of wealth, "there's a piece of gingham to match, and a recipe for making shortcake, and the address of Susan Mapleton, at 95th street, and a car ticket, and piece of wedding cake rolled in oiled paper, and—and—"

"And how much money in the purse?" demanded the manager.

"Oh, let her have it," commented the lady who had brought the handbag. "I saw her leave it, and thought she was coming back after it."

The fluff-haired girl snatched greedily at the bag and walked away to a distant corner of the store without even thanking the lady who had restored the bag to her. There, in the seclusion of a stack of prints, she opened the bag, extracted a purse, and opened it. It contained the recipe, the address, the gingham, and the cake. There was also one car ticket and one lone nickel. She seized the latter eagerly and buried it in the palm of her hand.

"It's lucky my money fell into honest hands!" she said.

And the manager went back to his office with a frown on his brow.

"Nine case out of ten come out that way," he said. "It is one of the useless summer worries."

Alfred B. Tozer.

Her Gentle Hint.

Borem—Some one must have been joking Miss Suburbs about me and told her I owned the street railway system here.

Porem—What makes you think so?
Borem—Why, I was out to call on her last night, and every time she heard a car she said: "There comes your car, Mr. Borem."

Broad Hint.

He—Are you happy dear?
She—I'm within a hat and two gowns and a fall wrap of being so.

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

Wilmarth Show Case Co.
Show Cases
And Store Fixtures
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VOIGT'S
**CRESCENT
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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.



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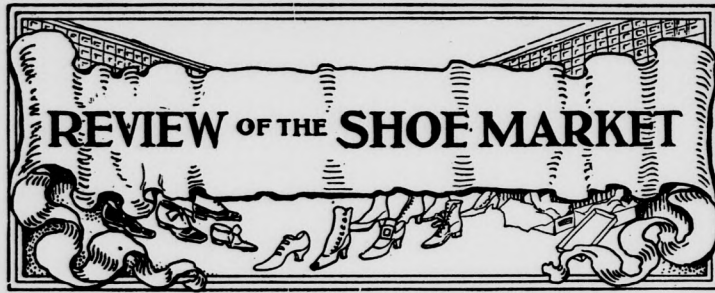
Do You Want to Sell the Best Spring Wheat Flour Made?

Then Handle

CERESOTA

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

JUDSON GROCER CO. WHOLESALE DISTRIBUTORS
GRAND RAPIDS, MICHIGAN



Unusual Experiences of Shoemen— Tony Collins' Yarn.

Written for the Tradesman.

Chapter X.

"This story" began Tony Collins, "is a very good one with which to wind up our seance. And, judging from the frequency of yawns that have been going the rounds, I think it is high time we are adjourning for the night.

"If I may be forgiven for so stating (and I assume that I will be)"—

"We'll forgive you for anything," interjected Bud Williams.

"Thank you, Bud," said Tony Collins, "you are very kind." And then, resuming, "If I may be forgiven for saying so, this little story of mine has the double-barreled merit of possessing some action and of teaching a moral!"

"By which is implied," remarked Bud Williams, that the last story to which you have listened, gentlemen, teaches nothing." And Bud looked aggrieved.

"That is a wrong inference," observed Tony, "but I must not pause to refute sophistry. Let us on with the story.

"The city of Bellville, where our friend Bud used to run that swell little shop of his, has, as you may know, one of the rankest, 'sample shoe stores' on top side of the sod. Some of the stunts they put over on the natives down there is enough to make one long to do something punitive—eh, Bud? Bud knows to whom I refer.

"If the Billings Brothers who operate that 'sample store' would only stick to legitimate business, I don't believe they could be headed off. They are born hustlers—and they've got oodlings of good sense. The only thing wrong with them is they're crooked.

"Of the two—John and Robert—I've never been able to figure out which is the greater crook. But one thing is sure, Robert is the better looking. Robert certainly is the handsome guy. And he's some dresser, too. He dresses in perfect taste. His coats have the new undulating lapels that you read about in the fashion papers that are interested in men's wear. When wing tip collars are called for by the rest of his toggery, Robert Billings wears a wing tip collar. If the book says the gray tie ought to be duplicated in shade by the suede gloves, Robert will have 'em match up in color. When he wears a double breasted frock coat, he'll wear also just the sort of trousers he ought to have to make his custom absolutely harmonious and consistent. He wouldn't

outrage the code of dress for anything. When it comes to some other codes, he isn't particular.

"I am very anxious to give you some sort of a mental picture of the elegant Mr. Robert Billings, half owner of the Billings Sample Shoe Store, Bellville. And yet I am smitten with the sense of my utter inability to do so. Robert is extremely chic. You'd have to see that beautiful blank face to appreciate the fairness of his skin and the deep blueness of his eyes and the coal-blackness of his moustache. He is as fair as a girl. I think he actually uses some complexion dope. And his teeth are as white and even. When he isn't doing something else he's manicuring his beautiful finger-nails or caressing his moustache. He's such a dainty, sissy, pretty thing he positively makes me sick.

"When I heard this story—and it is absolutely authentic—it struck me that Providence actually had a hand in it. And it did me more good than anything I've heard for many a day.

"Some months ago a big, strapping Irish lady came in to buy a pair of shoes. She was a big ponderous creature—one of the sort who are cut out for the big scenes, you know. Nearly six feet tall, and not out of proportions anywhere. Arms on her like a prize fighter. Fists as big as a small ham. You know the type—built from the ground up.

"Well this American lady of Irish descent wanted to buy a pair of shoes. Robert Billings, the dainty, waited on her. She told him she wanted a pair of good, substantial work shoes. Said she wasn't much on looks, and didn't take much to styles; but she did want a serviceable shoe. And, if possible, she wanted to get such a shoe for about \$1.50.

"Sure," said Robert, with that bland way of his, 'we'll fit you out. We've got just what you want.' But instead of getting that woman a pair of cheap, but substantial, shoes, he brought her out a pair of so-called 'samples.' The soles must have been made out of brown paper, and as for the upper leather—well I guess that was about as solid as low-grade chamois. But he doped the big lady with a lot of hot air and got her dollar and seventy-five cents, sending her off with a pair of shoes that ought to be prohibited by the pure shoe laws.

"When that woman stood in those shoes for about two weeks, washing; and walked to and from her work in them—and sometimes in the rain, the inevitable happened. At the end of two weeks there weren't any shoes left worth speaking of. The soles

had worn through and the stitching had let go. They had about as much shape to them as a dergible the day after. Therefore that Irish lady was irate to a degree.

"When her anger had attained to boiling point, she decided to call at the Billings Sample Shoe Store and have a little tete-a-tete with the charming Mr. Robert.

"When she stepped in the store, she politely but firmly brushed clerks aside and meandered back to the rear of the salesroom where she had espied the junior partner of the house of Billings. Robert Billings was unpacking some newly arrived 'samples.'

"When a big shadow fell athwart the case, Robert looked up. There stood Mrs. Kelly, the big lady upon whom Master Robert had waited some two weeks prior. Without saying a word she put out her right foot, disclosing the tatters of the make-believe shoe that had been. After an embarrassing pause she said:

"'Phat are you going to do about it?'"

"'About what?' asked Robert, innocently.

"'Them shoes. Do Oi get my money back, or do Oi get a new pair of shoes?'"

"'We don't refund money when shoes are worn out,' said Robert, and he seemed to be quite busy getting the case unpacked.

"'Oh, you don't, eh?' but Mrs. Kelly said it so quiet-like Robert Billings somehow didn't realize his peril.

"'Nope.' And the incident appeared to be closed in so far as Robert was concerned.

"'Well, we'll see about that,' said Kelly, and she reached over and got a good grip on Robert's lapels. And she was as quick as a flash. Robert flushed, turned pale, became ashy, livid, crimson, and white as prepared chalk. He tried to get loose, but he couldn't budge that grim clasp; and he couldn't evade the shaking that followed. His teeth chattered, his body swayed, his four-in-hand got dislocated, his collar was crushed, and his flying heels kicked cartons and 'sample shoes' in every direction. He tried to protest, he sought to explain, he began apologies, he sought to interpolate explanations. But all to no purpose. When a man is being shaken like a terrior shakes a rat, there's no time for soothing words. And as for getting loose from that giantess, the thing couldn't be done. It was simply down in the chart of fate that poor Robert Billings was to be done good and proper by one, Kelly, an Irish laundress of colossal proportions; and he was. Take it from me, he got all that was coming to him. And when words and breath were departed from him (for the time being,) Mrs. Kelly yanked him up on his feet and said:

"'Do Oi get my money now?'"

"'Y-e-s!' answered Robert, and he limped in the direction of the cash register." Charles L. Garrison.

Learn what not to do—then don't do it.

Are YOU Good at Figures?



Genuine
Goodyear Welt

Genuine
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Solid as a Rock

No. 2000 @ \$2.50. Less 10% in 10 days. Net 30.

The MICHIGAN DAIRYMAN'S Shoe

The Michigan Dairyman's Shoe is made from Gambier Tanned Kong Calf Stock, by a process similar to that used by the American Indian in tanning his buckskin. It stand the wear of the barnyard and roughest usage but is soft and pliable—nearly always.

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

Autumn Fairs and Shoe Advertising.
Written for the Tradesman.

September is the month of fairs. There are more fairs—county, district, city and state—during the month of September than in any other month of the year.

For weeks and months the printers have been busy with the catalogues.

And the people are all fussed up over the forthcoming fair.

The fair is a grand old countrified institution.

It appeals to the heart of the masses—and there are substantial reasons for it.

Sometimes abuses such as drinking, gambling and other vices are connected with these big meets; but there is a general tendency to suppress these incidental delinquencies and promote a clean and wholesome exhibition.

And the people turn out to the fair because it's distinctively the peoples' institution. And there is diversion and enjoyment for all.

There you'll find the big yellow pumpkin and the rosy-cheeked apples; the sleek, well fed porker and the festive rooster. Products of the farm, the garden and the orchard are proudly brought forth; and the choicest specimens of domestic animals and fowls are proudly exhibited. Home-made preserves, jellies and pickles vie with foreign-made farm implements and tools; and everybody finds multitudes of interesting things to claim his attention and stimulate his imagination.

And there are the acquaintances, kins-folks, and friends you haven't seen for I know not how many months. So it's "Howdie do, Bill!" and "How are you, Sue?" And such shaking of hands and good-natured palaver you haven't indulged in for a month of Sundays. No wonder people like to go to the fairs. It's worth all the trouble of getting ready for the early start in the morning. Worth all of the dust you inhale as the big automobiles speed by. Worth all of the inconvenience of eating cold lunch on pungent, dusty grass bestrewn with water-melon rinds and empty peanut and popcorn bags. After you've swallowed the messy pie and wiped your sticky fingers on the paper napkin, it's fun to saunter over to the hot coffee counter and pour a cup of steaming fair-ground coffee down on that pie.

Again I repeat, No wonder people go to the fairs!

Very well, then; since people are going to be there, are you going to be there with appropriate literature of your store?

It pays to follow up the near fairs and get close to the people.

Let them know that you are a wide-awake shoe merchant.

Be on the ground with literature.

Have a booth or a tent—and a big, flaming banner or sign that may be read from afar, announcing that this is Such-and-such Headquarters, and have the name of your merchandise printed (or rather painted) large.

Give out souvenirs with a generous hand.

Of course they don't have to be expensive—and fortunately nobody who goes to the fair expects an expensive souvenir. Paper fans or whistles or megaphones will do. But the import-

ant thing is to be there with a good big banner or sign, associating your name with merchandise in the way of footwear.

And then, just to cinch the matter, have a good exhibit of shoes in a nice glass case.

Pick out some of your leading lines—something snappy and up to the minute for young men's wear—and, if you carry girls' and young ladies' shoes—something nifty in their lines too. If you handle shoes for women and children, have these lines well represented. And don't neglect findings.

Let your exhibit be a part of the big show.

I know dealers who annually make a big hit with their fair exhibits—and incidentally take orders of a good many pairs of shoes right on the grounds.

You bet it pays to follow up the fairs. If you don't believe it, try it out.

Cid McKay.

A Few Points on Advertising the Shoe Store.

Written for the Tradesman.

It is the expressed belief of a good many advertisers that afternoon papers are better mediums than morning papers. And the reasons for this are not far to seek. The morning paper is read hurriedly, while the afternoon paper is perused with far more thoroughness. And women have more time for the reading of the afternoon paper—and women are the best patrons of the shoe stores. Articles of wear for little boys and girls are, for the most part, selected by the mothers—and it's the advertisements in the afternoon papers that influences the women.

And now a word as to the size of the ad. My own conviction is that a lot of shoe ads are too big. The idea in the mind of the man preparing the copy seems to be that he must scream, as it were. So he uses big cuts and big, black-faced type for display purposes. That style of advertising may be all right for certain things—and perhaps for certain occasions in the course of shoe retailing. But for ordinary shoe store announcements the smaller ad—say an ad four inches double column, or four or five inches single column, is plenty large. Of course it all depends upon the ad as to whether it should be distributed through two columns or concentrated in a single column. For instance the old question, Which is more effective: a double column or a single column, each having the same number of square inches cannot be answered with an ultimate statement. Sometimes the single column ad is more effective; sometimes the double column ad.

Same Thing.

Judge—"Were you present when the trouble started between the man and his wife?"

Witness—"Yessir, I was at their wedding, ef dat's whur yo' means, sah."

Proved.

"Do you believe in luck?"
"Yes, sir. How else could I account for the success of my neighbors?"

Planning Ahead For the Holiday Trade.

Written for the Tradesman.

Although the summer is not yet gone, the time is not too early for retail shoe dealers to begin thinking about goods for the holiday trade, and how to push them successfully.

Of recent years hosiery both for men's and women's wear has been very greatly refined. Hosiery is not only finer in texture and far more attractive than it used to be, but our present method of reinforcing heels and toes with linen thread makes present-day hosiery of the better grades far stronger in wearing qualities than used to be the case some years back.

And what is even a more notable thing, this better grade hosiery both in lisle and silk is cheaper than it used to be. Even the best grades of silk hosiery are now in reach of the average woman. For these reasons hosiery is looked upon more and more as acceptable and sensible gift articles.

So the shoe dealer who handles hosiery as a subsidiary line must remember to stock up on these commodities for the holiday trade. And he should be very sure to see to it that the boxes in which they are to be displayed are quite as attractive as the hosiery itself. You know the box or container has much to do with the sale of gift commodities. If the box is a work of art and appropriately covered with paper suggestive of Christmas sentiments you can depend upon it the merchandise will sell, if it is at all reasonable in price.

Traveling slippers in a leather case, though they have been sold by shoe dealers for several seasons, are becoming more and more popular as gift commodities. They come in a variety of leathers—all soft and pliant—and they are eminently practical. The alert shoe dealer will do well to investigate this proposition and get in his orders in plenty of time.

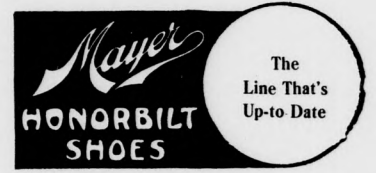
And then, of course, there are the regular lines of shoes for all classes of


trade among men, women and children—thoroughly sensible and substantial gift commodities; and the smarter and higher price creations for young men and young women—these, to be sure, you will feature as acceptable gift articles just as you did last season.

But how about findings? Have you exhausted the possibilities of this department? It strikes me the average retail shoe dealer misses a good deal of potential holiday trade by too much conservatism with respect to his findings department. Shoe ornaments are becoming more popular among the younger women; and sterling silver button hooks and shoe horns are excellent articles for gift purposes. So are shoe trees, polishing outfits, etc.

And how about a small, moderately priced cabinet in quartered oak or mahogany, large enough say to contain half a dozen pairs of shoes, a polishing outfit and other practical shoe accessories? Is there a manufacturer anywhere in the land who makes such an article? If so, now is the time to get in touch with him and order your supply of shoe "cabinets." I have never seen one yet. Don't know that there is such a thing. But there ought to be. And I am here to tell you it would go big about holiday times if we had it. If I've thrown out a suggestion that's worth anything to the manufacturer of shoe store fixtures and accessories, he's perfectly welcome to it.

So let me close even as I began: now is the time to begin thinking about the Christmastide, and how to get the maximum of business out of the occasion.





"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 is not yet 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.



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

Wafted Down From Grand Traverse Bay.

Traverse City, Sept. 9—G. W. Leonard, of Lansing, will cover this territory for the Spaulding & Merrick Tobacco Co. Mr. Leonard will move his family to our city and we can assure you that you are welcome.

Mrs. E. E. Wheaton is suffering from a very badly sprained ankle, as the result of a recent fall down stairs into the cellar.

W. J. Armstrong, our popular candy salesman, is planning a trip with his family to Cuba for a three weeks' stay this winter.

Mrs. L. D. Miller has been confined to her home with illness, but expects to be out soon again.

A very comic sketch was pulled off one night this week in one of our playhouses entitled "Why women should vote." Albert Sorenson, of Manistee, taking the part of Ole Olson and Fred Bennett, of East Jordan, as little Eva. They are both Musselman Grocer salesmen, and are willing to fill any open dates on their circuit.

Chas. Coy, of Alden, one of the pioneer merchants of that busy village, is spending a few days in the East, visiting Niagara Falls and other points of interest. This is the first trip that Mr. and Mrs. Coy have taken together since their honeymoon trip and, undoubtedly, will be very much enjoyed. Plenty of big orders for the boys when you return, Charles.

Remember our first U. C. T. dancing party of the season will be held Friday evening, Sept. 27, and our regular meeting the following night. Plenty of candidates and a good time is assured. The committee has arranged for a nice time at the party.

Geo. Creech, who has been at home with a sprained knee, is able to be

out again and we hope that he will be with us soon taking orders.

B. J. Reynolds made a business trip to Detroit this week and reports a profitable trip. Marx & Son were pleased to see him.

Mr. and Mrs. Jay Young will take in the Western Michigan State Fair at Grand Rapids this week. Hope there will not be any wrestling matches that Jay can take in.

Chas. A. Cressy, who some time ago moved to Lansing has once more

Maxims of Salesman Who Has Made Three Fortunes

Hard knocks count for more than all the college education in the world.

Put your whole energy into any business you are in. If you don't you can't succeed.

Never tell a customer anything that isn't so. If you deceive a man once, he will never again have confidence in you.

Always be cheerful whether you make a sale or not. Cheerfulness will sell goods to the most crabbed customer in time.

Politeness, cleanliness and energy are three of the most important things in selling goods, and none of them cost anything.

Always have confidence in your own ability. Never make a negative statement. Always be positive.

Treat everybody alike, no matter whether they are rich or poor.

Don't stay out late at night. The man who does isn't worth much the next day, and it takes a clear brain to sell goods these days.

Never fail to keep an appointment. Business opportunities are like trains—they won't wait for you if you're late.

Jacob Hetz.

decided that Traverse City is the ideal spot and will return to our beautiful city with his family. We certainly welcome you, Charlie.

In order that business might take a brace, Will Bennett now wears shoulder braces. Why don't you get one of these X Y Zs if you wish to appear straight in this world? Never mind, Bill has handed us the necessary subscription price and will become one of our regular readers. Also thanks to E. W. Dray.

John Busby, of Cadillac, is now serving Hebrew (hamless) sandwiches.

Our noble order now pays \$10,000 for the loss of both eyes or both hands or both feet and we certainly have a good contract now. Have you obtained that new applicant for our next meeting? Get busy.

Some one suggested that we hold a Travelers' Day at our Fair the latter part of this month. Let's all get busy and take our family to the Fair the same day and have a good time. Think it over and attend Friday.

The following attended Will Bennett's birthday party on Front street Saturday afternoon and all report a fine time and wish him many happy returns of the day: Dray, Young, Sorenson, Ned (Crook) Lowing, Ben Reynolds, and Fred Bennett. We wish also to mention that while Fred and Will Bennett are not related in any way, there was a great deal of brotherly feeling between them.

All arrangements have been made to observe Friday the last day of our Fair as Travelers' Day and all travelers are requested to join us and attend in a body.

Since noting that Mr. Reynolds visited Detroit last week, we wish to state that he was not in the metropolis of our State, but is only staying away from home to get some sleep since the new baby arrived. Another reason why we should vote for women.

Our Grand Counselor, John Q. Adams, has made Coldwater Council, No. 452, an official visit and expects

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

Grand Rapids, Sept. 9—It is safe to say that the baby at O. W. Stark's home has been the best doctor, with all due respect to his wife and physician. Since the new baby arrived—which, by the way, was about ten days ago—Bro. Stark has looked very much more cheerful than he did previously. It is funny what a little thing will do. Bro. Stark says he likes his new runabout, as it will help him to cover his territory. Mrs. Stark is getting along fine. The young man's name is Donnell. He was named after Fred Beardslee.

George Clark is covering the trade during Bro. Stark's illness, for the Putnam branch of the National Candy Co.

One of our members was seen attending a Bull Moose meeting from the window of the Council chamber last Saturday night, and a meeting night, too. You will hereby take notice, dear brother, that you owe the Council 50c. We asked this brother how he felt and he said bully.

Seems funny when some people take a bath they blow out the gas. Of course, we know this is a farmer's trick, but just the same one of our dear brothers was laid up at his home for two or three days. It was found out later that there was a leak in the pipe some place. Bro. Young feels better now.

C. E. Crosman says it was so hot in Bay City Thursday that a man couldn't sleep. Of course, we will take his word for it. He looked the part the next day.

Bro. E. A. Clark has resigned his position with the Woodhouse Co. and has gone back to his old job with Casabianca Co., peddling bananas. He will again be known as the banana kid, fat as ever.

The boys who wish to stop at Wright's Hotel in Saginaw will do well to drop Mr. Wright a line, inasmuch as the hotel is crowded all the time. About a week in advance will be about right.

Art. N. Bordner's second son has had an attack of typhoid pneumonia, but is recovering now.

We are informed that Fred Grey's boy is sick, but we do not know any particulars.

Hook Visner is some ball player. Hook plays center field, for U. C. T. Bert Annis had a line on Hook, but the line broke at Grattan. He was playing second base for the Grattan Tigers and he booted so many balls the team booted him out of the game.

There is a possibility of Muskegon getting a new hotel. No definite action has been taken, but Geo. Moulton says more information will be on hand in a week or ten days.

E. D. Wright, of this city, bought out Ferguson & Reed, of Coopersville, and took possession Sept. 2. Mr. Wright's son will assist him in the business. E. D. Wright was a salesman for the Musselman Grocer Co. for twenty-four years. His son conducted a store at Hubbardston.

Hotel Phelps, at Greenville, has changed hands. Frank Green is now

to visit U. P. Council, Marquette, Sept. 28. John has planned that each council will be visited during his administration and that each council will have a large class to initiate. Let's all boost for John and for the good of the order. Our membership in the State is at present 2,533.

Fred C. Richter.

Assurance Double Sure.

Knowing his disease was fatal the aged man sent for the family lawyer.

"I wish all my property to go to my eldest daughter," the man said feebly as the lawyer bent over him anxiously lest he lost a word.

"Yes," answered the lawyer, hastily scribbling.

"Everything to go to my oldest daughter," the old man repeated. "I wish to die firm in the knowledge that the property is assured to her."

"To be sure—of course," fussed the attorney.

"Would it be asking too much," hesitatingly asked the dying man, "to suggest that you marry her?"

proprietor. The hotel will be overhauled and refurnished and, when completed, it will be quite an improvement to the city. Mr. Green was formerly with the Euclid Hotel, at Cleveland, Ohio.

Bro. John D. Martin was in Port Huron last week to attend the meeting of the Board of Directors of the Michigan Knights of the Grip.

On Sept. 10, Fred J. Hanifin, was married to Miss Nettie Blanch Wood, of Fenton. The happy couple will be at home to their friends, after Nov. 1 at Owosso. Mr. Hanifin is the National Biscuit Co's prize salesman. He keeps the district around Greenville supplied with biscuits. All the extra samples he can take home now.

Mrs. Wm. Lovelace is much better this week and is up and around the house. Bill says he doesn't like housework.

Brother Geo. Alexander, who makes his home in Battle Creek, attended the meeting Saturday and enjoyed the work, as he always does. For a member who lives out of town, Bro. Alexander attends quite regular.

Mr. and Mrs. R. J. Elwanger have returned from their vacation up north. They report the fishing very good and it seems R. J.'s wife caught more in one day than R. J. did all the time he was up there.

Bro. John O'Rourke is confined to his home with an attack of intermittent fever. Bro. O'Rourke formerly lived in Grandville. He will be pleased to see any of the boys at his home at 582 Terrace avenue.

W. S. Lawton has issued a circular letter asking the members to donate \$2 each to start a fund to work on. As it is, the committee has no money to start on to make any more. If you can donate \$2 to the chairman of this committee pro tem, it will be appreciated by Bro. Lawton; also by the Council. This money will be used to help entertain the Grand Council, in June, 1913. Mail your check or \$2 to W. S. Lawton, 1347 Sigsbee street, City.

The members of the Parade Committee were ordered to meet at the Pantlind Hotel, Saturday, Sept. 7, at 2 p. m. Only one member of this Committee showed up. When you have a meeting to attend, especially of this kind, you ought to take particular attention that you attend this meeting or that you notify the chairman. Same thing with the Finance Committee. The members of this Committee also failed to show up and kept the brothers waiting for you.

Brother Atwood has been over in Wisconsin for the past two weeks buying tomatoes for the Heinz Co.

Bro. L. Williams, of Cadillac Council No. 9, of Detroit, was in our midst last Saturday and claims to have enjoyed himself at our meeting. Bro. Williams at one time was a member of No. 131, but it was so far back that most of our members never heard of him. We will be glad to have you with us at any time, Bro. Williams, and we will always make you feel at home.

H. C. Wunderlich, the hustling grocer of Hastings, was quite busy all last week catering to his trade at the fair grounds at Hastings. He

took time, however, to say hello to the boys. He is some hustler. He is always on the job, believe me.

Brother Geo. R. Alexander, of Battle Creek, and a live member of No. 131, reports just returning from the west with Mrs. Geo. R. They made a six weeks' trip through Washington and Oregon. He says it is a fine country. Met a lot of U. C. T. boys and had the best time of their lives. Although Bro. Alexander lives in Battle Creek, he still retains his membership with No. 131.

If any brother is looking for a position on the road, he will do well to communicate with the writer. Bell Phone, 4272R.

Ask E. A. Clark about his beef-steak supper at the lake, Brother Clark says the steak was so good darned tough that you could not put your fork in the gravy. J. A. Keane.

Chirpings From the Crickets.

Battle Creek, Sept. 10—Just because a fellow happens to make all the "high grass" towns, it is no sign that he is not a gentleman, and should be accorded treatment as such. How anyone like Riste, Ireland, Burr Gerrould, and Bill Masters could lower themselves to throw an innocent appearing man like Brother Adams off a train and then throw his grip after him, is more than we can understand. We think that when Governor Osborn is through with the National Guards at Jackson, the Grand Trunk officials better send in a call for military assistance and thus secure for their patrons, journeys of peace and safety. We hope that the pennies which Brother Bill took away from the unsuspecting and easy public will do him a lot of good.

We do not know whether Brother Dye is so thoroughly well of late that he has to work hard to curb his spirits, or whether he has an over conscientious streak upon him. Anyway, he started out on his trip this week, Monday evening, really before labor day was over. If you are undecided as to what stand you better take politically, just ask Morris Russell. He's well posted. By the way, speaking of Morris, if you will just ask him to explain, he will tell you all about how the cat scratched his face, with a tin tag on the end of a new towel. This is one of the disadvantages and dangers of the individual towel. Me for the old fashioned roller towel.

S. W. McGee and Son, who have conducted a cigar store at No. 36½ Main street, West, have moved across the street to No. 39½. John Lindauer, who has had a barber shop in a part of the store building, has also moved to the latter number.

S. W. McGee has been at the old stand for more than eleven years and is a favorite among the U. C. T.'s, his store being a good meeting place for many of them. We are glad that the new store is so near to the old location.

Brother Ed. McGee travels for the Lemon & Wheeler Company and is one of the best known grocery salesmen in this part of the country.

The reason that they were forced to vacate the store building at 36½ is that the room was leased along with the rooms which are devoted to the Palace ice cream parlor. Klemos & Caplains

intend putting in an up-to-date restaurant, to be run in conjunction with the ice cream parlor.

W. P. Hansen expects to move into his new grocery store on the corner of Maple street and Michigan avenue sometime this week.

For some people it is easier to move than to pay rent. Brother and Sister Riste will move into a house on Oaklawn and Wood street this week.

Brother Guy Pfander has been appointed official scribe, to fill the vacancy occasioned by the resignation of your humble servant. The boys better be good, as Guy is there with the "hot stuff" and, with his long experience on the New York World (?), we will look for the columns to be bettered. He will write under the present caption, Chirpings from the Crickets.

Brother John Adams attended a meeting of the Michigan Knights of the Grip at Port Huron Saturday. An official report of this meeting will be found in another column of the Tradesman. Brother Adams is a member of the Executive Board.

Cadillac Council, No. 143, U. C. T., will hold its first meeting of a Contest Series next Saturday night. Officers of the Grand Lodge will be present and a good time is sure to be had.

The meeting of Battle Creek Council, No. 253, U. C. T., which will be held the third Saturday night of the month, at Arcade Hall, will be in character of a roll call. This was to be given in October, but owing to the duties of our Grand Counselor, which will take him out of the city on the October date, the Committee has decided to have it one month earlier.

The Stroller Male Quartette will begin their weekly practice in two weeks. The members have been taking a vacation during the summer months, but will get back into the harness again soon.

We are pleased to quote from a Masonic Bulletin which the writer received in his mail during the past week:

"The reward for work well done is more work."

"It is far more noble to make yourself great than to have been born so."

The writer, in his extensive travels East, through all the important towns and cities on the electric line between here and Jackson, (and including the latter city), has noticed a seeming lack of "class," which is very pronounced in his own town. In our own city, pedestrians are protected upon the corners by the presence of a patrolman whose duty it is to see that every car or other vehicle, stops and waits for permission to make the crossing. The stopping of the cars upon the "near" crossings is a very sane practice, and one is pretty sure that he will be spared to return to his home if he happens to take the hunch that there is some shopping to be done down in the down-town districts.

Charles R. Foster.

What is Right and Truth?

Evansville, Ind., Sept. 10—Henry Watterson's little article on the subject of compromise and which you published on the first cover page of the Sept. 4 issue of the Tradesman is a bit of advice which we ought to take under careful consideration.

Watterson said, "I would not com-

promise Truth. I would not compromise the right."

These are good points. But what is truth and right? The truth is that evil has the over hand on us, and that none of us are doing just the right thing in the business world. We can't do the right thing by trying to run our business on a wrong system. Our system of doing business compels us to do things which does not please the other fellow, yet it is profitable for us, and while our side of the proposition is right for us, it is all wrong for those who are not in on the game.

There are many things to consider when we wish to do right and be truthful. The only way, in my opinion, to decide as to what is right and what is truth is for us to look at the number of people who are to be benefited. If we can see our way clear on a proposition that will benefit the whole community, we can and ought to use the devil's own tricks to skin him out of his position, but if we do this for personal benefits, we are as bad as the devil himself.

The only way to fight fire is to put fire under a boiler and create steam for the pumps. Fire is not a good thing to monkey with, but there is lots of truth in it if we use it right.

Let's play the game with the devil, but let's also be honest with him and tell him that we are going to get him by using his own schemes. If we are truthful and go at this right, we can play the game and come out on top.

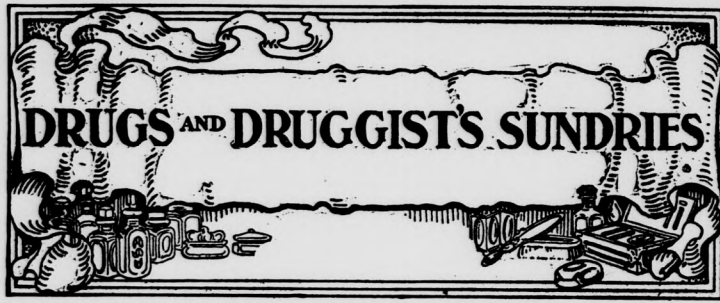
I am of the opinion that the thing to do is the wrong thing—sometimes. It is wrong to fight, but we are forced to do so sometimes. If some of us would tell the truth, nothing but the truth—that is concerning some things—we would be driven out of town; and that would not be right.

So what is truth and right?

Edward Miller, Jr.

A Detroit correspondence writes: Leaving his grips and sample cases at the Berghoff Hotel, Charles A. Fuller, a traveling man from Elyria, Ohio, disappeared August 21 and nothing has been heard of him since. His father-in-law, Frank P. Hill, came from the Ohio town yesterday to search for him. Fuller came to Detroit August 7. He traveled for an Ohio firm and contemplated a stay of some length in this city. His family heard from him for a few days and then the letters ceased. The missing man is about five feet and eight inches tall and weighs about 140 pounds. When last seen he wore a check suit and a straw hat. A search of the morgue and hospitals yesterday failed to reveal him among the dead or injured.

Allegan News: J. H. Kellogg, for several years traveling representative of Young & Stratton, has taken a like position with the Updyke Milling Co. of Omaha, Neb., with the states of Wisconsin and Illinois as his territory. Mr. Kellogg will make Rockford, Ill., his home and be joined later by Mrs. Kellogg, who is at the home of her daughter north of this city at present.



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.
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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.

Editors Brought to Book.

A correspondent pleasantly but vigorously criticises editors of pharmaceutical journals for an apparent lack of care in the selection of formulas published in their respective journals. His indictment is not entirely unwarranted, but it is, we believe, a little too inclusive and comprehensive.

Editors are perhaps sometimes a little careless, but in the main necessarily must be and are exceedingly careful. The publication of unreliable matter of any character is a serious injury in more ways than our correspondent imagines. In the right sort of a pharmaceutical journal good editing does not always show, while poor editing is at once apparent. Our correspondent does not make any specific charges against this journal, but we take it that he must mean us as well as the rest of our journalistic brethren.

He complains that sometimes published formulas are not workable or are faulty in some other important respect. His remedy is to have every formula tried and proved by some member of the editorial staff, preferably one of general pharmaceutical training and knowledge. In answer to this latter suggestion, we may say that so far as we know there is not a pharmaceutical editor in this country who does not possess the required ability to prove and test a formula. In fact, to be a good pharmaceutical editor one must have had much practical training in pharmacy and its various fields of activity. The requirement, however, that each formula should be practically tested is almost impossible to carry out. The time, labor and expense for doing such work make it practically prohibitive. The best we can do, and all of us do it, is to scrutinize the formula wherever

obtained with all care possible and decide whether it is a feasible and workable one. Jove is, however, sometimes caught napping, and it is quite true that an occasional formula gets through when it should not have passed inspection. To this extent we are all more or less culpable, and it is well that we should be so pleasantly prodded by a friendly critic, in order that a greater diligence may be exercised.

Our friend does not touch upon one matter which has a most important bearing in this discussion, a matter of which we have an idea he is entirely unaware. This is the extreme difficulty the editor experiences in finding proper material with which to fill his pages, not only with formulas but other classes of appropriate matter. We know of no profession or calling where subscribers and readers of their trade journals are so niggardly in giving up from their own stores of experience and suggestion. If druggist subscribers would only realize that they owe somewhat of a duty to their trade journals the editor's chair would not be so lumpy and hard to sit upon. Subscribers are continually asking for help to solve prescription difficulties, for good formulas and the like, but it is as rare as hens' teeth to get a return in kind. The editor must, therefore, cull from a large variety of publications to secure matter which may be adapted to the use of his particular readers. We wish it were a fact that in these pages we never published formulas save those contributed by and practically tested by our pharmaceutical readers. This could be were readers to render a just quid pro quo, but to expect it is to anticipate the millennium.

We are glad to receive our correspondent's criticism and will profit from it, but at the same time we hope he, and others like him, will find somewhat of profit in our words of rejoinder herewith.

Value of Window Cards.

One style of window display may appeal to some kinds of people, while to others it may be of no interest at all.

A druggist said the other day that placards in a window helped better than anything else to sell the article displayed. "Another thing," he said, "if you have a card in the window which guarantees the medicine sold, and that money will be refunded if it does not prove a cure, your sales will be doubled. People are all suspicious and that little card will convince them, when all the talking in the world will be of no avail."

Hope for the best and then hustle for it.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Sept. 10.—There is little if any change to be recorded for spot coffee. Demand is fairly satisfactory and the market closes firm. In an invoice way Rio No. is worth 14 $\frac{3}{4}$ @15c. In store and afloat there are 2,156,500 bags, against 2,262,968 bags at the same time a year ago. Mild grades continue in the same channel as last reported.

Refined sugar is steady. Demand fairly satisfactory. Quoted at 5.10c. There seems a tendency to a lower range in raw sugars and this, naturally, has some effect on refined, as buyers take only sufficient quantity to do business with.

A moderately good trade has been done in teas and the general situation is quite satisfactory. Prices are firm.

Rice is steady, but the demand for the past few days has been rather falling off. Prime to choice, 5 $\frac{3}{8}$ @5 $\frac{1}{2}$ c. Stocks are not especially large, but there seems to be plenty for present requirements.

Molasses is firm. Stocks are moderate. Quotations are as last reported. Syrups are moving satisfactorily. Fancy stock, 25@28c.

The canned goods market, as a rule, is rather quiet. Neither buyer nor seller seems particularly interested and both are apparently waiting for something to turn up. Tomatoes are holding strong and offers of 8 $\frac{1}{2}$ c are accepted reluctantly or not infrequently turned down. The packers want 85c and are determined. In fact, many of them will consider no offer below 87 $\frac{1}{2}$ c. There is the usual annual debate as to the size of the pack and the next two weeks will pretty effectually settle the matter, although a big amount of tomatoes has been packed as late as October. There is a good demand for the finer grades of peas, but the supply is limited. Stocks of standard are larger and for these there is also good request. Other goods are meeting with the usual enquiry and prices show no variation.

Butter has shown some advance since last week and at the close creamery specials are worth 28 $\frac{3}{4}$ @29c; firsts, 27@28c; process, 25@26c; imitation creamery, 23 $\frac{1}{2}$ c; factory 22 $\frac{1}{2}$ @23c.

Cheese is steady, with light demand. Full cream, 16c.

Eggs are firm, with top grades of Western quoted at 27@29c. Stocks here and in transit are showing quite a falling off.

Doings in the Buckeye State.

Written for the Tradesman.

Recreation centers in Cleveland include municipal dance halls and strict regulation of these places is driving the cheap saloon dance hall out of business. Additional places for dancing will be provided this year and the city will engage instructors in the terpsichorean art.

The city of Akron has adopted a sewage and garbage disposal system, which will be installed on a tract of sixty-five acres lying northwest of town. The sewage will pass into tanks of immense capacity 300 feet square, while below these tanks will be filtration and sedimentation beds

as required by the State Board of Health.

The Columbus Advertising Club does not approve of the constitutional amendment which aims at elimination of most forms of outdoor advertising, including electric signs, wall signs and billboards.

"Boil your drinking water" is the edict that has gone forth in Columbus. Typhoid fever cases have increased at a rapid rate and well water is blamed, repeated analyses of city water showing no typhoid bacilli.

For the first six months of its existence the State Liability Board of Awards has collected \$57,500 in premiums and has paid out only \$4,500 to employes of the State. There are 153 cases pending and the board thinks that awards in sight will probably total \$25,000. The board thinks that present rates are little if any too high since the number of accidents have been small. The semi-annual total pay roll of employes upon which premiums are collected now amounts to \$4,100,000. The cost of operation so far has been 30 per cent. and the board believes that this can be reduced materially.

All previous records were broken at the Ohio State Fair held at Columbus. Total attendance for six days reached 170,000, or 16,000 more than last year. The total receipts were over \$76,000, as compared with \$62,000 a year ago. The increase in exhibits was an average of 22 per cent.

Cincinnati leads the cities of the State in the deposits at its postal savings bank, the total reaching \$330,000. Columbus claims to be the largest per capita depositor, with \$261,000 to the credit of its people, or an average per capita deposit of \$1.42. Bankers say that the postal institution has no effect on their business.

The arch lights, which gave to Columbus the name of "The Arch City," have given way at last to the cluster lights, and Columbus has arches for sale cheap.

Cincinnati has secured additional fast refrigerator shipping service, the package cars going to Chattanooga, to Knoxville, Atlanta and Birmingham, reaching these points the second morning out of Cincinnati. Shippers will also try to have refrigerator service improved to Eastern points.

Shorter working hours, Sunday closing and pure drugs were urged at the meeting of the National Association of Drug Clerks held at Akron. Forty-two states were represented. Frank M. Blank of Akron was elected president.

The garden festival of the Cleveland public schools was held last week with 400 exhibitors, each of whom had from one to thirty exhibits. Almond Griffen.

If You Knew Me.

If I knew you and you knew me—
 If both of us could clearly see,
 And with an inner light divine
 The meaning of your heart and mine,
 I'm sure that we would differ less
 And clasp our hands in friendliness;
 Our thoughts would pleasantly agree
 If I knew you and you knew me.
 Nixon Waterman.

WHOLESALE DRUG PRICE CURRENT

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

Table listing various oils and paints, including sections for Oils and Paints.



Our Home—Corner Oakes and Commerce
A larger and more complete line of Holiday Goods Samples than ever shown before, are now on display in our store, in the handsomest sundry room in this part of the country. Come early and inspect the same. We are now reserving dates for prospective buyers. 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. Items include Carbon Oils, Coffee, Cloves, Pepper, Flour, Wheat, Oats, Chocolate, Rolled Oats, Sage, Tapioca.

Index to Markets By Columns

Large index table with columns 1 and 2. Lists various goods like Ammonia, Axle Grease, Baked Beans, Bath Brick, Bluing, Breakfast Food, Brooms, Brushes, Butter Color, Candles, Canned Goods, Carbon Oils, Catsup, Cheese, Chewing Gum, Chicory, Chocolate, Cider, Sweet, Cloths Lines, Coffee, Confections, Cracked Wheat, Crackers, Cream Tartar, Dried Fruits, Farinaceous Goods, Fishing Tackle, Flavoring Extracts, Flour and Feed, Fruit Jars, Gelatine, Grain Bags, Herbs, Hides and Pelts, Horse Radish, Jelly, Jelly Glasses, Maple, Mince Meats, Molasses, Mustard, Nuts, Olives, Pickles, Pipes, Playing Cards, Potash, Provisions, Rice, Rolled Oats, Salad Dressing, Salsaparilla, Sal Soda, Salt, Salt Fish, Seeds, Shoe Blacking, Snuff, Soap, Soda, Spices, Starch, Syrups, Table Sauces, Tea, Tobasco, Twine, Vinegar, Wicking, Woodenware, Wrapping Paper, Yeast Cake.

Table with columns 3, 4, 5. Lists various goods like CHEWING GUM, CONFECTIONS, Sweet Goods, CHICORY, CHOCOLATE, CIDER, SWEET, CLOTHES LINE, COCOANUT, COFFEES, ROASTED, CRACKED WHEAT, CRACKERS, IN-ER SEAL GOODS.

6

Graham Crackers, Red Label... 1.00
Lemon Snaps... 50
Oatmeal Crackers... 1.00
Old Time Sugar Cook... 1.00
Oval Salt Biscuit... 1.00
Oysterettes... 50
Premium Sodas... 1.00
Pretzettes, Hd. Md... 1.00
Royal Toast... 1.00
Rykon Biscuit... 1.00
Saratoga Biscuit... 1.00
Saratoga Flakes... 1.50
Social Tea Biscuit... 1.00
Sultana Fruit Biscuit... 1.50
Soda Crackers N B C... 1.00
Soda Crackers Select... 1.00
S. S. Butter Crackers... 1.50
S. S. Butter Crackers... 1.50
Uneda Biscuit... 50
Uneda Jinjer Wayfer... 1.00
Uneda Lunch Biscuit... 50
Vanilla Wafers... 1.00
Water Thin Biscuit... 1.00
Zu Zu Ginger Snaps... 50
Zwieback... 1.00
Other Package Goods
Barium's Animals... 2.50
Chocolate Tokens... 2.50
American Beauty
Ginger Snaps... 2.50
Butter Crackers, NBC family package... 2.50
Soda Crackers, NBC family ypackage... 2.50
In Special Tin Packages
Per doz.
Festino... 2.50
Minaret Wafers... 1.00
Nabisco, 25c... 2.50
Nabisco, 10c... 1.00
Champagne Wafer... 2.50
Per tin in bulk
Sorbetto... 1.00
Festino... 1.75
Festino... 1.50
Bent's Water Crackers... 1.40

CREAM TARTAR

Barrels or drums... 33
Boxes... 34
Square Cans... 41
Fancy caddies... 41
DRIED FRUITS
Apples
Evapor'd, Choice bulk 9
Evapor'd, Fancy pkg. 10 1/2
Apricots
California... 14 @ 15
Citron
Corsican... 16
Currants
Imp'd 1 lb. pkg. 9 1/2
Imported, bulk... 9 1/2
Peaches
Muirs—Choice, 25 lb. b 9
Muirs—Fancy, 25 lb. b 10
Fancy, Peeled, 25 lb. 13
Peel
Lemon, American... 12 1/2
Orange, American... 12 1/2
Raisins
Connisar Cluster 1 lb. 17
Dessert Cluster, 1 lb. 21
Loose Muscatels 3 Cr 7 1/2
Loose Muscatels 4 Cr 7 1/2
L. M. Seeded, 1 lb. 7 @ 7 1/2
California Prunes
90-100 25lb. boxes... 7
80-90 25lb. boxes... 7 1/2
70-80 25lb. boxes... 8
60-70 25lb. boxes... 8 1/2
40-50 25lb. boxes... 9 1/2
FARINACEOUS GOODS
Beans
Dried Lima... 7 1/2
Med. Hand Picked... 3 10
Brown Holland... 3 25
Farina
25 1 lb. packages... 1.50
Bulk, per 100 lbs... 4.00
Original Holland Rusk
Packed 12 rolls to container
3 containers (36) rolls 2 85
5 containers (60) rolls 4 75
Hominy
Pearl, 100 lb. sack... 2.00
Maccaroni and Vermicelli
Domestic, 10 lb. box... 60
Imported, 25 lb. box... 2.50
Pearl Barley
Chester... 3 80
Empire... 4 25
Peas
Green, Wisconsin, bu. 3 00
Green, Scotch, bu. 3 00
Split, lb. 2 50
Sago
East India... 5 1/2
German, sacks... 5 1/2
German, broken pkg... 5 1/2
Tapioca
Flake, 100 lb. sacks... 5 1/2
Pearl, 130 lb. sacks... 5 1/2
Pearl, 36 pkgs... 2 25
Minute, 36 pkgs... 2 75
FISHING TACKLE
1/4 to 1 in... 6
1 1/2 to 2 in... 7
1 3/4 to 2 in... 9
2 in... 11
2 1/2 in... 15
3 in... 20

7

Cotton Lines
No. 1, 10 feet... 5
No. 2, 15 feet... 7
No. 3, 15 feet... 9
No. 4, 15 feet... 10
No. 5, 15 feet... 11
No. 6, 15 feet... 12
No. 7, 15 feet... 15
No. 8, 15 feet... 18
No. 9, 15 feet... 20
Linen Lines
Small... 20
Medium... 26
Large... 34
Poles
Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 40
Bamboo, 18 ft., per doz. 80
FLAVORING EXTRACTS
Jennings D C Brand
Terpeness Extract Lemon
No. 1 F Box, per doz. 75
No. 2 F Box, per doz. 90
No. 3 F Box, per doz. 1 75
No. 4 Taper, per doz. 1 75
2 oz. Flat F M per dz. 1 50
Jennings D C Brand
Extract Mexican Vanilla
No. 1 F Box, per doz. 60
No. 2 F Box, per doz. 60
No. 3 F Box, per doz. 2 25
No. 4 Taper, per doz. 2 00
2 oz. Flat F M per dz. 2 00
FLOUR AND FEED
Grand Rapids Grain & Milling Co.
Winter Wheat.
Purity Patent... 5 70
Seal of Minnesota... 5 40
Sumburst... 5 40
Wizard Flour... 5 40
Wizard Graham... 5 60
Wizard Graham Meal... 4 60
Wizard Buckwheat... 6 80
Rye... 4 80
Valley City Milling Co.
Lily White... 5 70
Light Loaf... 5 10
Graham... 2 50
Granena Health... 2 60
Gran Meal... 2 20
Bolited Med... 2 10
Voigt Milling Co.
Graham... 5 10
Voigt's Crescent... 5 70
Voigt's Flourloigt... 5 70
Voigt's Hygienic... 5 10
Voigt's Royal... 6 10
Watson-Higgins Milling Co.
Perfection Flour... 5 70
Tip Top Flour... 5 30
Golden Sheaf Flour... 5 00
Marshall's Best Flour 5 00
Worden Grocer Co.
Quaker, paper... 5 50
Quaker, cloth... 5 60
Spring Wheat.
Roy Baker
Golden Horn, family... 5 50
Golden Horn, bakers... 5 40
Wisconsin Rye... 4 25
Judson Grocer Co.
Ceresota, 3/8s... 6 10
Ceresota, 1/2s... 6 00
Ceresota, 3/4s... 5 90
Worden Grocer Co.
Laurel, 3/8s cloth... 6 00
Laurel, 1/2s cloth... 5 90
Laurel, 3/8s & 1/2s paper... 5 80
Laurel, 1/2s cloth... 5 80
Wingold, 1/8s... 5 85
Wingold, 1/4s... 5 75
Wingold, 3/8s... 5 65
Wykes & Co.
Sleepy Eye, 1/8s cloth... 6 00
Sleepy Eye, 1/4s cloth... 5 90
Sleepy Eye, 1/2s cloth... 5 80
Sleepy Eye, 3/8s paper... 5 80
Sleepy Eye, 1/4s paper... 5 80
Meal
Bolited... 4 40
Golden Grated... 4 60
Wheat
Red... 1 03
White... 1 02
Oats
Michigan carlots... 37
Less than carlots... 39
Corn
Carlots... 85
Less than carlots... 87
Hay
Carlots... 16 00
Less than carlots... 18 00
Feed.
Street Car Feed... 33
No. 1 Corn & Oat Feed... 33
Cracked corn... 32
Coarse corn meal... 32
FRUIT JARS
Mason, pts. per gro... 4 75
Mason, s. per gro... 5 10
Mason, 1/2 gal. per gro... 3 35
Mason, can tops, gro. 1 40
GELATINE
Cox's, 1 doz. large... 1 75
Cox's, 1 doz. small... 1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Nelson's... 1 50
Knox's Acid'd. doz. 1 25
Oxford... 1 75
Plymouth Rock, Phos. 1 25
Plymouth Rock, Plain 90

8

GRAIN BAGS
Broad Gauge... 18
Amoskeag... 19
HERBS
Sage... 15
Hops... 15
Laurel Leaves... 15
Senna Leaves... 25
HIDES AND PELTS
Hides
Green, No. 1... 11 1/2
Green, No. 2... 10 1/2
Cured, No. 1... 12
Cured, No. 2... 12
Calfskin, green, No. 1... 15
Calfskin, green, No. 2... 13 1/2
Calfskin, cured, No. 1... 16
Calfskin, cured, No. 2... 14 1/2
Pelts
Old Wool... @ 30
Lamb... 25 @ 60
Shearlings... 25 @ 50
Tallow
No. 1... @ 5
No. 2... @ 4
Wool
Unwashed, med... @ 20
Unwashed, fine... @ 15
HORSE RADISH
Per doz... 90
JELLY
5lb. pails, per doz... 2 20
15lb. pails, per pail... 60
30lb. pails, per pail... 1 05
JELLY GLASSES
1/2 pt. in bbls, per doz... 15
1/2 pt. in bbls, per doz... 16
8 oz. capped in bbls, per doz... 18
MAPLEINE
2 oz. bottles, per doz... 3 00
MINCE MEAT
Per case... 2 85
MOLASSES
New Orleans
Fancy Open Kettle... 42
Good... 35
Choice... 22
Fair... 20
Half barrels 2c extra
MUSTARD
1/4 lb. 6 lb. box... 16
OLIVES
Bulk, 1 gal. kegs 1 05 @ 1 15
Bulk, 2 gal. kegs 90 @ 1 00
Bulk, 5 gal. kegs 90 @ 1 00
Stuffed, 5 oz... 1 35
Stuffed, 1 4oz... 2 25
Pitted (not stuffed)
14 oz... 2 25
Manzanilla, 8 oz... 90
Lunch, 10 oz... 1 35
Lunch, 16 oz... 2 25
Queen, Mammoth, 19 oz... 3 75
Queen, Mammoth, 28 oz... 5 25
Olive Chow, 2 doz. cs, per doz... 2 25
PICKLES
Medium
Barrels, 1,200 count... 6 75
Half bbls, 600 count... 4 00
5 gallon kegs... 1 90
Small
Barrels... 8 25
Half barrels... 4 65
5 gallon kegs... 2 25
Gherkins
Barrels... 14 50
Half barrels... 8 00
5 gallon kegs... 3 25
Sweet Small
Barrels... 14 50
Half barrels... 8 00
5 gallon kegs... 3 25
PIPES
Clay, No. 216, per box... 1 75
Clay, T. D., full count... 60
Cob... 90
PLAYING CARDS
No. 90, Steamboat... 75
No. 15, Rival, assorted... 1 25
No. 20, Rover, enam'd... 1 50
No. 572, Special... 1 75
No. 98 Golf, satin fin... 2 00
No. 908, Bicycle... 2 00
No. 632, Tourn't whist... 2 25
Babbitt's POTASH... 4 00
PROVISIONS
Barreled Pork
Clear Back... 20 00 @ 21 00
Short Cut Clear... 18 50 @ 19 00
Bean... 17 00 @ 17 50
Brisket, Clear... 19 50 @ 20 00
Pig... 23 00
Clear Family... 26 00
Dry Salt Meats
S P Bellies... 13
Lard
Pure in tierces... 11 1/2 @ 12 1/2
Compound Lard... 9 1/2 @ 9 3/4
80 lb. tubs... advance 1/2
60 lb. tubs... advance 1/2
50 lb. tins... advance 1/2
10 lb. pails... advance 3/4
5 lb. pails... advance 1
8 lb. pails... advance 1

9

Smoked Meats
Hams, 12 lb. av. 15 @ 15 1/2
Hams, 14 lb. av. 14 @ 14 1/2
Hams, 16 lb. av. 14 1/2 @ 14 1/2
Hams, 18 lb. av. 14 @ 14 1/2
Skinned Hams... 15 @ 15 1/2
Ham, dried beef sets... 20 @ 20 1/2
California Hams 10 1/2 @ 11 1/2
Picnic Boiled Hams... 15
Boiled Hams... 23 @ 23 1/2
Minced Ham... 12 1/2 @ 13
Bacon... 14 1/2 @ 15
Sausages
Bologna... 8 1/2 @ 9
Liver... 7 1/2 @ 8
Frankfort... 10 @ 10 1/2
Pork... 11
Veal... 11
Tongue... 11
Headcheese... 9
Beef
Boneless... 14 00
Rump, new... 15 00
Pig's Feet
1/4 bbls... 95
3/4 bbls... 1 90
1 1/2 bbls... 3 75
1 bbl... 8 00
Tripe
Kits, 15 lbs... 90
1/4 bbls, 40 lbs... 1 60
3/4 bbls, 80 lbs... 3 00
Casings
Hogs, per lb... 35
Beef, rounds, set... 17 @ 18
Beef, middles, set... 90 @ 95
Sheep, per bundle... 80
Uncolored Butterine
Solid Dairy... 12 @ 16
Country Rolls... 12 1/2 @ 18
Canned Meats
Corned beef, 2 lb... 3 50
Corned beef, 1 lb... 1 85
Roast beef, 2 lb... 3 50
Roast beef, 1 lb... 1 85
Potted Ham, 1/4s... 45
Potted Ham, 1/2s... 90
Deviled Ham, 1/4s... 45
Deviled Ham, 1/2s... 90
Potted Tongue, 1/4s... 45
Potted Tongue, 1/2s... 90
RICE
Fancy... 6 @ 6 1/2
Japan Style... 5 @ 5 3/4
Broken... 3 3/4 @ 4 1/4
ROLLED OATS
Rolled Avena, bbls... 5 00
Steel Cut, 100 lb. sks... 2 40
Monarch, bbls... 4 75
Monarch, 90 lb. sacks... 2 25
Quaker, 18 Regular... 1 45
Quaker, 20 Family... 4 00
SALAD DRESSING
Columbia, 1/2 pt... 2 25
Columbia, 1 pint... 4 00
Durkee's, large, 1 doz... 4 50
Durkee's, small, 2 doz... 5 25
Snider's, large, 1 doz... 2 35
Snider's, small, 2 doz... 1 35
SALERATUS
Packed 60 lbs in box... 3 00
Arm and Hammer... 3 00
Wyandotte, 100 lbs... 3 00
SAL SODA
Granulated, bbls... 80
Granulated, 100 lbs. cs... 90
Granulated, 36 pkgs... 1 25
SALT
Common Grades
100 3 lb. sacks... 2 40
60 5 lb. sacks... 2 25
28 10 1/2 lb. sacks... 2 10
56 lb. sacks... 40
28 lb. sacks... 20
Warsaw
56 lb. dairy in drill bags... 40
28 lb. dairy in drill bags... 20
Solar Rock
56 lb. sacks... 24
Common
Granulated, Fine... 95
Medium, Fine... 1 00
SALT FISH
Cod
Large, whole... @ 7 1/2
Small, whole... @ 7
Strips or bricks... 7 1/2 @ 10 1/2
Pollock... @ 4 1/2
Halibut
Strips... 15
Chunks... 16
Holland Herring
Y. M. wh. hoops, bbls... 1 50
Y. M. wh. hoop, 1/2 bbl... 6 00
Y. M. wh. hoop, kegs... 65
Y. M. wh. hoop Milchers kegs... 72
Queen, bbls... 10 00
Queen, 1/2 bbls... 5 25
Queen, kegs... 60
Trout
No. 1, 100 lbs... 7 50
No. 1, 40 lbs... 3 25
No. 1, 10 lbs... 1 75
No. 1, 8 lbs... 75
Mackerel
Mess, 100 lbs... 16 50
Mess, 40 lbs... 7 00
Mess, 10 lbs... 1 85
Mess, 8 lbs... 1 50
No. 1, 100 lbs... 10 00
No. 1, 40 lbs... 6 60
No. 1, 10 lbs... 2 25

10

Whitefish
100 lbs... 9 75
50 lbs... 5 25
10 lbs... 1 12
3 lbs... 92
100 lbs... 4 65
40 lbs... 2 10
10 lbs... 75
8 lbs... 65
SEEDS
Anise... 14
Canary, Smyrna... 5
Caraway... 10
Cardomom, Malabar... 10
Celery... 40
Hemp, Russian... 5
Mixed Bird... 5
Mustard, white... 8
Poppy... 16
Rape... 6 1/2
SHOE BLACKING
Handy Box, large 3 dz... 3 50
Handy Box, small... 1 25
Bixby's Royal Polish... 85
Miller's Crown Polish... 85
SNUFF
Scotch, in bladders... 37
Maccaboy, in jars... 35
French Rappie in jars... 43
SODA
Boxes... 5 1/2
Kegs, English... 4 1/4
SPICES
Whole Spices
Allspice, Jamaica... 9
Allspice, large Garden... 11
Cloves, Zanzibar... 18
Cassia, Canton... 14
Cassia, 5c pkg. doz... 25
Ginger, African... 9 1/2
Ginger, Cochin... 14 1/2
Mace, Penang... 70
Mixed, No. 1... 16 1/2
Mixed, No. 2... 10
Mixed, 5c pkgs. doz... 45
Nutmegs, 70-80... 22
Nutmegs, 105-110... 22
Pepper, Black... 15
Pepper, White... 25
Pepper, Cayenne... 22
Paprika, Hungarian... 70
Pure Ground in Bulk
Allspice, Jamaica... 12
Cloves, Zanzibar... 25
Cassia, Canton... 12
Ginger, African... 18
Mace, Penang... 35
Nutmegs, 75-80... 35
Pepper, Black... 16
Pepper, White... 35
Pepper, Cayenne... 24
Paprika, Hungarian... 45
STARCH
Corn
Kingsford, 40 lbs... 7 1/4
Muzzy, 20 lb. pkgs... 5 1/2
Muzzy, 40 lb. pkgs... 5
Gloss
Kingsford
Silver Gloss, 40 lbs... 7 3/4
Silver Gloss, 16 lbs... 6 3/4
Silver Gloss, 12 lbs... 8 1/4
Muzzy
48 lb. packages... 5
36 lb. packages... 4 1/2
12 lb. packages... 6
50 lb. boxes... 3 1/2
SYRUPS
Corn
Barrels... 28
Half barrels... 31
Blue Karo, No. 2... 1 70
Blue Karo, No. 2 1/2... 2 06
Blue Karo, No. 5... 2 00
Red Karo, No. 10... 1 91
Red Karo, No. 2... 1 91
Red Karo, No. 2 1/2... 2 31
Red Karo, No. 5... 2 26
Red Karo, No. 10... 2 17
Pure Cane
Fair... 16
Good... 20
Choice... 25
TABLE SAUCES
Halford, large... 3 75
Halford, small... 2 25
TEA
Japan
Sundried, medium... 24 @ 26
Sundried, choice... 30 @ 33
Sundried, fancy... 36 @ 40
Basket-fired medium... 30
Basket-fired, choice... 35 @ 37
Basket-fired, fancy... 40 @ 43
Nibs... 30 @ 32
Siftings... 10 @ 12
Fannings... 14 @ 15
Gunpowder
Moyune, medium... 35
Moyune, choice... 33
Moyune, fancy... 50 @ 60
Pingsuey, medium... 33
Pingsuey, choice... 35
Pingsuey, fancy... 50 @ 55
Young Hyson
Choice... 30
Fancy... 40 @ 50
Formosa, Fancy... 50 @ 60
Formosa, medium... 23
Formosa, choice... 35
English Breakfast
Medium... 25
Choice... 30 @ 35
Fancy... 40 @ 60
India
Ceylon, choice... 30 @ 35
Fancy... 45 @ 50

11

TOBACCO
Fine Cut
Blot... 1 45
Bugle, 16 oz... 3 84
Bugle, 10c... 11 00
Dan Patch, 8 and 16 oz... 32
Dan Patch, 4 oz... 11 52
Dan Patch, 2 oz... 5 76
Fast Mail, 16 oz... 7 80
Hiawatha, 16 oz... 60
Hiawatha, 5c... 5 40
May Flower, 16 oz... 9 36
No Limit, 8 oz... 1 78
No Limit, 16 oz... 3 55
Ojibwa, 8 and 16 oz... 40
Ojibwa, 10c... 11 10
Ojibwa, 5c... 1 85
Petoskey Chief, 7 oz... 2 00
Petoskey Chief, 14 oz... 4 00
Peach and Honey, 5c... 5 76
Red Bell, 16 oz... 3 96
Red Bell, 8 foil... 1 98
Steeling, L & D 5c... 7 76
Sweet Cuba, canister... 9 16
Sweet Cuba, 5c... 5 76
Sweet Cuba, 10c... 9 30
Sweet Cuba, 1 lb. tin... 4 90
Sweet Cuba, 16 oz... 4 80
Sweet Cuba, 1/2 lb. foil... 2 25
Sweet Burley 5c L & D 5c... 7 76
Sweet Burley, 8 oz... 2 48
Sweet Burley, 24 lb... 4 40
Sweet Mist, 3/4 gro... 5 71
Sweet Mist, 1/2 oz... 11 10
Sweet Mist, 8 oz... 35
Telegram, 5c... 5 76
Tiger, 5c... 2 85
Tiger, 25c cans... 2 85
Uncle Daniel, 1 lb... 60
Uncle Daniel, 1 oz... 6 22
Plug
Am. Navy, 16 oz... 32
Apple, 10 lb. butt... 38
Drummond Nat Leaf, 2 & 5 lb... 60
Drummond Nat Leaf, per doz... 96
Battle Ax... 28
Bracer, 6 & 12 lb... 30
Big Four, 6 & 16 lb... 32
Boot Jack, 2 lb... 36
Boot Jack, per doz... 36
Bullion, 16 oz... 46
Climax, Golden Twist... 48
Climax, 14 1/2 oz... 44
Climax, 7 oz... 47
Days' Work, 7 & 14 lb... 37
Creme de Menthe, lb... 62
Lerby, 5 lb. boxes... 28
5 Bros., 4 lb. oz... 65
Four Roses, 10c... 50
Gilt Edge, 2 lb... 50
Gold Rope, 6 & 12 lb... 58
Gold Rope, 4 & 8 lb... 53
G. O. F., 12 & 24 lb... 36
Granger Twist, 6 lb... 46
G. T. W., 10 1/2 & 21 lb... 36
Horse Shoe, 6 & 12 lb... 43
Honey Dip Twist, 5 & 10 lb... 45
Jolly Tar, 5 & 8 lb... 40
J. T., 5 1/2 & 11 lb... 35
Kentucky Navy, 12 lb... 32
Keystone Twist, 6 lb... 45
Kismet, 6 lb... 48
Maple Dip, 20 oz... 25
Merry Widow, 12 lb... 32
Nobby Spun Roll 6 & 3... 58
Parrot, 20 lb... 34
Parrot, 5 lb. Nat Leaf... 28
Patterson's Nat Leaf... 40
Panic Twist, 5 lb... 45
Piper Heidsick, 4 & 7 lb... 69
Piper Heidsick, per doz... 96
1/2 doz., per doz... 48
Red Lion, 6 & 12 lb... 38
Scrapie, 2 & 4 doz... 32
Sherry Cobber, 8 oz... 42
Spear Head, 12 oz... 44
Spear Head, 14 1/2 oz... 47
Spear Head, 7 oz... 47
Sq. Deal, 7, 14 & 28 lb... 28
Star, 6, 12 & 24 lb... 43
Standard Navy, 7 1/2, 15 & 30 lb... 34
Ten Penny, 6 & 12 lb... 31
Town Talk, 14 oz... 30
Yankee Girl, 6, 12 & 24 30
Scrap
All Red, 5c... 5 76
Am. Union Scrap... 5 40
Bag Pipe, 5c... 5 83
Cutlas, 2 1/2 oz... 26
Globe Scrap, 2 oz... 30
Happy Thought, 2 oz... 30
Honey Comb scrap, 5c... 76
Honest Scrap, 5c... 1 55
Mail Pouch, 4 doz... 5 20
Old Songs, 5c... 5 76
Old Times, 1/2 gro... 5 50
Polar Bear, 5c, 1/2 gro... 5 76
Red Band, 5c, 1/2 gro... 5 76
Red Man Scrap 5c... 1 48
Scrapie, 5c pkgs... 48
Sure Shot, 5c, 1/2 gro... 5 76
Yankee Girl Scrap 2 oz... 5 76
Pan Handle Scrp 1/2 gr... 5 76
Peachy Scrap, 5c... 1 90
Union Workman, 2 1/2 c... 6 00
Smoking
All Leaf, 2 1/2 & 7 oz... 30
BB, 3 1/2 oz... 6 00
BB, 7 oz... 12 00
BB, 14 oz... 24 00
Bagdad, 10c tins... 11 52
Badger, 3 oz... 5 04
Badger, 7 oz... 11 52

Special Price Current

12	13	14
Banner, 5c 5 96	Rob Roy, 50c, doz. 4 12	Trojan Mop Sticks
Banner, 8 oz. 1 60	S. & M., 5c, gross 5 76	Eclipse patent spring 90
Banner, 16 oz. 3 20	Soldier Boy, 5c gross 5 95	No. 1 common 20
Belwood Mixture, 10c 94	Soldier Boy, 10c 10 56	No. 2 pat. brush holder 85
Big Chief, 2 1/4 oz. 6 00	Soldier Boy, 1 lb. 4 80	Ideal No. 7 85
Big Chief 16 oz. 30	Sweet Caporal, 1 oz. 60	12lb. cotton mop heads 1 45
Bull Durham, 5c 5 90	Sweet Lotus, 5c 6 00	
Bull Durham, 10c 10 80	Sweet Lotus, 10c 12 00	
Bull Durham, 15c 18 48	Sweet Lotus, per doz. 4 85	
Bull Durham, 8 oz. 60	Sweet Rose, 2 1/2 oz. 30	
Bull Durham, 16 oz. 62	Sweet Tip Top, 5c 2 00	
Buck Horn, 5c 5 76	Sweet Tip Top, 3 1/2 oz. 38	
Buck Horn, 10c 11 50	Sweet Tips, 1/4 gro. 10 08	
Briar Pipe, 5c 6 00	Sun Cured, 10c 11 75	
Briar Pipe, 10c 12 00	Summer Time, 5c 5 76	
Black Swan, 5c 5 76	Summer Time, 7 oz. 1 65	
Black Swan, 14 oz. 3 50	Summer Time 14 oz. 3 50	
Bob White, 5c 5 90	Standard, 2 oz. 5 90	
Brotherhood, 5c 5 95	Standard, 3 1/2 oz. 28	
Brotherhood, 10c 11 00	Standard, 7 oz. 1 68	
Brotherhood, 16 oz. 39	Seal N. C. 1 1/2 Gran 63	
Carnival, 5c 5 70	Seal N. C. 1 1/2 Gran 63	
Carnival, 3 1/2 oz. 39	Three Feathers, 1 oz. 63	
Carnival, 16 oz. 40	Three Feathers, 10c 10 20	
Cigar Clip'g Johnson	Pipe combination 2 25	
Cigar Clip'g, Seymour	Tom & Jerry, 14 oz. 3 60	
Identity, 8 & 16 oz. 40	Tom & Jerry, 7 oz. 1 80	
Darby Cigar Cuttings	Tom & Jerry, 3 oz. 8 75	
Continental Cubes, 10c	Trout Line, 5c 5 95	
Corn Cake, 14 oz. 2 55	Trout Line, 10c 10 00	
Corn Cake, 7 oz. 1 45	Turkish, Patrol, 2-9 5 76	
Corn Cake, 5c 5 76	Tuxedo, 1 oz. bags 48	
Cream, 50c pails 4 60	Tuxedo, 2 oz. tins 96	
Cuban Star, 5c foil 5 76	Tuxedo, 4 oz. cart 64	
Cuban Star, 16 oz pails 3 72	Tuxedo, 16 oz tins 64	
Chips, 10c 10 20	Twin Oaks, 10c 94	
Dills Best, 1 1/2 oz. 79	Union Leader, 50c 5 16	
Dills Best, 3 1/2 oz. 77	Union Leader, 25c 2 55	
Dills Best, 16 oz. 73	Union Leader, 10c 11 60	
Dixie Kid, 1 1/2 foil 39	Union Leader, 5c 5 95	
Duke's Mix, 5c 5 76	Union Workman, 1 1/4 5 76	
Duke's Mix, 10c 11 52	Uncle Sam, 10c 10 80	
Duke's Cameo, 1 1/2 oz. 41	Uncle Sam, 8 oz. 2 20	
Drum, 5c 5 90	U. S. Marine, 5c 6 00	
F F A 2 oz. 4 95	Van Bibber, 2 oz. tin 88	
F F A, 7 oz. 11 50	Velvet, 5c pouch 1 44	
Fashion, 5c 6 00	Velvet, 10c tin 1 92	
Five Bros., 5c 4 38	Velvet, 8 oz tin 3 84	
Five Bros., 10c 10 70	Velvet, 16 oz. can. 7 68	
Five cent cut Plug 29	Velvet, combination cs 5 75	
F O B 10c 11 50	War Path, 5c 5 95	
Four Roses, 10c 96	War Path, 8 oz. 1 60	
Full Dress, 1 1/2 oz. 72	Wave Line, 3 oz. 40	
Glad Hand, 5c 1 44	Wave Line, 16 oz. 40	
Gold Block, 1 1/2 oz. 39	Way up, 2 1/2 oz. 5 75	
Gold Block, 10c 11 88	Way up, 16 oz. pails 31	
Gold Star, 16 oz. 38	Wild Fruit, 5c 5 76	
Gall & A. Navy, 5c 5 95	Wild Fruit, 10c 11 52	
Growler, 5c 4 56	Yum Yum, 5c 6 00	
Growler, 10c 2 70	Yum Yum, 10c 11 52	
Growler, 20c 2 63	Yum Yum, 1lb., doz. 4 80	
Giant, 5c 1 55		
Giant, 16 oz. 33		
Hand Made, 2 1/2 oz. 50		
Hazel Nut, 5c 5 76		
Honey Dew, 1 1/2 oz. 49		
Honey Dew, 10c 11 88		
Hunting, 3 1/2 & 3 1/2 oz. 38		
I X L, 5c 6 10		
I X L, in pails 22		
Just Suits, 5c 6 00		
Just Suits, 10c 11 88		
Kiln Dried, 25c 2 45		
King Bird, 7 oz. 25 20		
King Bird, 3 oz. 11 70		
King Bird, 1 1/2 oz. 5 76		
Little Giant, 1 lb. 28		
Lucky Strike, 1 1/4 oz. 94		
Lucky Strike, 1 1/2 oz. 96		
Le Redo, 3 oz. 10 80		
Le Redo, 8 & 16 oz. 38		
Myrtle Navy, 10c 11 80		
Myrtle Navy, 5c 5 94		
Maryland Club, 5c 5 90		
Mayflower, 5c 5 76		
Mayflower, 10c 96		
Mayflower, 20c 1 92		
Nigger Hair, 5c 5 94		
Nigger Hair, 10c 10 56		
Nigger Head, 5c 4 96		
Nigger Head, 10c 9 84		
Noon Hour, 5c 11 52		
Old Colony, 1-12 gro. 5 76		
Old Mill, 5c 11 00		
Old English Curv 1 1/2 oz. 96		
Old Crop, 5c 5 76		
Old Crop, 25c 20		
P. S., 8 oz., 30 lb. cs. 19		
P. S., 3 oz. per gro. 5 70		
Pat Hand, 1 oz. 63		
Patterson Seal, 1 1/2 oz. 48		
Patterson Seal, 3 oz. 40		
Patterson Seal, 16 oz. 5 00		
Peerless, 5c 5 70		
Peerless, 10c 1 92		
Peerless, 3 oz. 10 20		
Peerless, 7 oz. 23 76		
Peerless, 14 oz. 47 52		
Plaza, 2 gro. cs. 5 76		
Plow Boy, 5c 5 76		
Plow Boy, 10c 11 00		
Plow Boy, 14 oz. 4 50		
Pedro, 10c 11 80		
Pride of Virginia, 1 1/2 77		
Pilot 5c 5 76		
Pilot, 7 oz. doz. 1 05		
Pilot, 14 oz. doz. 2 10		
Prince Albert, 10c 96		
Prince Albert, 8 oz. 4 92		
Prince Albert, 16 oz. 8 40		
Queen Quality, 5c 48		
Rob Roy, 5c foil 5 90		
Rob Roy, 10c gross 10 20		
Rob Roy, 25c doz. 2 10		

15

Worden Grocer Co. Brand
Ben Hur

Perfection 35
Perfection Extras 35
Londres 35
Londres Grand 35
Standard 35
Puritinos 35
Panatellas, Finas 35
Panatellas, Bock 35
Jockey Club 35

COCOANUT
Baker's Brazil Shredded



SAFES



Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

SOAP
Gowans & Sons Brand.



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

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

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



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

COFFEE
Washed
Bronze Globe 2 50
Dewey 1 75
Double Acme 3 75
Single Acme 3 15
Double Peerless 3 75
Single Peerless 3 25
Northern Queen 3 25
Double Duplex 3 00
Good Luck 2 75
Universal 3 00

Window Cleaners
12 in. 1 65
14 in. 1 85
16 in. 2 30

Wood Bowls
13 in. Butter 1 50
15 in. Butter 2 00
17 in. Butter 3 75
19 in. Butter 6 00
Assorted, 13-15-17 3 00
Assorted, 15-17-19 4 25

WRAPPING PAPER
Common Straw 2
Fibre Manila, white 3
Fibre Manila, colored 4
No. 1 Manila 4
Cream Manila 3
Butchers' Manila 2 1/2
Wax Butter, short c't 13
Wax Butter, full count 20
Wax Butter, rolls 19

YEAST CAKE
Magic, 3 doz. 1 15
Sunlight, 3 doz. 1 00
Sunlight, 1 1/2 doz. 50
Yeast Foam, 3 doz. 1 15
Yeast Cream, 3 doz. 1 00
Yeast Foam, 1 1/2 doz. 58

AXLE GREASE
No. 0, per gross 30
No. 1, per gross 40
No. 2, per gross 50
No. 3, per gross 75

WOODENWARE
Baskets
Bushels 1 00
Bushels, wide band 1 15
Market 40
Splint, large 3 50
Splint, medium 3 00
Splint, small 2 75
Willow, Clothes, large 8 25
Willow, Clothes, small 6 25
Willow, Clothes, m'e'm 7 25

Butter Plates
Wire End or Ovals.
1/4 lb., 250 in crate 30
1/2 lb., 250 in crate 30
1 lb., 250 in crate 30
2 lb., 250 in crate 40
3 lb., 250 in crate 55
5 lb., 250 in crate 75

Churns
Barrel, 5 gal., each 2 40
Barrel, 10 gal., each 2 55

Clothes Pins
Round Head, 4 inch, 5 gross 45
4 1/2 inch, 5 gross 50
Cottons, 20 2 1/2 doz. bxs. 55
Egg Crates and Fillers
Humpty Dumpty, 12 dz. 20
No. 1, complete 40
No. 2, complete 28
Case No. 2, fillers, 15 sets 1 35
Case, medium, 12 sets 1 15

Faucets
Cork lined, 8 in. 70
Cork lined, 9 in. 80
Cork lined, 10 in. 90

CIGARS
Johnson Cigar Co.'s Brand



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

16

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

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

Proctor & Gamble Co.
Lenox 3 00
Ivory, 6 oz. 4 00
Ivory, 10 oz. 6 75
Star 3 85

Tradesman Co.'s Brand



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

A. B. Wrisley
Good Cheer 4 00
Old Country 3 40

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

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

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

17

Only Cereal Food in Biscuit Form

How many of your customers know that

Shredded Wheat Biscuit

is the only cereal breakfast food made in Biscuit form? How many of them know that it is the only cereal food that combines naturally with fruits? Nothing so delicious and nothing so easy to prepare as Shredded Wheat with canned peaches, pears, plums or other canned fruits. You sell both the Biscuit and the fruit at a profit.




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

The Shredded Wheat Company
Niagara Falls, N. Y.

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.

An intelligent man of 32 wants a business connection where good judgment, absolute integrity and clean habits are valued. Have natural selling ability and adaptable to most any line of work. Especially familiar with medical and drug lines. Traveling connection would be considered. L. E. H., c-o Tradesman. 411

For Sale—Grocery stock and fixtures. Doing a large business. Bakery in connection. Apply H. T. Stanton, 18 Market St., Grand Rapids. 405

For Sale—Clean, bright bazaar stock, Central Michigan town. Cheap for cash. Reason, ill health. Address No. 404, care Tradesman. 404

For Rent—in a city of 3,000 inhabitants, a brick store building, 22 x 70. A fine location. A splendid opening for a hardware shop. Only one in the city. Address A. J. Haggart, Grand Lodge, Mich. 402

For Sale—Good clean stock of drugs, drug sundries and paints. E. E. Hickman, Warsaw, Indiana. 401

For Sale or For Rent—Store on Exchange street, Geneva, N. Y. New up-to-date three-story building and basement, 44 foot frontage, 150 foot depth, finished throughout with oak counters and shelving to match; has been occupied as dry goods store for the past five years. If interested address Thomas A. Hislop, 91 Genesee St., Auburn, N. Y. 400

For Sale—A \$25,000 fruit farm for 60 cents on the dollar. Send your address for full particulars. Address A. C. Gongwer, Real Estate, Hart, Michigan. 399

Wish to correspond with party wishing to buy a well-paying general store. Address No. 397, care Tradesman. 397

C. W. Reimer, Auctioneer, merchandise and real estate sales a specialty. Write for dates. Arcola, Ill. 396

Mr. Man—Do you want to sell out for cash? I handle the sale of stores, factories, business places and real estate. Write me if you want to buy or sell. Established 1881. Frank P. Cleveland, 1261 Adams Express Building, Chicago, Ill. 398

No better farm and fruit lands in Michigan. 800 acres, 120 acres cleared, 320 acres fenced, well watered and only two miles from Boyne City, Mich. For particulars write to W. E. Ormsby, Boyne City, Mich. 410

Wanted—Good second-hand peanut roaster and hand corn popper, No. 62 or 70 Kingery's preferred. Give all particulars. P. S. N. S., 709 Packard St., Ann Arbor. 409

For Sale—Falling health compels me to sell my grocery business; will sacrifice for cash. Address Avery's Grocery, Howard and Lawrence streets, South Bend, Ind. 408

For Sale—Cheap for cash, home bakery and lunch room. Building, living rooms, bake oven and furnishings. Only oven in town. Box 456, Bellaire, Mich. 406

For Sale—At discount, clean stock dry goods and groceries, invoices about \$3,500. In town 1,500. Western Michigan's thickly settled fruit belt and general farming. Good reason for selling. Address No. 407, care Tradesman. 407

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

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—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, Angille 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

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 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—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

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

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

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

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 own 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

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

For Sale—Good clean 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

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

HELP WANTED.

Wanted—Assistant pharmacist or man of equal experience. Greene's Drug Store, Grand Rapids, Mich. 412

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—An experienced dress goods salesman. Apply at once, Frank Dry Goods Co., Ft. Wayne, Ind. 403

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.



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 a. 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

IF A CUSTOMER

asks for

HAND SAPOLIO

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

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

SALES MANAGER.

Most Exacting Position in the Mercantile World.

Of all the various positions in a large wholesale or manufacturing establishment there is perhaps no more exacting and onerous a post than that of the sales manager. It is not so much the amount of work to be performed (and there is a great deal of it), as it is the nature of the many duties which devolve upon him, that makes his position one of the hardest in the house to fill.

To manage and direct employes who come immediately under one's control and influence, to get out of each and every one of these units the most and the best efforts of which it is capable, is in itself an achievement of which comparatively few managers and superintendents may boast.

It calls for a large play of human knowledge and for a natural, inborn understanding of other people's natures no less than for a generous scope of mental range which allows for those motives and peculiarities of employes which do not conflict with the principles or ethics of good business.

But, to do all this at long range—ah, that is a different matter.

"How do you do it?" the writer asked the sales manager of a large Chicago establishment the other day.

"Well," began the latter, "it's a long story, and yet a very simple one. As a matter of fact, I'm of the opinion that it's the biggest jobs that are the easiest to hold—provided, of course, the incumbent be qualified. And in this conjunction I ought to say that I believe no man can make a complete success of his position as sales manager unless he has himself served before the mast—that is, put in time on the road as a salesman.

"Besides giving him the practical, hardgrind side of the business, which, you will understand, is indispensable, it will serve to broaden the mind of the future sales manager to the level of actualities mists of theories which are always the stumbling block of the inexperienced. His years on the road as a knight of the grip will open his eyes to the facts and when he has at last crawled up to the coveted notch he will not be apt to ask impossibilities of his subordinates on the firing line.

"But experience is very far from being all that is required to successfully pin the job of sales manager. There is much more.

"Natural fitness is necessary and this single expression means that the man who aspires to the job must have aptitude, which is not acquired. He needs tact, initiative, intuition, knowledge of men and a mind broad enough to overlook insignificant matters, combined with the power to sense a genuine flaw in the system or methods of any particular salesman.

"And all the while it is paramount that a genial and perfect understanding be maintained between the sales manager and every member of his force; for you must remember that the sales, the showing of each and every man are up to the sales manager. The powers in the private office will hold the manager responsible for the performance of his subordinates."

"But how do you keep your forces lined up at long distance?" I inquired.

"I was getting to that. And I'm going to tell you something that was a positive revelation to me when I took hold of the manager's desk. Don't you know that you get to know your man as well 'on paper' as if you had known him at short range? You are corresponding with him at regular and very short intervals and what he says in his letters is as much a part of his makeup as if he were sitting right there in front of you handing it out viva voce. It is not long before you get to know him thoroughly and are enabled to treat him along the lines best suited for mutual success."

"What is the principal trouble confronting the average sales manager?"

"Incompetence. We find it mighty hard to get the right combination of brains and push. We don't even insist on experience. We're willing to take the raw material and make due allowance for lack of experience while the novice is breaking in, if only we can get the right kind of raw material. But failures, sorry to say, average up thick and heavy and we're very glad after taking a chance and going to the experience of sending out a new man, to find that we have run against a real nugget."

"How does the modern salesman compare, as a class with this prototype of other generations?"

"I'm not such an old codger myself, and I know little of the old-timers. The successful drummer of to-day is a mighty clean cut type of man with a heap of ambition and the polish of a gentleman, which he is. Perhaps one of the most noteworthy changes in the business, of recent years, is the disappearance of the convivial salesman—the drummer who expected to sell a bill of goods on his record as a good fellow. Buying dinner, joy rides, drinks and equivalents for prospective customers has met with a well deserved doom; and the practice is no longer countenanced by houses of any standing. It is even taken as an offense by many retail merchants, in these latter days, for the drummer to even offer his customer a cigar, by way of ingratiating. It is sniffed at as a bribe.

"There is another element in the business that might be mentioned—the dishonest salesman. The edgy chaps who make a living fleecing wholesale and manufacturing firms would constitute quite a little army of they were brought together in a convention of their own.

"The working plan of most of this gentry is to put up a good front, keep in touch with the classified advertisement columns of the dailies, secure a 'position with a future,' get the advance money for the first week's expenses and leave town with a sample case full of goods. A few days later the grip and the samples are delivered at the home address of the concern and the information is borne in on the morning mail that the goods wouldn't sell up to expectations, and so on until you come to 'yours very truly.'

"Now some of these men are naturally crooked and would rather touch or work a firm for twenty dollars than to earn ten times the amount pleasantly and honestly. But many of them have had

the nerve and the finer sense of decency beaten out of them by adventurers and fly-by-night concerns who are looking for something for nothing.

"These 'houses' send a young fellow out on the road with his week's expenses, their little scheme, and a few hundred pounds of hope. The salesman goes forth on his first trip with the best intentions in the world. He means to do the right thing by his 'house' and starts in with a rush at the first stop. But he stops here. The prospective buyers, who to-day are educated in small towns as well as in the larger centers, size up the proposition and decide to pass it up. It doesn't look good to them. The salesman plugs ahead until the end of the week, when he goes to the post-office for his check. Instead he is handed a curt type-written letter informing him of the regrets of the writer over 'your failure to make good,' and, incidentally, of his dismissal. No railroad fare is enclosed to bring him back. He is stranded, very likely. What is he to do? Well, he gets back home some way. But he will never trust another firm. His confidence is gone. And if he scents failure even partial or temporary, his first impulse will be to send back the grips, protect himself and get there first. In many instances the men would make good with us; but they don't know who is willing to give them a fair try-out. They've been nipped once, you see. And they prefer riding in a coach to counting the ties."

It cannot be said that the compensation received by the modern salesman is sufficient to make a young fellow who is well located in his own town leave home as a knight of the grip.

The work is hard and very exacting and much tenacity and energy is required to survive the test. It is all very well to travel about the country and see the world. But when this is done day in and day out the territory gone over is ever the same, the life of the traveling salesman becomes very monotonous, and the only pleasant thing about it is that he gets to make fresh friends along his route who are glad to see him when he "stops" about eighteen dollars per week and hovers around that mark until the salesman has made good. Of course, his railroad fare and hotel expenses are paid by his house. But there is less opportunity to save money on the road than at home, by reason of the fact that there are more temptations and allurements on the road.

What to Do After Fire.

Notify every company at once. If there is a total destruction of the property, say so. If only a partial loss state the fact, and give your best estimate of the amount of the damage. Adjusters have been sent on losses where the expenses of the trip were in excess of the claim, owing to a lack of this knowledge.

If the loss is small you may get immediate instruction to go ahead and repair, saving time and loss of business, which the delay in sending an adjuster might incur. Losses are taken up in the order they are reported and it may be days before your claim can be reached.

Without delay proceed to properly care for any property left in a damaged

condition and protect from further loss. Pay no attention to advice from any source that conflicts with this instruction, for it is a provision of your policy, the ignoring of which will make you responsible for any loss that follows.

If the insurance is in excess of your loss, the expenses are a charge against the company; if less than the loss, every dollar saved belongs to you. Save the property in any event, the rule of law being that you are required to do "what a prudent man would do having no insurance," and it is held that "no prudent man will permit the destruction of property in his power to save."

Having attended to the salvage, make a detailed statement of your loss for each item of your insurance. Your contention that "the loss is greater than the insurance" may be true, but it will not be accepted as a voucher by State Insurance Departments, and chartered accountants who examine the company, without the items that go to make the claim.

An invoice is required when you sell a bill of goods to a customer, and the company is compelled to require one of you, and you must be sworn as to its truth, therefore prepare with care, for a knowingly untrue statement in proofs of loss is one of your acts that voids the policy. Do not get the mistaken impression that any reputable insurance company sends an adjuster to cut a claim below your actual loss, and that you must make a fictitious claim in order to get what is justly due you. This unfortunate mistake has put more claimants under suspicion of having burned their property for the insurance, caused more disagreements and so-called "hold-ups" than any other one thing.

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

Buffalo, Sept. 10—Creamery butter, 25@29c; dairy, 22@27c; poor to good, all kinds, 20@24c.

Cheese—Fancy, 16@17c; choice, 16c; poor to common, 8@12c.

Eggs—Choice, fresh, candled, 22@25c; at mark, 22@23c.

Poultry (live)—Turkeys, 15@17c; cox; 10@11c; fowls, 15@17c; springs, 16@18c; ducks, 14@15c; geese, 10c.

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

Potatoes—60@65c per bu.

Rea & Witzig.

BUSINESS CHANCES.

Gas Engine Mfg. Co., doing a profitable business, wants partner with \$5,000 to \$10,000 capital to manage, enlarge and extend business. Best of references. Address P. O. Box 313, Polo, Ill. 414

Printing—250 envelopes, 150 letterheads and 125 business cards, printed and post-paid for \$1. Chas. Champion, Gladstone, Michigan. 413

Shipping Cases

We have 100 empty shipping cases, 25 x 38 and 28 x 42, about 15 inches deep, which we will sell at 50c apiece in quantities. Less than the lumber in them is worth.

Tradesman Company
Grand Rapids, Mich.

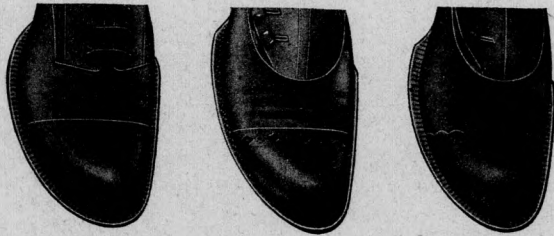


In Planet Line Welt Shoes

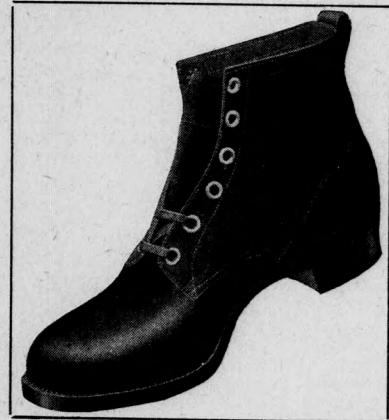
(Saturn, Jupiter, Mars)

You are able to secure the very latest, quickest selling fine shoes on the market. Styles that are right up to the minute. A look at our samples will convince you. Write for our salesman to call.

Hirth-Krause Co.
Shoe Manufacturers and Jobbers
Grand Rapids, Mich.



If You Sell This Shoe



Your customer will not say, "give me something shorter and wider and higher in the instep." No, he will simply ask the price.

And when he has worn them longer than he should, had perfect comfort and sent a drove of customers to your store, he will be in for another pair.

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



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.

"Thirty days hath September." During those thirty days I will continue to sell

Fisk Interlocking Advertising Service

For \$5 per year, 52 issues, one each week, to one dealer in a town. After October first the service will be ten dollars a year.



No one in the whole world knows the value of five dollars better than I do. Also no one in the world knows the value of

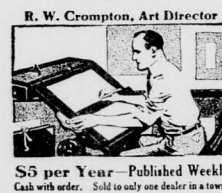
Fisk Interlocking Advertising Service

as well as I do. However, dealers are finding out, and this page ad is published to inform other dealers who still need to learn.

DEALERS "THROW UP THEIR HATS" FOR



Fisk Advertising Service
For Dry Goods, Department, General and Variety Stores



Published by Fisk Publishing Company
Schiller Building, Chicago
There is No Other Advertising Service Like This in the Whole World

To Big Stores

If you have a high priced advertising man you may think you do not need

Fisk Interlocking Advertising Service

but ask him. If he is really worth a big salary he will say, "you'd better send Fisk a check. It's worth ten times five dollars a year."

Only pikers are afraid to accept ideas which originate outside their own heads.

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



Henry Stirling Fisk
ADVERTISING COUNSEL
PRESIDENT FISK PUBLISHING CO.

To Little Stores

You may think

Fisk Interlocking Advertising Service

is too good for you. That's a mistake. Many dealers who are located in towns where there is no newspaper use the service in getting up circulars. The fact that you are a small dealer doesn't make you a piker—unless you want to be one. There are a lot of really big men in small towns, also some pin heads in charge of large stores—for awhile.

(Reprinted from Dry Goods Reporter of May 4, 1912)

ORGANIZES FISK PUBLISHING CO.

Henry S. Fisk, who for fifteen years had important relations with the DRY GOODS REPORTER, has organized the Fisk Publishing Company with offices in the Schiller Building. The new business in which Mr. Fisk has embarked will have to do with various syndicate services to retailers—advertising and otherwise—and develops some new phases of technical and trade publishing.

Mr. Fisk came from Rockford, Illinois, in September, 1895, where he had been manager of, and buyer for, a retail dry goods store, to take a position on the REPORTER as a writer and advertising solicitor. When he retired in the Fall of 1910, he was Vice-President and advertising manager of the DRY GOODS REPORTER. For two years he did general advertising work for the Root Newspaper Association, largely in the Eastern states, and last December severed this relation to embark in business for himself. During recent months, he has traveled extensively, visiting nearly every city of importance in the United States.

The Michigan Tradesman has brought us returns from "all over Michigan." It should get your order for us.

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

FISK PUBLISHING COMPANY
Schiller Building, Chicago Henry Stirling Fisk, President

Many advertising men believe in advertising—for others. We believe in it for our own business—don't disillusion us.