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GRAND RAPIDS, WEDNESDAY, SEPTEMBER 18, 1912

Number 1513

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Heaven is not reached at a single bound,
But we build the ladder by which we rise
From the lowly earth to the vaulted skies,
And we mount to its summit round by round.

I count this thing to be grandly true:
That a noble deed is a step toward God—
Lifting the soul from the common clod
To a purer air and a broader view.

We rise by the things that are under feet;
By what we have mastered of good and gain;
By the pride deposed and the passion slain,
And the vanquished ills that we hourly meet.

We hope, we aspire, we resolve, we trust,
When the morning calls us to life and light,
But our hearts grow weary, and, ere the night
Our lives are trailing the sordid dust.

We hope, we resolve, we aspire, we pray,
And we think that we mount the air on wings
Beyond the recall of sensual things,
While our feet still cling to the heavy clay.

Wings for the angels, but feet for men—
We may borrow the wings to find the way—
We may hope, and resolve, and aspire and pray,
But our feet must rise or we fall again.

Only in dreams is a ladder thrown
From the weary earth to the sapphire walls;
But the dreams depart and the vision falls,
And the sleeper wakes on his pillow of stone.

Heaven is not reached in a single bound,
But we build the ladder by which we rise
From the lowly earth to the vaulted skies,
And we mount to its summit round by round.

Dr. J. G. Holland.

Candy for Summer

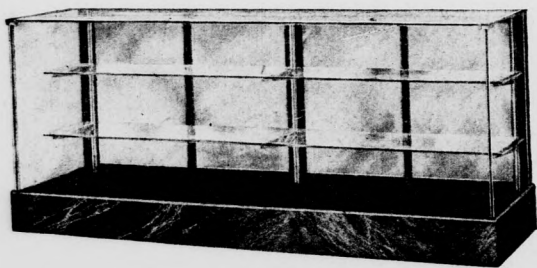
COFFY TOFFY, KOKAYS, FUDGES, (10 kinds), LADY LIPS,
BONNIE BUTTER BITES.

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.

Let Wilmarth Plan



And Equip Your Store

He makes a specialty of complete equipment for all the different departments of a modern department store, giving particular attention to ladies' ready-to-wear departments of all kinds.

He will be glad to give you the benefit of his experience in assisting you to plan your store, without expense to you.

Write him for prices on anything needed in store equipment.

His trade mark **Wilmarth**
THE CASE WITH A CONSCIENCE is your guarantee of
High Quality—Excellence of Design—and Moderate Price.

Wilmarth Show Case Co.

1542 Jefferson Ave., Grand Rapids, Mich.

Chicago Salesrooms
233 W. Jackson Blvd.

Pittsburg Salesrooms
406 House Bldg

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

A Reliable Coffee--
a Coffee you can
PIN YOUR FAITH TO

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



Fragrant—Delicious
Satisfactory

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

SUITS WHEN OTHERS DISAPPOINT

Distributed at Wholesale by

Judson Grocer Company

Grand Rapids, Mich.

next time

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

Lautz **Snow Boy** Washing Powder

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



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SPECIAL FEATURES.

Page.	
2.	Looking Ahead.
3.	New York Market.
4.	News of the Business World.
5.	Grocery and Produce Market.
6.	Financial.
7.	Bankruptcy Matters.
8.	Editorial.
10.	Shoes.
12.	Woman's World.
14.	Hardware.
16.	Butter, Eggs and Provisions.
18.	Window Trimming.
19.	Became a Buyer.
20.	Dry Goods.
22.	Behind the Counter.
24.	The Commercial Traveler.
26.	Drugs.
27.	Drug Price Current.
28.	Grocery Price Current.
30.	Special Price Current.

A QUIET CAMPAIGN.

The national election is only a matter of six weeks away, and yet nobody seems disposed to become unduly excited over the contest. The fact is, this is one of the quietest campaign years in history, and it is probable the oldest settler cannot recall a campaign year when politics has had so little disturbing an influence upon business. And it certainly is a great relief. In the old days the veterans in the political game and in business will recall how the patriots hurried home from the office or work, bolted a hasty supper and then hustled to the campaign headquarters to don the campaign cap and cape and light the torch for the grand parade. In a hot campaign nearly every night would have its torch light demonstration of some kind, and when the people were not talking of the parades that had been held, they were planning for those yet to come and they had little mind for business or anything else. The campaigns in those days lasted six weeks to two months and were continuous rounds of excitement. In the campaign of 1896 and again in 1900, the free silver campaigns, public interest reached a pitch probably never reached before and certainly never since. In those campaigns it was not the torch light parades that stirred the popular imagination, but it was the street corner oratory. In the large cities orators were at it day and night and from all sorts of rostrums and those who were not listening to the orators were arguing the free silver proposition among themselves, not infrequently emphasizing strong points with their fists. But the good old days of torch light parades and of street corner oratory have passed. The candidates for office and those who look to politics for a living may have their minds on the contest to the exclusion of everything else, but the rest of us seem to be pegging along as though nothing was doing. Several reasons can be given for this apparent lack of interest. In the first place no vital issue divides the parties. None of the candidates can be classed as a popular hero. Nearly everybody ad-

mits that no matter who is elected the country will still be safe. Another and a very important reason is that all the parties are on a hard sledding basis, with no money to spend for red fire, brass bands or stump speakers. There is nothing like a lack of funds to dampen campaign enthusiasm. In the last month of the campaign there may be some effort made to enliven things. The State nomination conventions are to be held next week and these may start some awakening of public interest. But all the indications point to an uneventful campaign, with the people far more interested in the every day problems of earning a living than in trying to save the country.

SUFFRAGISTS BUMPED.

The estimable ladies who have in charge the campaign for the enactment of woman suffrage in this State, for some reason which they are unable to explain, have seen fit to divert all their printing orders to union offices and have insisted upon the use of the union label, which is the emblem of anarchy, tyranny and oppression. The union label stands for botch workmanship and high wages for poor work. The union label means that every man must receive the same ratio of wages, whether he is a poor workman or a good workman; whether he is drunk or sober; whether he takes a bath once a day or never takes a bath; and the closed shop employer can exercise no discretion in the employment of such men. He must accept such union workmen as are presented to him by the union, without prejudice, and pay them an equal wage, whether they earn one-quarter what he pays them or twice as much as he pays them.

But chickens come home to roost—and sometimes they roost exceedingly high. Yesterday the estimable ladies in charge of the woman suffrage campaign went before the convention of the Michigan Federation of Labor and requested that the organization of union despots and strikers and grafters adopt a resolution in favor of woman suffrage. They were turned down cold, as every one with any political sagacity knew they would be. The Michigan Federation of Labor is the creature of the brewers and the saloons and the brothels of Michigan and these interests are all opposed to woman suffrage, because it is very generally conceded by those who have given the subject any thought that when the women come to hold the reins of power, the saloons and other evils of a social character will be very materially curtailed, if not entirely abolished.

The ridiculous feature of the situation is that the women who plead for liberty for themselves have, by their own voluntary acts, spurned the open

shop and the right of men to work as they please and for whom they please, thus ignoring the great body of God-fearing, independent thinking men who refuse to put their necks in the yokes of tyranny by tying themselves up to the slysters and grafters who manage the labor unions. By so doing they have needlessly antagonized men of broad minds and wide-reaching influence who might be of great assistance to the women in their cause.

ADVANTAGES OF OWNERSHIP.

Sane and wholesome advice to the young man starting out in life is to buy a home. With the home bought and paid for the young man has one of the essentials of good citizenship and, furthermore, he is out of reach of those trials and tribulations which come to the renter and in times of trouble still has a home for himself and his family. If it is good advice to the young man to buy a home, is it not equally good advice to those who are engaged in business? Is it not to the advantage of the merchant to own the building he occupies and thereby be free from what the landlord may do to him in raising his rent or leasing his store to somebody else? Not every merchant can own his own store. Not every merchant would be warranted in withdrawing what the property would cost from his business. But, as a general proposition, would it not be worth some sacrifice to be your own landlord and independent than to be subject to the whim of some other man? Very often the enterprising merchant advertises his business so widely and successfully that his location becomes an asset in itself. With ownership this asset is permanent; but as a tenant this asset may be capitalized by the landlord in the form of an increase in the rental when the old lease expires. Ownership of property occupied is also a good advertisement. It indicates that the merchant believes in the town, that he has confidence in its future, that he is willing to do his share to make the town bigger and better. In this city within recent years there has been a marked disposition on the part of the business men to own their own business homes when this is possible. Charles Trankla owns enough of the property occupied by the Boston store to make him tolerably independent of what the landlord may do. Henry L. Houseman owns the store occupied by the Houseman & Jones Clothing Co. and the Giant Clothing Co.'s store is owned by Meyer S. May, both by purchases made in the last year or two. Foster Stevens & Co. and the Herpolheimers have no worries as to what their landlords will do when

present leases expire. The Old, the Fourth, the Commercial Savings and the Peoples banks own their own homes and the Grand Rapids National City has a home it can go to when it wants to move. Other banks and business men would gladly buy if they could and in so doing they would act on what is generally regarded as sound business policy.

TIME TO ACT AGAIN.

Robert D. Graham, it is stated, does not want a second term as President of the West Michigan State Fair and E. D. Conger will insist that he be relieved of the duties of the Secretaryship. These are matters which will come up at the annual meeting of the fair in January, but they are of such importance that they should receive consideration long in advance of such meeting. Mr. Graham was Treasurer of the fair during the ten years of the Wm. H. Anderson administration and it was with the greatest reluctance that he took the Presidency a year ago upon the retirement of Mr. Anderson. He is a member of the State Board of Control of the Agricultural College, President of the Commercial Savings Bank and has many interests to take his time and attention and does not feel that he can do justice to the fair. Mr. Conger is also a very busy man and for three years past has earnestly desired to break away. Both have given splendid service and both are entitled to commendation for what they have done to make the fair what it is. To select successors to these officials will be difficult and it might be suggested a good way would be to let the Association of Commerce take a hand in the naming the executives and shaping the policies of what should be and is a popular public institution. A dozen years ago the old fair association was bankrupt in finances and broken in organization. The old Board of Trade took an interest in it, secured the election of Wm. H. Anderson as President and then started it on the way to success with a subscription fund. The organization is now in splendid financial shape and has a well oiled and smooth running organization and the Association of Commerce should see to it that lack of interest does not cause deterioration. The high standards of the Anderson and of the Graham administrations should be maintained and the fair not be permitted to fall into the hands of adventurers or those who are self-seeking. The fair belongs to the people and the Association of Commerce should regard itself as the organized representatives of the people in safeguarding its welfare.

LOOKING AHEAD.

Some Reforms Which Should Be Accomplished.*

It often happens that the viewpoint taken by different people on the same subject, gives them a vastly different impression of that subject.

It often happens that a smile drives away the blues, and the good cheer of an optimist changes the entire atmosphere surrounding a bunch of men, and they will partake of his cheerfulness until they are all in a good humor, and ready to discredit anything that sounds bad, and believe all the good things that are said or suggested.

That is the way I would like to have you feel at this time, and if we will believe in it strong enough, the thing will be a reality.

I believe that this little convention marks the beginning of the best and biggest association of business men that has ever happened in Michigan.

Our field is very much larger than the others, for they are confined to one branch of trade, whereas we are made up of them all and our opportunities for doing good are equally expensive.

This organization is the result of what appealed to a few live business men as a weakness in our state associations, and the National Federation of Retail Merchants, which is in reality the parent of this State Federation, was organized in Chicago in October, 1911.

The Michigan Federation of Retail Merchants, in its present crude and imperfect form, is the result of a meeting held in Lansing Feb. 8, 1912, in response to a call made to the Presidents and Secretaries of all the State associations that could be reached, by the Secretary of the Implement Dealers Association, and there were present at that meeting about twenty-six men.

A temporary organization was affected, officers elected, and committees appointed to do the work of preliminary organization.

How well these men have done their work you will be better able to judge after you hear what has been accomplished.

We have met here this afternoon with one common object, and that is to try to improve ourselves as merchants.

No matter what line of goods we handle, we have common enemies and common annoyances and troubles, and it is the hope of this Federation that you will one and all give free expression of your difficulties and annoyances and see if there is not a correct solution of each one of them suggested by some one who has had the same trouble and found a way out of the difficulty.

Our objects as outlined in the constitution and by-laws that have been prepared, and will be submitted for your approval or amendment, states that they are "To safeguard and serve the interests of all Retail Merchants in Michigan; to oppose all unjust legislation; to promote all legislation that is designed to help the cause of the retail merchant, and to demonstrate to the manufacturer, wholesaler and consumer, the economic necessity of the retail merchant as the natural distributor of goods."

*Annual address of President Roe before Michigan Federation of Retail Merchants.

"Down with the middle men" is a cry that has been taken up by a great many uninformed citizens and we must undertake to correct this idea and to show them that the present system is not only the most convenient and best, but is also the cheapest way to distribute merchandise.

We want a law that will oblige people to tell the truth in their advertising, and make deceptions of this kind punishable.

When this is accomplished, we will have stripped our mutual competitors, the catalogue house people, of their biggest selling advantage.

They have built their business on advertising and it has been, for the most part, the dishonest sort, and has consisted largely in deceiving people and making them believe that they could sell them more and better things for their dollars than a regular retail merchant could afford to do, but you are all aware that this is false.

Another matter that is a common source of annoyance is that of transportation. Freight moves slower and at a much higher rate of toll than it did twenty years ago.

With constantly increasing power of rolling stock and larger units of carrying capacity, the mileage of freight per hour has gradually decreased, all of which appeals to me as inconsistent.

I have an instance in mind that will serve to illustrate: In 1886 a buggy shipped from Marshall to Buchanan, billed at 300 pounds and crated under forty inches, cost 84c and in 1905 the same rig and billing cost \$2.55.

Under the old rate the railroads were prosperous and declared good and regular dividends, but now under concentration of energy, capital and brains, it seems the excessive charges are all absorbed and the amount collected is three times as great as formerly; still the dividends are no larger than before.

All the coal carrying roads in Pennsylvania carry hard coal to Buffalo or Suspension Bridge for \$2 per ton, and this haul averages less than 200 miles, and the roads west from Buffalo take it to Chicago, a distance of 536 miles, for \$1.75 per ton.

This is not the worst feature to be considered. By far the most distressing feature in shipping goods is to have them lost or strayed in transit. The railroad employes are as indifferent about trying to trace them as they are about most other troubles and in many cases of seasonable goods, the season passes before the goods arrive, and the dealer has to carry them over to another year.

I just wanted to touch on this subject and suggest that a Transportation Bureau of some kind be framed up at this meeting and let us see if there is not a better way to get at these things than by individual effort.

A railroad company will laugh at the troubles of one merchant, but they might not think it was so funny if they knew that ten thousand other merchants were watching the outcome of a difficulty and were ready to place their business with the road that would give them the best service.

Express rates are too high and a parcels post would be no relief, but could only be construed as another

weapon in the hands of the large city stores to supply the trade of the rural districts at the expense of the Government.

We are paying a premium amounting to one cent on every letter we write to maintain the present rural free delivery. The surplus from this source last year just about paid the loss in rural free deliveries, and if we should have a general parcels post, letter postage would likely go to three cents, and the extra cent would be applied to the deficiency, so that the Government would be able to deliver the goods for the mail order houses, direct to our customers.

This would be largely at our expense, for you are aware that the country towns that are too small for free delivery, and too large for rural free delivery, are the ones who pay the largest profit to the Postoffice Department.

To bring these matters to rest on their own merits, let us do all we can to bring about a one cent postage rate on first-class mail matter.

Nearly every merchant has two or more men working for him and doing things more or less hazardous, and I would like to remind you of the employers' responsibility law that went into effect in Michigan Sept. 1. This is purely a Michigan creation, but it is none the less drastic, for it fixes the responsibility for any accident that may happen to any man in your employ and also prescribes the terms of payment. It does not matter whether the fault is yours, or his; as employer, you are responsible, and the law prescribes that you must pay so much and in a certain way, and it is so stringent that no man can afford to take his own chances, but in order to protect himself he must carry accident insurance for all his men.

I would suggest that we form a mutual accident insurance company of our own, so that this risk can be carried at a fair price.

The hardware mutual fire insurance companies are returning 50 per cent. of the board rate premiums and I believe there is a good field for this kind of insurance right among ourselves, which will save us a proportionate amount.

Another thing that will add value to our State and Federation associations will be to get every town to organize a local association of business men to thresh out all local difficulties that arise and, incidentally, to protect each other in the matter of extension of credits and the collection of accounts.

Gentlemen, this is your meeting, and it is not my intention to enter into any lengthy discussion, but just merely to touch on a few things that appear to me to be timely, and the rest is with you and the speakers who have kindly consented to instruct and entertain us for a while.

We have much work to do this afternoon and I want to be brief and get at the real work of the afternoon as fast as is consistent, but a scrap of an old poem comes to mind that I think applies to all of us and serves to remind us that we should be patient and vigilant and never miss an opportunity to improve our ways of doing things, nor fail to give due attention to the opinions of those who have been successful in overcoming difficulties:

Lives of great men reached and kept
Where not attained by sudden flight
But they, while their companions slept
Were toiling upward, in the night.

Secretary Witbeck's Report.

As this is really the first regular meeting of this kind ever held in Michigan there is, consequently, not much of a report to bring before you, but as all history has a beginning, we will start at the beginning and bring you through to the present time and give you the details so far accomplished.

About a year ago the National Federation of Retail Merchants was agitated and successfully organized in Chicago with the greatest meeting and most enthusiasm ever expressed in a public gathering of its kind in America. What causes led up to such a gathering? Probably you are all familiar with them, but suffice it to say that the objects set forth by this gathering were to safeguard the interests of all retail merchants, to look after legislation for or against the retail interests of the country and to demonstrate to the manufacturer, wholesaler and consumer the economic and practical necessity of the retail merchant as the natural distributor of merchandise, in all of which I believe you most heartily concur and believe.

At the same time that this convention was held in Chicago, the National Federation of Retail Implement & Vehicle Dealers was in session and the President of same was appointed as one of the delegates to attend the Merchants' Federation and bring back a report, with such recommendations as he thought best. Suffice it to say that his report was accepted and adopted and the National Federation of Implement & Vehicle Dealers voted to affiliate with same.

Mr. William Goodes, of Flint, W. L. C. Reid, of Jackson, and your humble servant, all officers of the Michigan Association of Retail Implement and Vehicle Dealers, were the delegates in attendance, representing the Michigan dealers and, upon our report being brought to our own convention in November last, it was endorsed and a movement started which terminated in a call for all the Presidents and Secretaries of the several State Associations of Michigan and which was held in the city of Lansing on Feb. 8 last, attended by nineteen such officers.

I will give you the report of this meeting, which had been called at the Downey House, but owing to the disastrous fire the night before had to be changed to the Hotel Wentworth and not having time to advise all of those who expected to attend, several who had expected to come—in fact had started—but owing to delayed trains which was quite prevalent at that time, did not reach Lansing in time to attend this meeting. A call notice of which had been sent to the President and

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.

Secretary of the following State Associations:

Michigan Retail Hardware Dealers Association.

Michigan Retail Lumber Dealers Association.

Michigan Retail Druggists Association.

Michigan Retail Pharmaceutical Association.

Michigan Retail Coal Dealers Association.

Michigan Retail Clothiers Association.

Michigan Retail Jewelers Association.

Michigan Retail Monument Dealers Association.

Michigan Retail Implt. & Vehicle Dealers Association.

Michigan Retail Shoe Dealers Association.

Michigan Retail Furniture & Undertakers Association.

Michigan Retail Master Plumbers Association.

Michigan Retail Butchers Association.

As it was so difficult to find out and locate the names of officers, we, perhaps, did not reach all State associations, but enough to formulate plans that brought you here to-day.

The minutes of this meeting, I will now read:

Meeting called to order by F. M. Witbeck, Secretary of Michigan R. I. & V. D. Association, at room 8 Hotel Wentworth at 1:30 p. m., who gave an explanation of the object of the call and the purpose intended.

Arthur J. Scott, of Marine City, was elected temporary chairman of the meeting and F. M. Witbeck temporary secretary.

All delegates were requested to register name, town and position held in their respective Association.

Arthur L. Holmes, of Detroit, was asked to present objects and benefits to be derived by Federation, which was done in a very satisfactory manner, followed by Mr. Maloney, of the Detroit Grocers Association, in a very enthusiastic manner.

Moved by A. L. Holmes and supported by Mr. Maloney that we proceed to form a permanent organization to be known as the Michigan Federation of Retail Merchants. Carried.

Moved and carried that E. S. Roe, President of the Retail Hardware Dealers Association, be made permanent chairman and that the Secretary be instructed to cast the ballot for Mr. Roe, which was done.

Moved and carried that Geo. V. Roe of the Detroit Grocers Association, be made permanent Vice-President, and the Secretary cast the ballot for him as such.

Moved that F. M. Witbeck, Secretary of the Retail Implement & Vehicle Dealers Association, be made Secretary and that the chairman be instructed to cast ballot for Secretary Witbeck, which was done.

Moved by Mr. Holmes and supported by Mr. Rikerd, of the Lumber Dealers, that the President, Vice-President, Secretary and two other delegates be appointed to draft the by-laws to govern the Association. Carried.

The Chairman appointed Mr. Holmes, of Detroit, and F. C. Christopher, of

Lansing, the two members of the committee to draft by-laws.

Moved by Mr. Reid and supported by Mr. Maloney that the by-laws so drafted shall govern the Association until such a time as they could be acted upon by the Association.

Moved that the Secretary be made Secretary and Treasurer. Carried.

Moved that the Vice-President be the third delegate to attend the National Federation. Carried.

Motion that the permanent officers elected be installed, which was done, followed by appropriate remarks from all and the expression that they would do their best to merit the confidence so placed.

Meeting then adjourned with good feeling and fellowship and the fact that the most powerful Association in the State will be the result of this meeting.

Next meeting to be at the call of the President.

Many delegates were present who had not been empowered with authority to act as an Association, but who would refer the matter to their respective Associations at their next meeting.

On March 14, the Committee, consisting of President Roe, Mr. Christopher and the writer, met at the Chamber of Commerce, Lansing, and adopted the by-laws and constitution that is submitted to this meeting for adoption, correction or rejection. Mr. Holmes and Mr. Rowe, of Detroit, were not able to attend, but approved of the draft with the understanding that any changes necessary could be made at this meeting.

Since this committee meeting, we have had several conferences. One at Grand Rapids, May 22, at Hotel Cody, which was attended by President Roe, Arthur L. Holmes, of Detroit, Mr. Riechel, C. L. Sweet, of this city, and the writer, for the purpose of arranging for this meeting on the solicitation of the Grand Rapids Association of Commerce through Mr. Bierce, its assistant Secretary.

In bringing this subject up to the present, I need but inform you that it involved a large amount of work, which has fallen largely on your President, Mr. Roe, and the writer, also a large amount of expense, which has been borne so far by us in an endeavor to get started right and bring to the merchants of Michigan a clearing house that would be a medium that could look after all grievances relating to the retail trade.

As there, so far, has been no money provided except such as advanced by Mr. Roe and myself, your report as Treasurer will be rather limited, although as soon as we are properly officered, we will have funds coming from the State Association through affiliation that will be quite a sum, exclusive of the membership dues from individual members, which has been fixed at the small amount of \$1 per year. The amount of receipts from the latter source amounts to \$6, who are charter members.

Our expenses to date are represented by the attendance at the different meetings, printing of constitution and by-laws and proper stationery. The latter of which became exhausted just prior

to this meeting. The items summarized are as follows:

Expense President Roe\$ 70.00
Expense A. L. Holmes, attending committee meeting 8.58
Expense F. M. Witbeck as Sec'y 93.89

Total.....\$172.47

The above items only represent the cash paid and nothing for the time spent, as we are informed no charges for such services will be made by any of the officers or committees.

Before drawing this report to a close, I wish to publicly thank in behalf of President Roe, the Committee and the writer, Mr. E. A. Stowe, of the Michigan Tradesman, and Mr. C. A. Day of Detroit Trade, who have co-operated in every way to bring about a successful meeting here and without cost to anyone, in the hope that all merchants might unite in the one common cause—the protection of the retail business from irregular methods and show to the State and Nation that they are the only logical distributors of merchandise and the back-bone of commerce, no matter who fills the next Presidential chair.

The essentials necessary to bring back the trade to the small towns and merchants are Association, Co-operation and Education, and this, when coupled with better methods of the merchants themselves, by installing better salesmanship, better buying, better advertising and last, but not least, the right kind of cost accounting. The great destroyer of merchants, the mail order "Bogey," will have passed away. The danger of centralization will cease and the once thriving small towns throughout our State will revive and become prosperous—made so by you, the progressive, self-sacrificing retail merchants of Michigan.

As President Roe has given you in his address such suggestions and recommendations as you will, no doubt, take up later, I will close this report with the hope that the progress made here will result in making such a unity of spirit among the retail merchants of Michigan that no spot will be left in this State where the light of progress does not shine, where the broad spirit of fairness to all does not prevail and where all are united in one accord with one motto to hang on the wall: The Retail Trade to the Retail Merchants in "Our Town."

With this the first report of your Secretary-Treasurer, I give it to you as best I can with an honest effort on my part. If it meets your approval, my hope is rewarded. If not, have charity.

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

Buffalo, Sept. 17—Creamery butter, 26@29½c; dairy, 22@22½c; poor to good, all kinds, 20@25c.

Cheese—Fancy, 16½@17c; choice, 16c; poor to common, 8@12c.

Eggs—Choice, fresh, candled, 24@26c; at mark, 22@23c.

Poultry (live)—Turkeys, 15c; cox, 10@11c; fowls, 15@16c; springs, 16@18c; ducks, 14@15c; geese, 11@12c.

Beans—Red Kidney, \$2.50; white kidney, \$3.25; medium, \$3.25; narrow, \$3.35@3.50; pea, \$3.15.

Potatoes—40@50c per bu.
Rea & Witzig.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Sept. 16—Spot coffee is well sustained on the basis of 14¾@15c for Rio No. 7. The market has not been especially active, but quite a steady stream of orders for small quantities come in every day and, in the aggregate, the week was fairly satisfactory in this respect. Buyers are not at all disposed to purchase ahead of requirements, although it would seem to be a pretty favorable time to carry fair stocks. In store and afloat there are 2,148,033 bags, against 2,261,989 bags at the same time last year. Little interest was shown in mild sorts and good Cucuta is working out at 16¾c.

Some little business has been done in teas during the week and sellers appear to be quite confident as to the future, as primary markets are generally reported firm. Stocks here are apparently ample for all requirements. Quotations are unchanged.

The demand for sugar has shown rather more activity. The market closed at 5.10@5.20c for granulated.

Rice was in fairly good demand all the week, but absolutely no change has been made in quotations. Stocks are not especially large, but there is enough to meet the demand. Prime to choice domestic, 5¾@5½c.

With the advancing season there is, apparently, a more active call for spices, but the demand is not rushing. Quotations show little if any change, but the whole line may be called firm.

Molasses is steady. The weather has been hot and this naturally prevents anything approaching activity. Good to prime open kettle, 26@34c. Syrups are steady, but the movement is rather limited. Fancy, 25@28c.

The only thing that prevents an active canned tomato market is a difference of views between seller and buyer. The seller wants 90c for standard threes and the buyer thinks 87½c ought to purchase the choicest goods. Weather reports from the big producing regions for the past few days have been most encouraging and it would seem as if the pack would turn out to be a pretty good-sized one after all. Peas, fancy and standard, are inactive, because of the very limited offerings. Even the lower grades are not overabundant, although the call for such has been only moderate. Corn is quiet and without particular change. Maine stock is quoted at 85@90c.

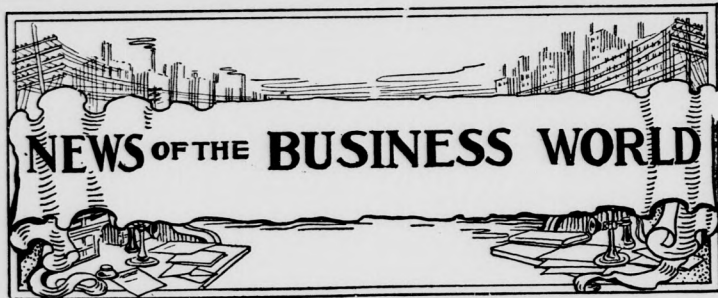
Butter is about unchanged. There is a steady demand for top grades on the basis of 29¼@29½c; first, 27½@28½c; process, 25@26c; imitation creamery, 23½@24c; factory, 22@23c.

Cheese is steady at 16@16½c.

Eggs are firm for top grades. Best Western, 26@27@29c.

Don't worry because you can not think of business-getting plans that have never been used by anyone else. Take a good plan wherever you find it.

The clerk who cannot stand up to his work behind the counter like a man ought to wear a check rein or else get a different kind of a job.



Movements of Merchants.

Nashville—J. F. Bement has opened a jewelry repair shop here.

Greenwood—Brown Bros. succeed Frank Cassada in the meat business.

Otsego—Will Snyder has opened a fish and smoked meat market in the Travis building.

Belding—W. W. Case has sold his grocery stock to Charles Hoyt, who has taken possession.

Hesperia—C. H. Myers has closed out his stock of flour and feed and will locate in the west.

Mesick—George Joseph, formerly engaged in trade here, will open a general store about Oct. 1.

Cheboygan—The Malenfant-Rogan Clothing Co. has decreased its capital stock from \$10,000 to \$7,500.

Lansing—George Hodgkinson has closed out his stock of meats and will retire from business temporarily.

Menominee—Iver Holland, who recently lost his bakery by fire, has resumed business in his new store building.

Wayne—John C. Cozadd has sold his hardware stock to Benjamin Veeley, who will take possession Oct. 1.

Fulton—Fred W. Erwin, druggist, has been adjudicated a bankrupt by the U. S. Supreme Court at Grand Rapids.

Hasting—Charles Sherwood has purchased the Bert Sparks grocery stock and will continue the business at the same location.

Benton Harbor—The Hoffman Grocery Co. has engaged in business at the corner of Pavone street and Empire avenue.

Wayland—Mrs. L. D. Snell has sold her millinery stock to Mrs. Ida Coffman, recently of Charlotte, who has taken possession.

Owosso—Charles Terry & Son, grocers at 1013 West Main street, have sold their stock to Bert P. Lovett, who has taken possession.

Marshall—Henry Boss has leased a store building on West State street, which he will occupy with a stock of general merchandise about Oct. 1.

Bay City—H. A. Benson has resigned as manager of the Dormer Fish Co. to engage in a similar business here under his own name about Oct. 1.

Marquette—Shelley B. Jones has leased a store building at the corner of Third street and Baraga avenue and will occupy it about Oct. 1 with a stock of drugs.

Coldwater—Collins & Lockwood, dealers in meats and groceries, have closed out their stock of meats and will de-

vote their entire attention to the grocery business.

McBride—The McBride Produce Co., Ltd., has been organized with an authorized capitalization of \$3,000, of which \$1,500 has been subscribed and paid in in cash.

Detroit—The Webster & McCausey Lumber & Coal Co. has been organized with an authorized capital stock of \$50,000, of which \$40,000 has been subscribed and paid in in cash.

Ashley—Clark Burchard has sold his bakery to George Todd and son, Walter, recently of Ithaca, who will continue the business under the style of George Todd & Son.

Omer—McPhail & Macomber, bankers, have merged their business into a State bank under the style of the Arenac County State Bank, with an authorized capital stock of \$20,000.

Nashville—C. M. Hinkley of Middleville, and his brother of Lakeview, have formed a copartnership under the style of Hinkley Bros. and engaged in the wholesale hay and straw business.

New Baltimore—Miss Margaret Kelmel, who has conducted a confectionery store on Washington avenue for the past four years, has sold her stock to Noah DUBY, who has taken possession.

Sparta—The final transfer of the ice and coal business of Fred D. Hull & Co. to Henry A. Zwiers, formerly of Berlin, has taken place and the new proprietor is now in possession.

Kalamazoo—James W. Ryder, dealer in coal, wood and coke, has merged his business into a stock company under the style of the James W. Ryder Coal Co., with an authorized capital stock of \$30,000, all of which has been subscribed and paid in in cash.

Central Lake—John Vaughan, a former business man of Central Lake, died September 13 at his home here. Mr. Vaughan had been suffering for a long time from paralysis, being forced to give up his drug store on that account, and his death was expected. Deceased leaves a wife and two children, Helen and Archie.

Corunna—Arthur H. Wood, aged 60 years, and a prominent real estate dealer of Twining, was arrested here last Friday on the charge of obtaining money under false pretenses. He is charged with passing four worthless checks on Corunna merchants which ranged in amounts from \$5 to \$10. The checks were drawn on the Bank of Twining. They were returned marked "no funds." Wood was arraigned before Justice McBride Saturday morning and pleaded not guilty. In default of \$100 bail he is confined in the county jail. His trial is set for September 20.

Sturgis—A shortage having been found in the books of the Sturgis Grain Co., O. Groves, manager, was asked to resign. It is claimed experts from Fort Wayne headquarters went over the books and found them wrong. Groves is said to be in Grand Rapids on a visit. It is not known whether action against him will be taken or not.

Ionia—There are two merchants who are doing business on Main street today who were in business 50 years ago—W. R. Cutler, druggist, and F. W. Stevenson, dry goods. There are two others still living in Ionia who were in business in 1862, but who have retired from active business. These are Geo. H. Allured and Alexander Knight, both then in the furniture business.

Allegan—The Grange store has erected a rest room in the rear of the dry goods department. Half of the building has been fitted up with all home comforts—large sitting room with rug, table, chairs, library table, rocking chairs, sofa, etc. Patrons of the store may eat lunch there if they desire, or read and be comfortable. A toilet room is installed in connection with the rest room.

Portland—Allen A. Mack has been elected manager of the recently organized Crane Drug Co. This business was established many years ago, just how many is not definitely known. The late W. H. Stone became owner of the store in 1878, acquiring it from J. W. Ross, W. D. Crane entered the employ of Mr. Stone in 1879, later buying the business and continuing it until his death in December, 1910. Since that time it has been conducted by the estate, C. D. Tomy, a son-in-law, being in charge.

Shaftsbury—W. O. Calkins held an opening Saturday of the elevator which he bought and has finished remodeling. A big tent was erected in the open and the ladies of the village helped serve dinner to over 150. The rain held off the crowd in the morning, but there was a good sized crowd both afternoon and evening to witness the other events. Two baseball games, foot races and both a martial and brass band made things lively in the afternoon. A baby show was pulled off at night and all proved very successful. Prizes were given the winners in all the events. Mr. Calkins is operating the elevator at Bancroft also, having bought out both elevators a year ago.

Manufacturing Matters.

Lansing—The Beck Sprayer Co. has changed its principal office to Flushing.

Lansing—The Mellin Baking Co. is considering a proposition to remove its plant from Pontiac here.

Jackson—The Clarke-Carter Automobile Co. has changed its name to the Cutting Motor Car Co.

Howard City—George H. Merrifield has sold his feed mill to Charles Dunham, who has taken possession.

Ypsilanti—The Chas. W. Powell Manufacturing Co. has changed its name to the Ypsilanti Garment Co.

Detroit—The Carrier Auto Co. has been organized with an authorized capital stock of \$6,000, of which

\$3,250 has been subscribed, \$250 being paid in in cash and \$3,000 in property.

Detroit—The Detroit Interior Finish & Manufacturing Co. has been incorporated with an authorized capital stock of \$50,000, of which \$25,000 has been subscribed and \$5,000 paid in in property.

Flint—The Pine Bluff Spoke Co. has engaged in business to manufacture and deal in spokes and other wood products, with an authorized capital stock of \$30,000, which has been subscribed, \$20,000 being paid in in cash and \$10,000 in property.

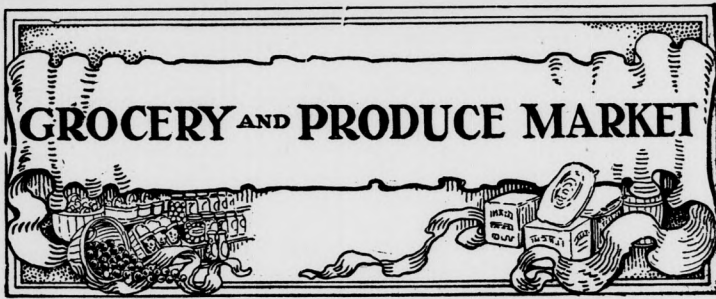
Detroit—The Sattley Coin Handling Machine Co. has engaged in business, with an authorized capital stock of \$100,000 common and \$100,000 preferred, of which \$153,300 has been subscribed, \$30,000 paid in in cash and \$120,000 in property.

Detroit—The Schermack Co., manufacturer of stamp vending machines has merged its business into a stock company under the style of the Schermack Wheel Co., with an authorized capital stock of \$1,000, of which \$500 has been subscribed and \$250 paid in in cash.

Detroit—The Merralls Starter Co. has engaged in business to manufacture and sell vises, gasoline engine starters and automobile accessories, with an authorized capital stock of \$150,000, of which \$87,500 has been subscribed, \$1,000 being paid in in cash and \$86,500 in property.

Portland—William W. Terriff who for many years conducted a most successful washing machine factory in this city, has again taken up the work after a lapse of a few years. He has gone into partnership with E. L. Goodwin, of this place, and Frank O. Balch, of Chicago. The new firm will manufacture the Terriff washer and the Terriff gravity washer, the latter having been manufactured by E. L. Goodwin for the past three years. A large sum of money will immediately be expended in advertising the two machines, Mr. Terriff having charge of this end of the business. Mr. Goodwin will take up the management of the manufacturing and the building on Maple street, which was occupied for many years by I. C. Perrigo and Michael Schaffer as a wagon and carriage repair shop, will be over hauled in preparation for the business which will be carried on. Mr. Balch is publisher of Home Life, a well-known Chicago magazine and will expend a large portion of his time for the interest of the new factory.

If I were a baker, I would not be content with being a good baker, nor even a better baker than my neighbor. I would endeavor to bake bread like Michael Angelo painted pictures, like Thorwaldsen chiseled statuary, or like James Oliver molded plows. It would be my aim to put into this trade a factor from which posterity could draw economical and social betterment. I would leaven my bread with the ambition of my soul, and crust my pastry with the seasonable joy of supreme effort profitably employed. It seems to me the dough bin holds possibilities for a man. Let him stand forth.—Elbert Hubbard.



The Produce Market.

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

Apricots—California, \$1 per box.

Bananas—\$3.75 per 100 lbs.

Beets—60c per bu.

Butter—There is active trading for consumption on all grades of butter, and the market is firm on a little higher basis than a week ago. The make is fully up to standard both in quality and quantity and at the present time is on an even, steady basis. Practically all of the current make is being absorbed by consumption; none is going into storage at all. Creamery extras are now held at 30c in tubs and 31c in prints. Local dealers pay 23c for No. 1 dairy grades and 18½c for packing stock.

Cabbage—\$1.50 per bbl.

Carrots—60c per bu.

Crabapples—\$1.25 per bu. for Siberian or Gyslips.

Cranberries—The first shipments of Early Black cranberries arrived during the day and were placed on sale at \$7.25 per barrel. Receipts are expected to increase from now on and wholesalers look for prices to decline soon. The quality is said to be very good for so early in the season.

Cucumbers—50c per bu.

Eggs—The market is firm at 1c per dozen advance. The receipts are only moderate, while the consumptive demand is very good. Compared with last year the production of eggs show some deficiency. The market is healthy and no radical change seems in sight. Local dealers pay 22c, loss off.

Grapes—Wordens and Moore's Early are moving freely on the basis of 18c per 8lb. basket.

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

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

Lemons—The price has declined to \$8.50 per box on California. The extreme high price lasted only a few days.

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 \$1.50 per crate; home grown command \$1.25 per 70 lb. sack.

Oranges—\$4.25@4.50 for Valencias.

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

Pears—Bartletts, \$2 per bu.; Anjou, \$1.75 per bu.

Peppers—20c per doz. for red; \$1.25 per bu. for green.

Pickling stock—Cucumbers, 20c per 100; 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.

Sweet Potatoes—\$2.40 for Virginias and \$4 for Jerseys.

Tomatoes—65c per bu. for ripe and 50c for green.

Veal—6@11½, according to the quality.

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

Wax Beans—\$1 per bu. for home grown.

Whortleberries—\$2 per crate of 16 quarts.

Emanuel Treusch has engaged in the wholesale cigar business, locating in the building occupied by the Grand Rapids National City Bank. Mr. Treusch was born in Raab, Hungary February 20, 1860. At the age of 3 years he came to America and with his parents moved to Niagara Falls, New York. Shortly after they moved to Buffalo, and from there came to Grand Rapids in 1870. Since that time until last year Mr. Treusch was connected with his older brother, Morris, operating one of the largest cigar stores in the city. Last June, they retired from active business, and have not re-entered. Although Mr. Treusch has never been active in politics, he has always taken a keen interest in municipal affairs, and National issues. He is an Elk, and has belonged to the I. O. B. B. for many years.

J. Augustine Sparrow who was in charge of the dry goods department of Hannah, Lay & Co., at Traverse City, for several years prior to 1876, was in the city yesterday on his way to the city he has not visited for thirty-six years. He has been engaged in the clothing business at Middleboro, Mass., for thirty years.

F. H. Skow has re-engaged in the grocery business at Ellsworth. The Lemon & Wheeler Company furnished the stock.

A dollar locked up in your safe doesn't earn a cent of interest. It doesn't pay to hug ideas too tight, either.

Do not let competition "push you ahead" so hard that it pushes you over.

It's no easier to make good by proxy than it is to get to heaven that way.

The Grocery Market.

Sugar—The market is in statu quo, exactly the same as a week ago.

Tea—The markets show no particular change. The new crop Japans have been very late in arriving. Prices are holding firm. Formosas, owing to the increased demand and the short crop, show more strength than other lines. The shortage is estimated to be about 2,500,000 pounds, the United States using about 80% of the entire production. An unusual amount of low grade Ceylons have been shipped out of that country with the result of a decline in prices. Spot Congous are easy and some big lots have been picked up at very low prices.

Coffee—Practically all grades of Rio and Santos have advanced ½c during the week. The main cause is discouraging crop reports from Brazil, although these may all be exaggerated, or false. Speculators have taken hold of them, however, and forced the market up. The demand for consumption is confined to wants. Mild coffees have advanced with Brazils, and the situation is strong. Mocha is scarce and commands a slight advance. Java unchanged and firm.

Canned Fruits—Shipments of most varieties of this year's pack of California fruits will be arriving soon, but prices are not expected to show much change. The demand for canned fruits has been light so far this season on account of fresh fruits being plentiful. The shortage of Hawaiian pineapples, will it is thought, be relieved soon by the arrival of shipments of the new pack, which are said to be in transit. Prices on the 1912 pack are much higher than in 1911, but the consumption continues to increase.

Canned Vegetables—Reports during the week from some of the districts where a great many tomatoes are canned have not been at all favorable. Prices are firmer than a short time ago with an advance of fully 5c per dozen over September 1. From the shipments arriving of new pack it appears that there will be a great many poor quality peas this year, some even below the quality of a soaked pea. It is thought that it will be impossible for the wholesaler to sell a good quality pea at less than \$1.20 per dozen. Corn is unchanged and quiet.

Dried Fruit—There is some enquiry for new peaches at ruling prices. A few new apricots are also selling at about unchanged prices. There is talk of bad crop conditions for raisins, but no change and no special activity in the Eastern demand. Currants unchanged and quiet. Prunes are very quiet. There is no disposition to buy and none to sell; most jobbers, it is believed, have stock carried over from last season. Prices show no change.

Rice—The demand shows but little improvement during the week. It is reported that the United States Government is going to investigate rice conditions in the Philippines with the idea of developing its culture on a much larger scale than in the past.

Syrups and Molasses—No change in corn syrup. Compound syrup is dull at ruling prices. Sugar Syrups quiet and unchanged. The expected very high prices for fine new New

Orleans molasses have neither stimulated the demand for spot goods nor affected prices.

Cheese—The market is not quite so firm as it has been for several weeks, although no changes in price have occurred. The scarcity is relieved somewhat by the increase in the make and the outlook is for a comfortable market for some time.

Fish—Cod, hake and haddock are unchanged and quiet. Domestic sardines are a trifle easier and the average quotation for quarter oils is \$2.10 f. o. b. Eastport. Imported sardines are scarce and firm. The market for the various grades of mackerel have shown no special change during the week. Situation is steadily maintained with a quiet demand. Wholesalers are looking for an increased demand on pink salmon during the coming year as the opening prices on the 1912 pack, which were announced a short time ago were low enough to permit the retail grocers selling a one pound can at 10c.

Provisions—Smoked meats are firm and unchanged. Pure lard is firm at another ¼c advance, and a very good consumptive demand. Compound lard is steady to firm, with a fair consumptive demand and unchanged prices. Dried beef and barrel pork are in good demand and unchanged. Canned meats are wanted and show firmness.

Re-elected Nearly All the Old Officers.

At the annual meeting of the Michigan Retail Shoe Dealers Association, held at Kalamazoo last week, all the old officers, with the exception of the fourth Vice-President, and one member of the Board of Directors were re-elected, as follows:

President—Chas. C. Weber, Kalamazoo.

Vice-Presidents—Leo. Gruner, Ann Arbor; Rolla D. Chase Owosso; Joseph H. Brossett, Bay City; L. V. Spencer, Grand Ledge.

Secretary—Fred G. Clark, Detroit.

Treasurer—Edward Stocker, Detroit.

Wm. Gartner, of Wyandotte, a member of the board of directors last year, succeeds E. J. Dittman, of Mount Pleasant, as chairman of the board, the latter however, remaining a member. Jacob Martin, of Monroe, is the newly elected member. The other members of the board, re-elected are O. D. Allen, Detroit; L. P. Hyde, Hart.

A. V. Fredericks, of Traverse City, addressed the meeting and urged the members to work for a larger and stronger organization.

Mr. Langley, of Chicago, a traveling man, was another speaker, delivering an address on "The Relation of the Traveling Man to the Retailer."

Buying too many goods will tie up your capital just as surely if they are bought at a bargain as it will if they are bought at regular prices.

The more a man knows about the goods he sells, the more of them he will sell. Ignorance was never known to be an aid to salesmanship.

To put off to-day's duties until tomorrow is to crowd two days' work into one day with the result that neither will be well done.



Dependence of Banks on the Farming Industry.

The American Bankers Association, in convention in Detroit last week, discussed currency reform and various other big questions of finance, but the handlers of millions devoted one entire session to the farmer, which might suggest that the bankers, like the rest of us, take a live interest in the question of bread and butter. The discussion covered considerable of a range, including farm credits, financing the crops, farm management and productivity of farms. It may seem strange that bankers should see in farm management and farm productivity anything to concern them, but in recent years the National association, as well as most of the state associations, has been giving much attention to these questions. The bankers have come to recognize farming as one of the great industries and they have also come to recognize that, without proper management, the farm cannot be a success and that the farmer who lets his farm run down is wasting his assets. The bankers, in fact, have become one of the recognized influences for the agricultural uplift, for better methods and better management and for the bigger crops which methods and management will certainly bring. This influence is being exercised quietly and unostentatiously but effectively and in all parts of the country and it is an influence that is growing. It need not be imagined that the bankers are taking this interest in the farmer and his welfare in a spirit of philanthropy. There is nothing philanthropic about it, but it is based on the realization that there is more money in it for the banker if the farmers are prosperous and successful than if they are broke. The prosperous farmer has money to put in the bank and, when he borrows, he pays back when his note is due. It is the down-at-the-heel farmer who has no bank account and to whom loans cannot be made. If the banker can raise the average of the farmer he increases his own opportunities for money making. And all over the country, through National and state and local associations and by individual effort, the bankers are doing what they can to make better farmers.

If it is the same in other cities as it is in Grand Rapids it is easy to imagine that there is a strong practical phase in the bankers' efforts to uplift the farmer, a phase that comes from a close and personal acquaintance with the farmer and his prob-

lems. In this city William H. Anderson and Robert D. Graham are practical farmers and conduct farms as side issues to their banking. E. D. Conger owns a farm and is making a success of it. James R. Wylie, Willard Barnhart and Dudley E. Waters own farms and give more or less personal attention to their management. Chas. W. Garfield is a recognized authority on farm topics and makes a success of his garden patch. All the banks have directors who are farmers. If the farmer element were taken out of Grand Rapids banks there would not be so very much left, and if all the farm deposits and farm loans were withdrawn from the Grand Rapids banks, the totals would show a depreciation that would run up into the millions. In Illinois it is stated that 60 per cent. of the bankers own farms, and it is likely if a tally could be made of the Michigan bankers that fully as high a per cent. would be found to have close relations with the soil.

The Grand Rapids banks are cosmopolitan institutions. English, Holland, German and Polish is spoken in all the banks and Russian is spoken in some in addition to the other languages. This city has a very small French and Spanish population and anybody wanting to do business in these languages might have trouble. This city has many Italians and Syrians and a sprinkling of Chinese, and these nationalities are all good money savers, but the banks have not yet seen the need of giving them recognition. The old Kent bank was the first in the city to appreciate the value of having somebody at the window able to speak to depositors in their own language and it was through this that the Kent obtained its big start. That was years ago, and, seeing how it worked, the other banks put in foreign clerks and now they all have them.

The saving and certificate deposits in the local banks increased \$1,621,000 the past year, compared with \$1,342,000 increase for the year preceding. The average per month the past year has been \$135,000 and for the year before \$112,000. The city's increased population is one reason for the increase and another reason is found in the difference in the industrial conditions. This year there has been industrial peace and everybody has had employment who wanted to work; last year a large per cent. of the industrial population were for several months following the advice

of the MacFarlane outfit, which meant idleness and loss of wages.

Thomas Hefferan, of the Peoples, Arthur T. Slaght, of the Grand Rapids National City, Frank S. Coleman, of the Grand Rapids Savings and Clay H. Hollister, of the Old National attended the American Bankers convention in Detroit last week. Others intended to go, but Robert D. Graham, E. D. Conger and Wm. H. Anderson were busy with the fair, Dudley E. Waters was at Petoskey for his hay fever, Heary Idema was in the East on an automobile trip and J. R. Wylie, Chas. H. Bender and others were kept at home by business engagements. From the convention Mr. Hollister came home to attend the meeting of the Pantlind Hotel directors to select an architect for the new hotel.

Anybody can tell the public what it ought to know, but it takes brains to tell it what it wants to know.

If people have wronged you, it will do no harm to give them a chance to forget it.

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

GRAND RAPIDS SAVINGS BANK

Only bank on North side of Monroe street.

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.

Use

Tradesman Coupons

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 3½% if left a year.

THE OLD NATIONAL BANK

GRAND RAPIDS, MICH.

New No. 177 Monroe Ave.

...

Old No. 1 Canal St.

2½% Every Six Months

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

\$100.00 Bonds—5% a Year

THE MICHIGAN TRUST CO.

We Offer and Recommend

The Preferred Stock of Consumers Power Co.

Largest Underlying Company of

Commonwealth Power Ry. Lt. Co.

Netting about 6½% and **TAX EXEMPT**

A. E. Kusterer & Co.

733 Michigan Trust Bldg., Grand Rapids
Both Phones: 2435.

BANRUPTCY MATTERS.

Proceedings in Western District of Michigan.

Sept. 11—In the matter of James W. Murtaugh, bankrupt, formerly merchant at Wyman, the final meeting of creditors was held. The final report and account of Gerret J. Wis-sink, trustee, was considered and allowed. The matter of granting a certificate recommending the discharge of the bankrupt was considered and it was determined that such discharge be not recommended, for the reason that the bankrupt did not fully account for all of his assets and concealed some of his property with intent to hinder, delay and defraud his creditors, and also made a false oath in connection with the proceedings, for which latter offence he was indicted, convicted and sentenced. The final meeting was held open for the determination and declaring of a final dividend.

Sept. 12—In the matter of Thomas W. McFadden, bankrupt, of Muskegon, the first meeting of creditors was held, and Harry F. Johnson, of Muskegon, was elected trustee by the creditors. His bond was fixed at \$2,000. The bankrupt was sworn and examined and the meeting then adjourned, without day.

Sept. 13—In the matter of Archibald W. Bryant, bankrupt, formerly a merchant at Muskegon, the trustee, Chas. V. Hilding, filed his final report which shows there are no assets, excepting a right of action against E. N. Manning & Company, of Chicago, who foreclosed a mortgage upon the assets scheduled at \$2,225, a few days prior to the filing of the petition in bankruptcy, the proceeds of which property the trustee believes can be recovered as a voidable preference; that he has been unable to induce creditors to advance the necessary funds to commence an action for the recovery of such preference or to interest attorneys upon the basis of a contingent fee; and asking that the creditors advance a sum sufficient for the expense of such suit or the claim of the estate for the alleged preference be sold to the highest bidder at the time of the final meeting. An order was made by the referee calling a final meeting of creditors on September 30, to consider such report and also directing creditors to show cause at such time why a certificate recommending the bankrupt's discharge should not be made by the referee.

In the matter of Neil Wilder, bankrupt, of Grand Rapids, the first meeting of creditors was held. It appearing from the examination of the bankrupt that there were no assets not exempt, 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 Floyd Donaldson, bankrupt, of Grand Rapids, the first meeting of creditors was held. No creditors were present and it appeared from the examination of the bankrupt that there were practically no assets over and above legal exemptions, excepting a small sum coming to him from the Pere Marquette R. R. An order was made that no trustee be appointed. Meeting adjourned, without day.

In the matter of the Manistee Watch Co., bankrupt, of Manistee, a hearing was had in order to show cause why the sale of the real estate to Geo. A. Hart, of Manistee, for the sum of \$5,100 should not be confirmed. An additional offer of \$5,300 was received from William Rath, of Ludington, and the offer of Mr. Hart was rejected and the real estate and buildings ordered sold to Mr. Rath.

Sept. 16—In the matter of Phillip Orwant, bankrupt, a contractor 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, it was determined 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 Albert J. Schepers, bankrupt, formerly merchant at McBain, the trustee, W. A. Wyman, filed a final report and account showing a balance on hand for distribution of \$982.19. An order was made by the referee calling a final meeting of creditors to be held at his office on October 7, to consider such report, and for the purpose of declaring and ordering paid a final dividend to creditors. A first dividend of 15 per cent. was paid in this matter on March 19, 1912. Creditors have also been directed to show cause, if any they have, why a certificate recommending the bankrupt's discharge should not be made by the referee.

In the matter of Charles Edinger, bankrupt, of Grand Rapids, the first meeting of creditors was held. The bankrupt was sworn and examined and an order made that no trustee be appointed, it appearing that there are no assets over and above exemptions.

Sept. 17—In the matter of the Muskegon Steel Casting Co., bankrupt, of Muskegon, the first meeting of creditors was held and Edward S. Lyman, of Muskegon, was elected trustee by the creditors and his bond fixed at \$5,000. Donald J. Campbell, Eugene L. Howe and Chas. H. Kimball, of Muskegon, were appointed appraisers. The first meeting was adjourned to October 17, at which time the officers of the bankrupt company were ordered to appear for examination.

In the matter of Bernice M. Whipple, bankrupt, police matron of Grand Rapids, an order was made closing the estate and the files returned to the clerk's office. No cause to the contrary having been shown by creditors a certificate was made by the referee recommending that the bankrupt receive her discharge.

In the matter of Jacob F. Hacker, bankrupt, a cobbler of Grand Rapids, an order was made closing the estate and the files were returned to the clerk's office. No cause to the contrary having been shown by creditors, a certificate recommending the bankrupt's discharge was made by the referee.

Quotations on Local Stocks and Bonds.

	Bid.	Asked.
Am. Gas & Elec. Co., Com.	91	95
Am. Gas & Elec. Co., Pfd.	49	51
Am. Light & Trac. Co., Com.	425	428
Am. Light & Trac. Co., Pfd.	110½	112½
Am. Public Utilities, Com.	56	58
Am. Public Utilities, Pfd.	80	81
Can. Puget Sound Lbr.	33	3
*Cities Service Co., Com.	120	125
*Cities Service Co., Pfd.	90¾	91¾
Citizens' Telephone	97	98
Comw'th Pr. Ry & Lt. Com.	67¾	68¾
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	10¾
Kent State Bank	266	
Macey Co., Com.	200	
Lincoln Gas & Elec. Co.	40	41½
Macey Company, Pfd.	95	98
Michigan Sugar Co., Com.	89½	90¾
Michigan State Tele. Co., Pfd.	100	101½
National Grocer Co., Pfd.	90	92
*Pacific Gas & Elec. Co., Com.	64½	65½
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 Pfd.	86	87½
United Lt. & Railway 2nd Pfd.		
(old)	79	80
United Lt. & Railway, 2nd Pfd.		
(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	100¾	100½
G. R. Railway Co.	1916	100	101
Kalamazoo Gas Co.	1920	95	100
Saginaw City Gas Co.	1916		99

*Ex-dividend.
September 17, 1912.

Many a store that does not tolerate loafing outside of the counter is paying good money to one or more loafers behind the counter.

It is better to spend time in keeping up the stock than to spend it in trying to suit customers who want things you are just out of.

When you find a customer who likes to argue, let him argue in somebody else's store and he will be more apt to buy in yours.

It takes an optimist to get more out of a thing than there is in it.

Kent State Bank

Main Office Fountain St.
Facing Monroe

Grand Rapids, Mich.

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

Deposits
6¾ Million Dollars

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

3½ %

Paid on Certificates

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

GRAND RAPIDS NATIONAL CITY BANK

Resources \$8,500,000

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

Merchants, Treasurers, Trustees, Administrators and Individuals

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

CORRESPONDENCE PROMPTLY REPLIED TO

Fourth National Bank

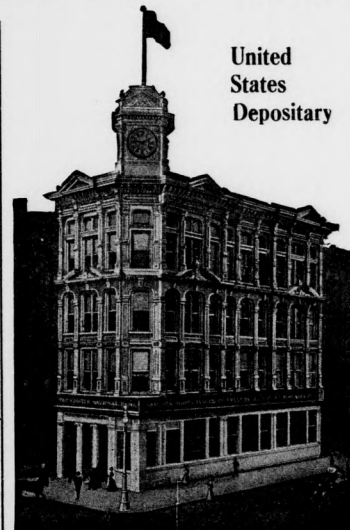
Savings Deposits

3

Per Cent Interest Paid on Savings Deposits

Compounded Semi-Annually

Capital Stock
\$300,000



United States Depository

Commercial Deposits

3½

Per Cent Interest Paid on Certificates of Deposit Left One Year

Surplus and Undivided Profits
\$250,000



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY.
Grand Rapids, Mich.

Subscription Price.

One dollar per year, payable strictly in advance.
Five dollars for six years, payable in advance.
Canadian subscriptions, \$2.04 per year, payable in advance.
Sample copies, 5 cents each.
Extra copies of current issues, 5 cents;
of issues a month or more old, 10 cents;
of issues a year or more old, 25 cents.

Entered at the Grand Rapids Postoffice
as Second Class Matter.

E. A. STOWE, Editor.

September 18, 1912

LESSONS OF THE FAIR.

The West Michigan Fair this year was a handsome success. With the kind of weather that is liked best for fair week, with one midweek evening shower to lay the dust and cool the air, the conditions were favorable, the attendance was large and the receipts large enough to pay up everything and leave a substantial balance for future use. This should be very gratifying to the fair management and no less so to the city, but as the city has a curious way of looking upon the fair as an institution which it is under no obligations to support it is possible the city gratification will not be so deep as to be painful. The success this season, however, should mean that the West Michigan State Fair next year will be bigger and better than ever. The fair this year was a good one as fairs go. It was good in comparison with former fairs and fully up to the best traditions of the fair as an institution, but is it not time that the West Michigan State Fair broke away from some of the ancient methods and practices? The old theory in fair giving was that the farmers in the neighborhood would bring in samples of their choicest products to exhibit in competition with their neighbors. Experience has demonstrated that the personal interest and friendly neighborly competition have passed, that the big and prosperous farmers no longer care to trouble themselves with making entries. The preparations and arrangement of the exhibits have fallen into the hands of pot hunters, of a class of farmers to whom a little easy money is an object. They raise a little of everything for exhibition purposes only and what they cannot raise they buy on the city market or from their neighbors and exhibit their "collection" as representative of the county's agricultural and horticultural resources. The fair pays out several hundreds of dollars every year in premiums to these pot hunters and gets no returns that are worth mentioning. The "collections" might be of interest in a museum, but they are of no value agriculturally and teach no lessons. In the future the "plate" should be discarded and the bushel made the unit of display, and the varieties should be confined to those of commercial value. It may be interesting to know that there are forty different kinds of apples and twenty different varieties of potatoes, but to know this and even to see sam-

ples is of no particular commercial value and it is the commercial value in this age of business that should always be kept in mind. There would be real interest and educational value in an exhibit of the standard varieties of apples in bushel quantities, with notes as to cultural method, what sprays were used and when, and with judging done on recognized apple show lines. There could be value in a display of the standard varieties of potatoes in bushels, with notes as to soil, culture and productiveness and with potability counting in the judging. A great variety of stuff in handful quantities has no special interest to the practical farmer who is making a success in his business, but an exhibit of the kind indicated would give him something to think about. What is true of apples and potatoes will apply equally well to everything else in the fruit and vegetable line. The aim should be to make the display practical, not a representative of everything in the seed catalogues but the best in a few standard varieties. Special attention should be given the fruits which are the great staples in this section, to potatoes, to beans, corn, cabbage, onions and other standard crops which every farmer raises, and in every instance the quantity should be large enough to mean something. Special attention might well be given to corn, wheat and hay, which are every day staples. The whole idea should be to break away from the museum plan and get something worth while and really representative. If the farmers do not care to bother with exhibits then let the fair spend the money which now goes to the pot hunters in getting the stuff by purchase or gift. The apple exhibit made last week by the Western Michigan Development Bureau attracted more attention and was of greater practical value than all the other apple exhibits combined. The Development Bureau's method should be enforced upon all exhibitors in the building.

Another thing the fair management should do is to make a rule that an exhibit one season should not be shown a second time. There has been one exhibit of canned fruits and jellies at the fair that has been shown regularly for several years, without even the change of the labels. In the woman's work department in the main building are patch quilts and bits of fancy work that have been shown season after season. The owners of these things must regard them as permanent investments good for so much prize money each year. This may be good for the exhibitors, but it gives the fair an unnecessary flavor of chestnuts. An exhibit that takes a prize in any department other than live stock should be barred from future display.

Grand Rapids is a great industrial city and the encouragement of industry is one of the purposes of the fair. Yet what does the fair do to interest the factory hands? Space might very well be given to displays of wood carving, upholstery, cabinet making, work in the metals and other handicrafts prominent in this city's industries. The exhibits should not be of the manufacturer, but of the worker—of the man who really does the work.

The old rule that the name of the exhibitor shall not be given in the competitive departments should be abrogated. The farmer who shows the best bushel of potatoes or the best of anything else should be entitled to have his name attached, that he may get the glory and not merely the little prize money that goes with the blue ribbon.

It is not the purpose of this article to criticize the fair, but merely to suggest improvements that the future should bring forth. With money in the treasury, the fair can afford to be a little more brave in breaking away from past practices and in adopting new and better methods.

Another year the fair will undoubtedly have a new steel and cement fire proof grandstand of ample capacity to take the place of the present structure. The electric service reached the fair grounds too late this season to be available for other than the most ordinary purposes, but with a year to prepare for the next fair, arrangements might well be made for evening entertainments and for several features which heretofore have not been possible. There is not much encouragement for the fair management to exert itself unduly, however, in the attitude of the city business men. In fact, it is a question if it would not be good policy for the fair to pass one or two years by, just to awaken the business men to their neglect of what is essentially their own institution. The business men do not give the fair the support they should. They do not exhibit in the main hall as they should and the reason seems to be that a small charge is imposed for the space occupied. They do not send their clerks to the fair, nor do they attend themselves. While the fair management, working without pay or even thanks, is toiling with all its might to make the fair a success, the business men remain down town and grumble if the crowds attracted to town do not come to them to spend their money. If the fair were to suspend a couple of years or even for a single season the business men would be brought to a realizing sense of their folly. In the old days the business men dug down annually either to pay up or to guarantee the fair expenses. Under the ten years of the Wm. D. Anderson management not once were the business men called upon for aid and this seemed to make them forget that they were under any obligations to do their share to make the fair a success. They appear to think the fair is a private enterprise for the profit of those who manage it and that their only interest in it is in the increase it brings in their own cash receipts. As a matter of fact, the fair is purely a public enterprise and the only way to make it a success is for everybody to help.

Loud laughter when a customer goes out of the store is liable to be construed by that customer into a laugh at his expense whether it is so or not.

Buying right does not mean buying the largest possible quantity to get the lowest possible price. It means buying to fit the business.

Some offices seek the man, but most of them try to dodge him.

EXIT THE BUCKET SHOPS.

The bucket shops have at last been raided by the police. Following the arrest of J. Edward Johnson, Teller at the Michigan Trust Company, for embezzlement and the discovery that his stealings all went to the bucket shops, the Grand Rapids Clearing House adopted a resolution for the enforcement of the law against such gambling establishments. Immediate action was not taken, as the bucket shops at that time were alarmed at the exposure and on their guard, but the incident was not by any means forgotten. Last week the raid was made on two of the shops and all their paraphernalia taken to police station, together with the keepers of the places and their employes. This action is commendable and the prosecution should be as vigorous as the law and evidence will permit. There should be no place in any decent town for bucket shops. The way they are conducted make them no more and no less than common gambling dens, with the important difference that in ordinary gambling the player has some show to win, but in bucket shop gambling the chances are all with the "house," with every opportunity open to skin the sucker. In the bucket shop the player "buys" \$10,000 worth of stock for \$100, staking a one cent margin. If the stock goes up a cent he wins, if it goes down he loses, and whether the tape quotes an upward or downward move rests very largely with the operator. Playing the stock market is one of the most dangerous forms of gambling and the prisons are full of its victims. The downfall of young Johnson will not have been in vain if it serves to wipe out the bucket shops in this city. It is to be hoped the prosecutions in the present instances will be so vigorously conducted that the game will be forever stopped in Grand Rapids.

The change in public sentiment on this subject is so great that even if Mayor Ellis were to resume his former occupations as owner of a gambling house and bucket shop, it is doubtful if he would be tolerated in this community. While he has carried into the mayoralty office the pernicious practices of the gambler and bucket shop operator which was naturally to be expected, he has evidently abandoned his former life to live in luxury on the ill gotten gains he filched from his less fortunate victims. Mayor Ellis claims to have reformed, which may be true, but the Tradesman has never heard of his making restitution for the homes he wrecked, the men he ruined or the children he impoverished. Bulwer Lytton says there is a future in store for any man who has the courage to repent and the energy to atone. Has any one ever heard of Mayor Ellis making any atonement?

While economy may be wealth as has been said, yet stinginess, particularly in store methods and policy, is certain to prove to be poverty.

It doesn't pay to make the contrast too striking between quality in the advertisements and quality in the goods.

The thing you expect generally comes in an unexpected shape.

DON'T NEGLECT THE WINDOW.

Every one who enters your store is apt to see your store windows; every one who passes by may see it; in fact, he is very certain to notice if there is any special attraction, any culpable neglect. The store window is the index through which the public eye keeps in touch with what you are doing. It notes if you are still making a feature of the lawn mowers or chambrays which you have had ever since last spring, trying to work them off upon some one. It also grasps the idea if you have some practical article which you are trying to introduce.

There are those who strive to show everything and the result is that they show nothing. A heterogenous mass is confusing, never alluring or convincing. People will pass by it as surely as by a child's playhouse, in which all the discarded bric-a-brac and broken china have been collected. The impression left upon the mind of the passer-by is one of confusion and disorder. There are no distinct mental pictures attracting one at the present time or destined to lead him back in the future.

One thing at a time might well be the new motto adopted by such a house. The ingenious person with a little artistic taste can make a most favorable impression with transparent cakes of soap or even with the prepared, food products. Handkerchiefs, spools of thread, anything arranged neatly and in some unique manner serves the purpose well. Things which are not specially attractive in themselves become so through their arrangement. A few articles well arranged on a suitable back-

ground leave a more pleasing impression than the many. Change frequently. Tissue paper is cheap and if the color is frequently changed and a few new articles brought to the front the effect is worth the labor. What if you do simply alternate! The effect is like that of the new reel in the moving picture show, new only because something else has been shown since its last appearance.

The Grand Rapids merchants are co-operating this year in giving a "style week." The movement started with the dry goods, ready to wear and millinery merchants, and the clothiers, the merchant tailors, haberdashery dealers and shoe merchants, seeing that it looked like a good thing, joined them. This week all the merchants in things to wear, whether for women or men, are having their fall "openings." The stores are handsomely decorated, the new goods are displayed and some of the stores have music. The returns are not in yet on the results of the co-operative effort to draw the crowds, but the early indications point to its complete success. In former years each merchant has picked his own time for the "opening," and they have scattered along over two or three weeks and no one of them could give a big enough of a show to create much of an impression. This year that they would all have their openings at the same time has been widely advertised not only in town but outside, and the increased attendance indicates that the combined effort has created an interest which in former years has not

been manifested. This is the first time the merchants here have co-operated in a movement of this kind and that they have got together upon this occasion is certainly a good sign of growing harmony among them and a willingness to subordinate personal inclinations to the general good. If they can get together on "style week," there is hope that they may harmonize on other questions and there are questions arising every day in which co-operation would bring solutions more productive of profits for all than the old policy of petty rivalry and every man for himself. The Grand Rapids "style week" is an idea the merchants in other towns would do well to adopt.

The trade extension excursion by the Grand Rapids jobbers next week will be of greater importance than some of the merchants may realize. The territory to be visited, south on the Pere Marquette to St. Joseph, across to Sturgis and home by way of Kalamazoo, is debatable territory with Chicago and the Chicago competition is keen. If Grand Rapids would gain trade in this territory or even hold what it now enjoys, the business men must be alert. They can not afford to slip a cog or miss a bet, for the Chicago competition is just looking for such slips and misses. What makes this trip especially important is that before another year Grand Rapids will have a greatly improved transportation service to many of the points to be visited and this will mean greater opportunities to do business. This improved service will come through the building of the

new Kalamazoo interurban. At present, in the territory out of Kalamazoo west to South Haven and east through Battle Creek to Jackson, Grand Rapids has the greatest difficulty in doing business, because the freight service is so unsatisfactory. Shipments to Battle Creek are often four or five days on the road and the same is true of all the other points off the direct route, both east and west from Kalamazoo. The new interurban promises to give a service that will deliver freight at any of these points the morning after if shipped at night or the same day if sent out in the morning. This improved service will be of infinite value to this city and this is a point that should not be overlooked on the present excursion.

It is not possible any longer for a man to achieve success by narrow or merely clever merchandising ideas; he must be a broad man to escape the hazards of modern business.

No form of advertising exists except on sufferance of the public. Every time an advertisement is put out, the advertiser is, in a sense, going to the public with a referendum.

The guarantee is a big thing for us as an advertising feature, and it costs us very little. Probably not one-tenth of one per cent. of the goods have any come-back to them.

No matter how many salespeople you employ; those silent salesmen, the good show cards, will not interfere with anyone's work.

"HOW" A Business Book Written by Business Men

Contains Articles by

John P. Mann, of Morris, Mann & Reilly; Franklin G. Whitney, Chicago Manager Dry Goods Economist; L. B. Lehman, Head of Glove Department John V. Farwell Company; Robert Tinsman, President Federal Advertising Agency; C. M. Loeffler, Salesman Bradley & Metcalf Company; George Walt Fleming, Advertising Counselor; Geo. J. Cowan, Vice-Pres. Koester School of Window Trimming;

M. W. Moreau, Vice-President Reporter Press; W. D. Potter, formerly of Boot and Shoe Recorder; Chas. W. Clingman, General Salesman John V. Farwell Co.; Anderson Pace, Advertising Mgr. Butler Brothers; G. D. Mekeel, R. N. A. Mgr. Twin Cities; J. Ellsworth Gross, Photographer; John C. McClure, Chicago Addressing Co.; Henry Stirling Fisk, Pres. Fisk Publishing Co.; Foreword by Chas. W. Spofford, Pres. Dry Goods Reporter Co.

Any one of the articles is worth a lot of money to any business man, because all are written by men closely identified with and actively engaged in important business enterprises; thus theory is eliminated and real practice graphically outlined.

The First Edition of
"HOW"
will be only 1,000 copies

You can obtain all of them for **\$1.00**
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If you want a
Copy of the First Edition
Order NOW

(Detach, fill in name and address plainly and send, accompanied by check or money order. Do not send currency in a letter.)

Fisk Publishing Company, Schiller Bldg., Chicago.

Gentlemen: Enclosed is check (or money order, do not send currency in letter) for one dollar, for one copy of the first edition of 1,000 of "HOW," to be mailed to me, postpaid, on or before October 1, 1912.

"HOW"

A Business Book for
Business Men Written by
Business Men

Name

(Write Plainly)

Address

(Write Plainly)



How Newspaper Talk Hurts the Shoe Business.

Written for the Tradesman.

Apropos of nothing in particular a man remarked the other day in my hearing—

"Well, I see we are going to have to pay 35 to 50 per cent. more for our shoes after this." I looked at him and said—

"Who told you that?"

"Oh, I read it in the paper."

"Did, eh? D'you believe everything you read in the paper?"

"No, of course I don't, but I believe that."

"D'you mean to tell me," I began, "that you believe shoe dealers throughout the length and breadth of this land are going to get together and advance the asking price of shoes from 35 to 50 per cent.?"

"Yes, I do," he replied.

And I looked at him meditatively for the space of half a minute before I began:

"Well, friend, you certainly are credulous to a degree. I wish I could have as much faith in this proposition as you do. If I could only feel deep down in my anatomy that the retail shoe merchants of this country only had spunk enough to rise up and demand more for their shoes—35 to 50 per cent. more—all of them demand it—and then stick to it—I'd be the happiest man in Kingdom Come."

"Don't you think shoes are high enough at present?" he replied, rather vindictively.

"I certainly do not," I answered.

Then it was his turn to look at me in meditative silence.

"I pay four dollars a pair for my shoes," he answered, as if that clinched his argument.

"Don't you get value received?" I asked.

"Well that depends," he answered.

"Upon what?" I urged.

"Well, it depends upon how you look at it. One ought to—"

"Wait a minute," I interrupted; "how long do these four dollar shoes of your last?"

"About four months," he replied.

"Four months," I resumed; "that's a dollar a month for footwear. And I suppose you wear out on an average say one extra pair of dress shoes during the year. Isn't that so?"

"Just about."

"And what do you pay for them?"

"Four dollars," he replied. "Four dollars is my limit for a pair of shoes. I don't believe it's economy to pay more."

"Well," I began, "that's your idea. Of course you understand there are

lots of intelligent people who think otherwise."

"Certainly!"

"Now then," I resumed, "according to your own showing your footwear costs you sixteen dollars a year. Had you ever stopped to figure how much you spend on shirts, collars and ties?" He admitted he hadn't. "Have you ever estimated your yearly hat bill? How many suits of clothes do you get per year?"

After thinking over the matter he decided that he probably spent about twelve dollars a year for shirts, three dollars a year for collars, and maybe six or eight dollars a year for ties—in all from seventeen to nineteen dollars. Two suits of clothes per year cost him sixty dollars; three hats cost about twelve or thirteen dollars more.

"What d'you pay for your hats?" I enquired.

"I pay five dollars for my derbies," he replied; "can't get a good derby hat for less than five dollars."

"Why not four?" I asked.

"Because you can get a much better hat for five," he replied. And I smiled in silence.

"Now about these shirts and hats and suits," I began, "has there been any appreciable advance in price during the last two or three years. Do you find commodities in these lines as cheap as they used to be?"

"Oh, no," he replied; "I should say not."

"Then they've gone up?"

"Sure!"

"Do you think the advance in the price of such things was due to a systematic effort on the part of retailers to rob the public?" I enquired.

"Why no!" he answered; "the price of everything has gone up."

"That being true," I observed, "do you think it unreasonable that the retail price of shoes should advance?"

"Certainly not," he answered; "but it's this additional advance that I am worried about. Why should I pay 35 to 50 per cent. more for my shoes than I am now paying. I'm paying enough as it is."

"Listen to me," I observed; "nobody is going to ask you to pay that much more for your shoes—at least not any ways soon. Leather is scarcer and higher, and it costs more to make shoes now than it used to—and there's no immediate prospect of shoes being any cheaper; but if you read in your newspaper that the retail price of shoes is going to be uniformly and universally advanced 35 to 50 per cent., just make up your mind that the fellow who wrote that paragraph is either a fool or a knave. One thing is certain; he's not a safe guide to follow."

And then I sat down and told that fellow something about the nature of the great American shoe industry. And I explained things to him about our present method of shoe distribution that evidently had never hitherto entered into his noodle. And he saw the whole matter in a new light. He doesn't now look upon the retail shoe dealer as a bloated millionaire who is trying to rob the public and arbitrarily advance the asking price of shoes. He looks upon him as an honest, fair-minded tradesman who is trying to make an honest living selling precarious merchandise on a pitifully inadequate margin of profit.

But why should explanations of this sort be necessary? Just simply because a whole lot of irresponsible paragraph-mongers who write for the daily press run out of town topics and news items and take to darkening counsel on shoe subjects with words without knowledge. And it ought not to be permitted. Members of this newspaper cult may have information on some subjects, but they don't, as a general thing, know anything about the shoe business. They ought to be caught and muzzled; for there are a whole lot of ill informed people who read this sort of rot and accept it at face value. Eli Elkins.

Shoe Store Furniture and Fixtures.

Written for the Tradesman.

Suitable equipment for the shoe store is of prime importance.

Nowadays the shoe store is expected to be an attractive and prosperous looking institution.

Therefore the wide-awake shoe dealer is always on the outlook for new ideas in treatment of his store front and display windows, and for new and better interior arrangements for the protection and display of his merchandise.

A tasteful and attractive store is one of the very best advertisements for the shoes the store has to offer the public. In fact nothing contributes more to the distinctive character of the store than

appropriate and elegant fixtures and accessories.

During the last ten or a dozen years there has been a marked improvement in the general appearance of progressive shoe shops all over the country. You don't often see dingy shelving and dilapidated ledges and cheap fixtures and furnishings. On the contrary one more often sees up-to-date shelving, dust-proof interior cases and a commendable arrangement of modern accessories in the shoe store of to-day.

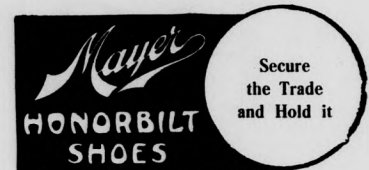
Some of the more progressive city shops are really sumptuous in their appointments.

In fact the days are passed when shoes can be sold successfully in a slovenly, cheap-looking and uninviting store. If you want more customers in your shoe store make your store inviting. Good substantial values in the goods you sell are important, to be sure; but important as they are, your good values will not save your bacon in these piping times of competition unless your store has a certain up-to-dateness about it that people have come to demand.

When customers raise objections to your goods, don't raise your voice in the effort to overcome them. It isn't loudness of voice that impresses people most.

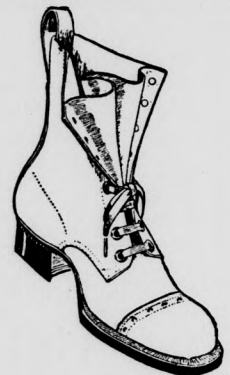
Lack of confidence in yourself will beget lack of it in you by others. If a man does not believe in himself, how can he blame others for not believing in him?

Resourcefulness under the pressure of circumstances has sent many a recruit climbing over the heads of trained but unseasoned superiors.



Stock Up Now For Fall on the H. B. Hard Pan

The Sturdy, Strong Shoe for
Men Designed to Withstand the
Hardest Kind of Service.



We make line in Blucher or Bal cut, lace or congress, plain toe or with tip, single, double or three sole, high or low cut. When it comes to a "big line" this one is surely a winner. There is a shoe for every purpose and they DO wear.

Order now, or if you are not now selling the H. B. Hard Pan, drop us a card and we will send our salesman with his samples to show you the line.

"They Wear Like Iron"

Herold-Bertsch Shoe Co.

Makers of Shoes

Grand Rapids, Mich.

Buying Leather Seventy-Five Years Ago.

Gaius W. Perkins favors the Tradesman with a letter written to his father Jan. 13, 1837—seventy-five years ago—by Lucius Miller, who has associated with A. C. McGraw in the leather business at Detroit. The letter is chiefly interesting because of the sidelights it throws on the Patriots war, then in progress on the Canadian border. It is as follows: Mr. S. F. Perkins,

To Mr. A. C. McGraw.

Dec. 29, 1836 To bill leather	\$140.66
Jan. 25, 1837 To cash paid wash woman.....	.25
	140.91
Credit.	
Feb. 10, 1837 By cash	\$110.00
Feb. 13, 1837 By cash	2.00
Feb. 18, 1837 By cash	25.00
Feb. 21, 1837 By cash of Willcox	1.50
	138.50
Balance	2.41

Dear Sir: In yours of Nov. 19 you request a copy of your account with A. C. McGraw, which you have above as requested. The 25 cents paid wash woman was for washing some clothes you left with me and requested me to give her to wash when she should call and I did so. The credit for cash, the \$110 and \$25, were received of Mr. Freeman. The \$2 I do not recollect how they came by it. The \$1.50 was returned by Mr. Willcox for the map I had paid him for out of your money.

You will learn, ere you receive this, I presume, that our city is in commotion occasioned by disturbances on the other side of the river and will expect me to give you some information on the subject, but I must say on the start that I know but little about the actual condition of affairs. We have all sorts of rumor, enough to fill a dozen letters, but not many of them to be relied upon. I will, however, attempt an account of what has transpired here, as nearly as possible.

There has been a force organizing in our city rather secretly for some three weeks past, headed by some Canadian refugees with a few restless spirits on this side for the invasion of Canada. I presume with a view of uniting with their friends on Navy Island. Their movements excited but little interest at first, but on Friday last the story got some credit in the city that they were to move on that night, which began to excite some interest. On Saturday morning it was ascertained that a party had actually left the city during the night with intent, as was supposed of possessing themselves of Bois Blanc Island at the mouth of the river on the Canadian side of the channel and that they had got possession of some 250 stand of arms, the property of the United States, the arms supposed to be on board a small schooner then floating down the river not far below town. A sheriff's officer, with a small posse, were ordered in pursuit to recover

the stolen arms. They were overtaken, but declined an interview with the officers and, as they showed fight, he chose to return without the guns. By this time there was much excitement in the city and many began to have fears for the safety of private property. Some feared the city would be fired by incendiaries from the other side and others from other sources. There was on that night a strong watch consisting of about fifty armed men, which has been continued since. On Sunday morning there was an order issued for calling out the militia for the purpose of recovering the stolen guns and dispersing the troops who were quartered at Gibraltar, instead of Bois Blanc, as was first supposed, and on Monday there were about 250 armed men left on board the steamboats Erie and Boday. They, however, returned in the evening without affecting their object, the patriots having left Gibraltar a short time before their arrival and put off in two small schooners and some scows in their possession and Gov. Mason, who headed the expedition in person, thought best not to follow them. About 3 o'clock the night after their return the city was alarmed by ringing the bells and firing guns occasioned by an attempt made by some of the Patriots who remained in this city and wishing to join their friends below to get possession of the S. B. Brag. They failed in getting off, however, and on the following night they made another and successful attempt at the Erie and yesterday the militia were again called out to retake the Erie. In this expedition they were more successful, returning again in the evening with her in company. Yesterday reports came in that the Royalists had taken one of the Patriot schooners with three field pieces, 250 stand of arms and twenty prisoners, which is to-day confirmed. The Royalists lost none in killed or wounded, the Patriots some killed and wounded, but the number I have not been able to learn. I think, however, that it will make an end of the war in this quarter for the present, as it has put into the hands of the Royalists the means of defence they needed, as they had not a single field piece on the whole frontier, before they got possession of those from the Patriots, which, by the way, were stolen from the city. The cause of the disaster to the Patriots was their wants of subordination. A Major Southerland came on here from Navy Island with letters from McKenzie and Van Rensselaer, to take the command who is said to be an able commander, but they were too democratic to be subject to the order of any one, all choosing to be their own captains. I think, however, that they will learn in time that it will not answer to be too democratic in time of war. Our city is getting a little more quiet again and, as I have written, I think, about as much about war as you will want to read, I will say a word or two for myself and close.

I think I shall leave Mr. McGraw in the spring and take up quarters

with William. Perhaps hoe potatoes some and make some boots. My health is good. Hamilton has been with me most of the year, attending school. Business has been very good with us this season. McGraw's business has been better this year than it ever has been before. His purchases will not vary much from twenty-five thousand dollars. If you should see Mr. Walker you can say to him that he is well, as is also his family. Keep an eye out for your partner. I believe him to be a scoundrel. Shall be glad to hear from you often.

Lucius Miller.

Death of Archibald Cameron of Central Lake.

Central Lake, Sept. 16—Archibald Cameron, one of the pioneer residents of Antrim county, passed away at his home in Central Lake Sunday evening, September 8, at the age of 72 years.

Mr. Cameron was widely known and liked outside of his own community.

He was born in Glasgow, Scotland, in 1840, and came with his parents to Toronto, Canada, when three years of age. In 1850 he removed to Leavenworth, Kansas. In 1859 he went to Buffalo and enlisted in the regular army and in 1860 went to New Mexico.

His father bought him out of the army as he had enlisted under age, and when the Civil War broke out he was engaged in hauling supplies from Leavenworth to the mines.

He enlisted in the First Kansas Volunteers and served to the end of the war. After receiving his discharge Mr. Cameron came to Milton, Antrim coun-

ty, where he was engaged in agricultural pursuits until 1869. He then entered the employ of John H. Silkman, of Torch Lake village, and in June, 1883, he, with three other brothers, purchased the mercantile and lumbering interests of Mr. Silkman at that place.

In 1872 Mr. Cameron was married to Miss Emma R. Smith, of Milton, one son and three daughters resulting from the union, William Cameron, Central Lake; Mrs. Agnes Salchow, Traverse City; Mrs. Mary Vaughan and Louise Cameron, Central Lake.

After closing up their Torch Lake interests, the brothers removed to Central Lake, where they conducted their lumbering operations until the timber was exhausted, since which time Mr. Cameron had retired from active business.

One of the brothers, John, and a sister, Mrs. Mary Read, both of Central Lake, survive him. He is also survived by a nephew, A. F. Cameron, and a niece, Mrs. O. C. Moffat, of Traverse City.

Mr. Cameron was noted for a remarkable memory, and was one of the best read men in Antrim county. He has written numerous historical and reminiscent sketches of his section of the country that were authoritative as well as interesting.

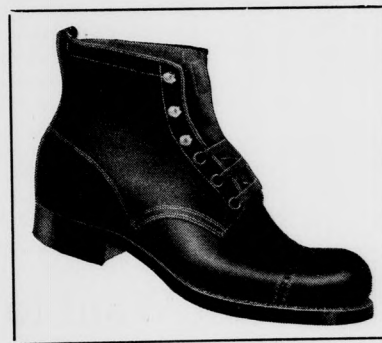
Fred C. Thurston.

The power to inspire belief can only spring from sincerity. No hypocrite ever became and remained a leader.

Sometimes it is wise to remember that the easiest trade to get is the hardest to hang on to.

Here Is A Shoe

your best trade wants to hand you \$5.00 for.



Superior for wet weather. Made as good as such a shoe can be made from the very finest of chrome tanned leather. Goodyear welt either brown or black.

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



Charlotte Atkins' Problem—Is It Your Daughter's?

Written for the Tradesman.

Charlotte Atkins is a girl with a problem just now, and since there are other girls that have exactly the same problem, perhaps it will be a good plan to bring Charlotte's out to the light and air.

Charlotte graduated from college a year ago last June. She has spent this last year at home with Father and Mother. Her father is in very comfortable circumstances, and although not wealthy, he may be said to be able to support her—that is he can give her a medium-sized allowance for clothes and spending money. But for some time past Charlotte has been restless and a little discontented. She feels that she wants to be doing something. She would like to teach, or take a course in library work and get a position, or do something that would give a more definite expression to her energies.

She reasons in this way: "Father and Mother spent considerable money to give me an education and I put in four years time at college. What use am I making of it all? I feel myself becoming rusty intellectually and it can not be otherwise leading the desultory, almost aimless life that I do.

"This is the way I spend my time: Mornings I help a little about the house, but I am not really needed—mamma and the maid are perfectly good for all the work. Afternoons I do a little shopping or a little reading, or a little fancywork. I belong to the Woman's Club and occasionally I prepare a paper or help in some way on a special program. I do a little charity work—I sat up all night with a sick child last week, and sometimes I assist at our church socials. Evenings I play and sing a

while for Father and sometimes I read aloud. But what does it all amount to? It seems to me I do nothing but putter from one week's end to another.

"But any kind of work that I could do or would care to do probably would take me away from home. Whenever I talk about fitting myself for some kind of occupation, Mother demurs and begins to look very doleful. Father can't see why I'm not perfectly contented where I am. So what ought I to do?"

What ought, she to do?

It is the old case of youth aching to try its strength, and of maturity, that has tried its strength again and again and knows the labor and the struggle of weariness of the battle of life, being unable to see why youth is eager to enter the contest.

Personally, while I can well understand how thoroughly her father and mother enjoy having her at home. I am on Charlotte's side of this question. I believe she needs to get out and do something, more than her father and mother just now need her constant presence with them.

It really isn't well for a woman like Mrs. Atkins to get to depending too much on a daughter for companionship. "But Lottie is the life of the house," she says. Very likely. But Mrs. Atkins is only middle-aged and in good health, she ought still to be the life of the house. She ought to have resources within herself for employing all her leisure hours pleasantly and profitably.

Mr. and Mrs. Atkins do not expect their son to remain at home just to be company for them. Have they any more real right to require it of their daughter?

Charlotte has her reasons, good ones they are too, for wanting to do something. Not only does she feel

that her present life is dwarfing her, but she wants more money than her father can afford to furnish her with. He is generous according to his means, but she believes she is capable of earning at least a fair salary and she would like to feel independent in financial matters.

It is a very good thing for a girl to spend a few years after she leaves school and before she marries, in some earning capacity. The outside world of work has some lessons to teach that can not be learned either at home or within college walls.

Charlotte would learn the value of money as no one, man or woman, ever learns until he or she really earns it. The woman who never has any money except that which is placed in her hands by her father or by her husband after she marries, is likely to overestimate or to underestimate its value.

Charlotte would gain other things beside the money she would earn and the lessons on the value of money. She would gain sympathy with the whole world of workers. She would come to see the home—her father's home, any home—from a different perspective.

She will be better able to determine whether what she really wants is a career or domestic life. To many women who always have lived at home, the women who are out in the world doing things lead a charmed life. A glamour surrounds them. It is imagined that they are exempt from the petty trials and difficulties and annoyances of existence.

Charlotte, by filling some position for two or three years, will learn not to envy the woman who does things, however famous or successful the latter may be. Even in some very subordinate capacity she will come to see the effort that it takes to achieve success.

Should she marry, Charlotte will be better able to sympathize with her husband in his work from herself having been for a time a worker outside of home. She can also place a better estimate on the value of her own work inside the home.

Perhaps she may not marry, and possibly she may just come back to live with Father and Mother, either because they, on account of age or illness, need her care, or because, having tried the other, she finds she

likes the home life better. But she will come back with mind and heart made broader and richer by her experience in professional or industrial life.

There are many such girls as Charlotte who can not during the first few years after leaving school concentrate their energies on the little they seem to find to do under the parental roof-tree. It is only right that they have the opportunity to try themselves in the work of the outer world. Later they may return to that same roof-tree or to roof-trees of their own and find in domestic and social life a satisfactory outlet for all their energies.

Quillo.

Just as Sure as the Sun
Rises

VOIGT'S
CRESCENT
FLOUR

Makes the best Bread and Pastry

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

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

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

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



Voigt
Milling
Co.

Grand Rapids
Mich.



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

Plea For the Right of Independent Action.

Vermontville, Sept. 16—Begging your permission to give Vermontville's answer to the unknown writer of Sound Policy in your issue of Sept. 4, I will say that we are agreed with him that the decision of the State Railroad Commission denying the Vermontville Independent Telephone Co. the right to do business is of great importance, for if it stands the legal test it is the death knell to competition and local self government.

The Vermontville people do not believe it is the mission of a government of the people to protect the moneyed interest of large corporations and rich money loaners; but that it is the duty of government to place all public necessities and conveniences, so far as possible, within reach of the most humble citizen, and to that end we believe that if the government assumed control and regulation of public enterprises, it should also assume the ownership; and not place the power in the hands of corporations and petty commissioners who at best are only human and subject to mistakes and temptations.

Whether the unknown writer speaks with authority when he says the Commission will hear our complaints and decide them fairly, we do not know; but we do know that the findings were so broad we can look for no redress from them for our complaints for, in spite of the fact that the annual reports of the Citizens Telephone Co. boast of paying an 8 per cent. dividend yearly, and of its wonderful growth and prosperity, the Commission found that its earnings were not even 1 per cent.

The Vermontville people admit that they believe in the old traditions of their forefathers, that competition is the life of trade and that man does inherit some divine rights—among them life, liberty and the pursuit of happiness and we deny that any man or set of men has the right to define those rights with this narrow definition that means: Life, simply the right to breathe; liberty, the mere privilege to walk the streets without handcuffs and chains, and happiness doled out by the jeweled hand of wealth, power and aristocracy. But it should and must be construed to mean liberty to engage in any honorable business which may strengthen and sustain that life, so that happiness may shine in at the doors of the poor man's cabin as well as through the skylights of the rich man's palace.

We recent the insinuation that Vermontville people are demagogues. The petitions for our certificate were signed by more than 300 of the best people of the land and they represented every portion of the territory seeking telephone service and the proof shows there are 500 people in this circle who are using or who would use the telephone at a reasonable rate. We are justified in saying that even if this exchange were divided, each would still be larger than the average exchange.

The writer of Sound Policy must

believe in divine knowledge when he assumed authority to tell Vermontville people what will and what will not be best for them to do.

Eugene Powers.

The "unknown writer" referred to in Mr. Powers' contribution is none other than the editor of the Tradesman. The editorial was published on the editorial page and the Tradesman assumes responsibility for every word written and every thought expressed therein.

The Tradesman does not share in the belief that competition is always the life of trade. It is more often the death of trade, because it results in reducing prices to a point where neither competitor can live. We have an excellent example of unrestricted competition in the record of the old Michigan Bell company, which undertook to compete with the independent companies by giving low rates and free service. The attempt was a failure. The stockholders and bondholders of the old company suffered enormous losses. The company went into bankruptcy and the assets were bought at a low price by exploiters who have made millions for themselves by issuing stocks and bonds greatly in excess of the real value of the property. Neither of these abuses of power could have taken place if the State Railway Commission had been in existence at the time. The Bell company would have been prohibited giving free service and charging inadequate rates and the subsequent creation of millions of fictitious securities would have been effectually prevented.

Instead of treating the action of the Commission as a usurpation of authority, the people of Vermontville should be everlastingly thankful to it for saving them from an investment that would necessarily have ended in loss and disaster to all concerned. The day of small telephone exchanges is a thing of the past. The sooner the people come to understand this truth and divert their investments into channels of industry more fruitful of results, the better it will be for all concerned. This condition did not hold good a few years ago, before rate regulation and stock regulation were recognized as legitimate subject for governmental action. Then the only way to meet the unjust exactions of the Bell monopoly was to establish competing institutions. Now, thanks to the enlightened ideas of the age and the enactment of beneficent legislation, the reign of destructive competition in the telephone field is ended.

What Some Michigan Cities are Doing.

Written for the Tradesman.

All roads led to Port Huron last week on account of the Thumb district fair.

Thursday, Sept. 26, will be Celery day at the interstate fair held at Kalamazoo.

A syndicate of Chicago men asks a bonus of \$280,000 for building the proposed Muskegon and Manistee electric road. The western route via Whitehall, Montague, Shelby, Hart,

Pentwater and Ludington, is the one that is being considered by these people.

The Michigan City, Lakeside & St. Joseph Electric Railway Co., with \$750,000 capital, proposes to build a road from Michigan City to St. Joseph. The company is asking for franchise rights at St. Joseph.

Bauskhe Bros., carriage and wagon manufacturers, have awarded the contract for building a new factory at Benton Harbor.

Vermontville has won out in its fight with the Michigan Central Railway to have the passenger station kept open until after the night train, thanks to the kindly intervention of the Michigan Railway Commission.

Friday, Sept. 13, was "Good Roads' day" at Pontiac and many of the merchants closed their places of business from 1 to 3 p. m. at the request of the Mayor and turned out to give the good roads meeting a boost.

The question of smashing the slot machines at Battle Creek, which was brought to the notice of the Common Council by a petition signed by 188 citizens, was sidestepped and passed on to the Police Commission for action. The aldermen said: "If we are going to stop gambling, we are in favor of all raffles conducted by churches, lodges and other people being stopped under the penalty of arrest and fine."

Milk dealers of Jackson have advanced the price of the lacteal fluid from 7 to 8 cents per quart.

Grand Haven's new automobile ordinance is now in effect and the provisions in brief are as follows: Keep to the right; speed limit, ten miles per hour; no smoke or odor permitted; exhausts must be muffled; drivers must be at least 16 years old.

The sauerkraut factory at Eaton Rapids will begin operations this week.

Health Officer Holiday, of Manistee, is urging the city to take immediate steps toward the proper collection and disposal of garbage and a committee has been appointed to investigate the matter. The Board of Public Works has been authorized to start a weed cutting campaign and vacant places are now covered with noxious weeds will be cleaned up.

The Saginaw Board of Trade has secured improved service for that city at the hands of the American Express Company.

The big warehouse and passenger station under construction between

the cities of Benton Harbor and St. Joseph by the Graham & Morton Co., is nearly completed. Seven tracks for interurban freight cars run through the center of the building so that shipments may be quickly transferred.

Benton Harbor has taken steps toward the opening of Elm street to the St. Joseph River, which will give another public right of way to the docks.

Hartford's new water supply system has been completed and the village now gets its water from springs a mile and a half distant. The cost will not exceed the bond issue of \$4,500 voted last spring.

Holland has twenty miles of sewers and yet there are only 1,200 connections in the city. It is said that even on Eighth street several of the business places are not connected with the sewer. Present conditions are a menace to the health of the community. Almond Griffen.

The advertiser who deserves success is willing to take a chance where the chance seems good.

Satisfy and Multiply

Flour Trade with

"Purity Patent" Flour

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

Watson - Higgins Milling Co.

Merchant Millers

Grand Rapids :: Michigan

GRAND RAPIDS BROOM CO.

Manufacturer of

Medium and High-Grade
Brooms

GRAND RAPIDS, MICH.

OFFICE OUTFITTERS

LOOSE LEAF SPECIALISTS

The Tisch-Hine Co.

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



Klingman's Sample Furniture Co.

The Largest Exclusive Retailers of
Furniture in America

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

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

Corner Ionia, Fountain and Division Sts.

Opposite Morton House

Grand Rapids, Michigan



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

The Benefit of Playing Up Specials.

Written for the Tradesman.

In the hardware line, as in a good many other lines nowadays, it's the specials that appeal most strongly to the average person.

Theoretically the arguments in favor of strictly high grade hardware look substantial and hard to budge; and yet it is a fact that the amount of hardware consumed in a given community depends more upon the asking price of the hardware than it does on the depth of the public purse.

Let me illustrate this proposition. Suppose a hardware dealer takes the stand that high grade cutlery is the only sort to carry. It is easy enough for him to persuade himself that high grade cutlery is more satisfactory to the customer, and in the end cheaper, than so-called popular priced cutlery.

Imbued with this idea let us suppose that this hardware dealer makes up his mind that 50 cents is the minimum retail price at which a good practical butcher-knife can be sold. Under the impression that the time has come to push butcher-knives, he advertises butcher-knives in the newspapers and features butcher-knives in his windows; and both the newspaper announcement and the window card informs the public that butcher-knives can be had from 50c up. The chances are that dealer will sell hardly enough butcher-knives to pay for the cost of the campaign. I'm not saying that his advertising campaign on butcher-knives will be a losing proposition; for he may perhaps sell enough additional hardware of a more elaborate nature to pay out and make the campaign a profitable one. I'm only saying that, in the average community, a campaign on a strictly high grade piece of cutlery such as a butcher-knife, will result in the distribution of only a limited number of the articles advertised.

But suppose instead of featuring a high grade butcher-knife the dealer advertised a good butcher-knife to retail at, say 23 cents; and make a good strong exhibit of them in his window. In that event he will sell three or four knives of the cheaper grade to where he would sell one of the higher grade. If people have to pay 50 or 75 cents for a new butcher-knife, they'll often decide to worry along with their old one a while longer—having new handles put on it, in some cases, getting it sharpened up in others. But if the price of a brand new piece is down within easy reach of the average householder, he'll argue that it's more economical to buy

a new knife than it is to fix up the old one.

So the leader or special enables the hardware dealer to sell more hardware in a community than he could otherwise do—and this on the pardonably natural principle that the cheaper a thing comes, the less care we take of it; consequently the quicker it ceases to be of service to us; and the sooner we have to have something to take its place when it is gone.

That for one thing. For another thing, there is a distinct advantage to the hardware dealer to get as many people into his store in a given length of time as possible, for the more people he brings into his store the more chances he has of selling other merchandise not specially priced.

Some of the most successful hardware concerns I know of play up this specials proposition strong. They never let a week—some of them never a day—go by without showing something new and different in the way of a leader held out for the beguilement of the buying public.

It's a good stunt—strictly up-to-date and thoroughly legitimate.

A Simple Commodity, but Going Big.

Written for the Tradesman.

It's wonderful how you can clean up on a single little commodity of recognized merit—especially where the price brings it within everybody's reach.

A young man of my acquaintance who is at the head of the range department in a large housefitting concern has devised a lid for a gas range. The lid is rectangular in shape and measures 8x10 inches. It is made of a good grade of 16 gauge steel, and is guaranteed not to warp. The inventor claims that the holes (and they are approximately 5/16 of an inch in diameter) are so arranged as to distribute the gas flames so as to secure the maximum heat units with the minimum consumption of gas. Also that the perforated plate keeps the cooking utensils from becoming covered with smoke and soot. He claims that this lid will produce a blue flame and intense heat, and that the flame is more easily regulated with it than without it.

The holes of the plate are arranged in rows, and they are something less than an inch apart. At one end of the lid there is a rectangular perforation for the lifter, 1/2x3/4 of an inch. The retail price of this little article is 50c, which would certainly seem to be reasonable enough in view of the alleged merits of the lid.

The designer of this little commodity hasn't attempted to secure a patent upon it; and it is doubtful if he could get a patent if he tried. But he has sold

hundreds of them, and the women who have used them say they are fine. In fact they are proving so popular with the patrons of that store he is seriously considering having some dies made and getting them out in quantities, and ultimately offering them to the trade. At present the holes have to be drilled; and that, of course, makes the cost of production far more than it would be if they were stamped out at a single operation. Inasmuch as this is the salesman's idea, worked out on his own time at his own risk, he gets a bonus on every one the house sells. And you may be very sure he calls attention to this little device whenever he has a customer looking at a gas range.

A man known as a "brick" is sometimes hard pressed for money.

Aeroplane Toys

And High Grade Wheel Goods
 Send for catalogue

MICHIGAN TOY COMPANY
 Grand Rapids

Established in 1873

BEST EQUIPPED FIRM IN THE STATE

Steam and Water Heating

Iron Pipe

Fittings and Brass Goods

Electrical and Gas Fixtures

Galvanized Iron Work

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



A. T. Knowlson Company

WHOLESALE

Gas and Electric Supplies

Michigan Distributors for

Welsbach Company

99-103 Congress St. East, DETROIT

Telephones, Main 2228-2229

Ask for Catalog

Diamond Brand Steel Goods

The True Temper Kind

What about your next season's requirements

Give us a try



Michigan Hardware Company

Distributors

Exclusively Wholesale

Ionia Ave. and Island St.

GRAND RAPIDS, MICH.

Don't Let a Good Thing Get By.

Written for the Tradesman.

The time to snap up a good thing is when you've got the chance.

The writer stumbled onto a striking illustration of this truth very recently.

And incidentally the little story that I am about to relate also sets forth the fact that the buyer who is tremendously shrewd in his own estimation isn't always as shrewd as he thinks he is.

A salesman of a large stove concern called on the buyer of a big hardware establishment and submitted a very attractive proposition on a big lot of close-out ranges. The ranges came in several styles and sizes, and they were of a good grade. He explained to the buyer how he happened to be in a position to quote such prices, and then put it up to the buyer to take them or let them alone. And I may say that the price quoted was just about the actual cost of production. And you are thinking, of course, that the hardware buyer jumped at the proposition. Well, he didn't. Being one of your shrewd Johnnies (as he thought), he came at the stove salesman with a proposition that cut his prices to smithereens. You see the buyer thought it was a case of have-to, and that here is a golden opportunity to get a bully good line of ranges at almost nothing. But that salesman hadn't exhausted his resources by a jugful. So he takes his hat and walks out without a word. The hardware buyer chuckled inwardly as he left, for he had it all doped out that the stove man would come crawling back on his knees before the sun went down. But as the day wore on and the stove salesman didn't show up, the hardware buyer began to chafe; and as the shadows lengthened the suspicion began to dawn upon him that he let a good thing get by.

He certainly had. From the hardware store where the shrewd buyer held forth that stove salesman went directly to an ambitious young furniture establishment and submitted his range proposition along with an account of how the hardware people had tried to put one over on him. What the hardware buyer couldn't see, the furniture house saw. They took the ranges. And in a few weeks that young furniture establishment cut a swath in the range business of that old town that astonished the natives. They sold good ranges at prices which the hardware people couldn't touch with a six foot folding rule. Whereupon the "shrewd" buyer of the hardware concern scratched his head and secretly applied epithets to himself that wouldn't look nice in print.

Be as shrewd as you know how; but don't get so smart you let the really big things get by; for the recollection of such stunts is disquieting.

Premiums and the Spirit of Comity.

Written for the Tradesman.

It seems as if we had arrived at a time when premium must needs be given, but the giving of them makes Ishmaelies of us all—and it's a pity there isn't some sort of a disinterested Commission to pass upon the legitimacy of every premium proposition that comes up.

The line of demarcation between the general hardware dealer and the house-furnishings department of the furniture store is not very clear. There is neces-

sarily some overlapping. And this fact is tactfully understood by furniture merchants and hardware dealers. But when it comes to shoes and hardware, that is another proposition. The lines are entirely distinct. And yet the shoe dealer is often guilty of wrongdoing. For instance he violates the spirit of comity when he offers to juvenile shoe customers premiums such as knives, roller skates, air guns, and other articles in the hardware dealer's line.

Any boy who can get a pocket knife or a pair of roller skates as a premium from a shoe dealer will not go to the hardware man for such an article. His wants in that line are, for the time being, supplied. How would Mr. Shoe Dealer like it if the hardware merchant should offer stunning creations in tan, white buck, patent leather, or gun metal, as premiums to the boys and girls who bought hardware up to a certain amount? Wouldn't like it, do you think? Of course he wouldn't. And yet the hardware dealer has just as good a right to offer premiums of that sort as the shoe dealer to offer premiums consisting of merchandise that logically belongs in the hardware store. Let us be consistent—shrewd in his own estimation isn't allent and learn to observe the spirit of comity in giving premiums. Or better still, let us outgrow the childhood days of merchandising and learn to sell commodities in our line on the substantial basis of merit. Then people will get hardware from hardware dealers and shoes from shoe dealers. And that is the way it ought to be.

Now for a Hunch on Fall Business.

Written for the Tradesman.

Summer is almost gone, and autumn days are at hand.

With the coming of fall there will arise numerous wants for commodities in the hardware line. People will shortly be in the market for stoves, ranges, kitchen ware, cutlery, tools and sundries for the home, the shop and the farm. And now's the time to begin to push such articles in the hardware line as, in the natural course of human needs, will presently be in demand.

Map out an advertising campaign that will move the goods. And, in general, this can best be done by pushing a few things at a time, and pushing them strong.

And the window trim and the newspaper announcements ought to supplement each other. Let the things that are pictured, described and priced in the newspaper ad also be exhibited in the show window. By so doing you get a double-barreled shot at the cupidity of the prospective customer.

Reciprocity Between Merchant and Editor.

A country editor after reading several good trade papers published this:

"It costs the editor about \$45 a month for groceries, and we are spending that amount with the local merchants. To show their appreciation, the grocers (five in number) have spent \$1.45 with us in the past two months. They love to have a newspaper boom the town and tell what grand stocks our merchants

carry, but they do hate to loosen up a little oil for the machinery."

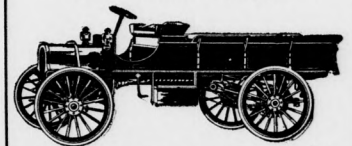
There is no doubt that the country editors, in many cases, have a right to complain. It may be that sometimes a man will start a paper in a town where there is not even the possibility of finding a field lucrative. It is not unthinkable that he may not have the brains, the enterprise, the good judgment, the money, to enable him to make a success of his business anywhere. But where conditions are normal, dealers should by all means support their local papers. They should not pay exorbitant rates—and our experience goes to show that a few of them do; but they should not expect the newspaper publisher to devote his time, his money and his effort for their benefit and make no exchange.

Aside from the ethics of the matter, the failure of the local merchants to advertise in their local papers is a direct challenge for the mail-order houses to swarm in and gather in the trade of the community. They do not need such an invitation, for they are sufficiently alert to match their wits against any average country merchant, even when he is on his

job. And where they find the storekeepers asleep and refusing support to the one institution that is naturally looked to to keep the town alive and to spread the news of its enterprise throughout the surrounding country, that is their golden opportunity, and they slip in and lay the foundations of an extensive business which could not possibly be obtained were the business men really awake.

We confess to a lot of sympathy for the newspaper man under such conditions; and, on the other hand, to very little for the storekeeper who loses his trade to the "pirates."—Implementation Trade Journal.

Chase Motor Wagons



Are built in several sizes and body styles. Carrying capacity from 800 to 4,000 pounds. Prices from \$750 to \$2,200. Over 25,000 Chase Motor Wagons in use. Write for catalog.

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

Foster, Stevens & Co.

Wholesale Hardware



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

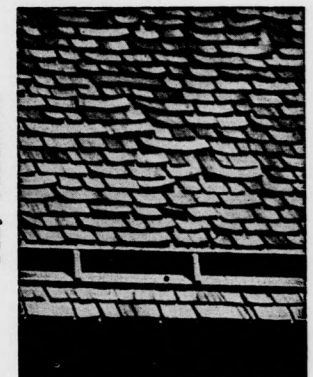
Grand Rapids, Mich.

REYNOLDS FLEXIBLE ASPHALT SLATE SHINGLES

HAVE ENDORSEMENT OF LEADING ARCHITECTS



Reynolds Slate Shingles After Five Years Wear



Wood Shingles After Five Years Wear

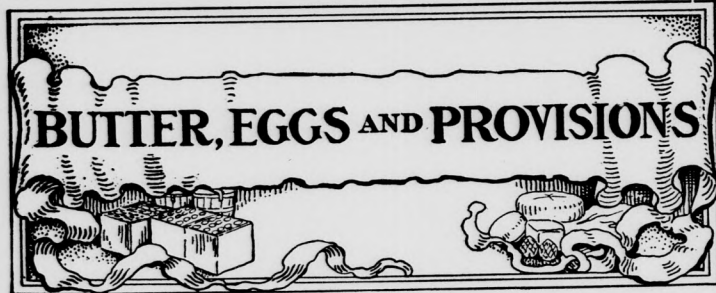
Beware of Imitations. For Particulars Ask for Sample and Booklet.

Write us for Agency Proposition. Distributing Agents at

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

H. M. REYNOLDS ASPHALT SHINGLE CO.

Original Manufacturer, GRAND RAPIDS, MICH.



Eat More Sausage and Reduce Cost of Living.

Editor Butchers' Advocate: The high cost of living has not only been freely discussed in the general press, but it has received the attention of the two leading political parties in their adopted platforms of principles on which they will appeal to the voters of the United States next November. Although the topic has been largely and widely discussed, it will be observed that no definite or practical solution of the vexed problem has been reached.

Some attribute the high living cost to the tariff, while the more popular theory is that the various combinations controlling the food supply of the country are responsible and are the guilty conspirators. As prices are comparatively high in free trade England as in the United States, this of itself should be sufficient evidence that the tariff is not the cause, and the fact that the high cost of living is universal throughout the civilized world, would further indicate that the so-called trusts are not responsible.

With regard to the price of meats, as the supply of live stock depends on the farmers of the country if they limit the raising of cattle, hogs and sheep, the source of our meat food product is menaced and a scarcity must naturally follow. It may be that farmers became discouraged with the low prices that prevailed for many years, and it may also be that advantage was taken of them by buyers, but that is human nature the world over, to buy as cheap as possible, without counting or caring for results.

One of the great and important factors that depletes the cattle herds of the United States is the wholesale slaughter of calves and cows. The United States is the greatest veal eating country in the world, with Germany and France close seconds. In Germany during 1911 official reports show that over five million calves were slaughtered, while in the United States during the same period it is conservatively estimated that over 8,500,000 calves went to the shambles.

It may have escaped attention of many that the grand champion steers that have taken the prize at the International Stock Show in Chicago for several years were yearlings, and tipped the scales at over 1,300 pounds. Allowing that the calves slaughtered in the United States average 70 pounds, this would only give us 595,000,000 pounds of not over-wholesome meat food, whereas if those calves were allowed to mature for one year, they would easily average 600 pounds, which would give us 5,100,000,000 pounds of good beef, sufficient to serve the City of New York

for several years, allowing a daily consumption of 1,500,000 pounds.

It should be borne in mind that a cow only drops one calf yearly, and what with the wholesale slaughter of calves and cows, the source of our beef, it will not take long to catch up with the supply, and especially when our constantly increasing population is taken into consideration. With the hog family it is different, as two litters of pigs can be easily raised annually, averaging from eight to twelve to a litter, so that the hog family is not so easily extinguished. This is a subject well worth the attention of our statesmen.

The slaughter of calves should be prohibited for at least five years, which would greatly increase our cattle herds.

But in the meantime, how are we to decrease the cost of living as pertains to meat food? The solution is easy—eat more sausage. Good sausage is a cheap and nutritious meat food, and an analysis shows that sausage possesses as much and often more nutriment than the choicest cuts. A well made sausage is always delicious and tasty, and those retail meat dealers who will make a specialty of good sausage would find their trade increasing by leaps and bounds. Have you in mind any retail meat dealers who made a specialty of fine grade sausage that was not a success from a business standpoint? The writer cannot recall one, but can recall hundreds that have made a grand success, and their success was entirely due to their ability to make good sausage. There is no retail meat dealer but what can afford a small sausage outfit for an experiment, and they may rest assured that if their sausage is properly made it will be in good demand.

In order to have a good sausage, that is tasty and delicious, it is absolutely necessary that the juice of the meat be retained, and this is only possible with the Buffalo silent cutter. With this recognized and world-wide acknowledged superior meat cutter, the meat is cut clean and the juice is retained, instead of being ground or mashed. With a Buffalo silent cutter the meat is cut clean and the juicy flavor retained, making the sausage delicious and holding the meat taste. Moreover, have you ever thought of the fact that there is no waste to sausage, and that it is all edible?

That is why the eating of sausage will reduce the cost of living because there is no waste, and it is nearly 50 per cent. cheaper than other cuts, and is moreover just as nutritious. Retail meat dealers who may desire full particulars and information as to making sausage, as well as to securing a small outfit, may communicate with the writer and all information will be gladly and freely

furnished. Address Messrs. John E. Smith's Sons Co., 50 Broadway, Buffalo, N. Y., who not only makes all kinds of sausage machinery, but everything else in the butcher supply and meat packing house line. The writer is vitally interested in this question of sausage making, because it has proved the highway to successful business for many retail meat dealers. Sausage is not only cheap, but, as stated, there is no waste. The people want a good home-made sausage, and this the retail meat dealer can make cheaper than he can buy and

**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

PEACOCK BRAND



**MILD CURED
Hams and Bacon
100 per cent. Pure
All-leaf Lard**

A BARGAIN FOR YOU

For the present we are offering to the trade in Lower Michigan, freight prepaid, our Cream City Brand of

Smoked Skinned Hams
in barrel lots at 13½ cents.

Order of our nearest salesman or mail your order direct to the plant.

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

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.

The Vinkemulder Company

JOBBERS AND SHIPPERS OF EVERYTHING IN

FRUITS AND PRODUCE

Grand Rapids, Mich.

thus use up much that now goes into the scrap barrel.

The making of a good sausage should be inaugurated by every retail meat dealer for several reasons. It leads to furnishing your customers or the people the world over with a delicious food, equal in every sense of the word to the best porterhouse steak, but which retails at one-half the cost of porterhouse. People will appreciate this after once knowing what a real good sausage is. All this will help build up and increase the profits of the retail trade.—Edwin R. Smith, in Butchers' Advocate.

The Cause of High Prices.

We have the recent rise in the price of meat which will cause the general public to investigate the situation, learn the real cause of the high cost, and instead of indulging with thoughtless calamity howlers, in useless abuse of the so-called "packing trust," join forces with the individuals and organizations who are working along intelligent and practical lines for betterment of conditions.

The facts are, while the profits of the packers are believed to be excessive, they are not the cause of the high price of meat products, and we believe it can be conclusively demonstrated that the great saving brought about by the packing industry through the utilization of residues in the manufacture of important by-products which were formerly wasted, together with the establishment of a splendid sanitary system of distribution at minimum cost, through intelligent business combination, enables the average consumer to secure his meat supply in time, in kind, in quantity and in quality at much lower cost than if the country had to depend upon the old unsanitary, wasteful and expensive rural slaughtering methods.

The principal cause of the high price of meat is the decided shortage of the live stock supply; it amounts to millions of animals, while consumers continue to increase. This brings the problem down to the simple proposition of "supply and demand," and no amount of abuse heaped upon the packers for taking good profits or upon farmers for securing good prices can be expected to bring relief to the consumer now or in the future.

Our observations and inquiries lead us to the conclusion that we may look for an indefinite period of high levels in meat prices for the reason that the great bulk of live stock which the market demands, must be produced on land worth \$50 an acre and upward, because in the average range section it requires ten acres to support a 1,000-pound steer five months; in some sections it requires twenty or thirty acres, and at the present price of land in the range country it is quite as cheap to pasture stock on good farm land worth \$100 an acre, and much cheaper, if fertility is such that the steer may be maintained seven months on an acre and a half.

Thousands of ranchers have practically gone out of business and the range country is covered by homesteaders, rendering free ranching impossible, while speculation in land has so advanced the price that ranching on enclosed land is no longer practicable.

We urge everybody to study these problems seriously and intelligently. We urge farmers to produce more live stock. We urge landlords to improve their farms that tenants may grow live stock. We urge professional men, business men, artisans and all workers to cease useless criticism of "big business," public officials and successful producers, and join hands with all who are encouraging increased production, to the end that vision may be enlarged, sympathies broadened and cost of living lowered.—Illinois Farmers' Institute.

Doings in the Buckeye State.

Written for the Tradesman.

The Hoover-Rowlands Co., with stores in fourteen cities in Ohio and Indiana, has opened a branch store in Kalamazoo, with Cary Allen, formerly of the Richmond, Ind. store in charge.

Secretary Sandles, of the State Board of Agriculture, is a consistent booster for Ohio in his campaign to repopulate the 141,000 acres of abandoned farm lands in the State. He insists that the lands are capable of producing abundant crops and he has induced railroads to discontinue homeseekers' excursions to the west and to boost Ohio land because of its productivity. Statistics show that there are eight less people in every rural township of the State than there were ten years ago, and that thirty-nine counties show a decrease in population during the same period.

Toledo's industrial exposition will open Sept. 23, closing Oct. 5, with excursions on all railroads.

The Lucas county fair was held in Toledo last week. Wednesday was grocers and butchers' day and was one of the big days of the show.

The State Board of Health calls attention to the fact that there is no adequate sewerage system at Put-in-Bay, where thousands of visitors will be entertained next summer during the celebration of the centennial of Perry's victory. The Board demands that such a system be installed.

Big extensions are being made at the automobile plant of the Willys-Overland Co., at Toledo, including two new buildings and the enlarging of four others.

The Toledo Chamber of Commerce is urging shippers and receivers of freight in carlots to use all dispatch possible in loading and unloading cars on account of the car shortage which is now due.

Of the fifty constitutional amendments voted on at the special election the following eight were defeated: good roads, outdoor advertising, abolition of capital punishment, women's suffrage, legalization of voting machines, anti-injunction, omitting the word "white," and the amendment giving women power to hold certain offices. The vote on good roads and outdoor advertising was close. Almond Griffen.

"Get busy" says the boost doctor and let it go at that. But the busiest thing in the world is a pig's tail, and few things accomplish any less.

The man who does not read his trade paper will lose money on every issue of it that comes out.

How to Judge Sardines.

Francis Marre gives the following instructions for purchasing sardines:

The two sides of the can should be flat or concave. If they bulge out there is a likelihood that the can contains gases resulting from decomposition.

No can should be bought that has been resoldered.

The lettering on the can should be clear and distinct.

If there is a choice between soldered cans and cans sealed by crimping, the latter should be always preferred.

If the cans are soldered select those that have bright solder, which is less likely to contain lead and less likely to be bad.

After the box of sardines is taken home the can should be opened under water. If any bubbles of gas escape the stuff should be destroyed. The kind of oil used in preparing the sardines is of no great importance. The fish used are not, however, always true "sardines."

Willing to Wake the Cat.

"So you don't want no huckleberries?"

"No; I have changed my mind. I see your cat is asleep in these huckleberries."

"That's all right mum. I don't mind waking the cat up."

All Kinds of

Feeds in Carlots Mixed Cars a Specialty

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



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.

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.

FOOTE & JENKS' COLEMAN'S (BRAND)

Terpenolless Lemon and High Class Vanilla

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



All Good Things
Are Imitated

Mapleine

(The Flavor de Luxe)

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

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

Crescent Mfg. Co., Seattle, Wash.

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

G. J. Johnson Cigar Co.

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

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.



Window Leaders With a Punch.

Written for the Tradesman.

The most inelastic and resourceless sales agent in the world is the show window of the average exclusive grocery.

It is capable of just about three kinds of arrangement. It has just about three sorts of appeal.

It may be a stiff landscape of triangularly arranged fruit, vegetables and nuts.

Or it may be a series of pyramids in which catsup bottles or tomato cans form the elements.

Or it may be a set piece of cracker boxes arranged in geometrical pattern.

No trim of the kind ever carries a knock-out punch. They create no demand that does not already exist. People are going to buy the goods displayed, whether they appear in the window or not, and such trims can never hope to increase consumption in the individual family.

Why? Because, as previously stated, no family can eat more than a certain amount of fruit, vegetables or canned goods.

Why have fruit and vegetable trims at all?

Merely to give a pleasing atmosphere to the store and to keep idle clerks busy.

No grocery, however, should limit its window to the promotion of the sale of foods. The limit is soon reached, and thereafter, the trims are potent only as pleasing pictures.

Variety goods, however, change the window from a picture to a salesman and they have every desirable quality straightout groceries lack.

They broaden your appeal. They make you more than a seller of food stuffs.

They are easily handled and don't deteriorate while on display.

They're backed by profitable and attractive prices. Instead of filling your window with goods which all dealers sell at a pre-determined price, you are able to employ that greatest of window trim salesmakers—the price ticket.

Variety goods are more interesting to the housewife than vegetables and fruits. The average wife and mother feels ten times the interest in a shiny pot, kettle or bit of glassware that she evinces over perishable items that are here to-day and gone to-morrow.

Her purse opens much more readily in answer to the appeal of home goods than that of food stuffs. She only needs the latter, but she desires the former.

Many grocers may feel that the

installation of such a line means the injection of a foreign element into their business. They may regard the sale of home goods in the same light through which they would look upon the proposition of selling and displaying furniture along side their groceries.

Such an attitude is ill-founded.

Groceries are home goods, none more so; but so are variety lines. The latter do not compete with the former. Instead, the two lines help and stimulate each other.

The writer of this article is no theorist, and if readers care to go deeper into this profitable subject, they need do no more than send a letter to this journal requesting information concerning home goods window trims.

Variety goods put a punch into show windows, and we're not only willing to tell you the "how"—we'll show you also. Anderson Pace.

Window Pains and How to Avoid.

By not forgetting that both you and your store are frequently judged by the style of your window display.

By planning your window displays at least a week ahead. It pays.

By not having your window empty longer than necessary. An empty window with small pieces of window strips still adhering to the glass may give an impression of "For Rent" to the passing stranger.

By keeping below the level of the eye that part of your display you wish to give the most prominence.

By devoting your window to one article of one class of goods, rather than a lot of odds and ends.

By having a strong light on your display at night. An invisible light shining down on your display is preferable in most instances.

By using neat cards with plain lettering, avoiding fancy type.

By not displaying fly paper in December.

By backing up the most prominent feature of your display so as to bring it out bold and strong.

A. L. Wolcott.

Doings in the Hoosier State.

Written for the Tradesman.

Geo. E. Kessler has been engaged for another year at South Bend in preparation of a boulevard and enlarged park system.

Plans have been made for a five-story addition to the Vendome Hotel, at Evansville. A convention hall will be included.

Steps have been taken toward the merging of the American Auto Co., of New Albany, with the Advance Power Co., of Chicago, an automo-

bile manufacturing concern. The consolidated concern will be located at New Albany.

Evansville has outgrown its filtration plant and its present capacity of twelve million gallons must be increased to eighteen million gallons. The expense will be about \$100,000.

Fort Wayne is promised a new passenger station by the Wabash Railway in a year. The new building will cost about \$75,000.

Forty-six thousand people attended the Indiana State fair on Thursday, the big day, as compared with 57,000 last year. The falling off is attributed to hot weather and the urgency of farm work.

Elkhart's fortieth annual fair was held at Elkhart Sept. 10 to 13.

An insurance company is preparing to erect a twenty-two story building on the site of the Unity building, in Indianapolis, which will be the tallest structure in the State.

The State Forester, located at Indianapolis, is asking for black locust seed from every county in the State for the purpose of experimentally growing a strain of seed that will be immune from the borer. Black locust

trees grow rapidly on rocky, worn out and eroded fields and are recommended for planting steep hillsides and rocky places which cannot be cultivated.

The Crowell Grain Co., capital \$20,000, has been organized at Columbia City. Elevators and warehouses will be built in the county and headquarters will be at Raber, with Oscar Crowell as manager.

The Thieme Bros. Co., operating a silk knitting mill at Fort Wayne, has let the contract for the construction of a \$20,000 building, which will be an exact duplicate of the present plant.

Elkhart has adopted a guaranty fund plan and will raise \$200,000 to aid local industries and to secure new concerns. Retail merchants endorse the plan and are giving it their support. Almoed Griffen.

The kind of salesman who lays out the goods with a "You can take them or leave them" air, will find that the customer generally will leave them.

It's a good plan to hitch up the sales force and the advertising, but red tape is mighty poor harness.

Good Things to Eat

Williams

Jams Jellies Preserves Mustards
Fruit Butters Vinegars Catsup
Table Sauces Pork and Beans
Pickles—OF COURSE



Mr. Pickle of Michigan

HIGH GRADE FOOD PRODUCTS
Made "Williams Way"

THE WILLIAMS BROS. CO. of Detroit

(Williams Square)

Pick the Pickle from Michigan

Brecht's Roll Top Refrigerators

PERFECT INSULATION



Made of Pine, Oak or any wood desired

Are constructed in a scientific way and thoroughly insulated the same as our coolers. Their reputation for efficiency and economy in ice consumption is well regarded by the grocery trade. Only the best selected woods are used. Hardware is of solid brass, quadruple nickel-plated.

The Brecht Patented Ventilating Ice Pan

used in all our refrigerators is the most important and up-to-date development in refrigerator construction. It assures a dry, cold air, sweet and pure. Illustration shows our style "B" with four sections and overhead compartments for displaying package butter, rolls, etc. We build them from two to six sections, also special sizes.

Use a Brecht Refrigerator for Economy. Write us for any information on grocer or market equipments Dept. K.

The Brecht Company

Established 1853

Main Offices and Factories:

1201-1215 Cass Ave., St. Louis, U. S. A.
New York, Denver, San Francisco, Cal.
Hamburg, Buenos Aires

BECAME A BUYER.

Successive Steps in a Successful Career.

When I got my first job as office boy at Thomas J. Lipton's downtown Chicago office I had no idea that some day I would be a buyer for a department store. I don't think very many boys who have to go to work at that age have any definite business plans. Anyhow, I didn't. About the only thing I thought about was getting a job, and I wasn't very particular what kind of work it was. I believe it requires several years of hard knocks and experience in various lines before the average boy knows definitely what business he is best fitted for.

After he has had some experience and has bumped up against the world for awhile there is certain to be an opportunity that comes to most boys, but just the same I had to work hard and demonstrate my ability to "make good," after the opportunity came to me.

I worked for the Lipton office for a year at \$4.50 a week. One day the manager sent me out to sell a small bill of goods. I succeeded in getting the order, and after that I was given considerable work of that kind to do. My salary was increased to \$8 a week, and in a short time I was transferred to the stock yards office of the Lipton packing plant. That was in 1901, and my pay was raised to \$11 a week.

Worked in Packing House.

Then I decided that I wanted to learn the packing business from the bottom up, and when the opportunity came for me to take a job in the sausage room I jumped at the chance. I made rapid progress, and within a comparatively short time was promoted to the foreman of the department with 120 men under me. Of course I was proud of my success, and was ambitious to get higher. As foreman my pay was \$20 a week.

Then came my first jolt in the business experience. I felt that my job was secure, and that I could have it as long as I did my work satisfactorily. But within a year after I was made foreman the announcement came that Mr. Lipton was going out of the packing business and that the Chicago plant would be closed. It came like a bolt out of a clear sky, and it was up to me to find another job.

Instead of trying to get a place in one of the other packing houses I decided to sell goods. My experience with the Lipton firm was a great help, and I had little difficulty getting a job as city salesman for a wholesale candy firm. My customers were department stores and other retailers in the downtown districts, and instead of receiving a salary my pay was on the commission basis. I earned from \$25 to \$35 a week, and felt that I was doing fine.

Big Opportunity Came

It was about a year after I lost my job with the Lipton company that the opportunity came which is responsible for my being a buyer. My brother had just taken charge of the Evan Lloyd department store, and he

offered me a job in the stock receiving room.

"It is a great opportunity for you," he said, "but if you go to work for me I am going to put you on the same basis as any other employe. You have got to 'make good' in order to be promoted."

If any one else had offered me a \$15 a week job I would probably have refused it, because I was making an average of \$30 a week selling candy. But my brother advised me to make the change, and I did. That's why I said my opportunity was probably better than most young men have at the start. Perhaps my promotion was a little more rapid than it would have been under other conditions, but at the same time I feel that I must have demonstrated my ability, or I would not have been advanced.

Anyhow, about a year and a half later I was made buyer for the jewelry department, and after holding the job for a year I was made purchasing agent for the store. In that position it was my duty to buy all supplies, such as coal, stationery, etc.—in fact, I bought everything used by the store that was not merchandise. About a year after that I was given charge of the laces, embroidery, notions, and ribbon department, as buyer. The following year my duties were increased by the addition of the fancy goods department, and supervision of the store's advertising.

Many Obstacles in Path.

In a nutshell that is how I became a department store buyer at 28 years of age. I have had enough experience to know that success in any retail business, and especially as buyer for a department store, requires a constant study of detail, and the man who is willing to devote his energy to it can not help getting to the top. If I were asked what line of business presents the best opportunities for the young man of to-day, I would say it is the department store.

I learned by experience that one of the worst attributes a buyer can have is conservatism. When I first started I made an exceptionally bad purchase. I bought a large bill of goods, and after the merchandise was received discovered that it was not good value. As it was one of my first big purchases I was naturally pretty much worried and hesitated for some time before I finally decided to confess my bad judgment to my brother.

"Well, it's no use crying over spilt milk," he said. "It's an expensive mistake, but it will be a good lesson to you. I wouldn't have a man in my employ who never made a mistake, because he would be too conservative. Persons who are too conservative are never successful."

I never forgot that lesson, and after that I was never afraid to back my own judgment.

No Man Indispensable.

One of the things that has impressed me most strongly in my department store experience is that there is no absolutely necessary man. No matter how valuable an employe is he can always be replaced, and in most instances the new men make better

progress than their predecessors. That's why it pays to be constantly improving one's self. The man who stands still in the business world today will soon find himself left behind.

It pays to do more work than you are paid for. Maybe the fact that I worked day and night and every Sunday for five months had something to do with my advancement. All department store employes have to work hard, and those who get to the top are the ones who have worked the hardest.

One of the most essential qualifications a buyer must possess is a thorough knowledge of merchandise, particularly the goods he buys. Second in importance I would class ability to judge human nature. A successful buyer must know how to 'size up' every person with whom he comes in contact. He must know the characteristics of the man who sells him goods and be able to select efficient sales people. It is a part of his duties to watch customers and note how they accept certain merchandise about which there may be some doubt concerning its popularity. He must also pay close attention to the advertising of merchandise. Judgment of human nature is a big factor in advertising, and the man who knows how to describe his goods in such a way that they appeal to the public is successful both as a buyer and seller.

Besides being capable of taking care of a vast amount of detail work, the successful buyer must be strictly honest. By this I mean he must know how to distinguish the narrow border line between honesty and dishonesty.

Pitfalls in Buyer's Job.

There are many ways in which buyers are duped without knowing it. One of the commonest forms of this evil is the acceptance of lavish entertainment at the hands of salesmen. It is not the way one friend would entertain another, but usually consists of an expensive dinner, or in buying costly presents for the purchaser of goods.

I know of one instance when a certain salesman offered to loan \$300 to a buyer.

"I don't know when I can pay it back," he said.

"O, that doesn't matter. Pay it back whenever you can. I don't care if you never do."

"The I don't want it," replied the buyer, and the salesman is probably wondering why he has never been able to sell that buyer any goods.

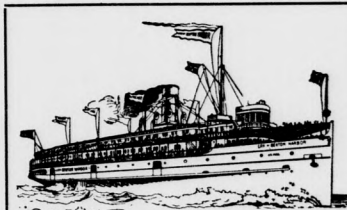
In another case a buyer was offered a sum of money if he would put in a certain line of goods. After looking the market over carefully he found he could not do as well with any other concern, so he accepted the amount and promptly turned it over to his firm. While it is doubtful whether he should have accepted the money under any circumstances, many persons would consider his action a good stroke of business.

No matter how honest a buyer may be, it is hard to resist the temptation to accept favors from salesmen.

Solomon H. Kesner.

A good many employes will help themselves to a dime's worth at the expense of the proprietor when they might not think of taking a dollar's worth. Is honesty a matter of size?

How is a store to gain the reputation of being generous if the individuals connected with it allow themselves to act in a niggardly manner toward customers?



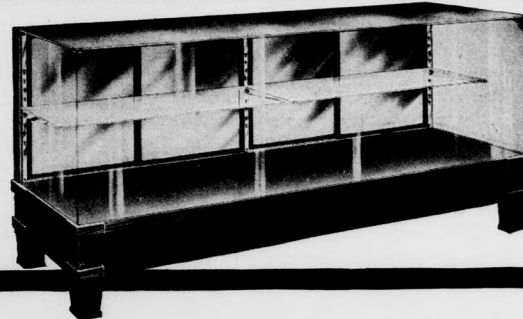
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Rules Regulating Return of Purchased Goods.

Written for the Tradesman.

The other day a lady was making some purchases at Karper's store, among other things some ready-made dresses for her little girls. Before paying her bills she said to the saleswoman; "Now if these dresses don't fit or don't please me after I get them home, may I return them?"

"Certainly," was the courteous reply. "Let me just hand you a little sheet that contains our printed rules regulating the return of goods."

These were the rules.

"It is the policy of this store to please its customers. Our business has been built up to its present proportions by satisfying those who have seen fit to favor us with their patronage, and it is our intention to continue along the lines that have brought us success. As we want every customer to feel perfectly satisfied with every purchase, we make a practice of allowing the return of goods. We cheerfully refund the purchase price, the return however being subject to the following conditions:

"Piece goods that have been cut can not be returned. This rule is so universal among stores and so obviously necessary as to need no explanation.

"Kid gloves that have been stretched and tried on over the hand can not be returned.

"Articles to be returnable must be as fresh and clean, as free from soiling and wrinkling as when they left our store. Our customers will readily see the reasonableness of this requirement. You do not want untidy goods—neither does anyone else. We can not sell such without reducing the price.

"It is imperative that no article that is to be returned shall have been worn. Fully determine whether the coat or suit or hat or underwear taken out on approval is something you want to keep before you wear same.

"Mention of this matter is made necessary by the frequency with which we are compelled to refuse to take back garments that show unmistakable signs of wear. We believe these are usually brought in by persons who have given the subject no thought, or who consider that the garment 'isn't really hurt any.' For actual service it probably isn't harmed but its saleability is ruined unless we make a heavy cut in price. It is our desire to accommodate our customers in every way, but all will readily see why it is that we can not take back anything that has been worn even 'just once.'

"Goods to be returnable must be brought in together with the purchase slip within a week after the date of purchase. To out-of-town customers

this time may be extended to two weeks by the clerk making the sale. It may sometimes be necessary that the regular time of one week be shortened in the case of articles that are on special sale or on which our stock is low.

"We trust our customers will see the necessity for these requirements and we ask their hearty co-operation in carrying them out, with the view that we may continue our practice of freely allowing the return of purchased goods."

It occurred to me that it is a wise thing to have some definite regulations as to the return of articles that have been either actually purchased or taken out on approval, and to take this method of making them known. To state these regulations verbally would be tiresome to the salesperson and might be offensive to the customer; as hinting that she was the sort of person who would keep goods too long and then ask to return them, or who would bring back a garment that had been worn; but handing out the little printed sheet made the whole matter impersonal.

There is another thing that should be under a more definite system than it is in many stores, and that is the laying aside of goods at the request of a customer.

A year ago this fall Mrs. Arthur was in at Carpenter's and saw a long coat that greatly pleased her fancy. It had style and distinction and was very becoming to her.

"Mr. Carpenter, I want you just to lay that aside for me. I can't take it to-day but I'll be in soon and get it. Now be sure you don't sell it to any one else."

Mrs. Arthur had been a very good customer and the coat was laid away for her.

She didn't come and didn't come. It was early in September that she asked to have it put aside. In the latter part of November she was again passing through the cloak room and Mr. Carpenter called the matter to her attention.

"Oh, I'm so sorry that I forgot to tell you! I've decided that I really can't afford to have a new coat this winter. Just put that out and sell it."

To have attempted to hold this woman to her own agreement would have incurred her lasting enmity. So long as she didn't have the coat, she would have failed to see that she had occasioned Mr. Carpenter any loss. In reality another lady had been anxious to get that same coat only two days after it was laid away for Mrs. Arthur. The price was then \$25.

After it was found Mrs. Arthur did not intend taking it, the garment was again put on sale, but by this time buyers were beginning to wait for the mark downs. It did not move till about

the first of the year, not until after the price had been reduced to \$18.

Perhaps this is an extreme case, for certainly they are a little slack about such things at Carpenter's. But are there not similar occurrences at every store where articles are laid away without any definite arrangement as to when they shall be taken?

It is always something saleable at the time, that you are asked to set aside—likely something that the stock is running low on. But time passes by and she who was so anxious to have that particular article has gotten out of the notion or decided she would rather have something else or maybe forgotten all about it. If it is something of a novelty—and nobody asks to have staples laid away—everybody else has gotten out of the notion too in a very few weeks time. So the thing that was put aside to accommodate a customer has to go to the bargain counter.

The remedy is not to try to make persons take the goods after they have gotten over wanting them. It is better to require a deposit at the first or else to make the time the article is to be held only a very few days, at the end of which time it should go on sale again.

All this can be tactfully managed, and if there is some definite rule to go by applicable to all customers alike, no offense need be given any one.

These are small matters, but it is the little foxes that spoil the vines. In the old-time days of large profits it was not so necessary to guard against little losses. Now that you have to sell on close margins, it is worth while to stop the little leaks. Fabrix.

Guides to Success.

Good health, a willingness to work, high ideals, a knowledge of human nature, and the development of all good qualities are the principles that constitute success.

Hard work and conscientious applications to duty together with the ability to meet and master situations, are all factors of success.

George M. Reynolds.

Changed Her Mind.

"My dear," Mrs. Jones said to her considerably lesser half, "I want you to do a little shopping for me this afternoon."

Mr. Jones blinked pathetically. He had arranged to spend a quiet afternoon at the cricket match.

"I—I was thinking of going to the match, my dove—" he began feebly.

"Indeed," observed his wife stonily, "well, I've got a better match for you than that; I want you to match this piece of material at Mason's—"

"At the corner where that little blonde girl serves?" interrupted Mr. Jones, suddenly, "that nice little thing, you know, with the frizzy curls and bright eyes, and a jolly, roguish smile—eh?"

"Perhaps, after all," retorted Mrs. Jones, with a below zero stare, "I'd rather do my own shopping!"

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GRAND RAPIDS DRY GOODS CO.
Grand Rapids, Mich.

Some Reasons Why So Many Merchants Fail.

Written for the Tradesman

"Eternal vigilance is the price of success."

This is as true in the business world as it is in the political. The merchant who fails to keep tab upon his clerks will sooner or later find himself regretting his lax methods.

Clerks are too prone to put in their time regardless of the good of the employer. Statistics show the startling fact that only one merchant in ten succeeds. It seems to me there is no other business in the world so precarious, so filled with wrecks of would-be millionaires.

Manufacturers, farmers, lumbermen, miners, shippers—all beat the mercantile stunt in the matter of success. Why is it? We may say that too many break into the trading proposition who are wholly unfitted by nature and training for the work. Doubtless this is true, but it hardly seems possible that this should so fearfully handicap the man.

True it is that certain characteristics are necessary to make the successful business man. Not everybody can become a great general, a great author, sculptor or architect. Yet why should the mercantile line afford so many more wrecks than any other line of human endeavor?

The farmer is the most uniformly successful man of any or all the battlers for human success. One reason, perhaps, for this is because the occupation of farming is much less complicated, more easily understood, though no less important than all the other modes of earning a competence combined.

The laxness of discipline in store ethics accounts, in a large measure, for the failures that abound on every hand. Some have declared that senseless competition—cutting of prices so deeply as to do away with a living profit—has much to do with the low grade success of modern mercantile workers. This is something with which I do not propose to deal at this time, although it doubtless has a modicum of argument in its favor.

Many merchants fail for want of sufficient tact to do the right thing at the right time; more drop their hopes for fortunes on account of impolite clerks who, not having the good of the business at heart, hesitate not to anger and even humiliate customers. I have an instance in mind which will serve to show how important it is to see that clerks attend strictly to business during business hours.

A very successful merchant in one of our northern towns is now, after several years of business success, on the down grade, with whispers of an early failure from those who pretend to know. The man in question has of late drifted into pleasant paths, leaving his business more and more in the hands of hired help. This help isn't calculated to hold trade won by the proprietor in long years of personal endeavor.

A customer entered this store one morning asking the price of bananas,

a bunch of which hung in front of the store. The lady who answered the query procured a paper sack to fill the gentleman's order for a dozen of the fruit. While passing from the store to the bananas outside a woman accosted the clerk and the two engaged in an earnest conversation, seeming to forget that the customer stood waiting.

He was in something of a hurry, as it was but ten minutes to car time and the depot a quarter mile away. Rather impatiently he waited while the clerk held and played with the sack, talking with the other woman, who, it seemed, was seeking to rent a room from a lady of the clerk's acquaintance and the said clerk was expatiating on the beauties of the place.

"A nice view of the beach, right up in G, you know," prattled the clerk, meantime twitching her paper sack, never once glancing at the customer who stood impatiently waiting. He consulted his watch as the minutes flew. "I am in something of a hurry," he finally said, "as I must catch the next car."

"I am sure the place will please you, Mrs. Humphrey—the car, yes. It was bananas you wanted how many, please?" and he got them just in time to catch his car by sprinting at an undignified pace.

The gentleman in question was not favorably impressed with the store, you may be sure. A week later he came to town with his family for an outing of a fortnight. The family trade was considerable, all of which went to the rival store across the street. That one little incident sufficed to influence him against the larger store.

The uncivil clerk, the clerk who jokes his customers, the indifferent and neglectful one serves to injure his employer in various ways. Is it any wonder that the big store's trade is falling off? Success in business ventures comes, as I said at the outset, from the exercise of eternal vigilance.

There can be no success without a watchful care on the part of the proprietor. It is well enough to pass a joke with your neighbor, perhaps, out of business hours, but be chary of doing it when behind the counter. I know a man who lost a customer of long standing by a remark that seemed of a most trivial nature, yet which touched a tender spot. The customer quitted the store plainly offended and never entered it again.

It is not now as in the early days when there was perhaps only one store to minister to a large stretch of country. Competition is the life of trade. The man who is uniformly courteous, leaves jokes and politics outside of business hours, he is the man who is numbered with the 10 per cent. who succeed.

Every American citizen has a right to his political opinions, yet no merchant can expect to succeed who makes his store the forum for exploiting his particular ideas in that line. It is no sign of independence and an assertion of your inalienable right to free speech to quarrel with

your customer over what you may think his foolish following after strange gods.

It is not necessary to lose your self respect to refrain from political argument in the store; save it for another time and place. Be a gentleman whatever comes to the fore. A quiet expression of your belief may not do harm, but loud declamation against the beliefs of others does not tend to make friends or win and hold customers.

Above all, take a personal interest in the business; see to it that you know what your clerks are doing, that they are acting right, and you will succeed. Old Timer.

What a Board of Trade Can Do.

Here are some things that a board of trade can do for the local retail merchant in a town of from 1,000 population up:

Secure proper telephone service.

Compel reasonable railroad service.

Regulate and minimize soliciting schemes.

Work out a system of co-operate delivery.

Secure the best possible postal facilities.

Induce the people of the community to buy at home.

Protect the merchant in the enactment of ordinances.

Make the town the convention center of its territory.

Encourage good roads and demand proper road expenditures.

Co-operate with the local government on public improvements.

Conduct a campaign for early shopping at the Christmas season.

Protect the merchant in the town against fly-by-night concerns.

Secure new industries, thereby increasing the buying population.

Organize and give impetus and effect to early-closing movements.

Co-operate in the creation of special days to stimulate home buying.

Encourage the creation and proper conduct of a building and loan association.

The advantage, and actual necessity of patronizing the local merchant is so well known and has been so frequently emphasized in this department that it requires no reiteration. The main thing is: How can the need for home buying be impressed upon the people? The board of trade can well undertake this work. It can, first of all, stimulate the merchant himself to good business methods, good advertising, the carrying of an adequate stock and of its proper display and pricing. Mail order buying has made progress in many communities because the merchants themselves have done little to turn the public mind to their stores and little to hold trade once secured. The battle for business must be fought out on its merits. People will buy at home when they can buy just as cheaply as somewhere else, provided they are convinced of the fact by good advertising, good salesmanship and good goods. All things being equal, there is a tendency to buy at home because it is more convenient. The mail order houses will overcome this tendency chiefly by better advertising. The merchant is, of course, confronted by the competition of unfair advertising which overstates the quality of the goods and understates the price by failure to take into consideration freight cost, delay and lack of credit conveniences. To offset this, somebody must make the public acquainted with the facts; and certainly a board of trade can do this better in an organized way than the individual retailer can in an individual capacity.—American Lumberman.

Every cloud may have a silver lining, but it is always on the other side.

BLANKETS AND COMFORTS



Two important items of which you ought to have a complete stock at this season of the year.

We show a line worthy of your consideration before you place your orders.

PAUL STEKETEE & SONS

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Grand Rapids, Mich.

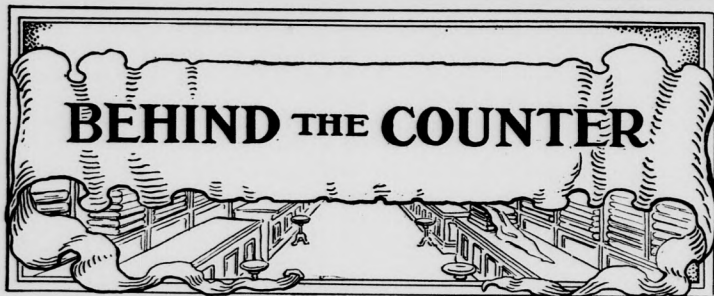
Every visitor to our big exhibit at the West Michigan Fair said our lines beat anything ever seen before—are you handling the best you can secure in Robes, Harness, Collars, Trunks, Fur Coats?

Just write for a catalog and find out why our business is growing so big, why so many dealers swear by the "SUNBEAM."

BROWN & SEHLER CO.

Home of Sunbeam Goods

Grand Rapids, Mich.



One Thing For the Clerk to Remember.

Written for the Tradesman.

Neither clerk nor merchant has anything to gain by antagonizing the customer. Of course, no sensible clerk or merchant does knowingly antagonize the man on the buying side of the counter; but now and then it is done without thinking.

Smith, who occasionally does a bit of down town shopping for his wife, tells me an experience he had. Smith is a quiet, timid little man whose outward appearance gives not the slightest hint of an exceptional vein of obstinacy. Said Mrs. Smith, as he departed:

"I want you to buy me eight yards of Canton flannel at a shilling a yard—something about thirty inches wide." And Smith tucked her decisive mandate away in a safe corner of his memory.

When he repeated the order, almost word for word, at the nearest dry goods store, the man behind the counter sniffed.

"Can't get it at a shilling a yard in that width," he declared. "Anyway, you can't get Canton flannel that wide. They don't make it that wide now."

His manner was even more a challenge than his words—a challenge to Smith to find Canton flannel thirty inches wide if he had to hoof it all the way to New York City. But he did not relish the prospect.

"How wide do you sell it?" he enquired.

"Twenty-five inches," returned the salesman, thumping a roll of the stuff down upon the counter in perfunctory fashion, as though to say: "You're not going to buy, anyhow, and it's a nuisance having to wait on you."

Smith eyed the goods dubiously.

"I'll have to see first if that width will do," he muttered at last.

"You can't get it any wider," retorted the clerk, decisively.

At the next store where Smith called the clerk brought out the widest span of Canton in stock—twenty-eight inches.

"We have it wider in Shaker flannel," he added, pleasantly. "Here is some shaker thirty inches wide at 10 cents."

"I'd rather have Canton, if I can find it anywhere in the thirty inch width," returned Smith. "It wears better. I'll just mosey on and see what I can do. Sorry to trouble you."

He called at a third store.

"Sure thing," replied the clerk generally, in response to his request. "We

have Canton at thirty inches. How much? Fifteen cents a yard. Eight yards, d'you say? All right. I'll send it up for you. What else can I show you—?"

What puzzled Smith was, that the salesman in the first store never

Personal Appearance as a Factor.

That personal appearance is an important factor in salesmanship is admitted by every good salesman. The traveler who is a slipshod, run-down-at-the-heel specimen encounters more and larger obstacles than the salesman who shows by his dress and manner that he takes a certain pride in his appearance. The one is generally regarded a walking evidence of failure, or, at best, half-success, while the latter gives the impression that business is coming his way. The psychological effect on the trade is all in favor of the well-kempt salesman. The same thing is true of the store-keeper. The one who is clean has the advantage over his tousle-headed fellow. The former attracts

and size it up from the point of personality. It should be easy for him to decide how it compares in appearance with that of his competitor, and, if the comparison is unfavorable, to make an improvement. He should attempt to place himself on that side the fence on which the prospective purchaser lives and to discover whether his display is calculated to cause the prospective purchaser to stop and examine the stock and to make inquiries. If the display accomplishes this, then proper salesmanship is likely to do the rest. But the attention of the prospective buyer must first be attracted. He cannot be expected to enter a store that is slovenly in appearance—that to his mind reflects the disposition and temperament of its owner—if there are other dealers in the same line in the community who realize the value of personal appearance and an attractive display. The dealer should not lose sight of the fact that the most important preliminary to a sale is getting the purchaser interested and inside, and this may not be accomplished unless the stock in trade is displayed in an attractive manner and an air of cleanliness and neatness pervades the store, from the front door to the rear, and including every employe.

Clock Watchers Write Their Own Doom.

"It pays to work overtime," said the president of one of the great eastern railways when asked how he managed to make \$100,000 a year. "I am being paid now for the extra time that I gave my employer when I was learning the business. Extra work brings knowledge and experience, and these well applied bring dollars. It is a very short sighted plan for a man to do only as much as he is paid for."

"A very successful business firm has for its motto, 'A little better than is necessary.' And knowing this, one does not wonder at its prosperity, for that motto is the open secret of all success.

"A clerk may be accurate, honest, and industrious, and stop at that; another will add to these necessary qualifications a personal interest in his customers seeking even at some inconvenience to himself to satisfy fully as well as to sell. The one will be waiting for customers, the other will have customers waiting for him. 'So much for so much' has no place in the career of the successful man.

"When I was spending a vacation down on the farm there was a horse that always insisted on stopping work at the sound of the dinner bell, whether in the middle of the field or at the far end of the corn row. He was an honest and upright horse, but a legalist of the most pronounced type and stubbornly refused to do a bit more plowing until he had his hay.

"So the man who watches the clock for the closing hour and fears lest he do more than is absolutely required of him is writing his own doom in the business and industrial world. Be a bit more man." Paul Keller.

Guides to Success

Ambition and hard work always pay dividends.

Successful young men make successful old men, so be successful while you are young.

Making a constant study of his work and trying to do things better every day are two fundamental principles of the successful man.

E. J. Lehmann.

thought of suggesting Shaker flannel in the thirty-inch width, and was so positive that Canton couldn't be bought in that width at all.

There are times when a store can't fill an order. Goods may be out of stock or those in stock may not exactly meet the customer's requirements, but it always pays for the clerk to remember that service is the ideal of the present-day business man; and, if he must say "No," to say it in such fashion that the customer will feel that he's still as welcome as the flower in May.

William Edward Park.

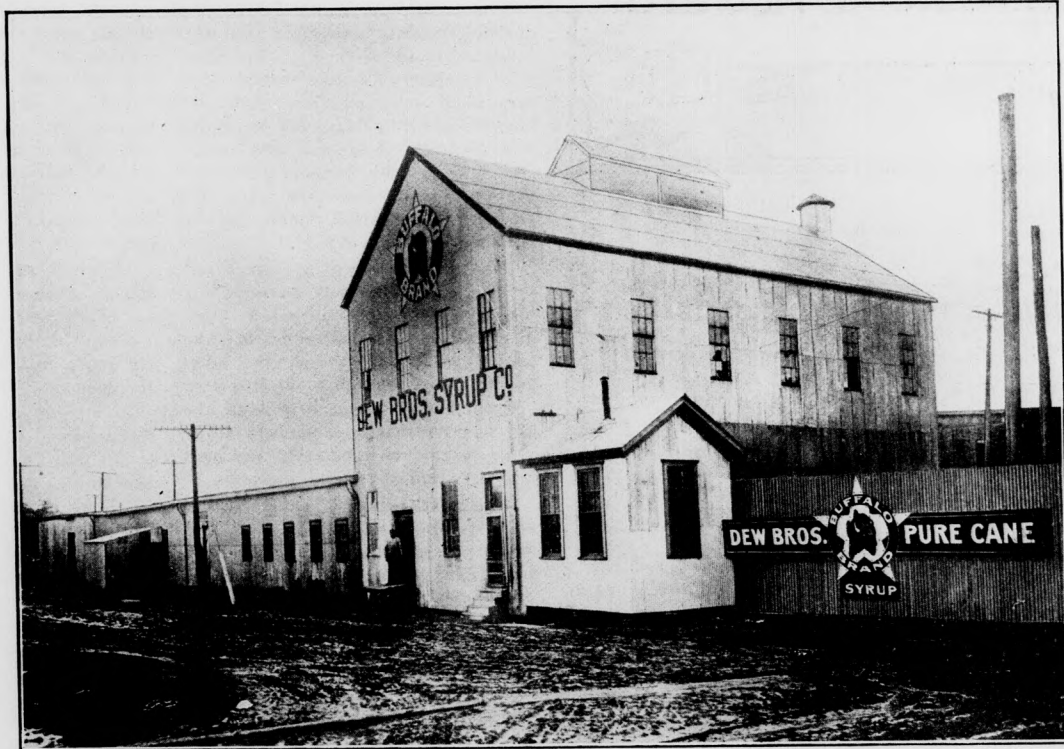
Sometimes it pays to cut the trimmings off some of our fancy ideas and do a little real work for a change.

the buying public, while the latter repels.

Since the personality and the personal appearance of the traveler and the storekeeper and clerk is a factor in trade-winning, why should not the store, as reflected in its personal appearance, be as important. Yet many dealers fail to appreciate this fact and give little or no attention to a proper display of their stock or to the appearance of their store. They give it, in other words, a personality that is unattractive because it is slovenly, and yet they wonder why trade goes right by the door and into that a few steps away.

It would be a good plan for every store-keeper to get out in front of his place of business every so often

Safe Cabinets a Delusion----How They Look the Morning After the Fire



Mr. W. E. Matthews. Houston, Texas.

May 6th, 1912.

Dear Sir:—Replying to your inquiry of the 3d. will say we purchased a Safe-Cabinet about two years ago. We do not remember the model number of this Safe-Cabinet but it was about 5½ feet high and of proportionate width and depth. This model was presumed to be their best make at that time. It was sitting in our office room which was partitioned off from the main factory by ordinary ½ inch ceiling. The building walls were corrugated iron on ordinary skeleton wood construction. The office floor, as well as that of the second floor above was of 2 inch material. The office was on the north side of the building and the prevailing wind on the night of the fire was from the same direction, which would have had a tendency to carry the heat away from that part of the building where the Safe-Cabinet was. As you examined the remains of the Safe-Cabinet where they lay on our old building site, it is not necessary to say anything in regard to its condition after the fire. We did not save a thing that was in the Safe Cabinet when the fire broke out, losing all our books, records and papers as well as a small amount of money including some coin of which we could not find even a piece. The Safe-Cabinet may be all right under some conditions, but it proved to be far from fire-proof with us.

Yours respectfully,

DEW BROS. SYRUP COMPANY.

E. P. Patch, Auditor.

Subscribed and sworn to before me this 25th day of May, 1912.

K. C. Billingsley.

Notary Public, in and for Harris County, Texas.



Michigan Knights of the Grip
 President—C. P. Caswell, Detroit.
 Secretary—Wm. J. Devereaux, Port Huron.
 Treasurer—John Hoffman, Kalamazoo.
 Directors—F. L. Day, Jackson; C. H. Phillips, Lapeer; L. T. Hurd, Davison; H. P. Goppelt, Saginaw; J. Q. Adams, Battle Creek; John D. Martin, Grand Rapids.
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 Grand Counselor—John Q. Adams, Battle Creek.
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 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.

Would Like More Hubbards On the Line.

Written for the Tradesman.

The rain was falling in a dreary drizzle as the fat drummer left the smoking car, his usually genial face did not wear the sunny smile so frequently seen.

The "old man" had written him a letter the trend of which was "more orders and less expense account," and the nasty weather of the summer days had made things a whole lot to the bad. He waded across the unpaved street and headed into the frame store of old Hubbard, who ran a general store, selling everything from cheese to plows. Hubbard greeted him with a nod as Grant tossed the sample case down and lit a cigar.

Hubbard was busy with a fossilized dame who was looking for a new fangled mouse trap and Grant had plenty of time to look over the store and stock.

"Hubbard certainly had some room for improvement," thought Grant as he gazed about the store, then the "grouch" which weighed so heavily upon him asserted itself and the salesman gave a deep sigh. Business and work, the constant grind of the road, the loneliness and the lack of orders all came as a dark and gloomy cloud on the horizon.

He was brought out of his meditations by a slap on the back and a hearty, "well, what's the good word?"

Hubbard was always friendly to Grant, for the salesman had never failed to give the merchant the best he had and, though the town was small, Hubbard had a dandy farmer's trade and the account was well worth while.

"Say, Grant, you have a case of the grumps sure enough. Now come on back here to my desk. I want to tell you something."

Grant followed the heavy set figure, chewing on his cigar as well as upon the bitter cud of his reflections.

At the desk Hubbard lighted his old corn cob and leaned back in the squeaky desk chair.

"I know your symptoms old man, and sympathize with you. The life of the road salesman is no downy bed of roses and I rather imagine the boss has handed you a hard nut, but I was just thinking, as I stood looking at you, of a little chap who came in here two years ago and was up against it.

"He only had one eye and was a little shaver. I had a lot of sympathy for him and he just opened up and fessed he was green and had a line of patent roofing he had to sell. I looked over his line and I saw in a minute it was good and better than anything which had struck this burg, but that lad lacked back bone, 'hat was all. I went over the whole thing with him and gave him some fatherly advice, as well as a good stiff order."

Grant listened listlessly. Hubbard always had some moss covered history to repeat. It was in the day's game and he had to swallow it, but still the words and story were different from Hubbard in a way, Grant felt a personal warming influence and listened in spite of himself.

"Yes, lack of backbone. I had him up to the house for supper, plenty of time before the seven thirty-five, and, do you know, the order and advice I gave the little fellow seemed the spur needed to hump him along?"

"He has only the big towns to-day and he has had two increases in wages. He was a good boy and needed only a little encouragement when things looked dark to make a whole heap of difference in his entire career."

Grant spat into the big red cuspidor and thought of the "kiddies" and the dark eyed wife waiting down at the "Rapids."

"I know you are an old scout on the route," continued Hubbard, "but really you are only human. I often wonder if the boss who sits at his desk in the city and tells you to hump and dictates sassy letters to his blond stenographer ever realizes what you have to contend with. The cold, wet sheets, the rotten grub and the early rising to get a train to carry you to a chap who freezes you with his lack of interest.

"You may wonder, Grant, at my talking this way, but I used to sell goods on the road and I know what it means to fight the good fight, to

work day after day, figuring down expenses and up on the orders. I know it's no cinch and that's one reason I have always tried to give the boys who drop in a fair shake.

"I am afraid the dealers along the line don't rightly appreciate what the salesmen mean to them. They take it as a matter of course that a salesman shall call and they treat the boys in a lordly way, but it is the same little traveling man who brings the news of the outside world, of the best selling items, of many important things which make for the merchant's success.

"The thought often has struck me, that if there were no salesmen, the merchant would soon be a moss grown relic. The salesmen are the life of trade and it isn't the hotel keeper who is the only one to profit.

Grant had commenced to relax, the old merry twinkle came into those deep blue eyes, and the merchant heaved a sigh of relief.

"Well, I guess I have chewed about your old job long enough. You have to hustle here. I have had my trouble with the backward season myself, but"—and Hubbard strolled down the store and gave all he could to Grant who, realizing the spirit behind the orders, grinned cheerfully.

At the depot as he arranged the sheets for the day he thought to himself that if there were a few more Hubbards on the line to take the kinks out of the long, blue days, it would help a heap for the boys who in reality bear the brunt of the fight and to whom the manufacturers, jobbers and wholesalers really owe their prosperity. Hugh King Harris.

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

Grand Rapids, Sept. 16—At our regular meeting, held Saturday Sept. 7, H. Hanson, V. S. Lando and W. S. Cain were initiated into the mysteries of the U. C. T. of America and are now eligible to sell goods.

Homer R. Bradfield, chairman of the Press and Advertising Committee, has called a meeting of his committee for Friday evening at the Pantlind Hotel. H. B. Wilcox, R. J. Ellwanger and E. R. Carpenter, are requested to be on hand at the hour mentioned.

A meeting of the convention chairmen was called Sept. 14 at the Board of Trade rooms and about twenty of the chairmen were present. A rousing meeting was soon under way. The chairmen of the various committees are now getting down to detail work and it is surprising how far these committees are advanced on their work. It goes to show you that we have a live bunch for our committees. Meet me in Grand Rapids June 13 and 14, 1913.

A new hotel has been opened at Montague. It will be known as the White Lake Hotel. One thing they unfortunately forgot was individual towels. It is to be hoped they will soon put them in.

The Dance Committee has been appointed and our dances for the season 1912-13 are going to be hummers. The first dance will be given sometime during October at the old place. Plan to take them all in this season.

The Grand Rapids Travelingmen's Association will meet at the Morton House Sept. 28 at 2 p. m. All members of this Association are expected to attend.

O. W. Stark, who has been laid up at his home, 610 Lake avenue, was taken to the U. B. A. Hospital las Friday and underwent an operation. He rallied well and, if nothing unforeseen happens, Bro. Stark will get along fine. You know when you are sick boys, its great to have the boys call on you and say Hello. Bro. Stark is human and likes company, so do your duty and call on our Brother.

The scab came off G. K. Coffee's leg and he returned to work Monday, feeling like a fighting cock. Brother Coffee says his leg bothers him at times, but states that he is back on the job for good now.

At our regular meeting, Sept. 7, the members voted to have a monthly Bulletin issued to advertise the convention, which will be held in our city June 13 and 14, 1913. It will be known as the U. C. T. Bulletin and will be issued between the 10th and the 15th of the month, right after our regular meeting. The subscription price to the Bulletin will be 50 cents a year, payable in advance. We will send the Bulletin to anyone who comes through with the price. Now what we propose to do is this: Publish the pictures of new members, also their biographies, and in this way introduce them to the other members of the U. C. T. We will publish new pictures and biographies of the members from time to time. We will also give you a general idea of what takes place at our meetings, so that the brothers who were not present will get a little idea of what is going on. During the winter we will be having some big times and we will have one of our reporters on hand to give you a line on the entertainments. We will also print notes and personals, as we have in the past. We propose to use the Bulletin as a medium to boost the convention, as well as to bring in a little revenue to help entertain the U. C. T. brothers when they are here next June. We propose to run a few advertisements for which we will charge \$10 a year, payable in advance. Each member is requested to mail in an advertisement for the Bulletin at once. If you do this, the Bulletin promises you something that will be a great credit to the traveling men, especially to No. 131.

Just think of it at a cost of less than 5 cents a copy. This new venture will prove to be a great success from the start and it will only need a sample copy to get every brother to subscribe. I realize that once you get impregnated with the knowledge that a good live interesting Bulletin is being published you will be more than willing to help the good work along. At the same time keep in touch with the doings of the other U. C. T. brothers in the State. Now, brothers, you must admit the price is reasonable and if you are not a subscriber already, become one at once. Our regular issue will be eight pages the first month and if

you are a member of No. 131 you will get a copy, whether you want it or not, by mail. The U. C. T. Bulletin staff are as follows: Editor, J. A. Keane; Assistant Editor, F. C. Mooney; Business Manager, H. R. Bradfield; Secretary and Treasurer, J. A. Keane; Sporting Editor, A. N. Borden; Scribes, W. E. Lovelace, W. E. Ryder; Printer's Devil, A. T. Driggs.

George R. Phelps, who runs the Calkins Hotel, at Clare, will have to give up his stand inasmuch as his lease expires Oct. 1. Mr. and Mrs. Calkins, who conducted the hotel before Mr. Phelps, will pick up the reins again and continue to do business. During Mr. Phelps' management he gave the boys good lodging, good meals and always on the job, and it is too bad Mr. Phelps cannot stay with the hotel. Mr. Phelps is looking for a good location, and hopes to be able to cater to the boys again.
J. A. Keane.

Chirpings From the Crickets.

Battle Creek, Sept. 17—If H. B. Gerould would wind his watch as regularly over Sunday as he does on the road, he, no doubt, could make good connections Monday mornings.

You can't always depend on "Big Ben" Buss, even if expensive advertising would make you think so. Buss cannot appreciate the tonnage, power and fleetness of a M. U. T. "Yellow Jacket" when it is two blocks on its way and a close connection has to be made on a local milk car.

For a number of weeks a Western girl sang illustrated songs at a local picture house astride a pony. The writer saw the lady on a M. C. train going into Jackson. We wonder if pony was in "The Baggage Coach Ahead." We noticed in the Billboard this young Western girl was finishing her musical education under the tutorship of H. W. Ireland, member of No. 253. Coming from such a reliable source, we believe same and compliment the lady on her selection of instructor. As a proof of Brother Ireland's finishing ability along musical lines, we (the members of Battle Creek Council 253) point with pride to our U. C. T. quartette. If you can find their equal, outside of a few large Eastern cities, you will have to use a lot of mileage.

This season Brother N. Riste will be our soloist. He has made a big hit at some of the leading coast resorts, where he appeared this past summer.

While Norman approves of "Inner Seal" and air tight packages, he has cast aside his business slogans and is letting the public in on his voice.

We don't want Jacob Norman Riste to make his voice like his goods—air tight. Anybody seeing that name in cold type would know its owner was a musician.

The Adrian Baseball Boosters, enroute home from the slaughter of the innocents at Battle Creek a week ago Sunday, stopped at Jackson and paraded the down town streets. Drug-gists report big sales of throat ease.

Mrs. Chas. R. Foster is visiting friends and relatives in Jackson.

Geo. H. Clark, of Grand Rapids, representing the Putnam Candy Co., was a business caller in Jackson Monday and Tuesday.

The Hotel Dalton, Jackson, sure is home to lots of the boys. Ed. Dalton, the proprietor, has surrounded himself with a company of congenial assistants. Here's to continued success, Ed.

F. J. Warner, grocer on Francis street, Jackson, has moved into his new store. Mr. Warner is still feeble from a prolonged illness. His good wife has shown her make-up by her faithful application to the business. Mr. Warner has been sick several months.

Geo. Mitchell, the leading confectioner at Albion, has bought a store at Kalamazoo. He will continue at the old stand in Albion. Success to you, George and Theodore.

This week Calhoun County Fair at Marshall. Merchants are looking for big crowds. Hope weather will be favorable.

J. J. Potts, a member of Kalamazoo Council, U. C. T., has resigned his position as traveling salesman for Baker & Hoekstra, Kalamazoo, and

Several candy men from Battle Creek took in the convention of the profession at Grand Rapids last week.

Chas. Moore, a local U. C. T., entertained his brother and family, of Jackson, over Sunday.

Guy Pfander.

Town Builders Must Be Well Read.

Evansville, Ind., Sept. 17—In most every issue of the Tradesman I find the suggestion put forth that it is every merchant's duty to push his town.

I have read so many articles on this subject in the Tradesman that it has become second nature for me to do something for my city.

I have learned that the people expect more from the merchants of their town than they do from any other class—and it is second nature for them to expect it.

Merchants supply the community with all the necessities of life and, for this reason, the people look to the merchants to guide them in other matters. If you will notice, your customers will ask you your advice about this or that if it is connected with town or city affairs before they

**If you have an Opinion, an Idea,
a Photograph, a Joke or a Protest
—send it along.**

**The Tradesman is YOUR Trade
Journal.**

gone with the Badger Candy Co., Milwaukee. His new line will take him over more territory. Here's scratching your book, Jay.

The United Confectionery Co., Battle Creek, is jobbing Funke's chocolate line. These goods are made in La Crosse, Wis., and are considered among the leaders. The addition to their already complete stocks gives this house a nice line.

Will Masters had Marshall worked at 9:30 a. m. one day last week. Some moves.

O. J. Wright, Urbandale, has purchased a Winton Six. We remember Oria when he was just a road man with an humble expense account. His work behind the bat was a feature of our ball game at our U. C. T. picnic.

R. L. Greenman, city salesman for the United Confectionery Co., has purchased a beautiful home at 114 Post avenue, this city.

Bro. J. O. McIntire finds it necessary to get all his men on the phone Saturday a. m. to come and get their checks.

Is your winter's coal in and paid for?

will ask any other person. If this is true, which you will find it is—if you take notice—it is every merchant's duty to read up and keep himself posted, so he can answer these many questions intelligently.

In my opinion, the only way for any merchant to be useful to the community and himself is to read trade papers that deal on these questions as well as on trade talk.

This is why I am a careful reader of the Michigan Tradesman, because it deals with every subject that a merchant ought to study.

The merchant who is not well informed concerning all of the real live issues that are interesting the people in general is out of date and can not answer the questions his customers would like to have him answer.

A town builder must be well read and this is also true with a business builder. If you wish to see your business grow, help build your town.

Edward Miller, Jr.

Whatever the advantages or disadvantages of profanity may be, one thing is certain: A store is no place for it on either side of the counter.

THE TAG TIME-SAVER.

Visitors to a great exposition get more from the tag which explains the article than through any other single avenue. If the exhibit is not labeled they pass on hurriedly because they are not interested in what they know nothing about. Digging in the dust for mud pie material is of little interest to the general public; but let the fact be disclosed that the search is for gold or diamonds, and a different phase of the matter comes to light. We have passed through buildings in which poultry fanciers vied successfully to show many choice birds; yet only those versed in the lore of the standard of perfection were able to appreciate the beauties, because they did not know one breed from another and there were no explanations at hand. It was but clusters of animated feathers.

Only a few words would have thrown the great Rocks but a few months old into a new light in the public eye. They wanted to know where the heavy-crested birds came from, and whether they are utility birds or only useful in the show, a few facts would have served to individualize, and perhaps lead some one to become a purchaser, while the conglomeration meant only confusion to him.

A question mark is the first step in the development of the customer. If there is no impetus to ask questions, he is no better than a sphinx. But get him started along the categorical line and you have him in a position which, if not favorable, is still capable of being shifted as you wish. The card of explanation is the best and cheapest incubator of the question system. It calls attention to the points which you wish made prominent. It invites further investigation. It saves time by answering a dozen or a hundred with the one single service. It should be always at hand—neat, legible, yet never obtrusive.

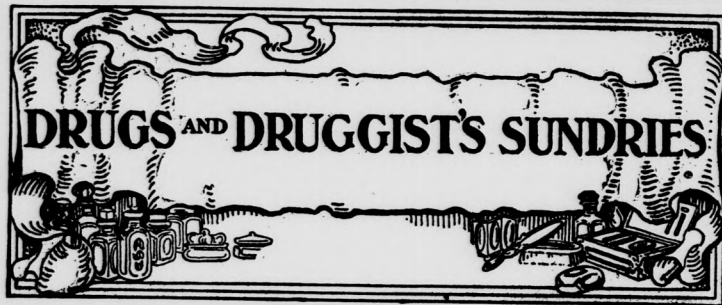
The Grape Basket.

A ban has been placed upon the grape in many instances because of its avowed connection with appendicitis; and while there are well-read physicians who aver that there is no connection between the two, the fear of those terrible seeds renders one of the most wholesome fruits in some instances a thing of disfavor.

The sensible housewife knows that there are still many uses for the grape, even though all the disquieting tales are given credence. Grape juice is quite without an equal in the sick room and there are butters, jellies, and marmalade combinations galore which are innocent of the dreaded seeds. The grape is bound to have ready sale and the high prices prevailing for the last few years prove that it is no drug on the market.

There are grapes which are of as good quality in the bottom of the basket as those with which it is faced; others are composed of small stems or inferior fruit. You can soon learn upon what packers to rely. The grape belt is full of them; the reverse are the exception, and it is the business of every dealer to know that he is selling none of the sham fruit.

The competition of the future is to be a competition of efficiency.



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 Vice-President—E. D. De La Mater.
 Secretary and Treasurer—Wm. H. Tibbs.
 Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

Every-day Practical Experience in a Drug Store.

I have made it my motto to open our store at 7 a. m. and close at 10 p. m. We still follow the habit of keeping a man during the night in case of an emergency call.

Our prescription case and store in general are arranged very much to the convenience of a clerk; on the prescription case we have an electric stand with a holder and light which enables one to place his prescription directly under the light so that when you are dispensing a prescription you are not so apt to be confused with another lying alongside in case you have two or more at one time, which is very often the case. This lamp has an extension to it so the night man can readily find his utensils and ingredients without any difficulty. In every instance when I have a prescription with powders, whatever number they may be, I always weigh each one separately, so I am sure when my work is done it is accurate. When I have a powder which is dispensed in bulk, such as charcoal, pancreatin, magnesium carbonate, etc., it is shaken through a sieve which is hermetically sealed so as to prevent any dust from escaping, and, furthermore, it makes a more uniform mixture and the sieve is very easily cleaned.

Our weights are tested at least once a year, they are cleaned with soap and water.

We have a set of aluminum weights from 0.001 gm. to 2 kilograms, other weights from one-half grain to 2 pounds.

For convenience we have all alkaloidal salts that are used to a large extent in solutions in proportions of 1 grain to 2 fluid drams, for instance; morphine sulphate, strychnine nitrate, strychnine sulphate, strychnine phos-

phate, codeine phosphate, atropin sulphate, etc.

Triturates of alkaloidal salts for convenience are also kept in proportions of 1 grain to 20.

We also keep saturated solutions such as sodium bicarbonate, potassium chlorate and acid boric ready for use.

All powerful drugs and chemicals are kept in a separate case to which only the registered man and registered assistant have access.

Besides the regular counter scale, we have one Troemner's one Torsion and one analytical balance.

The store as well as the prescription case are looked over for shorts and wants every Thursday, which is at the same time a general cleaning day.

Goods are never put into stock until everything is marked as to the cost and selling price.

In the laboratory all stock preparations are kept. They are made as needed, so as to insure a safe supply in the store, such as tinctures, ointments, etc.

The lime water is made in five gallon quantities and tested at least every two weeks.

Our apparatus for making preparations is quite adequate, including everything from a drug mill to distilling apparatus of several kinds.

The large sink, 20x40 inches, is made of sheet lead, preventing breakage. This sort of sink is especially recommended to druggists having apprentices.

The most delightful part of all is that we have light and air all around the store, it being so arranged that only after sunset it becomes necessary to use artificial light.

A little garden furnishes good recreation to us all, where, besides the usual radishes, lettuce, carrots, etc., we have under cultivation every year medicinal plants such as digitalis, stavesacre, hyoscyamus and stramonium. (Think of that, city men.)

At our disposal is also a botanical collection including nearly all medicinal drugs of this and neighboring States.

A library in the night clerk's room including nearly everything pertaining to pharmacy is at our disposal. The journals are all well bound, and if anything is referred to we can easily look up the subject.

Directly behind the prescription case the Pharmacopœia and other books are kept, so if in doubt about some called for article you can readily refer to them without arousing suspicion in the customer.

At last I wish to say that all ethereal oils are kept in original corked bottles, away from light, in the cellar where it is cool. Our acids are not on the top shelf, but in the basement where the 28 per cent, ammonia is also stored.

Syrups are kept in the same cool store room and not on the store shelves where they are liable to ferment quickly.

In the summer we keep our magnesium citrate solution in the cold storage place in the fountain, where it keeps splendidly, never have any precipitation.

All dishes are washed before closing the store unless we are exceptionally busy, when an allowance will be made.
 L. G. J. Mack.

A Good Suggestion.

At a recent meeting of a nearby state pharmaceutical association there was some discussion relative to the trouble imposed upon druggists in keeping the register of poison sales without any adequate compensation in return. During the discussion there was offered a suggestion somewhat revolutionary or startling in character and yet to which we cannot for the life of us discover any reasonable objection. This suggestion was that when a druggist sells a poison coming under schedule A (or similar provision) of the poison law, he should charge the customer more, and considerably more, than the ordinary trade price for the article. One member inquired, "When a customer asks for 5c. worth of carbolic acid, what should I do?" The answer was, "Sell 5c. worth, but charge at least a quarter or a half a dollar for the quantity which is ordinarily dispensed on a 5c. order." Such charge, together with the necessity for full registration of the customer's name, address, etc., would impress the purchaser with the fact that the article sold is an active poison, in the handling of which the druggist must observe peculiar precautions and for which it is but just and right a higher price should be obtained. Certainly, when considering the trouble the druggist is put to and the responsibility resting upon him in the sale of poisons, it seems such a method is wholly justifiable and distinctly advisable. Perhaps a sale here and there might be lost, but the results on the other hand would offset this loss and customers would

recognize in the druggist something more than a mere hander out of trade commodities. We would be in favor of including in the poison law some sort of a provision which would require higher prices for this class of sales. The opinions of others upon this matter will be welcomed for print.

First Aid in Sunstroke.

A person affected with genuine sunstroke (insolation) is very likely to be carried into the nearest drug store, where proprietor and assistants should always be in readiness to receive such patients. The diagnosis does not offer much difficulty, the patient being unconscious, breathing stertorously, and in high fever, the excessive temperature being perceptible on merely touching the skin. He cannot easily be roused, the pupils are pinpointed in size, and there will probably—owing to the fact that nothing has been done—but no odor of alcohol on the breath.

Send immediately for the nearest physician, or better for the ambulance of the nearest hospital; strip the clothing from the patient and drench with cold water, at the same time applying ice to the head in a bag or cloth. This application of cold is most necessary and may save a patient apparently at his last gasp; at the same time the body should be rubbed briskly with the bare hands of the temporary nurses.

It does not help to give anything internally and the druggist had better refrain from the use of a hypodermic syringe. Delirium and convulsions may set in before the arrival of the physician, but the treatment outlined should be kept up. If the ambulance surgeon is notified of the nature of the case, he will probably come prepared to continue the ice and cold water applications on the way to the hospital, and valuable time will have been saved by the prompt action of the cool and ready druggist.

There's one trouble about being the whole show; it's too easy for the management to change the cast.

We Manufacture Public Seating Exclusively

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

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

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

Write Dept. Y.

American Seating Company

215 Wabash Ave.



CHICAGO, ILL.

GRAND RAPIDS

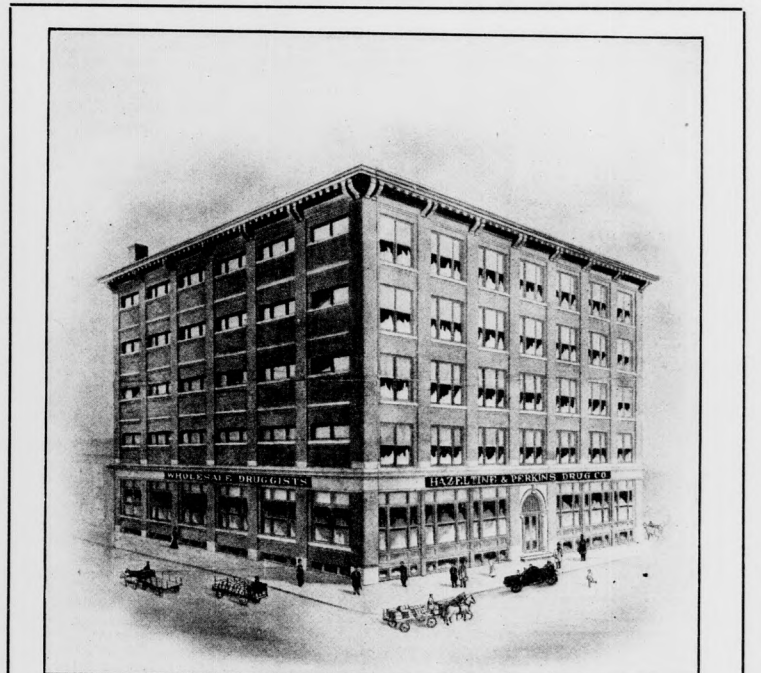
NEW YORK BOSTON

PHILADELPHIA

WHOLESALE DRUG PRICE CURRENT

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

Table listing various drugs and their prices, including categories like Lupulla, Lycopodium, Macis, Magnesia, Magnesia Sulph., Manna S. F., Menthol, Morphia, Moschus Canton, Myristica No. 1, Nux Vomica, Os Sepia, Pepsin Saac, H & P D Co., Piceis Liq N N, Piceis Liq qts, Piceis Liq pints, Pii Hydrang, Piper Alba, Piper Nigra, Piper Burgum, Plumbi Acet, Pulvis Ip'cut Opil, Pyrethrum, Pyrethrum, pv., Quina, Quina S. P & W, Rubia Tinctorum, Saccharum La's, Salacin, Sanguis Drac's, Sapo, Sapo M, Sapo W, Seidlitz Mixture, Sinapis, Sinapis opt., Snuff, Maccaboy, De Voes, Snuff, Sh DeVo's, Soda, Soda Boras, Soda Boras po, Soda et Pot's Tart, Soda Carb, Soda Bi-Carb, Soda Ash, Soda Sulphas, Spts, Spts, Cologne, Spts, Ether Co., Spts, Myrcia, Spts, Vini Rect bl, Spts, Vini Rect 1/2 bbl, Spts, Vini Rect 5 gl, Strychnia Cryst, Sulphur, Sulphur Roll, Sulphur, Subl., Tamarinds, Terebenth Venice, Thebromiae, Vanilla Ext., and Zinc Sulph.



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.

ADVANCED

Shelled Nuts
Coconut
Cheese

DECLINED

Confections
Flour
Rolled Oats
Gran. Meal
Bolted Med.
Oats
Corn
Flour

Index to Markets

By Columns

Ammonia	1
Axle Grease	1
Baked Beans	1
Bath Brick	1
Bluing	1
Breakfast Food	1
Brooms	1
Brushes	1
Butter Color	1
Candles	1
Canned Goods	1-2
Carbon Oils	2
Catsup	2
Cheese	2
Chewing Gum	3
Chicory	3
Chocolate	3
Cider, Sweet	3
Clothes Lines	3
Cocoa	3
Coconut	3
Coffee	3
Confections	4
Cracked Wheat	4
Crackers	4, 5, 6
Cream Tartar	6
Dried Fruits	6
Farinaceous Goods	6
Fishing Tackle	6
Flavoring Extracts	7
Flour and Feed	7
Fruit Jars	7
Jelatin	7
Brain Bags	7
Herbs	7
Hides and Pelts	8
Horse Radish	8
Jelly	8
Jelly Glasses	8
Maple	8
Mapleine	8
Mince Meats	8
Molasses	8
Mustard	8
Nuts	4
Olives	8
Pickles	8
Pipes	8
Playing Cards	8
Potash	8
Provisions	8
Rice	9
Rolled Oats	9
Salad Dressing	9
Saleratus	9
Sal Soda	9
Salt	9
Salt Fish	9
Seeds	10
Shoe Blacking	9
Snuff	9
Soda	14
Soda	10
Spices	10
Starch	10
Syrups	10
Table Sauces	10
Tea	10
Tobacco	11, 12, 13
Twine	13
Vinegar	13
Wicking	13
Woodenware	13
Wrapping Paper	14
Yeast Cake	14

AMMONIA	Doz.	12 oz. ovals 2 doz. box	75
AXLE GREASE		Fraser's	
		1 lb. wood boxes, 4 doz.	3 00
		1 lb. tin boxes, 3 doz.	2 25
		3 1/2 lb. tin boxes, 2 doz.	4 25
		15 lb. pails, per doz.	6 00
		25 lb. pails, per doz.	7 20
BAKED BEANS		No. 1, per doz.	45@ 90
		No. 2, per doz.	75@ 140
		No. 3, per doz.	85@ 175
BATH BRICK		English	95
BLUING		Jennings'	
		Condensed Pearl Bluing	
		Small C P Bluing, doz.	45
		Large, C P Bluing, doz.	75
BREAKFAST FOODS		Apetizo, Biscuits	3 00
		Bear Food, Pettijohns	1 95
		Cracked Wheat, 24-2	2 50
		Cream of Wheat, 36-2	4 50
		Egg-O-See Wheat	2 75
		Egg-O-See Corn	
		Flakes	2 75
		Posts Toasties, T.	
		No. 2	2 80
		No. 3	2 80
		Farinose, 24-2	2 70
		Grape Nuts	2 70
		Grape Sugar Flakes	2 50
		Sugar Corn Flakes	2 50
		Hardy Wheat Food	2 25
		Postma's Dutch Cook	2 75
		Holland Rusk	3 20
		Saxon Wheat Food	3 00
		Krinkle Corn Flake	2 00
		Malt Breakfast Food	4 50
		Maple Flakes	2 70
		Maple Corn Flakes	2 80
		Minn. Wheat Cereal	3 75
		Algrain Food	4 25
		Ralston Wheat Food	4 50
		Saxon Wheat Food	2 85
		Shred Wheat Biscuit	3 60
		Threicut, 18	1 80
		Pillsbury's Best Cerl	4 25
		Post Tavern Special	2 80
		Voigt's Cream Flakes	4 50
		Quaker Puffed Rice	4 25
		Quaker Puffed Wheat	2 85
		Quaker Brkfst Biscuit	1 90
		Quaker Corn Flakes	1 90
		Victor Corn Flakes	2 20
		Washington Crisps	2 80
		Wheat Hearts	1 90
		Wheatena	4 50
		Zest	4 00
		Evapor'd Sugar Corn	90
BROOMS		Parlor	3 00
		Jewel	3 70
		Winner	4 25
		Whittier Special	4 55
		Parlor Gem	3 75
		Common Whisk	1 10
		Fancy Whisk	1 50
		Warehouse	4 50
BRUSHES		Scrub	
		Solid Back, 8 in.	75
		Solid Back, 11 in.	95
		Pointed Ends	85
		No. 3	90
		No. 2	1 25
		No. 1	1 75
		No. 8	1 00
		No. 7	1 30
		No. 4	1 70
		No. 3	1 90
BUTTER COLOR		Dandelion, 25c size	2 00
CANDLES		Paraffine, 6s	10
		Paraffine, 12s	10
		Wicking	20
CANNED GOODS		Apples	
		3 lb. Standards	@ 90
		Gallon	2 60@ 2 85
		Blackberries	
		2 lb.	1 50@ 1 90
		Standards gallons	@ 5 00
		Beans	
		Baked	85@ 1 30
		Red Kidney	85@ 95
		String	70@ 1 15
		Wax	75@ 1 25
		Blueberries	
		Standard	1 80
		Gallon	6 75
CLAMS		Little Neck, 1 lb.	@ 1 00
		Little Neck, 2 lb.	@ 1 50
		Clam Bouillon	
		Burnham's, 1/2 pt.	2 25
		Burnham's, pts.	3 75
		Burnham's qts.	7 50
CORN		Fair	75@ 90
		Good	1 00@ 1 10
		Fancy	@ 1 30
FRENCH PEAS		Moubaud (Natural)	
		per doz.	2 45
GOOSEBERRIES		No. 2, Fair	1 50
		No. 2, Fancy	2 35
HOMINY		Standard	85
LOBSTER		1 lb.	2 50
		1 lb.	4 25
		Picnic Tails	2 75
MACKEREL		Mustard, 1 lb.	1 80
		Mustard, 2 lb.	2 80
		Soused, 1 1/2 lb.	1 60
		Soused, 2 lb.	2 75
		Tomato, 1 lb.	1 50
		Tomato, 2 lb.	2 80
MUSHROOMS		Hotels	@ 15
		Buttons, 1/2s	@ 14
		Buttons, 1s	@ 25
OYSTERS		Cove, 1 lb.	90@
		Cove, 2 lb.	1 60@
PLUMS		Plums	90@ 1 35
PEARS IN SYRUP		No. 3 cans, per doz.	1 50
PEAS		Marrowfat	@ 1 25
		Early June	@ 1 25
		Early June sifted	1 45@ 1 55
PEACHES		Pie	90@ 1 25
		No. 10 size can pie	@ 3 25
PIEAPPLE		Grated	1 75@ 2 10
		Sliced	90@ 2 60
PUMPKIN		Fair	80
		Good	1 00
		Fancy	1 90
		Gallon	2 15
RASPBERRIES		Standard	@
SALMON		Warrens, 1 lb. Tall	2 30
		Warrens, 1 lb. Flat	2 40
		Red Alaska	1 65@ 1 75
		Pink Alaska	1 35@ 1 45
SARDINES		Domestic, 1/4s	2 75
		Domestic, 1/2s	2 75
		Domestic, 3/4s	@ 6 1/2
		French, 1/4s	7@ 14
		French, 1/2s	18@ 23
SHRIMP		Dunbar, 1st. doz.	1 20
		Dunbar, 1 1/2s. doz.	2 25
SUCCOTASH		Fair	90
		Good	1 20
		Fancy	1 25@ 1 40
STRAWBERRIES		Standard	95
		Fancy	2 25
TOMATOES		Good	1 30
		Fancy	1 50
		No. 10	4 50
CARBON OILS		Perfection	@ 1 1 1/2
		D. S. Gasoline	@ 1 8 1/2
		Gas Machine	@ 25 1/2
		Deodor'd Nap'a	@ 17 1/2
		Cylinder	29 @ 34 1/2
		Engine	16 @ 22
		Black, winter	8 @ 10
CATSUP		Snider's pints	2 35
		Snider's 1/2 pints	1 35
CHEESE		Acme	@ 16 1/2
		Bloomingsdale	@ 16 1/2
		Carson City	@ 16 1/2
		Hopkins	@ 16 1/2
		Riverside	@ 17
		Warner	@ 17 1/2
		Brick	@ 17
		Leiden	@ 15
		Limburger	@ 18
		Pineapple	40 @ 60
		Sap Sago	@ 22
		Swiss, domestic	@ 13

CHEWING GUM

Adams Pepsin	55
American Flag Spruce	55
Beamman's Pepsin	55
Beat Pepsin	55
Largest Jack	55
O. K. Pepsin (white)	55
Red Robin	55
Sen Sen	55
Sen Sen Breath Perf.	1 00
Spearmint	55
Spearmint, jars 5 bxs	2 75
Yucatan	55
Zeno	55

CHICORY

Bulk	5
Red	7
Eagle	5
Franck's	7
Schen's	6
Red Standards	1 60
White	1 60

CHOCOLATE

Walter Baker & Co.	32
German Sweet	22
Premium	27
Caracas	28
Walter M. Lowney Co.	27
Premium, 1/2s	27
Premium, 3/4s	27

CIDER, SWEET

Regular barrel 50 gal	0 00
Trade barrel, 28 gals	5 50
1/2 Trade barrel, 14 gal	3 00
Bolled, per gal.	25
Hard, per gal.	25

CLOTHES LINE

No. 40 Twisted Cotton	95
No. 50 Twisted Cotton	1 30
No. 60 Twisted Cotton	1 70
No. 80 Twisted Cotton	2 00
No. 50 Braided Cotton	1 00
No. 60 Braided Cotton	1 25
No. 80 Braided Cotton	2 25
No. 50 Sash Cord	1 75
No. 60 Sash Cord	2 00
No. 60 Jute	80
No. 72 Jute	1 00
No. 60 Sisal	85
Galvanized Wire	
No. 20, each 100ft. long	1 90
No. 19, each 100ft. long	2 10

COCOA

Baker's	36
Cleveland	41
Colonial, 1/4s	35
Colonial, 1/2s	33
Epps	42
Huyler	36
Lowney, 1/4s	32
Lowney, 1/2s	32
Lowney, 3/4s	30
Lowney, 5 lb. cans	30
Van Houten, 1/4s	12
Van Houten, 1/2s	18
Van Houten, 3/4s	36
Van Houten, 1s	65
Webb	33
Wilber, 1/2s	33
Wilber, 3/4s	32

COCONUT

1/2s, 5 lb. case	30
1/2s, 5 lb. case	29
1/2s, 15 lb. case	29
1/2s, 15 lb. case	28
1s, 15 lb. case	27
1/2s & 1/4s, 15 lb. case	10
Scalloped Gems	16
Bulk, pails	14 1/2
Bulk, barrels	12 1/2

COFFEES, ROASTED

Common	19
Fair	19 1/2
Choice	20
Fancy	21
Peaberry	23
Common	20
Fair	20 1/2
Choice	21
Fancy	23
Peaberry	23
Maracaibo	
Fair	24
Choice	25
Mexican	
Choice	25
Fancy	26
Guatemala	
Fair	25
Fancy	28
Java	
Private Growth	26@ 30
Mandling	31@ 35
Aukola	30@ 32
Mocha	
Short Bean	25@ 27
Long Bean	24@ 25
H. L. O. G.	26@ 28
Bogota	
Fair	24
Fancy	26
exchange Market, Steady	
Spot Market, Strong	

NEW YORK BASIS

Arbuckle	24 25
Lion	24 00
McLaughlin's XXXX	
McLaughlin's XXXX sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.	
Extract	
Holland, 1/2 gro boxes	95
Felix, 1/2 gross	1 15
Hummel's foil, 1/2 gro.	85
Hummel's tin, 1/2 gro.	1 43

CONFECTIONS

Stick Candy	Pails
Standard	8 1/2
Standard H	8 1/2
Standard Twist	9
Jumbo, 32 lb.	9
Extra H H	11
Boston Cream	14
Big stick, 30 lb. case	9
Mixed Candy	
Grocers	7
X L O	7 1/2
Special	10
Conserve	10
Royal	8 1/2
Ribbon	8
Broken	14
Cut Loaf	8 1/2
Leader	3 1/2
Kindergarten	11
French Cream	9
Hand Made Cream	17
Fremio Cream mixed	14
Paris Cream Bon Bons	10

FANCY-IN PAIS

Gypsy Hearts	15
Coco Bon Bons	14
Fudge Squares	14
Peanut Squares	17
Sugared Peanuts	17
Salted Peanuts	12
Starlight Kisses	13
Lozenges, plain	11
Champion Chocolate	12
Eclipse Chocolates	15
Europa Chocolates	16
Champion Gum Drops	10
Anise Squares	10
Lemon Sours	10
Imperials	10
Ital. Cream Bon Bons	13
Golden Waffles	14
Red Rose Gum Drops	10
Auto Kisses	14
Coffy Toffy	12
Molasses Mint Kisses	12

FANCY-IN 5 LB. BOXES

Old Fashioned Molasses Kisses 10 lb. bx.	1 30
Orange Jellies	60
Lemon Sours	60
Old Fashioned Horehound drops	60
Peppermint Drops	70
Champion Choc Drops	65
H. M. Choc. Drops	1 10
H. M. Choc. Lt. and Dark, No. 1	

6

7

8

9

10

11

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

Table with 2 columns: Item Name and Price. Includes Festino, Minaret Wafers, Nabisco, etc.

Table with 2 columns: Item Name and Price. Includes Barrels or drums, Boxes, Square Cans, etc.

Table with 2 columns: Item Name and Price. Includes Apples, Evaporated, Fancy pkg, etc.

Table with 2 columns: Item Name and Price. Includes Apricots, California, Citron, etc.

Table with 2 columns: Item Name and Price. Includes Currants, Imp'd 1 lb. pkg, etc.

Table with 2 columns: Item Name and Price. Includes Peaches, Muirs-Choice, etc.

Table with 2 columns: Item Name and Price. Includes Peel, Lemon, American, etc.

Table with 2 columns: Item Name and Price. Includes Raisins, Connosiar Cluster, etc.

Table with 2 columns: Item Name and Price. Includes California Prunes, 90-100 25lb. boxes, etc.

Table with 2 columns: Item Name and Price. Includes Farinaceous Goods, Beans, Dried Lima, etc.

Table with 2 columns: Item Name and Price. Includes Farina, Original Holland Rusk, etc.

Table with 2 columns: Item Name and Price. Includes Hominy, Pearl, 100 lb. sack, etc.

Table with 2 columns: Item Name and Price. Includes Pearl Barley, Chester, Empire, Peas, etc.

Table with 2 columns: Item Name and Price. Includes Sago, East India, German, etc.

Table with 2 columns: Item Name and Price. Includes Cotton Lines, No. 1, 10 feet, etc.

Table with 2 columns: Item Name and Price. Includes Linen Lines, Small, Medium, etc.

Table with 2 columns: Item Name and Price. Includes Poles, Bamboo, 14 ft., etc.

Table with 2 columns: Item Name and Price. Includes Flavoring Extracts, Jennings D C Brand, etc.

Table with 2 columns: Item Name and Price. Includes Flour and Feed, Grand Rapids Grain, etc.

Table with 2 columns: Item Name and Price. Includes Winter Wheat, Purity Patent, etc.

Table with 2 columns: Item Name and Price. Includes Valley City Milling Co., Lilly White, etc.

Table with 2 columns: Item Name and Price. Includes Molasses, New Orleans, Fancy Open Kettle, etc.

Table with 2 columns: Item Name and Price. Includes Mustard, Fair, 14 oz., etc.

Table with 2 columns: Item Name and Price. Includes Olives, Bulk, 1 gal. kegs, etc.

Table with 2 columns: Item Name and Price. Includes Pickles, Medium, 1,200 count, etc.

Table with 2 columns: Item Name and Price. Includes Wortden Grocer Co., Laurel, 1/4s cloth, etc.

Table with 2 columns: Item Name and Price. Includes Wortden Grocer Co., Sleepy Eye, 1/4s cloth, etc.

Table with 2 columns: Item Name and Price. Includes Wortden Grocer Co., Bolted, Golden Granulated, etc.

Table with 2 columns: Item Name and Price. Includes Wortden Grocer Co., Red, White, Oats, etc.

Table with 2 columns: Item Name and Price. Includes Wortden Grocer Co., Michigan carlots, Less than carlots, etc.

Table with 2 columns: Item Name and Price. Includes Grain Bags, Broad Gauge, Amoskeag, etc.

Table with 2 columns: Item Name and Price. Includes Herbs, Sage, Hops, Laurel Leaves, etc.

Table with 2 columns: Item Name and Price. Includes Hides and Pelts, Hides, Green, No. 1, etc.

Table with 2 columns: Item Name and Price. Includes Pelts, Old Wool, Lamb, etc.

Table with 2 columns: Item Name and Price. Includes Horse Radish, Per doz., Jelly, 5lb. pails, etc.

Table with 2 columns: Item Name and Price. Includes Jelly Glasses, 1/2 pt. in bbls, etc.

Table with 2 columns: Item Name and Price. Includes Mapleine, 2 oz. bottles, etc.

Table with 2 columns: Item Name and Price. Includes Mince Meat, Per case, Molasses, etc.

Table with 2 columns: Item Name and Price. Includes Mustard, Japan Style, Broken, etc.

Table with 2 columns: Item Name and Price. Includes Rolled Oats, Steel Cut, 100 lb. sks, etc.

Table with 2 columns: Item Name and Price. Includes Salad Dressing, Columbia, 1 pint, etc.

Table with 2 columns: Item Name and Price. Includes Saleratus, Packed 60 lbs. in box, etc.

Table with 2 columns: Item Name and Price. Includes Sal Soda, Granulated, 100 lbs. cs, etc.

Table with 2 columns: Item Name and Price. Includes Salt, Common Grades, 100 3 lb. sacks, etc.

Table with 2 columns: Item Name and Price. Includes Warsaw, 56 lb. dairy in drill bags, etc.

Table with 2 columns: Item Name and Price. Includes Solar Rock, 56 lb. sacks, Common, etc.

Table with 2 columns: Item Name and Price. Includes Smoked Meats, Hams, 12 lb. av. 15, etc.

Table with 2 columns: Item Name and Price. Includes Sausages, Bologna, 8 1/2 @ 9, etc.

Table with 2 columns: Item Name and Price. Includes Beef, Boneless, Rump, new, etc.

Table with 2 columns: Item Name and Price. Includes Pig's Feet, 1/2 bbls., 40 lbs., etc.

Table with 2 columns: Item Name and Price. Includes Casings, Hogs, per lb., Beef, rounds, etc.

Table with 2 columns: Item Name and Price. Includes Uncolored Butterine, Solid Dairy, 12 @ 16, etc.

Table with 2 columns: Item Name and Price. Includes Canned Meats, Corned beef, 2 lb., etc.

Table with 2 columns: Item Name and Price. Includes Rice, Fancy, 6 @ 6 1/2, etc.

Table with 2 columns: Item Name and Price. Includes Rolled Oats, Steel Cut, 100 lb. sks, etc.

Table with 2 columns: Item Name and Price. Includes Salad Dressing, Columbia, 1 pint, etc.

Table with 2 columns: Item Name and Price. Includes Saleratus, Packed 60 lbs. in box, etc.

Table with 2 columns: Item Name and Price. Includes Sal Soda, Granulated, 100 lbs. cs, etc.

Table with 2 columns: Item Name and Price. Includes Salt, Common Grades, 100 3 lb. sacks, etc.

Table with 2 columns: Item Name and Price. Includes Warsaw, 56 lb. dairy in drill bags, etc.

Table with 2 columns: Item Name and Price. Includes Solar Rock, 56 lb. sacks, Common, etc.

Table with 2 columns: Item Name and Price. Includes Solar Rock, 56 lb. sacks, Common, etc.

Table with 2 columns: Item Name and Price. Includes Whitefish, 100 lbs., 50 lbs., etc.

Table with 2 columns: Item Name and Price. Includes Seeds, Anise, Canary, Smyrna, etc.

Table with 2 columns: Item Name and Price. Includes Shoe Blacking, Handy Box, large 3 dz, etc.

Table with 2 columns: Item Name and Price. Includes Soda, Boxes, Kegs, English, etc.

Table with 2 columns: Item Name and Price. Includes Spices, Whole Spices, Allspice, Jamaica, etc.

Table with 2 columns: Item Name and Price. Includes Pure Ground in Bulk, Allspice, Jamaica, etc.

Table with 2 columns: Item Name and Price. Includes Starch, Kingsford, 40 lbs., etc.

Table with 2 columns: Item Name and Price. Includes Syrup, Silver, 40 lbs., etc.

Table with 2 columns: Item Name and Price. Includes Syrup, Silver, 16 lbs., etc.

Table with 2 columns: Item Name and Price. Includes Syrup, Silver, 12 lbs., etc.

Table with 2 columns: Item Name and Price. Includes Syrup, Silver, 8 lbs., etc.

Table with 2 columns: Item Name and Price. Includes Syrup, Silver, 4 lbs., etc.

Table with 2 columns: Item Name and Price. Includes Syrup, Silver, 2 lbs., etc.

Table with 2 columns: Item Name and Price. Includes Syrup, Silver, 1 lb., etc.

Table with 2 columns: Item Name and Price. Includes Syrup, Silver, 1/2 lb., etc.

Table with 2 columns: Item Name and Price. Includes Syrup, Silver, 1/4 lb., etc.

Table with 2 columns: Item Name and Price. Includes Tobacco, Fine Cut, Blot, Bugle, etc.

Table with 2 columns: Item Name and Price. Includes Tobacco, Fine Cut, Bugle, 10c, etc.

Table with 2 columns: Item Name and Price. Includes Tobacco, Fine Cut, Dan Patch, 8 and 16 oz, etc.

Table with 2 columns: Item Name and Price. Includes Tobacco, Fine Cut, Dan Patch, 4 oz., etc.

Table with 2 columns: Item Name and Price. Includes Tobacco, Fine Cut, Dan Patch, 2 oz., etc.

Table with 2 columns: Item Name and Price. Includes Tobacco, Fine Cut, Dan Patch, 1 oz., etc.

Table with 2 columns: Item Name and Price. Includes Tobacco, Fine Cut, Dan Patch, 1/2 oz., etc.

Table with 2 columns: Item Name and Price. Includes Tobacco, Fine Cut, Dan Patch, 1/4 oz., etc.

Table with 2 columns: Item Name and Price. Includes Tobacco, Fine Cut, Dan Patch, 1/8 oz., etc.

Table with 2 columns: Item Name and Price. Includes Tobacco, Fine Cut, Dan Patch, 1/16 oz., etc.

Table with 2 columns: Item Name and Price. Includes Tobacco, Fine Cut, Dan Patch, 1/32 oz., etc.

Table with 2 columns: Item Name and Price. Includes Tobacco, Fine Cut, Dan Patch, 1/64 oz., etc.

Table with 2 columns: Item Name and Price. Includes Tobacco, Fine Cut, Dan Patch, 1/128 oz., etc.

Table with 2 columns: Item Name and Price. Includes Tobacco, Fine Cut, Dan Patch, 1/256 oz., etc.

Table with 2 columns: Item Name and Price. Includes Tobacco, Fine Cut, Dan Patch, 1/512 oz., etc.

Table with 2 columns: Item Name and Price. Includes Tobacco, Fine Cut, Dan Patch, 1/1024 oz., etc.

Special Price Current

12

13

14

Table with 2 columns: Item Name and Price. Includes items like Banner, Big Chief, Bull Durham, etc.

Table with 2 columns: Item Name and Price. Includes items like Rob Roy, Sweet Lotus, Sweet Rose, etc.

Table with 2 columns: Item Name and Price. Includes items like Mop Sticks, Pails, Toothpicks, Traps, etc.

15

16

17

Table with 2 columns: Item Name and Price. Includes Worden Grocer Co. Brand, Ben Hur, Perfection, etc.

Table with 2 columns: Item Name and Price. Includes COCOANUT, Baker's Brazil Shredded.

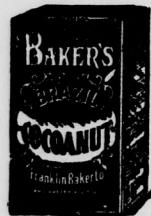


Table with 2 columns: Item Name and Price. Includes 10 5c pkgs., 36 10c pkgs., etc.

Table with 2 columns: Item Name and Price. Includes COFFEE, Roasted, Dwinell-Wright Co's B'ds.



Table with 2 columns: Item Name and Price. Includes White House, 1lb., White House, 2lb., etc.

Table with 2 columns: Item Name and Price. Includes Washboards, Bronze Globe, Dewey, etc.

Table with 2 columns: Item Name and Price. Includes Window Cleaners, 12 in., 14 in., etc.

Table with 2 columns: Item Name and Price. Includes Wood Bowls, 13 in. Butter, etc.

Table with 2 columns: Item Name and Price. Includes WRAPPING PAPER, Common Straw, etc.

Table with 2 columns: Item Name and Price. Includes YEAST CAKE, Magic, 3 doz., etc.

Table with 2 columns: Item Name and Price. Includes AXLE GREASE, 1 lb. boxes, etc.

Table with 2 columns: Item Name and Price. Includes BAKING POWDER, Royal, 10c size, etc.

Table with 2 columns: Item Name and Price. Includes CIGARS, Johnson Cigar Co's Brand, etc.

Table with 2 columns: Item Name and Price. Includes Butter Plates, Wire End or Ovals, etc.

Table with 2 columns: Item Name and Price. Includes Churns, Barrel, 5 gal., etc.

Table with 2 columns: Item Name and Price. Includes Clothes Pins, Round Head, etc.

Table with 2 columns: Item Name and Price. Includes Egg Crates and Fillers, Humpty Dumpty, etc.

Table with 2 columns: Item Name and Price. Includes Faucets, Cork lined, 8 in., etc.

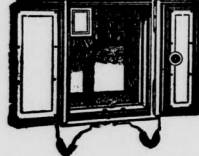
Table with 2 columns: Item Name and Price. Includes Tip Top, Blend, 1lb., Royal Blend, etc.

Table with 2 columns: Item Name and Price. Includes Big Master, 100 blocks, German Mottled, etc.

Table with 2 columns: Item Name and Price. Includes Soap Powders, Snow Boy, 24s family, etc.

Table with 2 columns: Item Name and Price. Includes Tip Top, Blend, 1lb., Royal Blend, etc.

Table with 2 columns: Item Name and Price. Includes SAFES, Full line of fire and burglar proof safes, etc.



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.

Table with 2 columns: Item Name and Price. Includes SOAP, Gowans & Sons Brand.



Table with 2 columns: Item Name and Price. Includes Single boxes, Five box lots, Ten box lots, etc.

Table with 2 columns: Item Name and Price. Includes Loutz Bros. & Co., Acme, 30 bars, 75 lbs., etc.

Table with 2 columns: Item Name and Price. Includes Scouring, Enoch Morgan's Sons, Sapollo, gross lots, etc.

Table with 2 columns: Item Name and Price. Includes Soap Compounds, Johnson's Fine, Johnson's XXX, etc.

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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

Local Option Liquor Records

For Use in Local Option Counties

We manufacture complete Liquor Records for use in local option counties, prepared by our attorney to conform to the State law. Each book contains 400 sheets—200 originals and 200 duplicates. Price \$2.50, including 50 blank affidavits.

Send in your orders early to avoid the rush.

TRADESMAN COMPANY GRAND RAPIDS, MICH.

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.

Wanted—A small clean stock of shoes, dry goods, etc. Would consider a bazaar stock. Must be in a live town. Address Purchase, care Tradesman. 429

For Sale—\$25,000 general stock in one of the best towns of 5,000, Barry county. Might consider some desirable real estate as part payment. Harry Thomasma, 433 Houseman Bldg., Grand Rapids, Mich. 428

Good chance for the right man to start a meat market, grocery in connection with it. Give good references. Address No. 427, care Tradesman. 427

Bakery, ice cream, candy plant, wholesale and retail. Doing good business. Invoice \$2,300. Big sacrifice for quick sale. Going to California. Hoham, Chesterton, Ind. 426

Wanted—Fennville wants a resident dentist, the best location in Michigan for a good dentist. A suite of rooms especially for a dentist for rent in the Opera House Block. Enquire at Dickinson's Clothing Store, Fennville, Michigan. 425

For Sale—Money-making dry goods business, doing \$35,000 to \$40,000 yearly; sales can be increased; stock about \$10,000; easy terms to the right man. Address W. H. Kirby, California, Pa. 424

Splendid farm lands. Eight thousand (8,000) acres of Minnesota farm lands for sale; black loam, clay subsoil; some timber, near Fallsade, on the new Soo Railroad; only about two miles from the Mississippi River; divided to suit purchasers; fair payment down, liberal time on balance. Address Pat Hines & Co., 601 Manhattan Bldg., Duluth, Minn. 423

Financial company dealing in high grade investment securities, can earn 50% annually on every dollar invested; additional capital is desired; will pay 1% per month now and three or four times that later; will develop into regular banking business. Write for particulars. United States Trust & Finance Co., American Trust Bldg., Chicago, Ill. 422

For Sale—Grocery, fixtures, clean stock. Invoices about \$1,800. Good factory city. Address No. 421, care Michigan Tradesman. 421

Hotel—Only first-class house in city. Best location. Good transient trade. A moneymaker. Lately remodelled. Good reasons for selling. W. L. Marble, Gladstone, Mich. 420

Wanted—A few high-class cream separator salesmen. Must have some knowledge of separators and be a business getter. High-class house and well known, established line of machines. Desirable territories and fair salaries to the right men. Give age, experience, salary expected and references in first letter. Address Separator, care Michigan Tradesman, Grand Rapids, Michigan. 419

For Rent—Store building in the hustling village of Vicksburg, Mich. Six living rooms above. Electric light; city water, etc. W. J. Smith, McElvain House. 418

For Sale—Up-to-date stock of dry goods, rugs, ladies' ready-to-wear clothing, in county seat city of Northern Illinois. Population 5,000. Will invoice about \$25,000, including fixtures. Rare opportunity for wide awake business men. Fixtures and stock must be sold without delay. Barry Bros., Galena, Ill. 417

For Rent—Only store in village, four miles from nearest town. Cheese factory, blacksmith and machine shop, two churches, school. Fine business point. No old stock to buy. O. M. Pearl, R. F. D. No. 15, Shepardsville, Mich. 416

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 harness shop. Only one in the city. Address A. J. Haggart, Grand Ledge, 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

C. W. Reimer, Auctioneer, merchandise and real estate sales a specialty. Write for dates. Arcola, Ill. 396

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—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—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 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—For health reasons, well located and long established shoe store in growing city of 30,000, in Michigan. Clean stock about \$8,000. Modern front, low rent, doing A1 cash business. Address Edwards, care Tradesman, Grand Rapids. 430

For Sale—An old established, good paying grocery business. Best location in Detroit. Desire to sell on account of poor health. A grand opportunity for the right man. Apply 229 Van Dyke Ave., Detroit, Michigan. 431

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

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

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

\$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. Käufer, Milwaukee, Wis. 92

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

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

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

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

For Sale—Cheap, McCaskey, American and Simplex account systems, second-hand. For particulars write A. R. Hensler, Battle Creek, Mich. 299

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 Perry & Caukin, 440 South Dearborn St., Chicago, Ill. 134

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—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.

Office Stationery

LETTER, NOTE AND BILL HEADS

STATEMENTS, TRADESMAN
ENVELOPES, COMPANY,
COUNTER BILLS. GRAND RAPIDS

YOU ARE ALWAYS SURE of a sale and a profit if you stock SAPOLIO. You can increase your trade and the comfort of your customers by stocking

HAND SAPOLIO

at once. It will sell and satisfy.

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

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

MEN OF MARK.

E. S. Roe, President Michigan Federation of Retail Merchants.

E. S. Roe was born in Buchanan, February 3, 1864. His father was of English and Scotch descent. His mother was of German descent. His father was a contractor and later in life a manufacturer of interior finish and lumber, operating at one time as many as five sawmills. When he was 6 years of age his parents removed to a farm in the edge of the town where he was introduced to the art of raising grain, as well as hogs and cattle, and early learned the use of the hoe. He was put in the harness at an early age and when he was 8 years old handled a team in the field along with the older men and at 13 insisted that he was a real man and did all kind of things that anyone could do, and about as much. In the meantime he was permitted to work in one of his father's sawmills and learned to make lumber out of logs and acquired all the details, from felling the trees in the forest to making them up into moldings and interior finish. He attended the public schools winters and graduated from the High school of Buchanan at 17. He also attended the university of Valparaiso, Indiana, for two winters and graduated in the business department in March, 1883. His longest school year was twenty weeks, but, by close attention and much night study, he managed to keep in the procession and accomplish as much as could be expected under the conditions. In January, 1884, he formed a copartnership with his father and uncle and engaged in the hardware business in Buchanan under the style of Roe Bros. The uncle shortly afterwards retired from the firm and in 1893 he purchased his father's interest, since which time he has conducted the business under the style of E. S. Roe.

Mr. Roe was married Nov. 2, 1887, to Miss May Tichenor. Their son Fred was born in 1889 and their daughter Mildred in 1892. Fred graduated from Purdue in Mechanical Engineering in 1911 and from the Michigan University in Electrical Engineering in 1912 and is now holding a position with the Bucyrus Co., at Evansville, Indiana. Mildred holds three degrees from Virginia College at Roanoke, Va., and is enjoying a much needed rest at home.

Mr. Roe has taken several degrees in Masonry and has been Secretary of Buchanan Lodge, No. 68, for thirteen years. He is a member of the Knights Templar at Niles and the Mystic Shrine at Grand Rapids and the Elks of Dowagiac. He is also a Woodman and is affiliated with several other organizations.

Mr. Roe was President of the Michigan Retail Hardware Association in 1911-1912 and is now President of the Michigan Federation of Retail Merchants.

Mr. Roe has two hobbies—horses and automobiles. He owns one of each. He attends the Presbyterian church and attributes his success to keeping everlastingly at it. He has been a member of the school board of Buchanan for

several years and is universally respected because of the many sterling qualities he possesses.

Opening Meeting of the Michigan Federation of Retail Merchants.

The first annual meeting of the Michigan Federation of Retail Merchants opened in the Association of Commerce rooms yesterday afternoon, with President E. S. Roe, of Buchanan, presiding. The attendance was not large, but it was representative of some of the strongest retail merchants associations in the State. President Roe is a former president of the Michigan Retail Hardware Association. Secretary F. M. Witbeck, of Lansing, is Secretary of the Michigan Implement and Vehicle Dealers Association. Among others present were J. T. Percival, of Port

Legislation—C. L. Glasgow, Nashville; C. J. Hill, Jackson; L. R. Stickney, Traverse City.

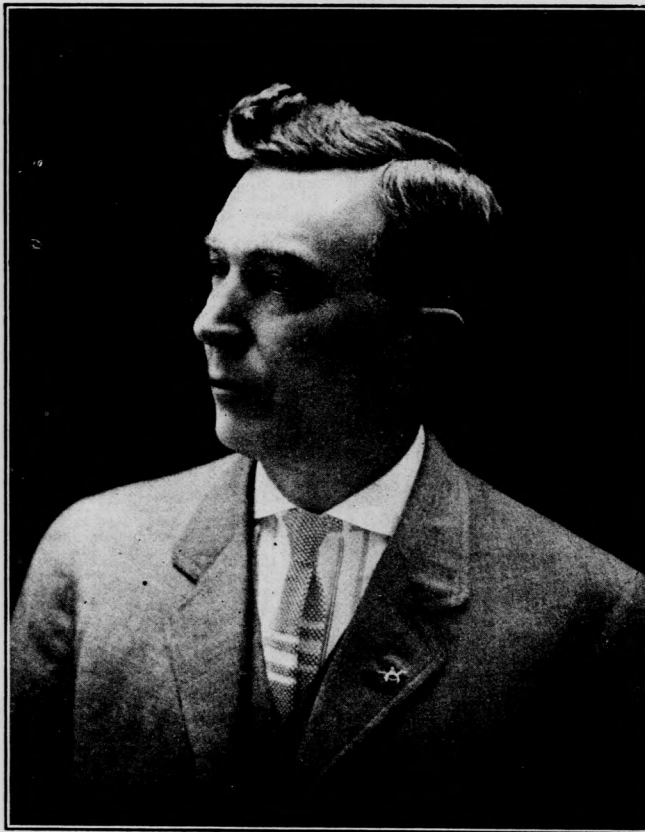
Transportation—E. L. Ewing, Grand Rapids.

Publicity—E. A. Stowe, Grand Rapids; C. A. Day, Detroit.

Nominations—F. M. Witbeck, Lansing; Carroll F. Sweet, Grand Rapids; J. T. Percival, Port Huron.

Instead of carrying out the program arranged for the afternoon the constitution was taken up and given a thorough revision. The original constitution, adopted at the meeting in Lansing when the Association was organized, was to a large degree tentative and the revision was to put it into more workable form. In essential features it remains the same.

No program had been arranged for



E. S. Roe

Huron, Secretary of the State Retail Grocers Association, President Carroll F. Sweet, President of the Grand Rapids Association of Commerce, and W. A. Decker, Secretary of the Michigan Master Plumbers Association. Dean White, of St. Mark's Pro Cathedral, opened the session with an invocation. President Sweet, in behalf of the Association of Commerce and the city of Grand Rapids, welcomed the convention to the city and President Roe, for the Association, responded and followed with his annual address. President Roe's annual address was well received and its many valuable suggestions will serve as a guide for the Association's activities. The President's address and also the annual report of Secretary Witbeck will be found in another column.

President Roe announced the following committees:

Entertainment—Wm. A. Decker, Lee H. Bierce and Adrian DeWindt.

the evening and the members visited around among themselves and with the local business men. The program for to-day calls for morning, afternoon and evening sessions and the attendance is larger. Lee M. Hutchins and Guy W. Rouse are scheduled for addresses today and to-night Arthur L. Holmes, of Detroit, will speak. W. E. Mellinger will speak during the day on the relations of the retailer and the wholesaler, as viewed by the traveling man. E. L. Ewing was to have spoken on transportation, but was out of the city on business.

Letters of greeting or of regret were received from J. R. Moorhead, Secretary of the National Association, Hugh Connelly, Secretary of the Detroit Retail Jewelers' Club, Abe Rosen, Secretary of the Michigan Retail Clothiers Association, and others.

As a matter of fact, most of our troubles amount to very little.

Will Curtail Church and Union Labor Graft.

Kalamazoo, Sept. 17—The Retailers' Agreement regarding scheme advertising, which has been in force about three weeks, has already shown results in reducing the number of advertising schemes which are continually before the merchant. In substance, the agreement requires that those having advertising schemes shall first present them to the credential committee of the Commercial Club for sanction, without which no subscriber to the agreement will patronize the advertising scheme. Placards have been printed which serve as a notice to the solicitors of the merchants participating in this agreement and can be secured by any merchant in the city upon application to the Secretary of the Commercial Club. More than two hundred merchants have already placed these placards in their offices and it is hoped eventually to extend the system to include every business house in the city.

The Sunday-closing law for post-offices recently enacted has been so far modified in its interpretation that hotels and newspapers will continue to receive their mail on Sunday, as formerly. Congressman Mann, who is responsible for the law, says that he urged it, not for religious reasons, but because he knew from personal experience that "one can get along all right without Sunday mail." But how about the young man who is waiting for that letter that failed to come on Saturday?

A commercial traveler says that he can identify members of his profession in the hotel dining-rooms by their habit of drinking their coffee "left-handed." He says that many traveling men have adopted this habit because when they drink "left-handed" they drink from the side of the cup that isn't generally used. This is one of those customs the value of which will lessen as it becomes more general—or as dish-washing becomes more of a fine art.

You never knew laziness to help a man to get rich or to make good in any way. It's the fellow who keeps busy that gets to the top in the end.

BUSINESS CHANCES.

Cash paid for stocks or part stocks of merchandise. Correspondence strictly confidential. Owen Cash Sales Co., L. B. 423, Lansing, Michigan. 434

Merchants—We will advertise your stock, arrange it and sell it at auction at prices that will make you money. Refer you to merchants you know. Correspondence strictly confidential. Owen Cash Sales Co., Merchandise Auctioneers, L. B. 423, Lansing, Michigan. 433

HELP WANTED.

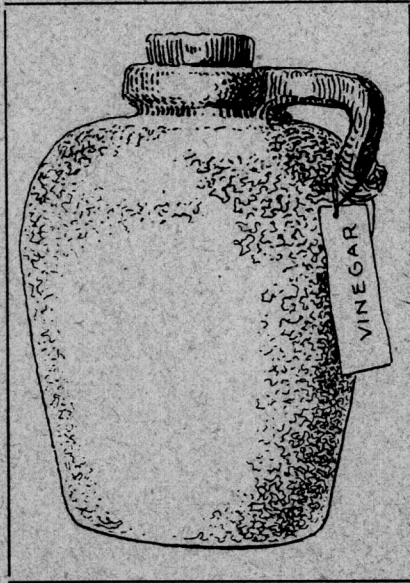
Wanted—Salesman for established shirt and underwear line. H. M. Joyce & Co., 242 Pearl St., Grand Rapids, Mich. 432

Store and Office Fixtures

One jewelry outfit complete, including large safe, fine enough for any store. One oak drug outfit, complete with prescription case, work board, etc. One mahogany confectionery outfit. These are all bargains and in fine condition. Show cases of every description. A fine line of tobacco, wall and floor cases. All kinds of office desks and chairs, safes, Strubler's computing scales, are of the highest quality and prices are right. Cash registers, detail and total adders. Coffee mills, counters. We may have just what you require in second-hand, and you save the money. Michigan Store & Office Fixture Co., 929-931 Ottawa Ave., N. W., Grand Rapids, Mich. 425

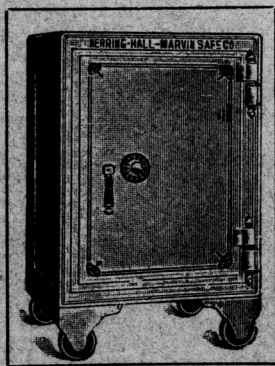
"I Told You So"

Pouring vinegar into an open wound will sooth and heal it just as effectually as "I told you so" will correct a mistake.—W. L. Brownell.



When your trouble comes, when the fire destroys your books of account or the thief steals your money we shall simply feel sorry for you. We shall not say "I told you so." But we do say right here and now, and we say it candidly too, that if you are not already supplied, you should at once place in your store or office a good dependable safe. We can save you money, big money, and also furnish you with the best safe made.

**WRITE US TO-DAY AND LET US GIVE YOU
FURTHER INFORMATION**



Grand Rapids Safe Co.
Tradesman Building
Grand Rapids, Michigan

How About Your Printing?

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

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

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

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

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

TRADESMAN COMPANY
GRAND RAPIDS, MICH.

Hood's Bullseye Boot

Build Up Your Rubber Boot Trade



This Agricultural Boot
will do it

Special pure-gum construction
**White Rubber
Soles**

They wear
Like Automobile Tires

Probably no boot equal to the
Bullseye Boot

\$3.25 per pair. has ever been put on the market
Net 30 days. No discount.

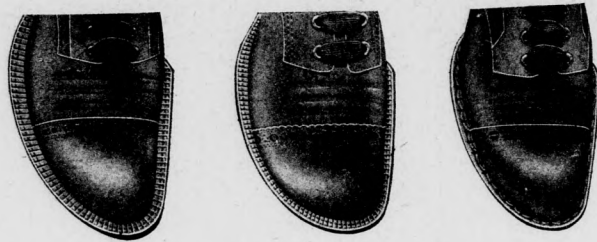
Specially Constructed for Miners @ \$3.35

Grand Rapids Shoe & Rubber Co.

Largest Rubber Dealers in Michigan

The Michigan People

Grand Rapids



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.



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.