

THE PEOPLE'S POET

He stood in the dust of the highway,
Where the throngs of the World go by,
And humanity's ceaseless clamor
Beats up to the quiet sky.
And ever his eyes were wistful,
And still as he sang he smiled,
For in the breast of the Poet
There dwelt the heart of a Child.

To help them, only to help them—
Men of the crowded street,
Who had lost the echoes of Eden
In the trampling of restless feet;
Chasers of Phantom Folly,
Slaves of the God of Gold;
To waken their hearts unloving—
This was his dream of old.

So he sang of Youth Eternal,
Of the joys of the Common Way,
Of the light in cottage windows,
Of the kiss at the close of day;
He sang of God's green meadows,
Of haunts to a child's heart dear,
Of Love, and of Home and Mother,
Till the world-worn paused to hear.

But always the Critics scorned him:
"Silence, thou earth-chained Thing."
He answered them, sadly smiling:
"Like the birds I needs must sing."
"Then chant us a mighty epic
Of the surge of unsailed seas,
Or the Race-trend." "Nay, my brothers,
I have no songs of these."

So he sang on, all unheeding,
And the hopeless hoped once more,
And he gave of the balm of laughter
To hearts that were sick and sore;
And the souls of the weak were strengthened,
And selfish eyes grew dim
With the blessed tears of Pity—
All through the songs of him.

And when at last he was silent,
They wove him no crown of bay
Nor laurel—but dusty blossoms
That border the World's Highway;
And they quarried no lofty column
To boast of a fleeting fame,
But deep in the hearts of the People
Is graven their Poet's name.

Eleanor Duncan Wood in Ladies Home Journal.

THE man who starts out with the idea of getting rich won't succeed. You must have a larger ambition. There is no mystery in business success. If you do each day's task successfully, stay faithfully within the natural operations of commercial law, and keep your head clear, you will come out all right.—John D. Rockefeller.

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.



**Putnam's
Menthol Cough Drops**

Packed 40 five cent packages in carton
Price \$1.00

Each carton contains a certificate, ten of
which entitle the dealer to

**ONE FULL SIZE CARTON
FREE**

when returned to us or your jobber
properly endorsed

**PUTNAM FACTORY, National Candy Co.
Makers
GRAND RAPIDS, MICH.**



The Agency for
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Shoes**

is a valuable asset to
any shoe dealer

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to represent us.

Drop us a card and our salesman will
call on you with the new spring line.
When you see it you will want it, and,
best of all, farmers and other laboring men
are looking for it.

Hirth-Krause Company

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

Notice

The soothing effect of
pure foot comfort in this
plain toe Goodyear welt.
It is the best shoe ever
devised for high instep-
ped short and wide feet.
Heavy or light leathers,
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**Rindge, Kalmbach,
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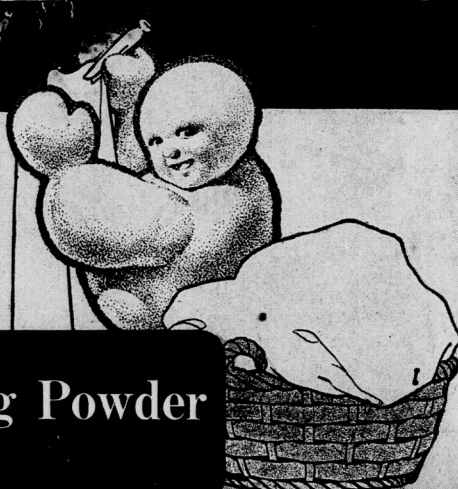
Grand Rapids, Mich.



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

Lautz Snow Boy Washing Powder

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



MICHIGAN TRADESMAN

Thirtieth Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 9, 1912

Number 1516

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WHEN THE FIRE BELL RINGS.

There are places of business in which the first call of the unusual brings all the clerks to the doorway, even though there are customers waiting at the same time. A stranger who is honest does not relish the situation on finding himself suddenly left alone, every one in charge having made a wild rush for the door at the indication of a little excitement. If he is honest, he fears what may happen and speedily follows, though he cares not a whit for the dog fight or petty skirmish outside.

He may be in a hurry, and this little unexpected hindrance means to him the missing of a car. The business man usually counts his time closely, and this foolish delay is an exhaustion of patience and good nature. Or he may take the treatment as un pardonable indifference or a direct personal snub. Certainly he will have a very poor opinion of the firm which thus trivially regards its own business. He has seen petty street parades and the pony and the monkey trick fail to appeal; the fight which originated in a saloon across the way should be kept there until the police have taken it in charge; and the alarm of fire, which means only the exercise of the new team in charge of the engine or the prank of some small boy, scarcely warrants a total cessation of business for the time.

If a parade worth seeing is coming, arrange for it and have at least one attendant who can be ready for service if needed. If some unexpected excitement comes up, be sure it is worth the trouble before you indulge in a general rush to the front, oblivious to the fact that a customer is in waiting. At least it is only courteous to ask him if he wants to see the sight. Take him with you if he wishes or attend to his wants. Play may combine with work at times, but it should not be allowed to take the whip and reins.

THE CAREER OF A MAN.

An employer once said to an employee who wanted to leave him and take a better position with a rival house:

"I cannot allow my biased business interests to counsel you at this time.

It is too great a responsibility for me to influence the course of a man's career. What you do at this point may effect your whole life. You are welcome to stay with us and you are as welcome to go—I won't urge or advise."

Not every employer would take that stand. Many would think so much of their own interests that they would talk a man out of taking advantage of the opportunity of his life. Nothing is gained by such methods. When a bird is really hatched it does no good to try to keep the shell around it a while longer.

Another employer, under similar circumstances, said: "If it were merely a matter of money, I would pay you as much as the other concern will; but I think there is a good future for you in that place and I advise you to take it."

Another said: "I know of a good opening for a man like you. There isn't much ahead of you here, and while I should hate to lose you, I cannot refrain from telling you of such a good opportunity."

Perhaps the future will bring more of such friendly relations between employe and employer—a keen interest in the welfare of the individual worker, aside from immediate business advantage.

HOLD YOUR TEMPER.

The time must come when no man will be called great until he is a gentleman. I stood one day near the door of a private office of a "great" manufacturer. A boy who had been sent to the files returned and handed him a paper. It was the wrong date. The manufacturer had asked for "Thursday the 17th," and the boy had brought "Thursday the 16th"—the man was wrong. It was the "17th" that he really wanted. As soon as he had been given the wrong copy the "great man" flew into a rage and actually swore at the boy—a volley of epithets and ugly remarks. The boy, crushed and saddened, went and got the paper wanted.

I learned afterwards that this "great man" goes through a similar performance with any of his employes on the slightest provocation.

Such a man causes untold misery and is a blight on the lives of those around him. He should never have authority over others, no matter how "great" he may be in other ways. The time may come when such men will find it impossible to get others knowingly to work for them at any price. Something should be done to check the juggernaut of brutal temper that it may not be driven with the force of business authority over the lives and hearts of the world's patient workers.

WHEN JOHNNY COMES.

It was an easy matter to turn off the little lad when there is a rush of trade. Of course the great Mr. Brown does not want to wait while the little barefoot boy makes a purchase, and so the child is shoved back until the big man gets his cigar and is away. Meantime a woman steps in and Johnny is still not the preferred customer. She may find selections difficult, and the child, as he waits, ponders on the justice of things and, it may be, quietly slips out and seeks a place where his presence is appreciated.

There are several factors involved in the small boy problem. He may be sent by a parent who is in haste and will as quickly resent the slight to the boy as to himself. In fact, we have known people who would rather be slighted themselves than to have one of their children snubbed—and so have you known such people. There may be a personal inconvenience or loss through this delay which will not be soon forgotten. The child who is told to hurry and is thus for the time tied up will be very certain to look elsewhere next time. Besides, he is growing, and before long he will be able to command attention, and will prefer to go where he could attract favorable notice when a lad. The policy problem is present, even in the case of the small child, if you have no higher one.

The tactful man notices the small boy as quickly as the adult. He recognizes the courtesy and the rights due to him. If for any reason it seems wise not to wait upon him in his turn, it is at least a right due to him to ask if he is in a hurry; and if the order is only candy or gum, he will wait respectfully, perhaps getting an extra stick as a reward. Turning him back just because he is small is a losing game every time, as it deserves to be. Give the child his rights and he will be made more manly. Suppress and the slight reflects in the proper place. A lad soon learns to know in what good usage consists.

MATCHING COLORS.

This is at times by no means an easy trick and the purchaser who finds, on reaching home, that the sewing silk which seemed all right in the dimly lighted store is two shades too light or contains elements of color wholly foreign to the article desired is often more disappointed than words will express. It is not easy for any one but an expert to match where exactness is required. Especially is this true when a different material enters into the problem. Silk and satin have a lustre which tells—and sometimes in the wrong direction.

Not every one can distinguish between colors, even in their simple

form. While color blindness as known scientifically is rare, the color blindness which comes through lack of training and cannot tell blue from green is all too common. There are clerks whose sense of color is not especially acute. There are those who deem it a small matter if the matching is not exact. There are some who have cultivated a naturally good eye until the smallest deviation in tints is readily detected.

It is a real advantage to have a clerk whose eye is thus trained. It will pay you to develop his strong characteristic and to impress upon your patrons the fact of his excellence in this regard. When Mrs. B. is buying a new silk, if there is the least question in regard to trimmings, call up your specialist and get him down to his best work. If this is well done she will appreciate the fact and will give him the next little problem of the kind which comes to her to work out. More, she will tell her friends that he has the best eye for matching color of any one in town. Presently your specialist has become the specialist of the people. They have found out that he can tell the shades of color better than they, and when he has matched goods the result is always good. And if he can't match—it is wise to avoid a questionable combination.

GOLDEN EGGS.

Spontaneity is the goose that lays the golden eggs. Many men managing a business or a part of a business—usually a part—think they can kill the goose and get all the eggs at once, but the results are in accordance with the ancient tradition.

Did you ever see a manager who drove his men so they muttered as they went about their work? Did you notice that their spontaneity was at a low ebb? Did you see them watch the clock, and count the minutes until closing time? Did you hear them talking behind his back? Did you see them hiding the facts from him? And did you see any golden eggs?

Again, did you ever see a manager who gave his men credit for being men—who expected much of them, left much to them and let them feel his confidence in them—who governed by ideals instead of by fear? And did you see the enthusiasm with which his men worked? Did you see the intelligent interest they took in every detail? There's where you saw the golden eggs.

Maybe you are some sort of a manager yourself. Which kind of a manager are you?

Every employe has more to do with the amount he earns than has the employer.

RETAIL ORGANIZATION.

Some Benefits Derived From Local Associations.

Port Huron, Oct. 8.—A complete credit rating may be obtained on any prospective customer. This is furnished by the local secretary upon a request from a member, the local secretary keeping a record of persons as to how they pay their debts or obligations. If a call should be made by a member for information upon a person who is not recorded, then the local secretary at once secures the information by personal investigation and reports back immediately to the member making the request, the information secured. The information is given by the "key" system, which shows the number of people reporting the debtor and also how each rates him, but the name of the member rating the debtor is not given. This is done for their protection. If a member should desire information on a debtor who has moved from or is now living in another town or city, it will be furnished him by the home office through the local secretary and this feature alone is very valuable, as it enables members to secure ratings upon members anywhere in the United States.

Collecting Slow and Delinquent Accounts.

Accounts of this character are first listed with the local secretary, if there is one, who enters it, furnishing a copy of the same to the home office. If there is no local secretary, then the member sends the account direct himself to the home office and it is there entered: Listing blanks are furnished for this purpose upon which a member may list as many as fifty accounts upon each blank. This is done so as to make it as convenient as possible for the member. The best points to all systems used for collecting slow and delinquent accounts have been combined and, therefore, this system is very efficacious in causing debtors of this class to pay. It wakes up the dead-beat to a sense of his duty and responsibility. The system used is by no means a harsh one and the debtors pay willingly without any ill feeling toward the creditors. This system is just as effective upon persons living in other states as it is upon persons living in the same town as that of the creditors. It does not matter how old the account may be nor to where the debtor may have moved. He pays. If a debtor should refuse to pay the account, he is entered as such upon the records of the home office, to be kept for future information for members. Yearly reports are compiled from all these records and information and these are furnished free to all persons who have listed twelve or more accounts with the home office, either directly or through the local secretary for rating and collecting. These reports contain the names of people all over the State who have refused to pay their accounts, together with those who have paid. They are very complete and comprehensive and are themselves worth more than the amount paid as a membership fee.

Grafting Advertising.

An advertising committee is appointed by each local association and it is their duty to pass all advertising schemes as to whether they would be profitable to the retailer or member. All advertising considered profitable and worthy will be O. K'd and, of course, all advertising considered unworthy will be turned down.

Contributions for Unworthy Purposes.

The same committee will pass upon contributions asked and if they are considered worthy, they likewise will be O. K'd. The member is not obligated to abide by the decision of this committee. He, of course, being a free American citizen, is at liberty to do as he pleases, but in all such cases it is wise to follow the judgment of this committee. It gives the member an excuse for turning down a proposition when he would otherwise feel embarrassed in doing so. Hundreds of dollars have been saved to a merchant in this way.

Securing Passage of Favorable Laws.

A committee for this purpose is maintained by the State Association whose duty it is to seek the passage of legislation from the State that is to the interest of the retailer. These committees in the past have been very successful in securing the enactment of laws that have saved hundreds of dollars to retailers over the State. The pure food law is an example of efforts put forth in this direction. A local committee is maintained whenever deemed advisable who seek to secure the passage of local ordinances for the interest and protection of the retailer. Local ordinances are often secured in this way that are of much benefit to the merchant.

Elimination of Trade Evils.

Such evils as indiscriminate closing, keeping open on Sunday and the like are all corrected by co-operation and that is what association means—co-operation in its fullest and best sense.

Exchange for Unmovable Stock.

In towns of sufficient size an exchange for this purpose may be maintained which will be of much benefit, particularly to the grocer. For instance, a grocer doing business in one section of the city may have upon his shelves stock that he is unable to dispose of, but there may be another grocer in another section of the city who has calls for this same stock. Likewise, this grocer may have stock on his shelves which the first grocer has calls for. In this way an exchange may be made or a sale effected. If only one can use the stock of the other, then, of course, the transaction would be by sale instead of exchange. With exchanges of this character there is no need for any unmovable stock upon the shelves of the grocer, as somebody, somewhere, will and does buy what he has to sell.

Peddlers and Hucksters.

In nearly every town and city grocers are deprived by peddlers and hucksters of trade which rightfully belongs to the grocer. In many instances local associations have been fortunate in securing the enactment of ordinances which entirely prohibits peddling, but this cannot be done in every town, though peddling in most

instances by the eternal vigilance of the local association can be regulated to such an extent that the retail grocer will get most of the business that belongs to him. Often where the local associations have been unsuccessful in securing the enactment of ordinances prohibiting peddling, they have been successful in securing ordinances that would curb the hucksters to a certain extent, such as requiring them to pay an adequate license for the privilege or prohibiting them from crying their wares. The nature and extent of these ordinances vary, depending upon local conditions.

Bringing Merchants Together.

As a rule each local association meets at least once a month on a date fixed either in the by-laws or determined by the local association itself. Matters relating to members in the local association are discussed and passed upon. Local associations also often arrange annual or periodical picnics or entertainments and these are for the means of bringing members and members' families closer together socially.

Co-operative Delivery System.

The co-operative delivery system is usually called the "Ann Arbor system," as that was the first association to put it into practical operation. This system is exactly what its name implies—co-operative. A company is formed to deliver for all the merchants in town, the town being laid off into sections and each wagon delivering only for its section. The advantage of this can be seen at a glance, as the company or association can make all deliveries for the town with about one-third of the force usually required when done individually. There is no back tracking or covering of the same territory by different delivery wagons. It is a step further than co-operation. It is concentration, no waste of time, money or energy. J. T. Percival, Secy.

Custom has a two-fold meaning: on the one hand it represents the ripened fruit of experience, the final selection after all other ways have been found inferior; on the other hand it may indicate a stupid and unnecessary submission to the despotism of past error and outgrown conditions.

Neither the devil, interest, nor mortgages sleep.

Penny Wise and Pound Foolish.

In attempting to attend to all the detail work in your store you are exhausting energy. You should be able to employ your time to better advantage with bigger things. Book-keeping in the evening, for instance, is brain-fag. It exhausts the patience and the vitality. The day after is one of depression. It is commenced with that tired feeling, and the man is not at his best. If there is not enough business to justify the employment of a bookkeeper all day, in every town there is some one, perhaps a young lady, who will be glad to perform the service, for a stipulated sum, several hours daily. This insures the books being kept up to the minute without wear and tear on the mind of the storekeeper. His time is then at his disposal for more important affairs. He can plan with clear head. He is not troubled all day by the thoughts of the tiresome, unpleasant duty ahead at night.

Details are important, but no man who should be doing bigger things ought to be bothered by routine work, especially when circumstances compel its being done after hours. He needs that time to recuperate. It clears the vision of his brain. We all have to do some extra work, but to assume burdens which make these long hours necessary every day is a mistake, an expensive mistake. Even a machine wears out under such strain. Overwork incapacitates a man even before the actual break comes. To save a few dollars by trying to do too much is penny wise and pound foolish.

Plants That Look Like Stones.

In South Africa there is found a plant of the genus Mesembryanthemum growing on stony ground, which so closely resembles a pebble that it is invariably taken by the stranger to be a stone. Another species of the same plant growing on the hills round the Karoo produces two leaves about as large as ducks' eggs, having a surface resembling weathered stone of brownish gray color, tinged with green. These plants look like stones; but for a short time they put forth bright yellow flowers. Still another species of the same plant resembles the quartz pebbles among which it grows.



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BANKRUPTCY MATTERS.

Proceedings in Western Districts of Michigan.

Oct. 2.—In the matter of William H. Selkirk, bankrupt, formerly merchant at Cadillac, the trustee, Fred M. Breen, filed his supplemental report and vouchers showing compliance with the final order of distribution and an order was made closing the estate and discharging the trustee. Sufficient cause having been shown, a certificate was made by the referee recommending that the bankrupt be not granted a discharge.

Oct. 3.—In the matter of the Fargo Shoe Manufacturing Co., bankrupt, of Belding, the trustee, Henry A. Smith, filed his final report and account showing a balance of cash on hand for distribution of \$1,933.97 and an order was made by the referee calling a final meeting of creditors to be held at his office on Oct. 24, to consider such final report and account, for the allowance of claims and declaring a final dividend to creditors.

Oct. 4.—In the matter of the Gleggery Mercantile Co., bankrupt, of Gleggery, the adjourned first meeting of creditors were held. Patrick Noud, President, and H. B. Sturtevant, Treasurer, of the bankrupt, and J. D. Christ and Michael Fay were sworn and examined. The trustee filed the report of appraisers and an order was made authorizing him to sell the assets at public or private sale, after giving ten days' notice of such proposed sale to all creditors. The report of appraisers shows the following assets:

Merchandise	\$5,572.85
Notes, accounts, etc....	198.37
Fixtures	578.25
Real estate	1,600.00

\$7,949.47

In the matter of Neil Wilder, bankrupt, of Grand Rapids, it appearing that there were no assets above exemptions and no further proceedings having been requested by creditors, an order was made closing the estate. No cause to the contrary having been shown by creditors, a certificate was made by the referee recommending that the bankrupt be granted his discharge.

Oct. 5.—In the matter of Charles Emery, bankrupt, formerly merchant at Pellston, the adjourned final meeting of creditors was held and a final dividend of 17½ per cent. declared and ordered paid to general creditors. A first dividend of 15 per cent. was declared in this matter on November 17, 1911, making a total receipt by creditors of 32½ per cent.

Oct. 7.—In the matter of Phillip Orwant, bankrupt, of Grand Rapids, it appearing that there were no assets above exemptions, an order was made closing the estate. No cause to the contrary having been shown by creditors, a certificate was made by the referee, recommending that the bankrupt be granted his discharge.

In the matter of Albert J. Schepers, bankrupt, formerly merchant at Vogel Center, the final meeting of creditors was held. The final report and account of W. A. Wyman, trustee, was considered and allowed and a final dividend of 16 per cent. declared and ordered paid to general creditors. A first divi-

dend of 15 per cent. was declared in this matter on March 19, making the total dividends for creditors 31 per cent. No cause to the contrary being shown by creditors, it was determined that a certificate recommending that the bankrupt receive his discharge be made by the referee.

In the matter of the American Electric Fuse Co., bankrupt, of Muskegon, an order was made authorizing and confirming the sale of the real estate belonging to the bankrupt's estate, including the buildings thereon and machinery, plumbing and heating system, to the Superior Seating Co., of Muskegon, for the sum of \$30,000. This disposes of all the assets of the bankrupt. The closing of the estate is delayed, however, by the litigation pending before United States District Judge Sessions.

In the matter of Charles Edinger, bankrupt, of Grand Rapids, it appearing that there were no assets above the bankrupt's statutory exemptions, an order was made closing the estate. No cause to the contrary having been shown by creditors, a certificate was made by the referee recommending that the bankrupt be granted his discharge.

Oct. 8.—In the matter of the Muskegon Steel Casting Co., bankrupt, of Muskegon, the inventory and report of appraisers was filed and shows assets at appraised valuations, as follows: Real estate, \$5,000; machinery, fixtures, etc., \$4,832.85; accounts receivable of the face value, \$500. The real estate is subject to a contract lien of \$3,000, held by the Chamber of Commerce of Muskegon.

The trustee also reported an offer from W. E. Jeannot, of Muskegon, of \$2,500 for the entire assets of said bankrupt, excluding the accounts receivable, the purchaser to assume the obligation of the bankrupt to the Chamber of Commerce and to waive his alleged claim for \$3,000 for corporate stock sold him through fraud and misrepresentation. An order was made by the referee directing creditors to show cause, if any they have, at his office on Oct. 21, why such offer, or any other or further offers which may be received by the trustee, should not be accepted and the sale confirmed.

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

Buffalo, Oct. 8.—Creamery butter, 27@31½c; dairy, 25@30c; poor to good, all kinds, 20@25c.

Cheese—Fancy, 17@17½c; choice, 16@16½c; poor to common, 8@12c.

Eggs—Choice, fresh, candled, 30@32c; cold storage, candled 24@25c.

Poultry (live)—Turkeys, 13@14c; cox, 10c; fowls, 12@14c; springs, 13@15c; ducks, 14@16c; geese, 10@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.

Much effective work is done quietly and with no outward sign. This work, usually vital, should be encouraged by letting it be understood that credit is being given for such work. Withholding such credit forces effort to seek outward effect only, and forfeits pioneer work.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Oct. 7.—The week has shown a pretty satisfactory spot coffee market. There has been a fair run of jobbing enquiries and holders are firm in their views as to the value of the product. At the close Rio No. 7 is worth, in an invoice way, 14¾@14¾c and Santos 4s, 16½@16¾c. In store and afloat there are 2,864,212 bags, against 1,114,004 bags at the same time last year. Mild grades are moving in just about the usual manner and quotations are unchanged. Good Cucuta, 16½c.

The refined sugar market is now back in its usual channel and, with huge crops of beet and Cuban sugar not far away, the outlook seems to be for a lower level. Granulated has been reduced to the 5c basis and one refinery has made it 4.95c. Granulated is now about 1¾c below the price of a year ago—a decided item in the economy of the household.

Tea is firm and, taking the market as a whole, it seems to be making steady progress, so far as consumption is concerned. One large retailer states that the high cost of coffee has caused an increase of 30 per cent. in the consumption of low-priced teas, and he thinks this is the case pretty much all over the country. The outlook seems to be very encouraging for the seller.

Rice is well sustained. The market is pretty well cleaned up and the man who spends time looking for "job lots" is wasting it. Growers are reported as hanging on to their crops and ask, of course, full rates. Prime to choice domestic, 5¾@5½c.

Pepper and cloves are very firm and, in fact, the whole line is strong. Grinders from the interior have been drawing steadily upon the supplies here and full rates must be paid. Singapore black pepper, 11¼@11½c.

Molasses shows steady improvement in demand as the season advances and orders have been coming in at a fairly satisfactory rate. Good to prime choice domestic is quoted at 26@34c. Syrups are quiet, with rather limited offerings. Fancy, 25@28c.

Standard tomatoes, 3s, are quoted at 85c f. o. b. Baltimore. Some goods have sold here at 87½c, but it is doubtful if they would meet strict requirements. The pack is practically over and there will be mighty little stock in the carry-over a year from now. Corn is steady. The pack is bound to be light, it is asserted by those who ought to know, and this is not an augury of a lower level of prices. The entire canned goods market is in favor of the seller and, if packers have goods on hand which are O. K., they are bound to be winners.

Butter has had a week of ups and downs and at the close a loss of about 2c is shown. Creamery specials, 30½@31c; firsts, 28@30c; process, 26½@27½c; imitation creamery, 24@25c; factory, 23½@24c.

Cheese tends higher and the market is well cleaned up. Looks as if the article would soon be a genuine luxury. Full cream, N. Y. State, 17¼@17½c.

Eggs show not much change. There is hardly as steady a market as we had last week and the supply seems larger, but quotations are about unchanged, with best Western white quoted at 30@32@35c. The latter is, perhaps, the top. Extra firsts, 28@30c; firsts, 25@27c.

"Please" Most Valuable Word in Business.

"Walker, I guess we won't need you after to-day," said the Head of the House. "That's all."

Walker stammered and tried to ask "why," but the attitude of his boss as he turned to sign his letters did not encourage him to become inquisitive.

The Head of the House knew that Walker was embarrassed and he guessed the reason.

"You want to know why we are letting you go, I suppose," said the man who had built up the business and watched over his fortunes for a good many years. "I'll tell you. Every man that has worked for me has had the philosophy of courtesy pounded into him. I have told you time and time again that you would have to say 'please' once in a while. You have never done it, you don't seem to have any idea of doing it, and so I'm letting you out. Furthermore, I will tell you this much, that just so long as you keep that word tied up in your throat, just so long are you going to be a mere speck in the business world. Mark my words, and let this be a lesson to you."

Ask the Head of the House what word in the English language is the most valuable to him or to any other man who would succeed in business, and he will tell you unhesitatingly that it is "please." Here is the answer one of them gave: "Stick it any place you will, and it will do good work for you. It's the best salesman I have. It has never hurt a customer's feelings. It has never driven away trade."

The telephone girl uses the bromide "Number, please." The elevator operator will tell you "What floor, please?" is the best combination of words that he knows of. The street car conductor has his "Fares, please," even though he may not use it all the time, especially during the rush hours. But when you find a conductor saying "please" to you, you are always just a little more willing to let him trample on your toes than you would otherwise. Isn't that so?

Yes, "please" is a grand little word. It's a common courtesy, but business men stand authority for the statement that it isn't used enough.

Jonas Howard.

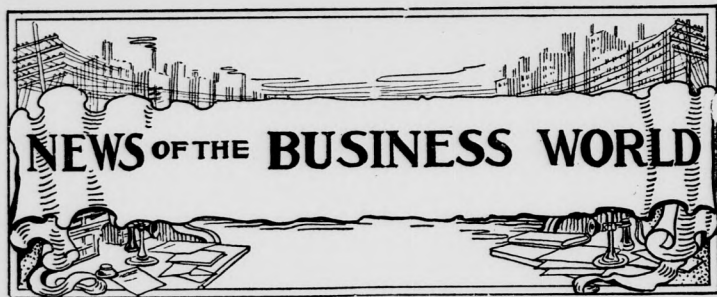
It doesn't require much business to occupy all of a man's time if he attends to it.

Pride prevents as many men from being cowards as courage.

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.



Movements of Merchants.

Cedar Springs—E. J. Fish has opened a bakery here.

Otsego—Charles Daniels has engaged in the grocery business here.

Durand—G. E. Owen has re-opened his fish market on west Main street.

Kalamo—Charles Morris, recently engaged in the meat business at Delton, has opened a neat market here.

Benton Harbor—Theodore Hess has engaged in the drug business at the corner of Territorial and Fifth streets.

Sunfield—A. H. Sayers has sold his hardware stock and store building to Charles Town, who has taken possession.

Holland—Thomas and Joseph White have formed a copartnership and engaged in the meat business at 236 River street.

Ishpeming—Louis Toutloff has leased a store building in the Anderson block and will occupy it with a stock of drugs Nov. 1.

Reese—Frank Randall has purchased the N. S. Stilson store building and will occupy it with a stock of groceries and a restaurant Oct. 15.

Cheboygan—Frank J. Hohler, who conducts a bakery here, has built an addition to his store building and will add a line of groceries.

Mesick—J. Hirshman has added a line of millinery to his stock of dry goods, under the management of Mrs. Cameron, formerly of Rosebush.

Greenville—L. Perks has sold his meat stock to William Rae and William Trude, who have formed a copartnership and will continue the business.

Grandville—S. H. Lane and William Zandbergen have formed a copartnership and re-opened the Zandbergen meat market, recently closed on account of the illness of the owner.

Detroit—The General Coal & Coke Co. has been organized with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and \$2,200 paid in in cash.

Reese—A. E. Steinhoff has sold his store building and shoe repair outfit to Louis Bayer, recently of Detroit, who will take possession Oct. 15 and add a stock of boots and shoes.

Detroit—The Cable Draper Baking Co. has been organized with an authorized capitalization of \$25,000, of which \$12,500 has been subscribed and \$6,900 paid in in cash.

Evart—Fred E. Fleming has purchased an interest in the Davy & Co. shoe stock and the business will be continued under the style of the Fleming Shoe Co., with Mr. Fleming as manager.

Hudson—A new company has been organized under the style of the Hudson Produce Co., with an authorized

capital stock of \$5,000, of which \$3,200 has been subscribed and paid in in cash.

Honor—L. W. Codman has sold his interest in the Codman & McGregor stock of general merchandise, to Chas. Maddock and the business will be continued under the style of Maddock & McGregor.

Battle Creek—A. J. Henry, who conducts a grocery store on Maple street, has sold a half interest in his stock to E. F. Barber, recently of Traverse City, and the business will be continued under the style of Henry & Barber.

Buchanan—The Buchanan Cabinet Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$15,000, of which \$10,000 has been subscribed, \$4,000 paid in in cash and \$2,970 in property.

Detroit—The Hinchman-Baker Co. has engaged in business to buy and sell automobile parts and material and to conduct a general sales business of like nature, with an authorized capital stock of \$10,000 which has been subscribed and \$1,000 paid in in cash.

Detroit—Caughey & Carran, dealers in seeds, grain and wool, have merged their business into a stock company under the style of Caughey & Carran Co., with an authorized capital stock of \$75,000, which has been subscribed, \$35,000 being paid in in cash and \$40,000 in property.

Kalamazoo—The Ramby-Wagner-Green Co. has engaged in business to sell cigars, tobaccos, smokers' supplies, candies, confections, notions, newspapers, magazines and periodicals, with an authorized capital stock of \$3,000, all of which has been subscribed and paid in in cash.

St. Johns—Alonzo O. Hunt, the oldest druggist in Michigan, and the last of the pioneer business men of this place, died Saturday at a hunting lodge in the Upper Peninsula where he had been spending the last three weeks. Several days before his death he contracted a hard cold and immediately his condition became alarming. Mr. Hunt started in the drug business in St. Johns about fifty-five years ago and continued in it until the time of his death. For more than forty years he made annual trips to the woods of northern Michigan and this yearly excursion was his only diversion. He was a veteran of the Civil War, a life long Republican and a member of the Congregational church from the first year of its existence. He is survived by a son and a daughter, the former having been for many years associated with his father in the drug business.

Manufacturing Matters.

Detroit—The Detroit Rock Salt Co. has increased its capital stock from \$10,000 to \$1,500,000.

Unionville—The Unionville Milling Co. has been incorporated with an authorized capital stock of \$25,000, of which \$20,000 has been subscribed and paid in in cash.

Charlotte—The Charlotte Chair Co. has engaged in business with an authorized capital stock of \$40,000, of which \$20,000 has been subscribed and \$12,000 paid in in cash.

Detroit—The Michigan Cabinet Co. has engaged in business with an authorized capital stock of \$10,000, of which \$6,000 has been subscribed, \$500 paid in in cash and property.

Detroit—The American Boat Co. has been incorporated with an authorized capital stock of \$25,000, of which \$12,500 has been subscribed and \$3,500 paid in in cash.

Detroit—The Detroit Wire Fabric & Manufacturing Co. has been organized with an authorized capital stock of \$115,000 common and \$35,000 preferred, of which \$82,000 has been subscribed, \$3,000 paid in in cash and \$51,500 in property.

Detroit—The Gus F. Smith Co. has been incorporated to manufacture and sell all kinds of building supplies and materials, with an authorized capital stock of \$9,000, which has been subscribed, \$500 being paid in in cash and \$8,500 in property.

Gaylord—Grant Martindale has taken a contract to take the timber off forty-two forties located five miles southeast of Atlanta, Montmorency County. The timber is for the Lobdell & Churchill Co., of Onaway, and contains 22,000,000 feet of timber. Camps are being established.

Detroit—The Austin-Olson Co. has engaged in business to buy and sell merchandise and materials used in the manufacture of vehicles, either for itself or as agent for others. The company has an authorized capital stock of \$5,000, which has been subscribed, \$20 being paid in in cash and \$4,980 in property.

Jennings—The big lumber mill of the Mitchell Bros. Co. has shut down for two weeks for repairs and a complete overhauling. The planing mill will be kept in operation. The last year has been a prosperous one and every department of the business has been pushed to capacity from camp to finishing. It is estimated it will require from ten to twelve years to complete Mitchell Bros. Co.'s operations at Jennings.

Cadillac—At the annual meeting of the stockholders of the Williams Bros. Co., of this city, a stock dividend was declared, thereby increasing the capital stock to \$300,000, double its former amount. Claud D. Williams was elected as an additional director. The Williams Bros. Co. was incorporated in 1897 with a capital stock of \$37,500. In 1902 this was increased 100 per cent. and again in 1909. About a year ago the firm moved its seat of operation from Manton to Cadillac.

Mesick—L. J. Tripp died at Sidnaw Sept. 30. Death was due to heart trouble, following an illness of but three days. Mr. Tripp had been at Sidnaw

a few months, where he was erecting a mill for sawing lumber and making handles. He was a business man in Mesick for twenty years until he went north and came here from Kalamazoo. His handle factory was shut down over a year ago, owing to poor health and financial difficulties. He then retired to Kalamazoo, but recently located at Sidnaw to build up a new business.

Move On Ahead.

There are two principal ways for a manager and his assistant to work together. One kind of a manager works very hard himself and does not leave much of importance for his assistant to do. The other kind lets his assistant do all he can while he reserves his own time and thought chiefly for things the assistant cannot do—at least, cannot do so well. He puts responsibility on his assistant just as fast as the assistant shows his ability to take it.

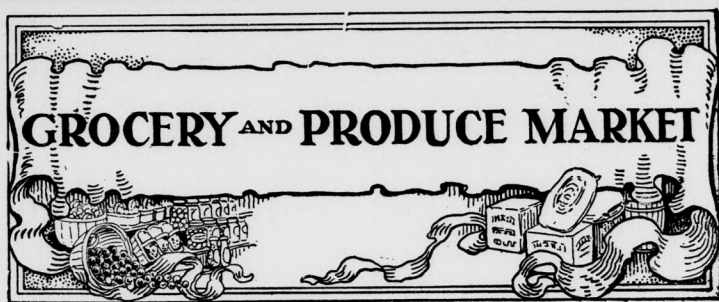
The first manager retards his own growth and that of his assistant. He is always overworked and has little or no time to think of new things. He is often doing work that should have been done several days before. His assistant either chafes under the restraint or concludes that he is incompetent and settles into a dull mediocrity.

The second manager has time and opportunity to grow and gives his assistant room to grow. The assistant feels his own strength and loves his work. He shoulders the responsibility with eagerness and the work goes merrily on.

Ask yourself which is best.

An automobile salesman of Cleveland thought the police were lax in looking for stolen machines and determined to test them. The other day he left his car standing in a certain place and when he went for it, the automobile had disappeared. He reported the theft, then went back to his salesroom and took out another car exactly like the stolen one, even to the number carried. He toured the city for over an hour without molestation, but finally was held up by a traffic policeman and arrested. At headquarters he explained his joke and was allowed to go, only to be stopped twice by policemen, to whom he told his story. Then he heard that the stolen car had been found and on his way to get it was stopped again. He is convinced that the policemen do notice the automobiles and that they are on the lookout for those stolen.

The business men of Flushing, L. I., have an association which issues every month a "blacklist" of undesirable customers. This list has the names of all "dead beats" printed on it and is mailed to every member. The housewives of Flushing have formed a league and they are issuing a "white list," which is to be sent out every month and which will contain the names of tradesmen who keep their shops in sanitary condition. Between the two organizations the Flushing people ought to prosper and be more healthy.



The Produce Market.

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

Bananas—\$3.75 per 100 lbs.

Beets—60c per bu.

Butter—There is an active consumptive demand for all grades of butter, and the market is firm at an advance of 2c per lb. on dairy grades, and 1/2c on packing stock. Creamery extras are now held at 32c in tubs and 33c in prints. Local dealers pay 25c for No. 1 dairy grades and 20c for packing stock.

Cabbage—\$1.50 per bbl.

Carrots—60c per bu.

Cauliflower—\$2 per doz.

Celery—18c per bunch for home grown.

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

Cranberries—\$7 per bbl. for early Blacks.

Eggs—There is practically no speculation in the market, but egg prices show another advance over quotations of a week ago. Receipts have been much too small to meet the demand and cooler stocks are being drawn on. Local dealers pay 24c for fresh, loss off. According to crop experts of the Department of Agriculture, there are 54,000,000 more eggs in cold storage now than at this time last year. The egg kings had 1,119,029,000 eggs in cold storage in September, 1911, while this year they have exactly 1,173,133,800. Next winter, when prices get to the proper figure, this fruit of the hen will be disposed of in such a way as to deepen the silver lining of the pockets of cold storage promoters. If the prediction of a western egg expert that eggs will reach a price of five cents apiece should come true, the warehouse men could sell their present holdings for something like \$58,000,000. This does not include the many millions of eggs that will be gathered this fall.

Egg Plant—\$1.50 per doz.

Grapes—Wordens and Moore's Early, 12c per 8 lb. basket; Niagaras, 12c per 8 lb. basket; Delawares, \$2.25 per crate of 12 4 lb. baskets; Wordens, \$1.25 per crate of 12 4 lb. baskets; bulk stock (Concords and Wordens), 75c per 1/2 bu. and \$1.25 per bu. 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 \$7 per box on California.

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 75c per bu. The crop this

year is large in quantity and fine in quality.

Oranges—\$4.25@4.50 for Valencias. Peaches—Prolifics, Crawford and Elbertas command \$2 per bu.

Pears—Keefers, \$1.25 per bu.; Anjous, \$1.75 per bu.

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

Pickling Stock—Cucumbers, 25c per 100; onions, \$1.25 per 1/2 bu. box.

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

Potatoes—60c per bushel.

Sweet Potatoes—\$2.50 for Virginias and \$4 for Jerseys.

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

Tomatoes—85c per bu. for ripe and 60c for green.

Veal—6@11 1/2c, according to the quality.

Meat Prices Would Drop If—

Milwaukee, Wis., Oct. 8—Meat prices would drop if—

The public were not so extravagant.

Packers did not control retailers.

Housewives would stay at home and cook soups.

The public preferred pot roast to fancy cuts.

The production grew as fast as the population.

So says W. J. Herb, owner of the Palace meat market, and he claims that the retailer is to be pitied and not blamed for the present soaring of meat prices.

Miss Dorothy Blake, daughter of William Frederick Blake (Judson Grocer Co.) is acting as principal of the Hesperia high school this year. Reports from Hesperia are to the effect that she is giving excellent satisfaction.

S. Rouse & Co., grocers at St. Joseph, write: "We enclose \$1 for a renewal of our subscription and do it with pleasure. We have never seen a trade paper we like so much as the Tradesman."

W. W. Watson, who conducted a grocery store at 152 (old) North Division street, has sold his stock to C. D. Slusser, who will continue the business.

Freeman J. Currie has engaged in the grocery business at the corner of Michigan and Division avenues, the Worden Grocer Co. furnishing the stock.

The Reynolds Co. has engaged in the grocery business at Grawn, the Worden Grocer Co. furnishing the stock.

John Vanderzyl has opened a grocery store in Muskegon, the Worden Grocer Co. furnishing the stock.

The Grocery Market.

Sugar—All the refiners are now on a basis of 4.95 for N. Y. granulated and 4.85 for beet. The market is weak. During the next month there is sure to be a big surplus of beet sugar and this may have some effect on prices.

Tea—The market continues quiet generally, but with more enquiries for higher grade Japans, which are due to the scarcity of the fine cup teas. Medium grades hold up well and prices remain firm. About 5,500,000 pounds of tea have become a total loss through the wrecking of the steamship, Doctre Castle, by typhoon, and a fire on the steamship Indramayo, a good part of the cargo of which was burned at Colombo and included about 800,000 pounds of Formosas, the stocks of which are short about 2,500,000 pounds. A large business has been done in China Greens at firm prices, desirable teas being scarce. Ceylons and Indias show improved business, with consumption of these teas increasing.

Coffee—The price of all grades of Rio and Santos coffee is practically the same as a week ago, but the market is steady to firm on continued unfavorable crop reports from Brazil. The demand is light. Mild grades are unchanged and steady. Java and Mocha quiet at ruling prices.

Canned Fruits—The pack of California fruits is of about usual size and prices opened much lower than a year ago, which will undoubtedly increase sales later on when receipts of fresh fruit are smaller and prices higher.

Canned Vegetables—Tomato canners in the East have reduced their quotations about 5c per dozen on account of the over supply of fresh stock, which makes it possible for the packer to buy his supplies at a lower price than a short time ago. This glut will not last long, however, and it is expected that the market will strengthen again. Nothing new in regard to the corn pack has been received, but men who make a study of this line state that there is sure to be a good average pack and that prices will remain low during the coming year. There would seem no chance of quotations going any lower, as at present prices the packer is only getting actual cost of canning. Conditions are not improving in canned peas. Prices are firm and the quality of most receipts is not up to standard. There is little possibility now that peas will be any lower during the coming year and the retailer who was fortunate enough to buy futures will be able to get a good profit.

Canned Fish—Domestic sardines are weak and can be bought probably 10c a case lower than a week ago. Imported sardines scarce, firm and without change. The business in canned salmon has been only of fair size as most retailers are holding off buying until new goods arrive on which prices are lower than at the present time. The market is weak on domestic sardines, said to be caused by the large carry-over.

Dried Fruits—Raisins are in some demand, due largely to the low prices on 2 crowns. These are relatively much lower than 3 crowns. Currants quiet and unchanged. Prunes are beginning to show more activity, largely because the market is easier on the coast. Prunes

have not sold at the prices the packers have been asking for them, and they now show a disposition to reduce. Peaches and apricots are unchanged and quiet.

Cheese—There has been a good demand for both fancy and standard makes of cheese during the week and prices are firm after the advance of 1c per pound, which went into effect the latter part of last week.

Rice—While prices are higher than some years in the past, quotations are still low enough so that rice should be a good seller. Wholesalers state that the demand is increasing. Reports from the rice sections of the South are to the effect that stocks are firmly held at present quotations.

Starch—Muzzy bulk and Best bulk and package have declined 10c per 100 pounds.

Syrups and Molasses—No change in either corn or compound syrup. The demand for compound syrup has shown some improvement since the cool weather set in. Sugar syrup is unchanged and quiet. Molasses dull at ruling prices.

Salt Fish—Cod, hake and haddock are opening their season's demand at steady prices. The mackerel market is practically unchanged for the week, but the tendency is steady to firm by reason of light supplies. Demand is fair.

Provisions—Smoked meats are in steady demand at unchanged prices. Pure and compound lard are steady and show good consumptive demand. Dried beef, canned meats and barreled pork are unchanged and in fair demand.

O. C. Shults, who died Saturday in Muskegon, had resided in Grand Rapids from 1865 until a year ago last March. Mrs. Shults was in this city at the time her husband became suddenly ill and before she could reach the bedside he died. Mr. Shults was born in Adrian in 1859. More than a year ago he went to Muskegon where he entered the automobile business. For twenty-seven years Mr. Shults traveled for L. Gould & Co. of Chicago, jobbers of woodenware. He was a thirty-second degree Mason and a Shriner. Besides the widow he leaves an adopted son, Orman Stone, his mother, Mrs. Laura M. Shults; a brother, Fred Shults, this city, and four sisters, Mrs. Carrie Schumann, Mrs. Philip Vinckemulder, Mrs. C. V. Holcomb of Oklahoma and Mrs. Neil C. Campbell of Detroit. The body was brought to this city and funeral services held at J. Rauschenberger's chapel Wednesday afternoon. The interment was in Greenwood cemetery.

Charles Fleming, who has covered Central Michigan several years for Hirth, Krause & Co., is confined to his home at Battle Creek with a nervous trouble which incapacitates him from active work on the road for a time.

The self-supporting lie has not been invented. All lies have to be supported by others of their kind.

If you don't like the part of the earth you occupy, go to the other place.

The world is growing better just as fast as the people in it will allow it to.



Curtailling Excessive Loans By National Banks.

The Comptroller of the Treasury has been making a determined campaign against excessive loans by the National banks and, apparently, to some purpose. The June statements showed 877 banks had excessive loans to the number of 1,291 and to the amount of \$5,225,000. The September statements showed that only 526 banks had excessive loans, that the number of such loans was 738 and the amount \$2,874,000. The campaign is to be continued until this menace to safe banking and violation of the law is wiped out entirely, as it should be. If the National banks can be brought to time there is no reason why the state banks should not be made to observe the laws as well, provided the state banking departments are equally energetic in insisting upon the correction of what everybody recognizes as an evil.

A recent order of the Comptroller of the Treasury is to the effect that when the examiner visits the bank a meeting of the directors shall be called, to whom he shall make known his findings and offer such suggestions as may seem proper. The purpose of this is not only to make sure that the directors have a personal knowledge of conditions, but also to ascertain to what extent they are giving attention to the business of the bank, how regular they are in attending the meeting of the directors and to see if they really direct or serve merely as figure heads. This is certainly a wise plan and ought to be productive of good results. It will tend to eliminate the dummy director and the absentee, will be a safeguard against excessive loans and will tend to correct various other abuses that sometimes develop in even the best regulated bank. The personal conference of the examiner with the directors is another idea the state banking departments might well imitate.

Wm. H. Anderson has resigned the presidency of the Alabastine Co., after a service of sixteen years. James L. Hamilton has been elected to succeed him and he will also serve as Treasurer. S. A. Sears has been made Vice-President and A. D. Rathbone, Secretary. When Mr. Anderson became President of the company sixteen years ago, the Alabastine Co. was in a bad way, tangled up in litigation and with no very bright prospects for success. The company's stock in those days was worth around 50 cents on the dollar. To-day the company is one of

the strongest industrial institutions in the city and one of the best dividend payers. Out of its earnings it has in recent years rebuilt its plant throughout in steel and cement construction, equipped it with the most modern machinery and instead of taking the gypsum from an open quarry the company now mines its raw material at a depth of about 80 feet. Its legal and other troubles have been long out of the way, and now, with the duties of the office made easy, Mr. Anderson retires from the presidency of the company. Mr. Anderson has been cutting loose from various other interests outside the bank, with a view to taking things easier. He is in the prime of life, has health and wealth, and with more leisure will endeavor to get more out of life for himself and those around him.

Danger to the credit system that moves the American business mechanism was pointed out by David R. Forgan, President of the National City bank in an address before the American Association of Public Accountants. He declared that unless the banks modify their practice of loaning money on unsecured promissory notes, based only on an unconfirmed estimate of financial condition made by the borrower, they will endanger the entire credit system of the country. Mr. Forgan spoke in past as follows:

"More than half of the loans of banks doing a commercial business in this country are represented by the promissory notes of the borrowers, without security. These notes are frequently indorsed personally by the parties chiefly interested, but the credits are based primarily on the names of the promisors, supplemented by their own statements of their financial condition.

"If you own a corner in Chicago improved with well-rented buildings, and worth \$200,000, and apply to an insurance company or real estate firm for a loan of \$100,000, the lender will take a week or two to investigate your title, your financial record and your character, and then, if satisfied, he will graciously consent to loan you \$100,000 at 5 per cent. taking a first mortgage on the \$200,000 property as security. Lawyers will be employed, long legal documents will be drawn and signed by yourself and your wife, the expenses will be considerable and you will have to pay them. When the loan matures, if you do not pay, the lender will take your property.

"If you are in business, however, and want to borrow \$100,000 from a

commercial bank, all you need to do is to make a few figures on a sheet of paper, purporting to show your financial condition, and if you appear to be fairly successful and respectable, you will find three or four banks and as many brokerage houses competing for the honor of lending you the money—usually at about 4 per cent.—on your simple promise to pay, without security, and the business can be done in two minutes over the telephone.

"Indeed, until recent years the same business could be done without any figures purporting to show your financial position, and if you bore yourself aright you could show much righteous indignation if the banker dared to hint at the necessity for a statement."

Investigation of borrowers' financial statements by competent accountants was declared by Mr. Forgan to be the precaution that should be employed. In this way, he said, credit, which rather than money is the life blood of modern business, may be kept in a healthy condition.

An interesting and instructive address was given at Detroit recently

Kent State Bank

Main Office Fountain St.
Facing Monroe

Grand Rapids, Mich.

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

Deposits

7 Million Dollars

3½ Per Cent.

Paid on Certificates

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

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

GRAND RAPIDS SAVINGS BANK

Only bank on North side of Monroe street.

Use
Tradesman Coupons

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

Largest Underlying Company of
Commonwealth Power Ry. Lt. Co.
Netting about 6½% and TAX EXEMPT

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

ANNOUNCEMENT

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

Howe, Corrigan & Company

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

The
Old National Bank
GRAND RAPIDS, MICH.

Our Savings Certificates of Deposit form an exceedingly convenient and safe method of investing your surplus. They are readily negotiable, being transferable by endorsement and earn interest at the rate of 3½ % if left a year.

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.

by Fred W. Ellsworth, Publicity Manager of the Guaranty Trust Company, New York, before the annual convention of State Secretaries Section American Bankers Association. Two of the greatest factors in the development of our modern civilization, said Mr. Ellsworth are the bank and the newspaper. Each fills a definite want and neither can be dispensed with. Both the bank and the newspaper came into being in response to a concrete demand. Continuing, Mr. Ellsworth spoke as follows:

"We are familiar with the almost unlimited good which each can accomplish and we are not unmindful of the possibilities for harm which are latent in each, and which come to the surface whenever either is managed by unscrupulous or incompetent persons. In view of this fact it is to the everlasting credit of the banks and the press that with some noteworthy exceptions their operation has been uniformly characterized by a broad conception of their duty to the general public. We hear about the one bank that gets into trouble or fails. We hear about it because such an occurrence is exceptional and unusual; but we do not hear much about the 999 other banks that quietly and unostentatiously pursue their even course conducting their business in a legitimate manner. That is just what we expect them to do—it is right and proper and ordinary—hence we think nothing of it. And the same rule holds good with the newspaper, and the business house, and the church, and the political party, and practically every thing else that has to do with human society.

"If the bank and the newspaper are both necessary; if they are always found together wherever there is a community of people; if they are both serving the public and working for the general good, why is it that there is not more co-operation between the two? Is it not possible, and practicable, and feasible for the bank and the newspaper to work together more than they do, with greater good to each and to the general community?

"For instance, let us consider for a moment just how the newspaper can help the bank. The newspaper has advertising columns which are for sale, and I have yet to find a newspaper that is not ready and willing to admit to its columns the advertisement of a reputable bank. As a matter of fact most of them I should say are reasonably eager for such business if one can judge by the frequent visits that the banker receives from the ever-recurring newspaper advertising solicitor. All right. We have the advertising columns of a newspaper. What shall we do with them? Well, I should say that the very best thing that we can do with them is to use them, provided we are able to use them intelligently and effectively. Of course, I realize that there are still some banks that do not believe in newspaper advertising. They have not yet become convinced of the necessity for, or the wisdom or

ethics in publicly asking for new business. And yet these same banks are advertising in a way which only a few years ago would have been considered very much out of place. They perhaps run a fossilized card, and and they exhibit on their windows and over their door signs announcing the name of their institution, with possibly the amount of their capital and surplus or possibly the words "conducts a general banking business." Now advertising in the newspaper is merely increasing the circulation of the sign in front of the door. It is the act of placing the bank's announcement before a multitude who otherwise would never see it, and then calling attention to it by explaining in simple, direct English just what the bank stands for and in what way it can serve the readers.

"Now what can the bank do for the newspaper? In other words, how can the bank be of assistance to the press. There is probably no business institution, public or private, in any community in which the people are more interested than they are in the bank. If I were asked to advise the bankers in this connection I would say get acquainted with the men in your town who make the newspapers. You don't know them well enough. Perhaps you have a speaking acquaintance with them, but that is not enough. Get closer to them. You will find them very decent fellows, indeed. I know from personal conversation with many newspaper men that they are only too glad to receive the co-operation of the bankers in the dissemination of real news matter. Please understand that I do not mean by this that the newspaper will welcome write-ups or fake news items just merely to advertise the bank, but they do want information that is reliable and has real news value and will gladly give it space in their columns. In this way the bank can co-operate and assist the newspaper.

"There is no doubt that these two great factors in the development of our modern life, the bank and the newspaper, can assist each other and thereby benefit the general public much more than they are doing. Reciprocity, or co-operation, or call it what you will, is a logical, sensible, practical, human program, and if the newspaper and the bank will adopt this program and put it into real practice I believe you will agree with me that good results will come to the bank and to the newspaper and to the people at large."

Quotations on Local Stocks and Bonds.		Bid.	Asked.
Am. Gas & Elec. Co., Com.	91	93	
Am. Gas & Elec. Co., Pfd.	48½	50	
Am. Light & Trac. Co., Com.	446	450	
Am. Light & Trac. Co., Pfd.	110	112½	
Am. Public Utilities, Com.	57	58½	
Am. Public Utilities, Pfd.	80	81	
Can. Puget Sound Lbr.	83½	8	
Cities Service Co., Com.	118	121	
Cities Service Co., Pfd.	89	91	
Citizens' Telephone	95	96	
Comw'th Pr. Ry. & Lt. Com.	68½	69½	
Cohm'w'th Pr. Ry. & Lt. Pfd.	91	91½	
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.	10	10½	
Kent State Bank	266		
Macey Co., Com.	200		
Lincoln Gas & Elec. Co.	40	41	
Macey Company, Pfd.	95	98	

Michigan Sugar Co., Com.	89½	90½	
Michigan State Tele. Co., Pfd.	100	101½	
National Grocer Co., Pfd.	90	92	
Pacific Gas & Elec. Co., Com.	64½	65½	
Pacific Gas & Elec. Co., Pfd.	93	95	
Peoples Savings Bank	250		
Tennessee Ry. Lt. & Pr., Com.	24	26	
Tennessee Ry. Lt. & Pr., Pfd.	79½	80	
United Light & Railway, Com.	78	82	
United Lt. & Ry., 1st Pfd.	85½	86½	
United Lt. & Ry., 2nd Pfd., (old)	79	80	
United Lt. & Ry., 2nd Pfd., (new)	74¾	76	
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	100½ 100½	
G. R. Railway Co.	1916	100 101	
Kalamazoo Gas Co.	1920	95 100	
Saginaw City Gas Co.	1916		99

* Ex-dividend.

October 8, 1912.

*Ex-dividend.
October 8, 1912.

Some men do most of their worrying over the success of other men.

It is never wise to stir up an evil tongue.

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

Earning three times the amount required to pay 6% on the preferred stock. Other information will be given on application to

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

Fourth National Bank

Savings
Deposits

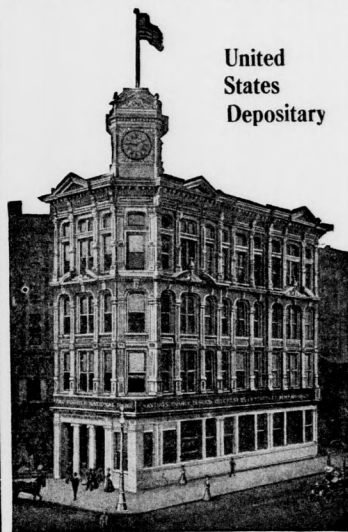
3

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

GRAND RAPIDS NATIONAL CITY BANK

Resources \$8,500,000

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

**Merchants, Treasurers, Trustees,
Administrators and Individuals**

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

CORRESPONDENCE PROMPTLY REPLIED TO



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by

TRADESMAN COMPANY.

Grand Rapids, Mich.

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E. A. STOWE, Editor.

October 9, 1912

IS GRAND RAPIDS ASLEEP?

The Grand Rapids shippers are constantly complaining, and with reason, of the poor service they receive from the railroads in the delivery of freights, especially at stations beyond junction points. On the recent trade extension excursion it was found that to do business at many of the places beyond Kalamazoo was practically impossible and simply because the shipments to such places were so long in transit. The shippers knew this before taking the excursion, but the personal visit to customers and those who might be customers in this territory brought the matter to their attention more clearly. The same conditions obtain in other directions. Beyond junction points Grand Rapids is almost out of the game because of the delays in transfer. And the Grand Rapids shippers, to a large degree, have themselves to thank for this handicap upon their enterprise. Instead of making an energetic and altogether fight for a correction of the evils that exist, it seems to be the general policy for the shippers, with a few notable exceptions, to lay back to let the other fellows do all the work, themselves contributing nothing to the general welfare. For nearly a year the Association of Commerce has maintained a traffic department, with Ernest L. Ewing as manager and the special purpose of this department has been to find the weak spots in the Grand Rapids service and to secure improvement. The best equipped traffic department can do nothing without the active co-operation of the shippers to the extent of making prompt, accurate and comprehensive record of poor service in the form of reports to the department, with names, places and dates given. Mr. Ewing has repeatedly asked the shippers whom he is trying to serve to make their complaints to him in such form that he may have something definite to lay before the managers of the railroads or the State or Federal authorities. Instead of promptly and cheerfully complying, the disposition with a large majority of the shippers has been to ignore his requests for information, with the result that he can do nothing. This has been the policy to such an extent that Mr. Ewing is seriously considering withdrawing from the service as soon as his present contract expires because the shippers will not let him do anything for them.

ent contract expires because the shippers will not let him do anything for them.

In the district just visited by the wholesalers, customers seemed to agree that Chicago and Detroit deliveries were prompt, at least so much more so than those from Grand Rapids that they gave those cities the preference in trade. The reason for this is that Chicago and Detroit have aggressive traffic departments and when the service in any direction is unsatisfactory the railroads hear such a rattling about their ears they are compelled to give attention. The Chicago and Detroit shippers co-operate in making their departments efficient and they get results; the Grand Rapids shippers will not help and the old evils continue. Chicago and Detroit seem to have no trouble in getting through junction points, but Grand Rapids is held up and the reason for it is that the Detroit and Chicago shippers back up their traffic departments, while Grand Rapids leaves its traffic department without support.

BACK TO THE LAND.

When farm development is mentioned in Grand Rapids it is usually in reference to that district north of Grand Rapids. The popular impression is that northern and western Michigan represent the only sections of the State in need of aid and encouragement in securing settlers. The north and west parts of the State do need all the help Grand Rapids can give them, but, as a matter of fact, there are thousands of acres in southwestern Michigan that should be under cultivation but which are not. These idle acres are not waste, with soil so poor that to attempt their cultivation would be a loss of energy and time. There are some stretches that may not average high in fertility, but thousands of acres now idle could be made to produce splendid crops if that old problem of bringing the man and the soil together could be solved. Much of this idle land is cheap, much of it could be made into the best kind of farms and this city and the State are not living up to their opportunities if nothing is done to encourage settlement in this district. Chicago land sharks may occasionally send over colonies to locate on farms in southwestern Michigan, just as they do into northern Michigan, but when they do so it is almost invariably to the poor lands they can buy the cheapest and upon which the settler who may be a novice to practical farming is almost certain to fail. The missionary work that is being done by the Western Michigan Development Bureau for better farmers and more of them might very well be extended into these counties to the south of us and which are almost as tributary to us in trade as the counties to the north.

HOLDING UP THE MIRROR.

The retailers at their meeting last week had an interesting discussion as to whether the brethren in the dry goods line were entirely up to snuff. The discussion started from a casual remark to the effect that mothers who wanted something out of the ordinary in children's furnishings had to go elsewhere, as Grand Rapids stores could not supply

them. The original remark was backed up by a second speaker and then a third took it up and then the dry goods men got into action in refutation. The discussion was lively and the good nature which characterized it made it interesting and instructive. Those who made the criticism were in other than the dry goods line, while the defense was by those who handle the things the women buy. The substance of the defense was that Grand Rapids stores carry not as large stocks as may be found in Chicago or New York, but stocks that are as carefully selected, as up-to-date and as well-made as any other city can show; that, no matter how large the stock, there are those who think Grand Rapids cannot satisfy them, just as in Chicago there are those who go to New York and in New York those who go to Paris to do their shopping; that the successful merchant in Grand Rapids must strive to please the greatest number possible and not tie up his capital in novelties which only a few may want or think they want. It was also argued that the place to secure novelties is not in the general stores, dry goods or department, but in specialty shops and Grand Rapids is not yet large enough to support such shops. In the discussion the defense seemed to have rather the best of it from the viewpoint of the practical business man, but it is possible the criticism opened the eyes of the dry goods dealers to opportunities they have been overlooking. At the next session it might be suggested that the dry goods men tell the clothiers or the boot and shoe dealers where and how they fall short, not in a fault finding but in a spirit of friendly criticism and in good nature. We are all inclined to have our nose too close of the grindstone to get a proper perspective and to find out what others think is often wholesome.

THE FIRST DUTY.

The communication from a representative merchant of Mears, published elsewhere in this week's paper, contains a suggestion which might well be considered by Grand Rapids jobbers and manufacturers. The inference to be drawn from the suggestion is that Grand Rapids business men would do well to dispense with further Merchants Week entertainments and Trade Extension Excursions until the transportation question is straightened out. The writer of the communication buys \$14,000 worth of goods each year; \$4,000 of this goes to Grand Rapids and \$10,000 to Chicago. If he could secure satisfactory deliveries on his freight, all of this money would come to Grand Rapids because he gets no better prices and no better treatment in Chicago than he would get at the nearby market. There are hundreds of other merchants similarly situated and it would seem as though the first thing to do would be to devise some means by which freight deliveries can be expedited. Until this is done, all further efforts to attract the attention and win the hearts of the country merchants should be suspended.

An ambition that stops this side of the grave is a weak one.

LYING AWAY FROM HOME.

On his way home from Washington, whither he went to invite the carpenters and joiners international organization to hold its next convention in Grand Rapids, Mayor Ellis stopped off at Baltimore to address the federation of labor there. If he is correctly reported by Baltimore papers, he uttered a number of untruths which are entirely in keeping with the record of a man who accumulate a large fortune by conducting gambling houses of the most infamous character. According to the Baltimore News, he stated that he was the creature of the union men of Grand Rapids and that the entire administration of the city is in union hands; that the police department is controlled by the union and that the Chief of Police is a union printer.

When it is remembered that Mayor Ellis made a desperate effort to remove Superintendent Carr from the position he has filled so long and acceptably to the people of Grand Rapids and that he was only circumvented in his ambition by the prompt and efficient action of the Grand Rapids Board of Trade, his blatant and lying utterances at Baltimore are in line with the hypocritical pretensions and piratical policies of the man ever since Grand Rapids disgraced herself by electing him Mayor.

The Grand Rapids Association of Commerce has undertaken a campaign to increase its membership from 1,050 to 1,500. An expert in promotion has been secured to head the campaign. The first gun will be a general membership dinner to awaken some degree of enthusiasm and then committees will be appointed and next week the hustle for recruits will begin, with daily lunch meeting of the membership committees to report progress. The city will be divided into districts and to each will be assigned a committee and it is promised that the canvass will be thorough. Such campaigns are not unheard of in organizations of this kind, but the most surprising thing about them is that they should be necessary. The Association of Commerce represents organized effort to make the city bigger and better, to improve it industrially, socially and in many other ways, to promote its growth in population and increase in wealth. Instead of hanging back to let others furnish the funds and do all the work it ought to be a matter of pride to every good citizen that he is a part of the uplift movement. There are those who are not awake to their civic duty now under the re-organized Association of Commerce, just as there were those of a similar disposition under the old Board of Trade. If they can be stirred up it will be a good thing, and it will be even better if they can be kept stirred up. The reluctant contributor to a good cause may be better than none at all, but the kind of members most desired is the kind that give of their own energy and good will as well as of their dollars.

If it happens to be something good about ourselves, or something bad about the fellow we don't like, we usually believe all that we hear.

GOOD INTENTIONS WASTED.

A commission has been appointed by Mayor Ellis, made up of three aldermen, three members of the board of public works and three citizens, to study the local street railway situation, to ascertain what is the policy of other cities in dealing with their street railway companies and to report in February with recommendations as to what course this city should pursue. With some effort of the imagination it may be assumed that this commission will enter upon its duties in a spirit of civic patriotism that it will be wise and open minded to suggestion, that it will be thorough in its investigations and practical in its conclusions. It certainly will take a considerable effort of the imagination to assume all this in a day when municipal ownership is a fad and to bait the street railway company is fashionable, but for just this once let it be taken for granted that the nine men chosen will be guided by common sense and a desire to be just. But what will even an honest investigation at this time amount to? The railway company has a franchise that has eight years yet to run and not until this franchise expires can the city do anything to force it to action which it does not want to undertake. Any policy that may be approved at this time may be hopelessly antiquated when a new franchise is to be granted; any plan the present administration may decide on may be reversed many times by the administrations which are to follow. The investigation proposed will be work thrown away and good intentions wasted, for it is very unlikely that anything will come of it.

Instead of bothering with the street railway situation, which is obviously out of reach for several years yet, there would be pertinence and good sense in a movement to find out what may be the policy of other cities in regard to their interurbans. This city now has two interurbans, the Holland and the Muskegon, both entering the city over the lines of the street railway company. A third interurban, the Kalamazoo is now under construction, to be completed before another year passes, and this will come in over a private right of way. Interurbans are good things for a city. They stimulate the retail trade, strengthen the wholesale trade, help the small towns reached by them and promote the development of the rural districts. This city wants as many interurbans as it can get and its policy should be such as to encourage their building. One of the great problems in interurban building is to secure satisfactory terminal facilities in the cities they reach. To permit the interurbans to come into the city over the street car lines may be well enough up to a certain point, but with the growth of the city and the increased congestion of the city street traffic it is but a matter of time when this will be impossible, and especially for the freight traffic which is fully as important for the interurbans as its passenger travel. To compel each new railroad to buy a private right of way into the city as the Kalamazoo

interurban is doing would be to make interurban building prohibitive. This city's most important problem at this time is not as to its street railways, but how to deal with its interurbans, to give them the best possible facilities and yet not make city street conditions impossible. And now is the time to deal with this problem when conditions are still formative instead of established. In Indianapolis the problem has been solved by having a terminal company which has a union station and handles all the interurban traffic within the city lines under a franchise which compels the company to give service to any line applying for it, old or new, under a contract which insures the same treatment for all lines alike. Indianapolis has twelve interurbans radiating in as many different directions and the city's policy has been such as to encourage them to come at the rate of one a year for the last dozen years, with still more projected. Detroit has seven interurban lines, Toledo has eight, Fort Wayne five, Dayton seven, Columbus nine, Pittsburg eight, Cleveland nine, Lima six, Cincinnati eight, Evansville five and other cities in the middle west from three to half a dozen. It would be very much to the purpose if Grand Rapids would ascertain the methods of other cities in providing terminal facilities for the interurbans and giving them street rights that a sane and wise policy may be adopted here. The street railway situation can be safely left for several years yet, but this matter of interurbans is one that should demand immediate attention.

THE STARTING POINT.

The boulevard lighting system will be turned on in Grand Rapids this week and the arch lights will be turned off. This will be a passing from a small town style to a style that is becoming to a city of this city's character and pretensions. When the arch lights were first installed, five or six years ago, they represented a new idea in street lighting and it was but natural that they should be admired by the city people and that visitors in town should admire them. The arch system, however, was cheap—just a wire across the street and the lights dangling from them, and cheapness proved its downfall. The small towns put in arches, and then Grand Rapids began to get weary of its perpetual carnival of fun illuminations and strangers made fun of us as being in the country class. Now Grand Rapids moves on to something better, to a lighting system which the larger cities have adopted and which has the merit of dignity, character, beauty and efficiency. With the new boulevard lights the tendency will be to improve in other directions, to make stores more attractive and the general appearances in keeping. The change will be for the better and it is certain to have a good effect, not merely on the business streets directly affected but on the city as a whole. The old arch lights have long been an object of ridicule as an appurtenance of a small town, but they have, nevertheless, served a good purpose. These

light were installed by the the business men uniting to pay the cost of installation and maintenance. They represent practically the first co-operative effort of the business men in Grand Rapids in all lines of trade. But for their co-operation in putting up the arch lights the present movement resulting in the boulevard lights would have been impossible. The boulevard lights cost about \$19,000 for the ornamental posts, globes and installation and it was easier to raise this amount than five years ago it was to raise what the cheap arch lights cost. The ability of the merchants to work together is one of the best signs of progress and it is one of the surest promises of future advancement. We may laugh at the arch lights, now that they are going, but they can be kindly remembered as the starting point of a better spirit among the business men.

THE GIGGLING GIRL.

The edict has gone forth that no more than six girls shall be allowed the privilege of the Harvard Library at one time, the Radcliffe annex meaning only this much, so far as reading is concerned, in the great advancement made for the education of women. This in an annex which numbered last year more than four hundred women students seems to be a very minute concession. Even to the privileged six access is only given to a room apart, where the numerous hats, bags and other paraphernalia alleged to make so much confusion are not annoying the main body of

Harvard's students. More, the giggling is bottled up, and the sex which it is declared create so much confusion and have so many wants that the serious work of the library is interfered with are thus segregated and kept within manageable limits.

The query comes: Is this a legitimate charge or are the rights which woman has seemed to gain being forcibly removed? It is true that woman is restricted by the edicts of fashion and, instead of having a multitude of pockets in which her various personal belongings can be deposited, she usually carries a handbag, perhaps a pocket-book, and is weighed down with furs or the other accessories of the season. Worst of all, she is prone to giggle. Get a half a dozen of the average school girls together and note the effect.

Yet in every walk of life we find girls doing duty well and faithfully. Impress upon them the importance of their work and they are dependable. That so much time is spent in giggling is due to habit or custom, thoughtlessness or the fact that responsibility has never been formally given to them. If the ban at Radcliffe is a just one, it should be a standing rebuke to all girls that if they would be given privileges they must deserve them. If they must be restricted to six in four hundred the outlook is certainly not favorable; and the sooner the feminine side of the house learn that there is such a thing as entering a room quietly and attending strictly to business, be it reading or work, the better.

The Tradesman's Sworn Statement Made Under New Postal Law

Statement of the ownership, management, circulation, etc., of
THE MICHIGAN TRADESMAN, published weekly at Grand Rapids,
required by the Act of Aug. 24, 1912.

NOTE—This statement is to be made in duplicate, both copies to be delivered by the publisher to the Postmaster, who will send one copy to the Third Assistant Postmaster General (Division of Classification), Washington, D. C., and retain the other in the files of the postoffice.

Editor—E. A. Stowe, Grand Rapids.

Managing Editor—E. A. Stowe, Grand Rapids.

Business Manager—E. A. Stowe, Grand Rapids.

Publisher—Tradesman Company, Grand Rapids.

Owners: (If a corporation, give names and addresses of stockholders holding 1 per cent. or more of total amount of stock.)

E. A. Stowe, Grand Rapids.

W. N. Fuller, Grand Rapids.

S. A. Sears, Grand Rapids.

S. F. Stevens, Grand Rapids.

Henry Idema, Grand Rapids.

N. G. Richards, Grand Rapids.

F. E. Clapp, Grand Rapids.

John DeBoer, Grand Rapids.

Fred Pettinga, Grand Rapids.

E. L. Reed, Grand Rapids.

Known bondholders, mortgagees, and other security holders, holding 1 per cent. or more of total amount of bonds, mortgages or other securities:

There are no bonds, mortgages or other securities outstanding against the Tradesman Company.

In regard to Section 2 of the law, the Tradesman does not accept payment for any editorial or other reading matter printed as news.

E. A. Stowe, Business Manager.

Sworn to and subscribed before me this 30th day of Sept., 1912.

(SEAL)

Florence E. Clapp.

Notary Public in and for Kent Co., Mich.

(My commission expires April 17, 1916.)



Clothing



How I Became a Furnishing Goods Buyer.

It doesn't always pay to stick to one job for life. Anyhow, that has been my experience. After all, I think it depends largely on the boy or man, and to a great extent it is "up to him" to decide whether or not his first job is the kind of work he wants to follow. The only way some persons can reach a decision on that point is to try several different avocations and by a process of elimination weed out the undesirable jobs until they find the right one.

I tried pretty near everything under the sun before I finally became a buyer, but I had an ambition to hold such a position long before my hopes were realized. Perhaps it wouldn't be a good plan for the majority of young men to change jobs as often as I did, but business conditions were different in Chicago thirty years ago from what they are now. Besides, boys aren't permitted to go to work now at the age of 11 years, even if they want to.

If a youngster of to-day were to go home at night and confess, after being duly punished, that he had run away from school to take a job in a department store as cash boy he would probably find himself back at his desk in the schoolroom the next day. But just the reverse was true in my case, for my parents needed the \$2.50 which I was to receive weekly, so I was permitted to keep the job.

First Job That of Cash Boy.

While that ended my school days, it didn't end my education by any means. I have found that the "school of hard knocks" is about the best institution of learning in the whole world, and I wouldn't trade my business education for any amount of book knowledge. By reading and studying I feel that I have more than made up for any deficiency that may have been caused by leaving school at such an early age.

I was the third of a family of six children and when my father died he left us in straitened circumstances owing to the difficulty my mother had in collecting his life insurance. At that time yellow fever was raging in the south and many insurance companies were about on their last legs as a result of paying death losses. The result was that mother had to compromise for a small sum and we older children had to go to work to support the family.

My first job was that of cash boy at the old Boston store, and I had to work from 7:30 a. m. till 6 in the evening. After I had been there several months I was offered a similar place at an increased salary of \$3 in Shirk's dry goods store, which at that time occupied the present site of the Fair on State street. I stayed there about a year without getting a raise, so I quit and became a Western Union messenger boy.

Jobs were easy to get in those days, and I soon became tired of delivering messages, so I gave up that work to become cash boy again, this time at Willoughby, Hill & Co.'s store at Clark

and Madison streets. From cash boy I was promoted to the delivery department, and I will never forget the thrill of joy I had when told to deliver a package to John L. Sullivan at the old Commercial hotel on Lake street. At the time I considered it about the highest honor that could be conferred upon a boy.

Tired of Jumping Around.

After working for that firm three years I got a job in the stock room of a wholesale furnishing goods house at \$5 a week. Later I was promoted to the shipping department and at the end of four years was drawing a salary of \$8 a week.

About that time typewriters first came into general use, and I thought I saw an opportunity to get in on the ground floor in a new field of business, so I learned to repair machines. There were only three brands on the market, and I soon became familiar with the mechanism of all. There was plenty of work and I soon became a traveling repair man at a weekly salary of \$15. I liked the work and stuck to it for five years.

Then I did some thinking and tried to figure out what kind of work I was best fitted for. I was tired of jumping around with no definite object in life. I took an inventory of all the jobs I had held and finally decided that I liked the men's furnishing business best, so when the opportunity came to become a salesman in a retail store on South Halsted street I took it. After I had been there a short time my pay was increased from \$15 to \$20 a week and I was given the additional duty of trimming windows.

Three years later I changed jobs again, but continued in the same line of business, going to Schlossman & Co., on Monroe street at an increased salary. About that time I thought I was an expert salesman, but I found out later that I needed considerable more experience before I could count myself in that class.

Tact, Salesman's Best Asset.

One day a business man told me a salesmanship incident that made a deep impression on my mind and helped me greatly to correct a similar tendency on my own part.

"I went into a big furniture store on Wabash avenue the other day," he said, "intending to buy a large bill of goods. When I entered the door I was turned over to a salesman who didn't impress me as having had much experience. He didn't take the proper interest in his work and instead of buying what I intended to, I only purchased a chair. I did that more out of consideration for the salesman than any other reason. As I started out, he said in a sort of 'know it all' way:

"Isn't there something else you want?"

"Well, I don't know," I replied, "but I would like to give you a pointer. You consider yourself a good salesman, don't you?"

"Yes, sir," he said.

"Well, you may count yourself as such, but perhaps you can get a better estimate of your real ability when I tell you that I came in here to buy several hundred dollars' worth of furniture, and you succeeded in selling me one chair."

That incident opened my eyes and from that day I resolved to make a study of salesmanship. Years of experience have taught me that tact is the greatest asset a salesman can possess. No matter how insignificant a sale may be it may result in making a larger one the next day to the same customer. A good motto for all salesmen to remember is that a twenty-five cent customer of to-day may be a twenty-five dollar customer to-morrow.

Duties of a Buyer Numerous.

After two years in the employ of Schlossman & Co. I went to work for the Washington Shirt company as salesman. Later I became manager and remained with that firm for seven years, resigning in 1905 to become buyer of men's furnishing for the Hub.

The duties of a buyer are numerous. In reality buying goods is about the least of his work. He has entire jurisdiction over his department and is responsible for not only the buying of merchandise but the selling of it, which is really the most important end of any retail business. To become a successful buyer a man must be a graduate in salesmanship. He must know more than the simple value of merchandise. He must be thoroughly familiar with the wants of patrons in his particular market. What might be a fad or a big seller in one locality may prove to be an absolute failure in others. That's where a knowledge of human nature is valuable.

Next to tact I believe ability to judge human nature is of most importance as a qualification of salesmanship or buying. A satisfied customer is the best advertisement a store can have. Suppose a man comes dashing towards the neckwear counter. He is neatly but not flashily dressed, he is not carrying a grip or anything that indicates that he is going on a trip, but he glances at his watch as he reaches the counter and steps right up to the nearest salesman.

"Gimme a tie, a four-in-hand," he says. The salesman reaches to the shelf behind him, grabs a box, slams it on the case, pulls out a tie. "One dollar," he says, and has the tie and the dollar at the wrapping counter in less time than it has taken me to tell it.

Must Know Human Nature.

He has mentally sized up the man as a chap who is on his way to the railway depot, while his clean shave, fresh grooming, and quietly rich clothes proclaim his tastes and habits. He selects for him a quality tie, of subdued coloring, not cheap and not extravagant in price, and has his sale and his money on the second.

He makes no attempt to secure another sale, he indulges in no "fine weather" or "ball game" talk. His sole object is to get the tie into the customer's hand with the least possible delay.

The man leaves the store with a mental photograph of excellent service, and he is as sure to come back as the sun to shine.

The next day maybe a near middle aged man, dressed "to a hair" in a style that verges a little on the feminine attention to small details. He strolls slowly toward the shirt counter, pausing on the way to adjust his glasses and examine, with great care, some silk pajamas. He stops again when he reaches the shirt case and waits for a salesman to approach.

"I saw a shirt in Boston—the other day," he says, slowly and deliberately, picking his words carefully, "a friend of mine had it on. And he is a very good dresser—a very good dresser, indeed. It was a sort of silky, twilled goods, with a little hairline, a delicate stripe—etc., etc., etc."

There's a hard man to sell. But a good customer, even if finicky. The salesman who knows his man lays himself out for a half hour spent on this chap, with a digging into boxes and a pulling out of novelties and late effects that piles the case high with discards.

But when he sells him he is apt to sell a good little sales check full of high priced novelties, and if he is successful in impressing the customer favorably with his personality he in his turn makes a friend for the house, just as did the neckwear salesman by totally different handling. Fred Chicoine.

Doings in the Hoosier State.

Written for the Tradesman.

A new building costing \$25,000 will be erected for the binding twine industry at the State prison, Michigan City, and the output of twine will be increased 100 per cent.

Chas. Embrich and A. B. Trotter, formerly with a wholesale meat concern of Chicago, have opened a retail meat market on West Division street, South Bend.

The Civic Improvement league of the Terre Haute Commercial Club has awarded prizes for the best kept premises, the lots in competition not exceeding 40 feet frontage. The league is trying to persuade the council to appoint a woman as sanitary officer.

The Henderson Desk Co., now operating at Henderson, Ky., with seventy-five employees, will remove to Evansville, where the output will be greatly enlarged.

The interurban railways have been notified by the Indiana Railway Commission that time has expired within which these roads should have installed the block system.

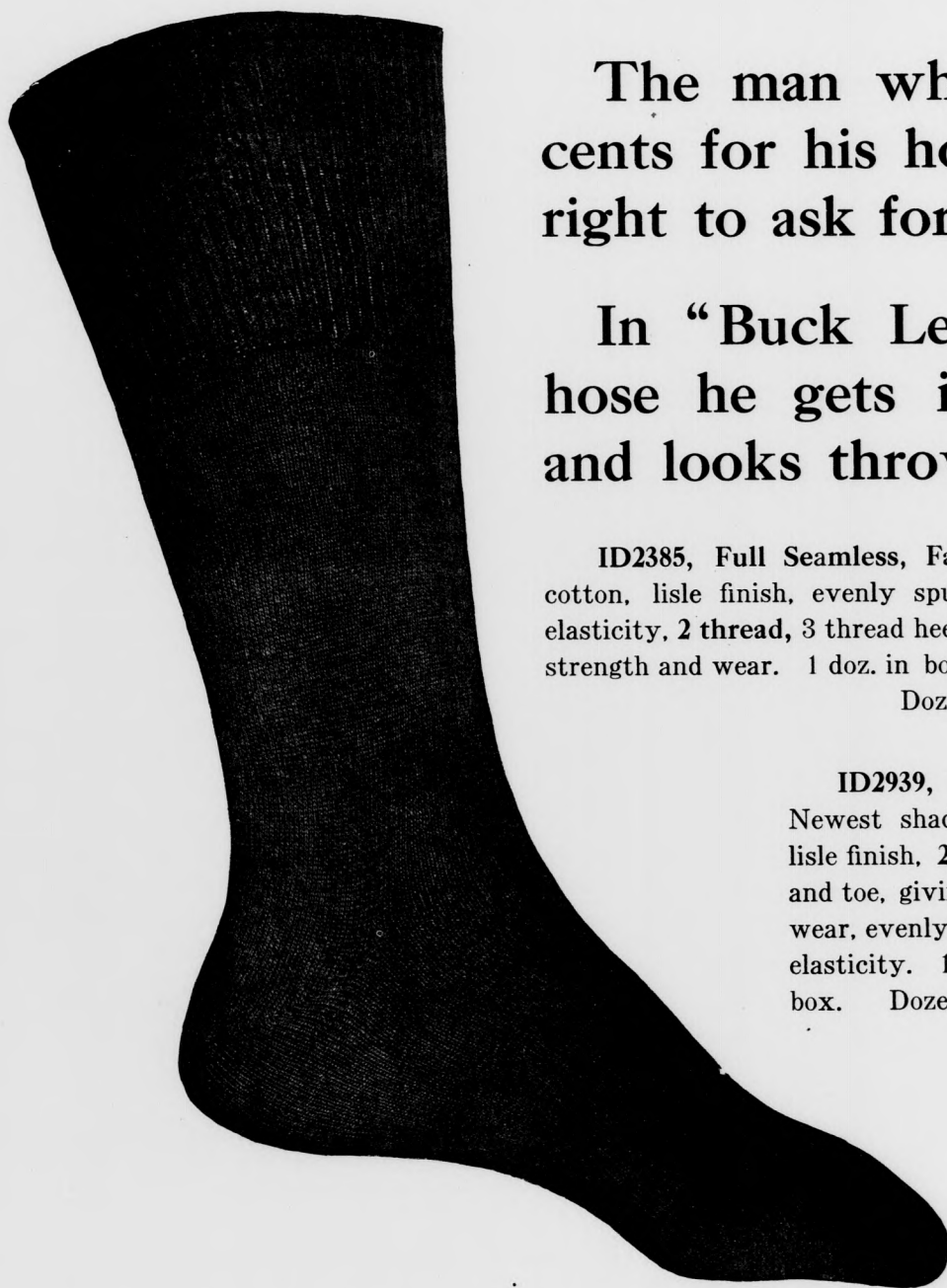
The South Bend Chamber of Commerce is undertaking to arouse the cities along the proposed northern route of the Michigan-Erie canal, urging united action in the matter. An advantage claimed for the northern route is the large industries which would serve as business feeders for the canal. Almond Griffen.

Hat Provided With Electric Fan.

An electric fan installation for use in top hats during the warm summer months has been invented. The battery will last for several days, and a renewal only costs a few cents. The fan is regulated by a switch on the brim. Fan, motor, and battery are mounted on a board which is supported in the crown of the hat just above the space occupied by the head.

"BUCK LEATHER"

TWO THREAD HALF HOSE



The man who pays 15 cents for his hose has the right to ask for durability.

In "Buck Leather" half hose he gets it, with fit and looks thrown in.

ID2385, Full Seamless, Fast Black—Long staple cotton, lisle finish, evenly spun and knit to proper elasticity, 2 thread, 3 thread heel and toe, giving double strength and wear. 1 doz. in box.

Dozen..... **\$1.20**

ID2939, Full Seamless, Tan—Newest shades, long staple cotton, lisle finish, 2 thread, 3 thread heel and toe, giving double strength and wear, evenly spun and knit to proper elasticity. 1 doz. in box. Dozen..... **\$1.20**

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Exclusively for

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Exclusive Wholesalers of General Merchandise

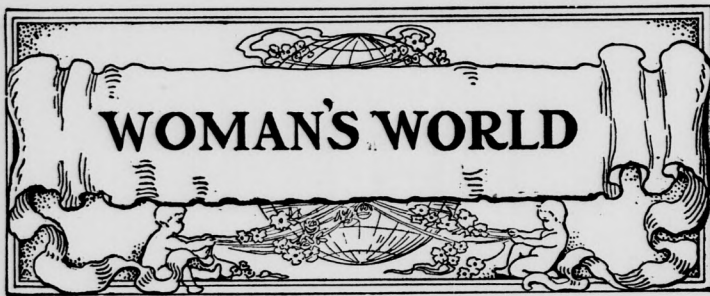
CHICAGO

NEW YORK

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MINNEAPOLIS

DALLAS



How To Make Accessories For the Neck.

To me fluffy neckwear can best be described as the "Eternal Feminine," for the truly masculine woman is sure to be without the array of jabots, lacy collars, frills and furbelows that the dainty woman will always possess in abundance. They are such a help, these days, to brighten up a one piece frock of dark color, for there are few of us who possess a clear enough complexion, or who have enough color to wear the new somber shades, that are so popular now, without being relieved by a touch of white, at least around the neck. Our present modes are charming in this respect, for there are so many delightful ways of relieving the monotony of a dark frock of almost any material. The new "directoire" collar, high in the back and showing the throat in the front, is often lined with white satin that breaks the hard lines around the face. The suggestion of a vest is usually an attractive way of introducing another color note, and then a fine lace collar, in cream or pure white, may be added in the back and extend to the front or merely just come over the shoulder.

Fichus, too, are delightfully effective, especially when applied on flocks of black and dark colored satin or charmeuse. They are made of thin transparent materials, but if they are laundered they are done so carefully that no one would be able to detect it; the filmier the effect the more fashionable, and, though the original style may have been taken from the Puritans and Quakers, they are far from giving that effect, for they are quite remote from looking prim and sedate and suggest a daintiness all of their own. Fine nets, chiffons, mousselines and the very sheerest batiste and mulls are the most popular materials for these dainty accessories. On the fichus of net lace medallions are embroidered and the net cut away from beneath them, which gives a most charming effect.

This is quite a simple thing to do, though, of course, one must be very careful. It is best to baste the net to a stiff piece of brown paper before putting the medallion on; then pin the latter in the exact place you desire and baste carefully, with small stitches and very near the edge. To get the best effect I think that the medallion should be buttonholed in, using a small stitch and a fine thread; that is, if the net is a fine quality, but if you do not care for that it can be applied on. Then rip the net from the paper and cut it from beneath the medallion. If the latter has been buttonholed on I think that you

will be safe enough just to cut the material away, as close to the stitching as possible, but if it has been merely applied, cut the net within three-eighths of an inch from the edge, then roll and whip it back.

The fichus of chiffon are the most delightful things, for they suggest the greatest possible originality in design and combination of materials. When finishing a fichu of chiffon a silk seam binding is the best to cover the raw edges, turning it under to make it as narrow as possible. Mousseline, like chiffon, is rather a difficult, filmy material to work with and should be treated in the same way.

Hand Embroidery Introduced.

The batiste fichus are, perhaps, the most practical of all, to say nothing of economy. They are made in every conceivable way; plain, with a very narrow ruffle of self material, either gathered or plaited on, or perhaps a finish of val or Irish edge with a row or two of matching insertion. In combination with either of these a little hand embroidery is often introduced in rather simple designs; of course, the embroidery that is transparent in places is most attractive and quite effective when worn over a dark colored frock. The "punch work" is undoubtedly very lovely, but while it is very hard to do, it also takes rather long, and there are many amateurs who scarcely know how to do it at all; so for those reasons, I would suggest using a fine net, for the transparent places, which looks quite as well and will take very little time. After the material has been stamped cut a piece of net a trifle larger than the spot for which it is intended and baste it to the material carefully. I think that you will find it more convenient to baste the whole on a stiff sheet of brown paper, though some people prefer to use embroidery rings. After the net has been basted on, the portions done in solid or in satin stitch should be padded, and then the extra bits of the net can be trimmed off, because one is apt to have it looking untidy, if it is not cut off until the embroidery is completed. But you must wait until the embroidery is entirely finished before cutting the batiste away in the back and then leave an edge of about three-eighths of an inch, which should be hemmed back upon the embroidery to make a good finish. I know there are many, and those who do very fine embroidery, too, who think it quite unnecessary to do anything beyond cutting the material as closely to the embroidery as possible, but I have always found that it is not apt to wear so well and looks quite ravelly,

even on a buttonholed edge, if it has not more finish than just merely being cut.

One of the newest features on the dark colored afternoon frocks of taffeta, charmeuse, crepe de chine and satin are collars of white or cream taffeta. These are extremely effective and are made almost every shape and size imaginable. Sometimes they are quite large, in cape effect, almost covering the shoulders and coming to the waist line in the back, and then, quite the other extreme, small

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The Tisch-Hine Co.

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



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USE THE
LONG DISTANCE SERVICE
OF THE
MICHIGAN STATE
TELEPHONE CO.

Selling Force

THERE is more than quality of materials in N. B. C. goods. There is selling force that is built of suggestion and kept *working* by satisfaction to the consumer. This selling force makes housewives buy quantities of different N. B. C. products—and it makes them buy repeatedly, because they are sure that *quality* is repeated automatically in every package or pound. Rykon Biscuit, the new N. B. C. achievement, is entirely representative of N. B. C. ingenuity. Never let your N. B. C. stock run so low that you will have to confess that you are "all out of those." Keep good assortments in the celebrated In-er-seal Trade Mark packages and the glass-front cans.

NATIONAL BISCUIT COMPANY

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. 🍞 🍞 🍞 🍞 🍞

collars are often shown, comparatively short in the back and do not extend to the front, but end at the top of the shoulder, with small buttons; but I think the larger ones, though not the extreme in size, are the most effective. Of course, there is little that will make attractive trimming for taffeta, and so one must resort to the self trimming. Indeed, the puffings and ruchings and the like look very well, but the smartest are those that are scalloped and corded. There is a style about them that cannot fail to be attractive. When making these scallops I think the best plan is to first run a row of small bastings along the material where the finished line is to come; then, after the cording has been made and the edge of the scallops basted back, slip stitch the cording on with loose stitches and do not press the scallops of the collar or the cording. For the lining a piece of soft silk is best—Japanese silk or messaline. When cutting it allow about half to three-quarters of an inch all around, but do not cut out the scalloped outline until it has been laid smoothly upon the outside collar and basted. Then it can be cut out, the edge turned under, basted and finished by hemming; but I would advise cutting one scallop and basting it before cutting the next. I think that most beginners fail to get a good effect, when making anything with a lining, because they try to get the lining too smooth; it is always good to remember that when two pieces of material are sewed together back to back, one or the other will have to be loose and therefore wrinkle, so let it be the lining.

Collars of mousseline, too, are most effective and the newest ones are often hem stitched. Mousseline, at best, is a hard material to work with, and seems quite impossible when hem stitching is even suggested, but I think that you will find it all right if you pull the threads inch by inch. That is, if you intend pulling seven, pull all of them for one inch of the material and then go the next inch.

Ruffs Can Be Made of Feathers.

Though there are few ruffs that look alike, they are nearly all made with the same sort of a foundation, upon which the plaited maline chiffon, net or whatever the ruffs is to be made of is sewed. A strip of canvas about two inches wide and about an inch longer than the neck measure is sufficient for making the foundation, with two hooks and eyes, one each at the top and the bottom. Of course, this must be covered. Something to match the outside net or whatever the material used will cover the canvas on the right side, and then a piece of white Japanese silk, messaline or anything soft to protect the neck from the rough canvas, and, of course, it must be white, so that it will not stain the skin, if the neck perspires. Even the ruffs of plaited taffeta are made with such a foundation. This new style has been quite a godsend to the woman with a good looking willow feather, for although the feathers have grown quite passe, they can be made into the most attractive ruffs by very inexperienced

fingers. Of course, the feather must be first taken apart (turning it on the wrong side, you will find long stitches, and if these are taken out the feather will come apart very easily), and then it is an easy matter to sew the strips of the feather upon a foundation, made as stated above.

Blouses So Different This Fall.

Bows and rosettes of all kinds are used as finishes on the various ruffs, and almost every style and kind of ribbon is brought into action. Those worn on younger girls and made of light colored materials are fastened with pretty roses of satin ribbon in any shade that will harmonize with the ruff, and, of course, the complexion must also be considered.

Doesn't it seem strange that just a day or two of cool weather will make every one hie forth and order new suits, or at least give attention to buying heavier materials. Perhaps we are all rather afraid of being caught napping, when a really cold spell will descend upon our heads and find us unprepared, without a warm tailored suit. Between seasons is, I am sure, the most difficult part of the year, as far as the wardrobe is concerned, and, speaking of the present, there never was a season when the modes changed so radically and in such a short time. One hardly expected such a decided change, and while a few seasons ago it was quite possible to wear a spring suit in the early fall, to tide over till winter, and still look quite in the fashion, this season one finds it hardly possible, that is, if there is any hope of appearing smart.

Even the blouses that seem quite simple are so decidedly different from those of a season ago that any one's wardrobe is apt to look frightfully out of date. But truly the blouses now are delightfully charming, and I really feel that they are interesting to make as well as look at. Perhaps it is their newness, for the collars, sleeves, droop of the shoulder, and even the very fit seems so very different from anything that we have ever had.

Jane Barton.

Knew Her Weakness.

The burning question of "votes for women" was cleverly employed to his own advantage by a hobo in a Maryland town not long ago.

Some one must have advised the tramp in the matter, for, when he approached the house of a woman well known for her advocacy of woman's suffrage, he was ready for her.

Politely he asked "a little assistance," after the manner of hoboes everywhere.

"Why don't you go to work?" sternly demanded the lady.

The tramp bowed. "Madam," said he, "some years ago I registered a vow to do no stroke of work till women were accorded the same rights as men."

The "little assistance" was forthcoming.

Still Happy.

Freddie—What's an optimist, dad?
Cobwigger—He's the fellow who doesn't know what's coming to him.

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

Henry Smith
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GRAND RAPIDS, MICH.

IMPORTANT

Retail Grocers

who wish to please their customers should be sure to supply them with the genuine Baker's Cocoa and Chocolate

Registered U. S. Pat. off.
They are staple goods, the standards of the world for purity and excellence.
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Walter Baker & Co. Limited
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CERESOTA Flour for many years has been firmly established in the homes of Michigan, as a high grade family flour—made from hard Spring Wheat. It will continue to meet the favor of the housekeepers. Retail Food Merchants will find a sure and growing demand for it.

We stand for CERESOTA Flour.



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JUDSON GROCER COMPANY, Distributors

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.

Manufactured by

The Northwestern Consolidated Milling Company

MINNEAPOLIS, MINN.



Association Standards Should Be Established.

J. H. Skinner, the farm management agent assigned by the Agricultural Department at Washington to Kent County to help the farmers solve their problems, is a firm believer in co-operative effort, especially in the marketing of farm products. It is to be hoped he will be able to impress his convictions upon the farmers and fruit growers in this district. This city is one of the most important fruit centers in the country, but the rule here is every grower for himself. They depend on buyers coming to them or look to the local commission men to handle their crops. This plan has worked fairly well in the past, but nevertheless it is a trust-to-luck policy and in these days of keen competition trusting to luck does not pay. Other producing centers have their associations through which the marketing is done. The citrus fruit growers of California, the strawberry growers of Louisiana and of Tennessee and of Georgia, the peach growers of Texas and of Oklahoma, the apple growers of Oregon, the grape growers of Lawton, all have their associations and the list of similar associations in all parts of the country could be indefinitely extended. These associations obtain early data as to what the local crop is to be, ascertain conditions in other parts of the country and weeks and even months in advance begin planning to place their stock. During the marketing season they keep in touch with the important consuming points and are able to ship intelligently to those points that want supplies instead of glutting one market and leaving another bare. Through associations the growers get the best possible prices and the higher prices are not through any combination in restraint of production or trade, but by wise co-operation in finding markets. In this city if any advance data as to the size of the crop is collected or any advance scouting for is done it is by the commission men and it is the commission men who get the profits. This city is fortunate in the high character and integrity of some of its commission men, but they are entitled to some return for their work and enterprise and will get it in the difference between the buying and the selling price. The grape season has been at its height the past week and several mornings there has been but a single buyer in the market, other than those who buy for the local trade, and this buyer has bought almost at his own price, some mornings as low as 7 cents for eight pound baskets, at which price there is no money in grape growing. If the growers had an association an outlet for this crop would have

been arranged weeks ago. The apple crop will soon be moving and here the need of association will be especially apparent. All over the country the apple crop will be large and to find outlets will be difficult. Other districts through their associations began scouting weeks ago and, when the Michigan crop comes on, it will be to find most of the good places already supplied, and from present prospects the growers here will have to take what they can get.

A further advantage in association is that the proper grading and packing of fruit is possible and when the fruit goes forth it is with a guarantee of quality that adds dollars to the net returns. The association fruit is branded or labeled and in time the association brand is in itself an asset worth having. Under the present trust-to-luck system no guarantee goes with Grand Rapids fruit, except as the buyer or commission man may be held, and if any brand appears on the package it is the dealer and not the grower or the producing market that gets the benefit of the advertising. Buy California oranges and we know from the brand exactly the valley they come from, but buy Michigan peaches or apples or berries and where they come from is a mystery which the dealer may or may not divulge and, if it is to his advantage to do so, he may palm off the fruit from some other state as of the Michigan growth.

The fruit growers in Kent County should organize and Mr. Skinner will be one of the best investments Kent County ever made if he can persuade the growers to work together in finding markets and getting the better prices which a good market insures.

Grand Traverse Apples at Baltimore.

Traverse City, Oct. 5.—Here's another piece of publicity that the Traverse City Board of Trade pulled off this week. The Pythians of Baltimore, Md., plan that from Oct. 1 for two weeks they are to have one of the biggest fairs ever planned by any organization, and they called it the "Pythian States Exposition." It is held in the big armory, one of the largest in the country seating 20,000 people, and the committee has divided the floor space off into sections 12 x 12 and assigned them to each state in the Union and then asked each state to donate something that would be typical of that State. There would be no expense to the state for the rent of the space, the only proviso being that the goods sent should be donated and then sold and the proceeds go to the treasury.

The Western Michigan Development Bureau had planned to occupy the space, but at the last moment circumstances arose that made it impossible, so word


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BROWN SEED CO., GRAND RAPIDS, MICH.

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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.

PEACOCK BRAND



Dainty Breakfast Sausage

Made from choice ham trimmings, the purest spices being used and packed in a dainty carton makes a ready seller.

In bulk or link (casings) 1 lb. cartons—two, three and four doz. in box.

Country Style Pork Sausage

Like mother used to make on the farm. Put up in two pound cloth bags, ten bags to the box.

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, A. P. Dickson, 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



came to the Secretary of the Board of Trade and he got busy with two other active workers, and they got their heads together with the result that, as the Grand Traverse Region Fair was then in active operation and there was a splendid exhibit of fruit, it was decided to procure some of the choicest and send that.

The owners of the famous Morgan orchard were interviewed and they agreed to donate the fine display they had of apples. They were already in the standard packing box and ready to go. The time was only two days away for the Baltimore exposition to open. A water color sketch of the proposed display was drawn by one of the gentlemen and photographs of the orchard procured and sent on with the apples. Several of the active members of the Board of Trade paid the express charges, which amounted to \$15, for there were ten bushels of these beautiful apples. Here was the great fact to bear in mind—out of all this great State of Michigan, the whole State was to be represented at this state wide show by this one orchard, and the Board of Trade had been keen enough to see that it would be a splendid piece of advertising to get these apples, the Fruit with Flavor, right in the hands of the best people and in a place in the Eastern field where the Western apples have always held sway. They knew, too, that whoever bought the fruit after the show was over would be getting the prime article and when they got their teeth in those same apples, they would surely cry for more.

These opportunities come only once and the men on their job are taking advantage of every such occasion.

Merritt B. Holley,
Secretary Board of Trade.

Utilizing the Waste Product of Sauerkraut.

In the manufacture of sauerkraut the juice is pressed out of the cabbages, and, as the vegetables are about 60 per cent. water or juice, the waste was more than one-half. This juice was allowed to go to waste. It was an industrial chemist who collected this juice and discovered that it contained much decomposed vegetable matter. There was an organic acid in the juice that seemed worth recovering, and by concentration and filtration the acid was obtained and refined. To-day this organic acid forms an important factor in the tanning of skins and in all textile manufacturing. At first thought it would seem as if the sauerkraut industry was too small to be of importance in recovering such an insignificant by-product, but there are alone on Long Island upward of twenty such factories, and each one uses some two and a half million pounds of cabbages. From each factory there is recovered to-day 80,000 gallons of juice, or, in all, one and a half million gallons of waste. Multiply these figures by ten, and we begin to get an idea of what this factory economy means, for there are similar factories around Chicago, St. Louis and many other large cities.

G. E. Walsh.

You can tell whether a man deserves success by the way he accepts it when it comes.

Doings in the Buckeye State.

Written for the Tradesman.

Plans entered into by the city of Youngstown with the Erie Railroad for elimination of the grade crossing there have been approved by the Chamber of Commerce.

Dayton is considering plans for employing workhouse inmates on the streets.

The trade school at Columbus opened this year with a registration of ninety boys and classes are formed in carpentry, cabinet work, pattern work, wood turning, machine work, electrical work, mechanical drawing, reading of working drawings, mathematics and principles of machines. Many of the last year's students worked in local factories during the summer, receiving good wages, and they will continue to work in the shops on alternate weeks. The school is so popular that waiting lists are necessary in most of the classes.

Youngstown will entertain the Ohio Firemen's Association Oct. 15-17.

By annexing the suburban towns of Hartwell, Fernbank and Pleasant Ridge, Cincinnati has added 5,000 to its population.

Cincinnati will vote on the question of issuing bonds for \$250,000 to build a convention hall on the hospital site, also a bond for \$3,000,000 for sewers.

The Cleveland Chamber of Commerce has prepared an ordinance for presentation to the Council which provides a plan by which merchants and manufacturers may transport freight over the Cleveland Railway Co.'s lines. The ordinance will allow the company to haul electric freight cars over certain streets to be designated and will stipulate at what hours of the day this traffic may be handled. Business men of Cleveland say that the handling of freight in this manner will remove one of the greatest handicaps under which the commercial interests of the city now labor. The principal use to which the freight service is to be put is the prompt delivery of merchandise in the suburbs and adjoining towns.

An effort will be made toward consolidation by four of the business organizations of Columbus, the Chamber of Commerce, the Ohio Club, the North Side Chamber of Commerce and the South Side Business and Improvement Association.

Almond Griffen.

Housing a Surplus.

A farmer once told Lincoln a whopping fib about his hay crop. Lincoln, smiling his melancholy smile, drawled:

"I'm cutting hay too,"

"Good crop?" the farmer asked.

"Fine, very fine," said Lincoln.

"How many tons?"

"Well, I don't know just how many tons," said Lincoln, carelessly, "but my men stacked all they could outdoors and then stored the rest in the barn."

The Bride Goes Shopping.

After the bride of the week has inspected all the fresh vegetables in the store, punched a few, and inquired prices all around, she said to the patient clerk: "These tomatoes are

just twice as dear as those across the street. Why is it?"

"Ah, yes, ma'am, to be sure; but, you know, as I see you are a judge, these"—and the grocer smiled—"these are hand-picked."

"Of course," she said hastily, blushing, "why, I might have known. Give me a bushel, please."



Not a Substitute Mapleine

Is an original flavoring producing a flavor similar to Maple in cakes, candies, puddings, pastries and sugar syrups.

Order a stock from your jobber, or

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

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"The World's Most Famous
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Satisfy and Multiply

Flour Trade with

"Purity Patent" Flour

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

G. J. Johnson Cigar Co.

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

We want Butter, Eggs, Veal and Poultry

STROUP & WIERSUM

Successors to F. E. Stroup, Grand Rapids, Mich.

Watson - Higgins Milling Co.

Merchant Millers

Grand Rapids :: Michigan

Hart Brand Canned Goods

Packed by

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

Michigan People Want Michigan Products

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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.

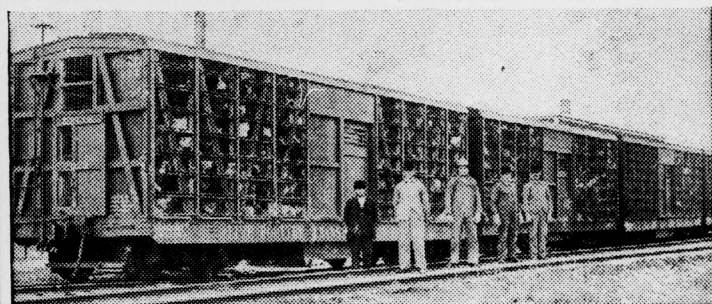
We are in the market
to buy or sell

— ESTABLISHED 1876 —

Potatoes, Beans, Onions, Apples

Call or write

MOSELEY BROTHERS
GRAND RAPIDS, MICH.



We are known from New York to San Francisco as one of the largest poultry houses in the United States. We ship to New York, Boston, Chicago, Los Angeles, San Francisco, or any place where the market is good, thus we are able to pay the farmer or jobber the highest market price.

We make a specialty also of Butter, Veal and Hides.

A. T. PEARSON PRODUCE COMPANY

139-145 South Ionia Ave. :: Grand Rapids, Mich.



Expert Service for Children's Trade.

"Children's shoes are the foundation of the business," declared the most successful dealer in a large Ohio Valley city recently. "The child is father of the man, and this applies to the shoe business as well as to the character-building. If you want to increase the women's business, you must go after the trade of the little miss, the child, the baby.

"What does that mean? Certainly trying to get mothers interested in the offerings of children's shoes which you have to sell. If you prove to the mothers that the shoes you are providing for her children are giving good service, and have style and snap as well, you are pretty certain to get her own trade. I have seen this happen so often that I know it to be a fact that good work done for the children is immediately made effective through the patronage of the parent direct."

This particular dealer has no children's play-room and gives no souvenirs or toys to children whose shoes are bought in his department. He does not disapprove of these things, but on the contrary thinks that they are worth while, if the space can be secured and if the margin of profit on the business is sufficient to enable the distribution of toys and other "grimcracks" to be made. As a matter of fact, however, he has found that these things, while attractive, are not essentials, and that the careful buyer, which the average mother is, will go where she can get good fit, good quality and reasonable prices for her children's shoes, whether the store which can give this service happens to have facilities in the way of toys and play-rooms or not. The biggest mistake made by the average dealer, in the opinion of the shoeman quoted above, is in not giving sufficient attention to children's shoes. It is true that the profit made on a single sale is not particularly large, and it is also true that other lines show a bigger aggregate of gain in the course of the season. But that, for this reason, one may justify himself in giving only perfunctory attention to fitting the child and to developing children's business does not follow by any means.

Many children are poorly fitted. The average mail clerk is not any too careful with the young ones, and doesn't use the same discrimination and effort to get the right shoe that he does in the case of an older person, where the amount involved is larger. Therefore, wise dealers have found it good policy to have all children waited on by young women, feeling that the latter have the necessary patience to

give the child a properly-fitting shoe, which is just as necessary in the case of the growing boy or girl, and probably more necessary than where an adult is concerned.

The secondary reason for misfits, in addition to the haste of the average male clerk, is that stocks are frequently not broad enough to take care of the requirements of the trade. The dealer who gets a full stock of styles, sizes and widths for his women's lines will be content with a few lasts and a restricted number of sizes and widths, although the latter is one of the most important features to be considered. This results many times in a child with a narrow foot being given a shoe which is too short, in order to get a width which holds the foot snugly. Here the beginning is made of permanent foot deformity. On the other hand, the fat, broad foot of the plump youngster is likely to be given a shoe which is too long, or squeezed into one which is too narrow, the old idea of the necessity of "breaking in" a new pair of shoes causing the parent to buy a pair of shoes which may not fit the child comfortably at all.

Service of this kind gets nothing except a bad reputation for the store which gives it. If the shoe doesn't give satisfaction, the mother is likely to take her youngster somewhere else the next time, and that is likely to mean that her own trade will go there as well. The constitution follows the flag no more closely than the family trade follows the children's. The opportunity that the dealer who is given a chance at children's business has for tying up the whole family is so great that it is a wonder that it has been overlooked so generally.

A store which was just beginning to win a place in the community had some children's shoes on display in a case near the front of the store. A friend of the proprietor, observing them, suggested that it would be good business to develop this department, and win the favor of all the mothers in town.

"Oh," was the indifferent reply, "we carry them because we have to; not because we want to. There's no money in children's shoes."

A few months later a sheriff's sale was disposing of the left-over stock of that concern. It was not necessarily a failure because children's shoes were not properly pushed, but at least the attitude of the dealer on that subject showed which way the wind was blowing.

A Line That Should Not be Neglected.

This is a line which should not be

neglected, and the apparent lack of profit is only apparent after all. If not as much money can be made on individual sales of children's shoes as other lines, the beginnings can be made of trade which will prove profitable later on, and a hold on that family can be secured which will be maintained through years of profitable patronage.

Manufacturers are now paying more and more attention to the design of children's shoes, and to the snugly fitting heel, correctly arched instep and orthopedic toes, turning out shoes which combine grace, correct fit and style. With this combination to offer, and with a sufficient array of sizes and widths really to fit accurately whatever foot he is called upon to shoe, the dealer need not look upon his children's department either as a necessary evil, or as lacking in opportunity for prestige and profit.—Shoe Retailer.

Clear the Deck For Fall Business.

Looks now like business in the shoe retailing line is going to be mighty good this fall and winter. We hear the most gratifying reports from all sections of the country. The crops are reported to be good, taken all in all; and the crops that aren't made yet, but will be soon, are getting on splendidly. Everywhere it seems to be seasonal.

With bumper harvests in the wheat growing sections; with plenty of oats, rye, hay, corn and cotton; and with the greatest abundance of fruit of all kinds—the American farmer is in tip-top condition. And farm products of all kinds are bringing the highest prices. Looks like the farmers are going to be simply rolling in wealth this fall and winter.

And times are generally good when farmers are prosperous; for the farming classes are the biggest spenders in the world. The more money they have the more merchandise they buy and the man doesn't live who can measure the depth of their consuming capacity.

The shoe dealers of the country will come in for their share of this prosperity. Furnishings and equipment for the home and wearing apparel for the whole family—these are the things the prosperous farmer provides first of all. And this means a lot of shoes are going to be sold to the farmers and their families this fall and winter. Every shoe store that caters to this class of trade will undoubtedly do a big business.

And then, as intimated above, the waves of prosperity that first appear in the country will keep right on enlarging and moving forward till they reach the largest towns and cities, and we'll all share directly or indirectly in the refreshing of a somewhat delayed prosperity. Plants and factories of all kinds will resume their old-time activities. Pay rolls will be extended and dinner-pails filled; and nobody outside of those personally interested will care a penny pickle who's president and who isn't.

So if you've been going on the soft pedal and carrying about a pessimistic atmosphere, quit it. The country hasn't gone to the bow-wows yet, and it isn't headed in that direction, no matter if muck-rakers who muck-rake for a consideration, aver that such is the case. Let them discolor facts and juggle fig-

ures to their hearts' content, and produce from their brains all sorts of incoherent and profitless vagaries; but you keep an eye on the stock and focus your attention on local trade symptoms. There's going to be a lot of shoes sold in your community this fall, and it behooves you to be there with the goods when the selling is brisk.—Shoe Retailer.

Create Sentiment Against Deceptive Advertising.

Retail merchants associations in various states, as well as civic and publicity organizations in the larger towns and cities, are exercising themselves over the subject of deceptive advertising. There are so many fakery in business, who make their money by publishing fake sales and untruthful announcements of bargains, that it is time for the general public to get together for its own protection. The retailer is vitally interested. When his neighbor advertises remarkable cut prices, which in reality do not exist, the honest dealer is hurt. His trade runs to the fakir, and is cheated. He may not go back to be cheated again, but the mischief is done beyond remedy for that particular time. The customer's money is spent, and he cannot get it back. Many a time the Tradesman has advised its readers to stick closely to the truth in their own advertising. It pays in the long run. The trade built up by means of fair dealing is a sure and steadfast trade. But do not fail to join any movement which has for its object the enforcement of laws for the purpose of preventing deception in other stores. Proper enforcement of such laws will surely come in time. The Associated Advertising Clubs of America are working to this end, and the newspapers will have to fall in line and refuse to print matter they know to be false, even if it is paid for at advertising rates, if the clamor against it is loud enough. It will come to that sometime. Its coming may be hastened by the co-operation of all interested parties. That particularly means the honest merchant.

Horse Colors in Tropics.

The endurance and disposition of horses in the tropics seem to depend much upon the color of their hairy covering. Col. Charles E. Woodruff several years ago showed the influence of tropical light upon white men, and has now pointed out the need of considering color in choosing animals for warm climates. Gray and white horses proved to be the most suitable and longest lived. In Manila only the white, gray, roan, and yellow have been able to survive the ordinary ailments, and of 100 Chinese mules bought in 1903 for Philippine service only four—with white hair over black skins—lived more than seven years. Of troop horses on review the gray and sorrel are quiet, the bays are excitable and restless, and the blacks seem to be most irritable of all.

Of Course!

Lady Customer: Will these shoes last long?

Clerk: All our shoes are made "to last," Madam.

To help dealers sell more shoes

FOR the 21st successive season the big general advertising campaign on Mayer Honorbilt Shoes is appearing in all the leading daily and weekly newspapers, farm and religious publications, magazines and periodicals. This advertising is done to help Mayer dealers sell more shoes.

Twenty-one seasons of continuous advertising establishes an article of merit with the people. It has made Mayer shoes strong with consumers.

It has **created demand**—and demand makes selling easy and increases the volume of business.

Backed by Mayer Shoe Quality

Back of our advertising is the splendid quality of Mayer Honorbilt Shoes, acknowledged the best general line of shoes manufactured in this country.

Our advertising reaches twenty million people who read the story of Mayer Honorbilt Shoes in *eleven different languages*.

With Mayer Quality supported by extensive advertising, you can do a bigger and more profitable shoe business. **WE HELP YOU TO SELL IN MANY OTHER WAYS.**

Why continue to handle a line that does not offer you the same advantages, when you can get all these benefits without extra cost? Salesmen are on the way with the Spring line.

Write at once if you are interested.

F. Mayer Boot & Shoe Co., Milwaukee

Largest Manufacturers of Full Vamp Shoes in the World

The logo features the word "Mayer's" in a large, elegant, cursive script. To its right, the words "HONORBILT" and "SHOES" are stacked vertically in a bold, uppercase, sans-serif font.

TRUE FRATERNALISM.

Some of the Blessings Its Practice Brings.*

It is, indeed, a great pleasure to be with you to-night. I know of no council where I am more at home, outside of my own, than Marquette. That fraternal spirit abounds everywhere. You feel it the moment you enter the borders of this metropolis of Northern Michigan, and the spirit of your fellowship permeates the entire order. From the sun kissed shores of Lake Superior to the sin cursed borders of our metropolis you feel it. The spirit of fraternalism—the kind that the Marquette council gives out—breathes into your very soul the spirit of love and kindness. It even goes further than this. It teaches us to be charitable, to love one another and to help our fellow man. We have with us to-night several honored guests, Grand Counselor John Quincy Adams, Grand Secretary Fred C. Richter. But you also have within your gates, and as one of the honored guests of the evening, the greatest handiwork of God, an honest man, and that man is our much beloved friend and brother, John Hoffman. True, sometimes his trusting spirit has been trifled with. True, he sometimes buys fish during the solemn obligations of a candidate, but, it is his duty as a steward of the great hospital of Kalamazoo that compels him to want to buy fish worth 18 cents a pound for 3 cents. Some may think that by his interrupting the solemn initiation of Brother Goodman that Brother Hoffman was uncharitable; that he did not care for the solemn and religious part of our initiation. I want to disabuse anyone present who may have formed such an opinion of Brother Hoffman. I can testify that this man has many sides to his nature. First of all, I regret to say, he shows an over zealous desire to buy goods almighty cheap, but we must make some allowances, for he has only one boss, but he is serving several millions of people. John has a religious side to his nature that some of us have been privileged to witness. Some men are ashamed to confess Christ in public, but, as I said on the start, the greatest handiwork of God is an honest man—and John Hoffman is that. You will always find him ready to assist, or to do anything that may make life easier and our burdens lighter.

Your toastmaster here is a versatile fellow, and when Brother Wheeler had a member of this organization make an appeal in behalf of the Salvation Army at the Grand Council meeting at Bay City, I am proud to say that we, as U. C. T.'s, gave freely and cheerfully to the cause. I could not help but admire the saintly look upon Brother Hoffman's face as he passed the hat, gathering in the shekel that this great work might go on. I want you all to feel the fraternal spirit of Grand Rapids Council No. 131, reaching out to you all, bidding you come in 1913 and enjoy the best that the biggest and best council in

*Address by Wilbur F. Burns before U. C. T. Council at Marquette.

the State, that the best city in the State can you give.

What is fraternalism? It is difficult to answer this question, because it is difficult to define a spirit. Fraternalism is not a method. It is simply a spirit. In this respect it differs from socialism, which is also a method. Socialism proposes as a cure for industrial evils that the state shall own the tools and implements of industry. Fraternalism neither proposes nor opposes this industrial method. It differs also from democracy because democracy is a spirit as well as a method. The oldest ideal of democracy is that furnished by the Hebrew commonwealth, as outlined in the Old Testament. As there outlined, it involves popular suffrage, government organized in three departments, legislative, executive and judicial. No hereditary class, no standing army. Industry honored and promoted. Some provisions for popular education. A church dependent upon the enforced contributions of the people. A priesthood forbidden to acquire wealth. To analyze the spirit is impossible; to describe it without some approach to analysis is also impossible. And yet an analysis must necessarily be incomplete and inadequate. Fraternalism involves mutual respect of class for class, race for race, church for church, individual for individual. It involves mutual interest and regard for the welfare of others. Looking not upon one's own things only, but on the things of one's neighbor, a desire for his prosperity; a regret for his misfortune. It involves rejoicing with those who rejoice and weeping with those who weep. It involves pity for their sorrows, mercy for their errors and their sins, sharing with them their misfortunes; bearing for them their burdens. It involves helping the lame and the blind and endeavoring to redeem and recover from their wrong doing the criminal. Fraternalism is co-operation, combination fellowship, uniting with one's fellows in government, in philanthropy and in industry in order to promote the common welfare. Fraternalism is the parable of the faithful steward, the parable of the good Samaritan; the parable of the prodigal son. Fraternalism is to do unto others as we would have others do unto us. It is to love one's neighbor as one's self. It is to give with simplicity, to rule with diligence, to show mercy with cheerfulness; to be inspired with love that is without false pretense; to be kindly, affectionate, one to another, with brotherly love, in honor preferring one another. We may illustrate the spirit of fraternalism by indicating some of its tendencies and some contrary tendencies, to be seen in American life. The spirit of fraternalism in the Anglo-Saxon is seen in the sunny cheerfulness of the Negro; in the love of the beautiful of the Italian; in the patience of the Chinese—all qualities to be respected, emulated and borrowed. Fraternalism in America looks across the sea and shares the sufferings of the oppressed Negro in Congo and of the persecuted Jew in Russia. It looks across the chasm which separates

class from class and understands or seems to understand the reason which animates the working man in his demands for better wages and shorter hours. The recent law, known as the compensation law, is a step in the right direction. Capital and labor came together for the first time in this State and secured the enactment of a law by which an employe, if in-

Up-to-date Stores use

THE BEST SALES DUPLICATING BOOKS

Made of good BOOK paper, not print 15% OFF IN TOWNS WHERE WE HAVE NO AGENT. WRITE FOR SAMPLES TO MIDGARD SALES CO. STOUTON, WIS.

Also manufacture Triplicate Books, Carbonized back Books, White and Yellow Leaf Books.



Have You Ordered Your

"Bear Brands"

Yet?

If not, would it not be the wisest of business policy to order them now, so you will have them when needed?

The Wales Goodyear

(Bear Brand)

Rubbers are the undisputed standard of quality, and if you are not handling them you are not getting all you should in the way of quality.

Order to-day or send card for price list.

Herold-Bertsch Shoe Co. (Distributors)

Manufacturers "H. B. Hard Pan" and "Bertsch" Shoe Lines
Grand Rapids, Mich.

Hood's "Royal Oak" Boot

The Boot of Boots



Duck Vamp

Double Sole

Heavy Tip

All that the

Best Demands



Do you need

Rubbers?

BUY HOOD'S



Price \$3.33

5% discount for
prompt payment

Grand Rapids Shoe & Rubber Co.

Largest Rubber Dealers in Michigan
The Michigan People

Grand Rapids

jured, is paid so much for the loss of an arm, a leg or an eye; so much while laid up. Heretofore a man who was injured went to a shyster lawyer and commenced suit against the manufacturer, usually on halves, and by the time costs were paid and the shyster lawyer got his share, the poor fellow had but little left. Why are we gathered here to-night? Only for the spirit of fraternalism. There are fraternalism organizations which have done more to advance the peace throughout the world than all the ministers and ambassadors combined. Fraternalism converts punishment to a process of reform, turns the prison into a penitentiary, the county jail into a reform school and makes the judge upon the bench the guardian of the unkempt, untrained boys who are brought before him. Fraternalism in the church honors the spirit of faith and hope and love in all other churches. It recognizes the truth that no sect possesses all the piety or all the knowledge and it honors the piety and knowledge in other sects. The clergy of all denominations can render no higher service to the present age than to learn by the study of the New Testament. What is the meaning of fraternalism? To obtain, by fellowship with Christ, the spirit of fraternalism and to teach to their congregations the principles and to inspire in their congregations the spirit expressed in the words of Christ, "All ye are Brethren."

Waken from your listless languor
Seek a chance to work and bless,
And your lives will be less bitter
When the clouds above you press.

Express Label Rule Is Now In Effect.

Some of the Interstate Commerce Commission regulations respecting improved methods of handling express traffic went into effect Sept. 1 and are now being observed by the express companies. The new system is not expected to work without some friction at the start, as express agents and drivers throughout the country will have to become familiar with the new order of things, but this should not take more than a few weeks at the most as the requirements of the Commission are simple and the difficulties to overcome are largely physical.

The express companies are now required to attach to each shipment a label at the time it is received, showing whether or not the charges are prepaid; if prepaid, a yellow label is attached, if "collect," the label is to be white. These labels show the point of origin and certain other information for the guidance of the express companies, and are to be attached by employees of the express companies.

When the shipment is waybilled by the agent another label, which is a copy of the waybill and is made at the time the waybill is written, is to be attached to the package. This label will enable any agent at any place to determine all the facts necessary to make delivery, and should prevent shipments from going astray, thus saving thousands of dollars for the express companies and their patrons, at the same time removing

a very general cause for complaint, i. e., miscarriage and delay.

If through negligence the label is not attached, the carrier must deliver the shipment without collection of charges. This is to prevent delay, but it does not relieve the consignee from the payment of charges if they are properly collectible from him. The express company is required to ascertain the facts and present a bill for the proper charges; a refusal to pay all legitimate charges would subject the consignee to the payment of a heavy fine under the Act to Regulate Commerce. The finding of the Commission is in these words:

"To avoid prosecutions for illegal overcharges it is essential that double collections shall cease and to this end a system of labels is herein prescribed: A yellow label, which shows that the charges have been paid; a white label when the charges have not been

paid; and if no label is carried on the package it must be delivered without charges and the error later corrected."

There seems to be a general impression among shippers, gained no doubt from newspaper accounts and from the express companies themselves, that the absence of the label causes a loss to the express company and a consequent gain to its patron. It is unfortunate that such interpretations should be given so widespread publicity. The express companies can hardly expect to gain the sympathy of the shipping public by such statements.

Wilmarth Show Case Co.

Show Cases
And Store Fixtures

Take Division St. Car Grand Rapids, Mich.

Rubber Boots For Your Fall Trade

Let us ship you a case or two of famous
WOONSOCKET BRAND "ELEPHANT
HEAD" BOOTS.



Bear Brand

Wales Goodyear
Conneticut
Woonsocket

THE MAUMEE RUBBER CO.

224-226 Superior St., TOLEDO, OHIO



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.



Mohair for Men's Summer Wear.

Recently, much interest has been created in the use of various materials for men's wear in the summer time. It is admitted that the present method of dress and the materials used are not altogether satisfactory at certain times, and for this reason, changes are advocated by some. At various times, cotton cloths have been brought forward as being more suitable for such use, and linens have been used sparingly for such purposes, but of late, there has been quite a large increase in the use of cloth composed of mohair for garments, and undoubtedly, this use has had much to do with the growing interest in the subject.

Some have been inclined to believe that a big demand is about to develop along these lines, and while it is likely that the use of mohair for men's wear has been more or less neglected, and admitting that much more might be consumed if correct methods were established, it, nevertheless, is entirely improbable that the use of mohair will ever become very extensive for such purposes.

There are very good reasons for such a condition existing, probably the first being found in the fact that such fabrics crease very easily, soon losing their appearance and making garments unsuitable to a large extent for business wear. Another reason is noted in the cloth appearance, for instead of having a dull finish it has a lustre, and this fact alone makes it objectionable to many men. Some might say that such an idea is nothing but that brought about through the whims of fashion, nevertheless, the objection is strong, and until present ideas change, lustre will be more or less objectionable in men's wear. Another great objection, and one of the largest, is noted when it is said that mohair is a light-weight cloth, and while it is suitable or at least agreeable on very warm days, the excessive changes in temperature would make it undesirable for much of the time, and this condition would necessitate the purchase of a suit which could be worn a comparatively small portion of the summer. Present methods of purchasing garments seem to tend away from this arrangement, for consumers desire to purchase one suit and have it in style and then secure another when the fashion changes rather than pay a high price and expect a garment to last longer.

Another objection, which up to date has not been considered, is the fact that the value returned, when compared with the cost of cloth making, is not so great on mohair as it is on the fabrics now used in largest quantities for men's wear, this being largely for the reason

that competition is not so keen in the production of such materials and profits are higher in practically all cases. Of course, it can be said that there are some advantages in the use of such cloth, such as a greater amount of coolness or at least a sense of such because of the smoothness of the fabric, and their light weight is certainly in their favor, but it would appear as if the disadvantages so far overbalance anything which can be said in their favor that no large use can be expected. Naturally, office coats and garments of a similar nature made of this material are of great value, but when general wear is considered, the disadvantages become more apparent.

Cotton and linen fabrics have been and are used to quite an extent for summer wear in certain lines, but usually these materials are of light colors and and of light weight, and are used on particular occasions, as they are soiled so easily they can be worn only a short time without washing. Of course, when compared with mohair there is quite an advantage in their favor regarding cost, but other conditions make them more objectionable than mohair, and they are, for this reason, of comparatively small value. Their utility has been tried so many times and in so many ways, and practically always with results not especially encouraging, that it can be said no great use will take place along these lines.

To show how certain things make fabrics objectionable for certain purposes, it is only necessary to illustrate with a few facts regarding suede cloth. A short time ago, certain sellers of cotton goods obtained samples of this cloth and expected great things for it in women's wear. It can be stated that this fabric certainly does appear well when purchased, probably being excelled by very few cotton fabrics, but it, nevertheless, is made of cotton, and after the first wearing the fabric creases badly, making an unsightly garment, and the small sale which has taken place, even with the interest which has been noted in the cloth, proves that one objection which is of vital importance eliminates any extensive use. Certain uses are known where such fabrics are better suited than others, but any large use for garments is entirely out of the question.

In connection with the foregoing it can probably be stated that there is as large a fortune awaiting the man who develops a process for making cotton cloth so that it can be used in place of wool cloth for various purposes, as there is in any other line of endeavor, and probably the elimination of creasing noted in cotton fabrics would solve much of the difficulty. This objection

is caused by the different structure of cotton and wool fibres, and it is not likely that this change can be effected. Each fabric has peculiar advantages which make it more suitable for certain uses than it is for others, and if various conditions of wear did not govern the result, it is very likely that instead of wearing wool as it is now done largely, cotton would have been substituted years ago to the exclusion of all other fibres. Mohair has a certain field which it fills well, probably better than any other fibre can, but it is not in extensive use in the making of men's wear fabrics. —American Wool and Cotton Reporter.

Oxygen Injected Into Airmen.

Injecting pure oxygen gas into the blood of airmen and mountain climbers, as an auxiliary supply to that inhaled into the lungs, is a remarkable means proposed for the prevention of the so-called mountain sickness, which is due to the rarity of air at high altitudes. The preventive treatment, which was described together with the experiments confirming its efficiency at a recent session of the French Academy of Sciences, consists simply in the subcutaneous injection of small quantities of pure oxygen gas, the effect of which is claimed to persist for several days.

**Stable Blankets
Square Blankets
Wool Robes
Fancy Plush Robes
Steamer Rugs
Bells
Horse Covers
Buggy Aprons
Fur Robes
Fur Coats**

Will be pleased to mail you our latest price list

Sherwood Hall Co., Ltd.
30-32 Ionia Ave., N.W.
Grand Rapids, Michigan

We are manufacturers of Trimmed and Untrimmed Hats

For Ladies, Misses and Children

Corl, Knott & Co., Ltd.
Corner Commerce Ave. and Island St.
Grand Rapids, Mich.



NOW

IS THE TIME

To get in line on

FUR COATS

ROBES

BLANKETS

GLOVES

MITTENS

Words can only go so far—it takes the goods to back up claims. We want you to do yourself the favor of **COMPARING** our famous Sunbeam Lines with anything in the market. Ask for the Winter Goods Catalog and you'll find it worth while. The season is right ahead of us—let's hear from you.

Brown & Sehler Co.

Home of Sunbeam Goods
GRAND RAPIDS, MICH.

On the fifth floor we
show our line of

Mackinaw Coats

This item promises
to be in big demand
this season and we
offer some exceptional values at \$30, \$36, \$39 and \$42
per dozen. Let us figure with you.



WHOLESALE ONLY

GRAND RAPIDS DRY GOODS CO.

Corner Commerce Ave. and Island St.

Grand Rapids, Mich.

Proft-Winning Hints for October.

People now are in the buying mood. They have to be.

This condition—highly desirable from the standpoint of sellers of merchandise—is a natural outcome of fall.

Fall is the time for you to put forth your best efforts in giving people just what they want. They not only have to buy more these days, but they have more money to pay for it.

What should the variety merchant do to get his full share of this fall trade—the portion that naturally is his?

In the first place, he should bring the strictly fall goods sharply to the front and advertise them in his windows and by whatever other line of publicity he uses.

Second, he should go after the fall business early. At the first suspicion of cold—that is when people rush to buy fall and winter goods. If they put it off, they may not buy at all. Hence, the advantage of early preparation is clear.

Suggestions For the Variety Man.

What are the fall and winter lines for the variety store?

Better take the strictly fall lines first.

This is about the time the women and children will be wanting heavier underwear. They won't want the winter weights for a time, but the summer garments soon will be laid aside.

The variety store therefore wants an assortment of women's and misses' ribbed underwear.

The amount of this line the variety store should carry is determined largely by local conditions and the size of the town. It is not necessary to carry a large assortment, though. Buying small and often will enable you to have a full line on a small investment.

Chance For a Real Profit.

In the women's garments, sizes 34, 36 and 38 should be sold. These generally give a sufficient variety to select from. The garments are jobbed out in these three sizes assorted.

In misses' underwear your line should consist of sizes 3, 4, 5, 6, 7, 8 and 9. These are for children ranging in age from 4 to 16. The price of these garments is substantially the same as the women's.

These lines you need right now. Demand for the men's and boys' garments will be strong in a short time, too. Better get ready for this after you get ready for the women's and misses' trade.

With the underwear, of course, you will want a sufficient assortment of hosiery. Hosiery is one of the best lines a variety store can carry, and this is the time to get in on it.

Laces, embroidery and ribbons—the popular priced kind—also will go out well this month. The whole range of dry goods specialties, in fact, offers a profitmaking opportunity you cannot afford to regard lightly.

This is the month, too, to let the people know you have lighting goods for sale. Lamps, lanterns, chimneys, wicks, burners, gas lamps, gas mantles, electric light globes are among the articles that will be in demand. Put in a window trim of this line to let people know you carry it.

Get Ready For Halloween.

October is a good month for notions.

Halloween is coming, too. This is one of the special occasions in which there is real profit.

Of course you are getting a good business out of campaign goods—buttons, canes, pennants, and the like. No? Didn't you know the hottest political campaign this country has had in many a year is in progress? Better get equipped and get in on this.

If you want to take a slight loss on a big leader and get some unusual advertising, we advise you to offer big coal hods and fire shovels at a dime each. This is just the time for offerings of this kind. A big coal hod at a dime is a winner. It will advertise your store and give you a chance to dispose of your dry goods specialties—the line that brings a big profit. At 15 cents these coal hods can be sold at a very satisfactory profit.

These Will Help People Keep Warm.

Stove pipe elbows, stove pipe holders, stove pipe collars and thimbles, oil cans—these are fall articles that you will have calls for right along from now on.

Fall is a busy time for the live variety man. Not only must he study to offer the right lines at the right time, but must be preparing his store each day for the Christmas business. Each day should see the store in better shape for the approach of the holidays.

The merchant is willing enough to be busy, though, as fall and winter give him the opportunity to make his year's profits.—Butler Way.

Silkworm Produces Pearls.

Now that pearls are advancing so greatly in price, and with a fashionable demand for black pearls, there is an opportunity along the shores of the South Atlantic and the gulf states for the development of a new and profitable molluscan fishery—the mollusc concerned being the pinna, which is otherwise and poetically known as

the "silkworm of the sea." This interesting bivalve not only spins a very beautiful silk, which is utilized to some extent commercially, but produces a surprising abundance of jet-black pearls. Dr. Benjamin H. Grave recently made a study of it, collecting large numbers of specimens, and he obtained an average of one pearl from every five molluscs. As

many as ten were found in a single shell.

The great ship cannot move until the engine starts; the engine cannot start until the engineer pulls the lever; the engineer cannot pull the lever until he gets the signal from the captain; and the captain won't give the signal until he gets the idea that it is time to go.

**20th Century Watch**

Stem wind \$9.00 Per Doz.
Stem set

Nickel, Gilt and Gun-metal finish.
Absolutely guaranteed for one year. Not necessary to return to factory for repairs, but can be exchanged at our store.

PAUL STEKETEE & SONS
Wholesale Dry Goods 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

IT WILL BE YOUR BEST CUSTOMERS;

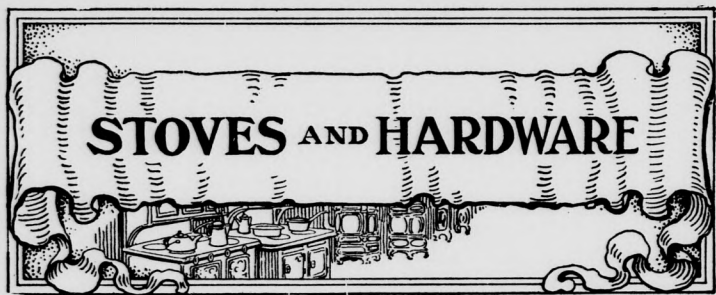
**or some slow dealer's
best ones, that call for**

HAND SAPOLIO

**Always supply it and you
will keep their good will.**

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

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



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

The Future of the Implement Dealer.

As the possibilities of agriculture have made a deeper and still deeper impression upon the minds of farmers, or, rather, as the conviction has been forced home that to realize on the possibilities of agriculture new methods and new processes must be employed, the sphere of the implement dealer has grown in diameter. From a business limited to a sale of the relatively few tools requisite for the fundamental operations of planting, tillage and harvest, it has grown to include the mechanical representatives of many things unknown to the agriculturist of yesterday. So much has been said in recent years about the new agriculture, about soil conservation and scientific method, merely to refer to the necessities of farming as it is conducted to-day is sufficient to indicate what is meant, and to suggest the obvious facts which constitute the enlarged functions of the implement dealer.

The implement dealer is not alone in finding that his business is covering more departments than formerly; the farmer, also, finds himself employed in more varied activities than were his fathers. His vocation has expanded into a business and his trade has become both an art and a science, imposing new responsibilities upon him and demanding a better initial preparation and a sounder knowledge of practice. As the new ideas, methods, practices, needs have come up to him he has found them all anticipated by the makers of mechanical appliances, each problem bringing with it its own mechanical solution.

So as the need of the farmer has grown, so has the ability of the implement man to meet that need expanded, until both farmer and implement man live, to-day in a larger world than once they did, a world peopled with more ideas and in which they have more in common than used to be the fact. And just in so far as the implement dealer has realized his increased importance to the farm and has widened the field of his activities to cover the new points of contact between his business and the new agriculture, by just so far has he been enabled to be of greater use to his community.

Among the other influences which are going to remain operative in protecting the implement dealer as a factor in the trade, this is destined to be one of the strongest. It implies

an understanding of the needs of modern agriculture in general, and of the necessities of local conditions in particular, which all other and distinct factors seeking to sell the farmer cannot acquire. For, after all, much as agriculture may appear to rest upon general conditions, actual success depends upon an accurate understanding of immediate surroundings. Only in a superficial way are the problems presented by agriculture universal; actual individual success is determined by a local application of knowledge that requires a local experience to produce. This the implement retailer, working in conjunction with his immediately neighboring farmers, can acquire and apply. The successful retail implement dealer must be letter perfect in local agricultural lore. The distant mail-order house—the distant manufacturer—all using impersonal communication by mail only, cannot secure the necessary detailed information regarding local conditions which alone will permit the elimination of the retail dealer.

By every addition to the technique of agriculture, by every addition to the scientific knowledge of agriculture, the position of the retail dealer will be strengthened. The more intricate and complicated become problems of agriculture, and it is certain they will become increasingly so, the more assured and permanent will become the position of the dealer.

It may seem unnecessary to pile up reasons for the certain retention of the dealer, but there are doubting Thomases in the trade who need encouragement, and to such the reasons mentioned herein, and the similar ones which might be mentioned, may come with comforting force—Implement Age.

Hardware Specialties and Parcel Post.

The arguments which have been brought up against parcel post have considered it principally as a means by which the consumers will be enabled to deal directly with manufacturers or producers, which would, of course, be detrimental to the interest of the wholesale and retail merchants. Very little attention has been given to the fact that parcel post can be used to good effect by the merchants and that it may, indeed, become an important means of obtaining many goods.

There are a multitude of small articles in hardware which under the new system can be sent long distances for a few cents, and this method of obtaining them may become a substantial help to the merchants. This

Aeroplane Toys

And High Grade Wheel Goods
Send for catalogue

MICHIGAN TOY COMPANY
Grand Rapids

Established in 1873

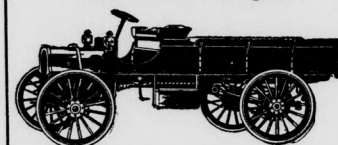
BEST EQUIPPED FIRM IN THE STATE

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.

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

Foster, Stevens & Co. Wholesale Hardware



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

Diamond Brand Steel Goods

The True Temper Kind

What about your next season's requirements

Give us a try



Michigan Hardware Company

Distributors

Exclusively Wholesale

Ionia Ave. and Island St.

GRAND RAPIDS, MICH.

is particularly the case with reference to novelties and specialties. As new goods which are waiting for introduction it may be presumed that manufacturers will welcome orders for "one only" and will be prepared to give the best attention to such orders. In many cases they will doubtless be glad to give the merchant a trade discount and also to stand the expense of sending the article through the mail.

If merchants are enterprising and alert in taking advantage of the facilities and opportunities afforded by the parcel post it will be found that the new distributing agency may be utilized to good effect. How this is to be done in the trade at large as a recognized means of getting goods into the store and of serving the public convenience, and how each merchant can make use of it in his own business, are questions deserving careful consideration and the best thought of the trade.—Iron Age.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

The Pt. Huron Business Men's Association has opened a vigorous industrial campaign. Two good concerns have been secured recently and the Association is after others. The membership of the organization will be doubled.

The Stewart Co., makers of auto bodies at Flint, will build a large addition to the plant and it is expected that the present force of 200 employees will be doubled.

Pontiac is growing. The number of new houses since March by actual count is 437. Application has been made for two additional city mail carriers.

The Owosso Improvement Association is urging the aldermen of that city to amend the ordinance regulating the speed of trains by increasing the speed limit from 8 to 20 miles per hour. The aldermen refuse to make the change.

The Castle Lamp Co., one of the new concerns of Battle Creek, is enjoying prosperity and has plans for doubling its factory in the spring.

Flint has nearly 8,000 men at work in its factories—an increase of 2,500 over a year ago.

The sales of one manufacturing concern in Lansing, the Reo, reached \$7,000,000 during the past fiscal year and \$2,087,000 was spent in the city of Lansing alone. The output for the coming season is estimated at 12,000 cars.

Provided the co-operation of manufacturers can be secured a "Made in Lansing" week will be held soon under the auspices of the Lansing Chamber of Commerce, with exhibits of every product made in Lansing on exhibition in downtown store windows.

Work was resumed at the Michigan School for the Deaf at Flint last week, with 230 students in attendance. Temporary dormitories have been arranged to replace those destroyed in the big fire last May.

The Michigan State Federation of Woman's Clubs will be held in Saginaw Oct. 15-18.

Kalamazoo is hoping to secure the A. Wilhelm Co., of Reading, Pa., manufacturers of paints, colors and varnishes.

Bay City will entertain the Michigan Baptist convention Oct. 14-17.

The Havers Motor Car Co., of Pt. Huron, has declared a dividend of 45 per cent. to its stockholders and this concern reports that prospects for the coming year are better than ever.

The Genesee County Fair, held at Flint, faces a deficit of \$2,000 this year, which makes a total deficit of \$4,000 for the past two years, and the ten men who took over the fair from the county agricultural society two years ago have decided to drop the show and let the property go into the hands of the bank which holds the mortgage unless financial backing is forthcoming from somewhere.

The editor of the Jackson Star suggests that before the city places any more bubbling sanitary fountains at street corners measurements be taken of the height and reach of the average dog. He says: "The muzzle of a well-bred dog may be as clean and pure as that of the average human and more sanitary than that of the man with tobacco juice dripping from his lips or that of the deadly cigarette smoker. While I am something of a dog fancier I hesitate to tackle a 'sanitary' water bubbler after a canine has just 'been there.'"

The Manistee Shoe Co. is building a three-story addition to its plant at Manistee and the present force of seventy-five hands will be increased when the new building is completed.

The beet sugar factory at St. Louis will start operations about Oct. 10. This year's acreage of beets is 5,500, as compared with 8,600 last year, and the outlook is good for a very heavy crop.

The street car system at Manistee is being operated now by water power electricity in place of steam, power being generated at a dam on the Manistee River. The city lights will also be connected soon with the new power.

An important business change at Allegan is the consolidation of two flour mills, Fairfield & Kolvoord and the Young & Stratton plants. The new concern will be known as the Allegan Milling Co.

Saginaw's new U. S. weather station has been opened in temporary quarters and will be located in the Arthur Hill trade school when that building is completed.

The paper mill at Petoskey will soon begin operations. A large proportion of the output has already been sold and, in addition, the company will turn out pulp for commercial purposes.

The Sheffield Car Co., of Three Rivers, has awarded the contract for a new warehouse, 257 x 267 feet, three stories, costing \$50,000.

Retail milk dealers of Pt. Huron have advanced prices from 7 to 8 cents per quart.

The new Michigan Central station at Owosso is completed. It is built of paving brick, with terra cotta trimming. The interior finish is oak.

The Manistee Board of Trade is urging automobile owners to organize and assist in the construction of the auto road from Chicago to the Straits along the east shore of Lake Michigan, as proposed by a Chicago club.

Hard coal prices advanced 10 cents a

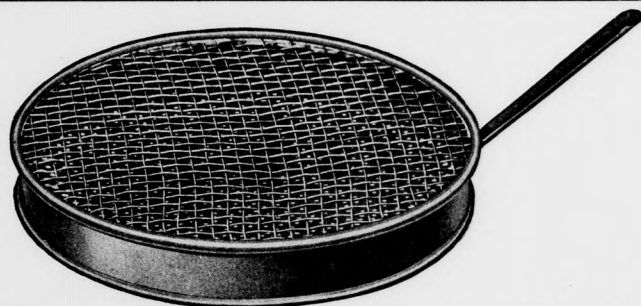
ton in Kalamazoo Oct. 1, nut coal being now quoted at \$8.65.

The Rock Products Co., at Charlevoix, is a growing industry, and the present output of six to ten cars daily of lime and sugar stone will be increased twenty-five to thirty-five cars within a year.

Manistee is securing estimates on a boulevard lighting system.

Main street, Ludington, will hereafter be known as Gaylord avenue, the change being made as a tribute to the work done by Alderman Gaylord for the city. Almond Griffen.

Mr. Merchant, help your clerks to develop proficiency in those directions in which they seem to have natural talent.



The APEX BREAD TOASTER

THE BEST TOASTER MADE

FOR USE OVER GAS, GASOLINE AND BLUE FLAME OIL BURNERS
Retail at 25c with a Good Profit to the Live Dealer

Manufacturers A. T. Knowlson Company, Detroit, Mich.

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.

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Established 1853

Main Offices and Factories:

1201-1215 Cass Ave., St. Louis, U. S. A.

New York, Denver, San Francisco, Ca

Hamburg, Buenos Aires



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



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 Grand Executive Committee—John D. Martin, Grand Rapids; Angus G. McEachron, Detroit; James E. Burtless, Marquette; J. C. Saunders, Lansing.

Wafted Down From Grand Traverse Bay.

Traverse City, Oct. 7—U. C. T. assessment No. 113 is called and expires Oct. 25.

We are pleased to state that Geo. T. Hunter has opened Hunter's Inn, at Scottville, and will conduct same on the European plan. He has plenty of sleeping rooms and sets a good table and the boys will be well pleased to give him a call. Everything is first class and up to date.

We understand that Mike Carroll, our popular P. M. ticket agent, purchased a new pair of spectacles to read the last week's issue of the Tradesman. Well, we can assure you, Mike, that you got your money's worth, even if you had to borrow a copy. A nice little boy can get a position of him to keep them clean.

We are informed that Bill Bennett has turned all claim, titles, etc., at Mancelona, to Frank Wilson. Too bad, Bill had to leave.

Little did we think that when the message was sent over the wire from our city to Newaygo last Monday morning that one of our most beloved members was implicated in providing himself with an overcoat belonging to one of our citizens. The message read: "Notify officers, man on train, 62 years of age, will answer to name of W. F. Murphy, stole overcoat. Hold him for further orders." We are sorry to state that we have not been notified of his release. A nice way to celebrate your birthday.

Barney Stratton, of the Judson Grocery Co., of Grand Rapids, requests us to insert the following. "If the election were held on the water Taft and Roosevelt Wood-row Wilson."

Fred. Boughey and wife, of our city, came very near meeting with a serious accident while attending a moving picture show at the American Soo

last Saturday evening. One of the films ignited and a scramble followed. Fred lost his parasol, that's all.

Never, never again in our whole life will we ask any one to assist us in our noble work. A suffragette could not be more strenuous at our home than now. Seems as though every one reads the Tradesman.

Louis Morris, one of our merchants, says that hereafter when he engages in a sociable game of matching pennies he will not choose such friends as Glenn Powers and Bill Bennett, who make it a business to entertain their friends by playing the three handed game in a most clever manner, with the result that Louis was obliged to go without his dinner and his friends (?) very much enjoyed the noon day meal at Walton.

Ray Thacker was inspecting his shipment of peaches this week at Boyne Falls. Jim Flaggert assisted him.

One of the meanest men we know of is one who will ask his son to sit out in the rain and hold the horse while he is refreshing the inner man at Joe's. We prefer, not to get personal, but it was he who composed last week's composition in these columns.

Our baby creeps. Aren't you pleased?

The second of our series of parties will be held next Friday evening Oct. 11, and from all reports we expect a full attendance. The last one was a huge success.

Two of our lady readers have a wager on, but as this is supposed to be treated as a secret we refrain from butting in. Time will tell, that's all. We might just mention "little ones."

Mrs. L. D. Miller contemplates spending the winter months in Detroit. L. D. will remain with us in these parts. Fred C. Richter.

New Scheme for Disposal of Dead.

A startling new scheme for the disposal of the dead has been outlined by F. W. Fitzpatrick, an American consulting architect. He proposes that each body shall be molded into a block of clay until all semblance of form is lost. This, after baking in an intense electrical heat, is to be employed as a structural unit in a wondrous national monument of the dead. This latter is to outrank in beauty and size anything hitherto built by man. Each individual slab is to have graven deeply on its end the person's name. The scheme is a tremendous one and its basis might form a good solution of some difficulties and objections that are urged against burial and cremation.

One Dealer Who Took Existing Conditions Philosophically.

Written for the Tradesman.

The salesman walked back to Elbert, proprietor of the big general store, shook hands, coughed apologetically and broached a very delicate subject, namely the advance of prices on several items in the line.

Instead of Elbert flaring up, as the salesman had expected, the dealer only nodded and made the changes in his catalogue.

"You take the news rather more coolly than some of the boys," remarked Larkins, the salesman, lighting his cigar.

"Well, what's the use of kicking?" returned the other. "If you didn't have to raise prices, I don't suppose you would. I have traded with your house a good many years and always found you treated me right."

"Market prices are a thing you and I can't control and, if raw materials advance, it is up to me to get better prices from my customers when I have to pay more to your concern. There's no question but prices are too high. It makes it pretty hard sometimes to effect a sale when the average customer is always looking for the lowest possible price. I sold lemons recently as high as 60 cents a dozen. Butter at 35 cents and eggs at 30 cents. On those horse collars over there I have made an advance of 10 per cent. and in other lines have had to go accordingly." Elbert paused, took down an old catalogue of three years ago and ran his finger down a list of "specials" on the yellow page in the back of the book.

"Comparing the prices here with those of to-day is an eye opener. If you make a specific comparison of the prices you quote to-day, and those ruling three years ago, it takes away your breath. I know how it is with some merchants. When you tell of an advance, they have a sneaking idea you are trying to sting them. They don't look at your side of the question. Take leather goods, with hides selling as high as 20 cents a pound in Chicago and steers bringing \$10.75 a hundred pounds. I don't expect to get goods in this line for the old figures, not by a jug full. On the so-called staples some dealers figure that prices cannot be changed. If they pay a little more they scale their profits and if the cost goes down they make it up. But I don't worry about what the other fellow is doing. I have to pay just so much, day in and day out, to run this business. I must make a living profit or quit."

"If my competitor has bought a stock at old prices and can afford to sell at less than I do at present, well and good. Let him do it. The scales will balance and when he is stocked up and I am low it will reverse and I may be stocked when he is low."

"If flour fluctuates the dealers are notified by the mills and the retail prices change accordingly. If this applies to flour, why not to all of the lines I carry in stock?"

Larkin nodded. This was seeing things in the right light and he was securing sales ammunition which

would be of inestimable value in his future work.

"No, I don't kick. I hate to see the raise. Every dealer does. Trade suffers more or less, naturally, but after all when the results of the month or the year are counted up, we are just about as much ahead of the game anyway. I make it a point to buy light on top prices, of course. That's business judgment. When markets are low I stock up and often am able to carry over temporary raises at regular prices."

"If I get out and have to buy at higher rates I simply explain to customers and they usually give me the business. They feel much about my store as I do in my dealings with you. I have proven my good faith by protecting them in every way I can and they know when I raise a price it is because I have to, not because I am trying to make an extra profit."

Elbert gave his order and, as Larkins closed his case and left the store, he devoutly wished that more customers were as considerate as the dealer he had just left.

Hugh King Harris.

He Found a Fortune in Noise.

"See that fat man that just buzzed passed?" asked the friendly policeman.

"I did," answered the youth with the purple socks, "before his automobile threw this piece of gravel into my eye."

"Know who he is?"

"No. Who?"

"Amos J. Screecher. Rich? That man's so rich his dogs have private motor cars!"

"How'd he make his money—Wall street?"

"No, he got it honestly. Ten years ago he didn't have the price of a ham sandwich. But one day he got an idea. He took a phonograph and a lot of blank wax records, and—"

"I don't see how he could get rich with them."

"Wait. He took the phonograph to the Chicago Stockyards and took records of the dying porkers. Then he went into the forest and prairies of the West, where he made phonograph records of the coyote's dismal wail and the terrible scream of the wounded panther. Returning to the city, he visited the zoo. There he caught the blood-curdling snarl made by the Bengal tigress when her tail is twisted. After that he took a record of the racket from a national convention of elocution teachers and—"

"But you can't make a fortune out of horrible noises!"

"Amos J. Screecher did. He combined all those sounds on one record. The first time he played it off four teams ran away, his assistant jumped out of the window, and every woman in hearing distance fainted. He took that noise for a model, and invented a motor horn that reproduced the sound. It made his fortune. No true motorist would ride on a machine that didn't have a Screecher scare horn to frighten pedestrians with."

News and Gossip Around Grand Rapids.

Grand Rapids, Oct. 8—Our handsome Secretary, Harry Hydorn, nearly had his face marred by the conductor on the P. M. going to Greenville, Monday. It seems Harry sold too many automobile tickets on the train on the auto the U. C. T. No. 131 are raffling off. Harry disposed of many books of tickets. In fact, he delivered a little sermon in each coach, about the auto, then came the rush to buy tickets. The consequence was Harry had to run to the conductor for more change. The conductor, thinking Harry was crazy, threatened to throw him off, but Harry explained the circumstances and made the conductor buy two books to square himself.

F. C. Mooney is with Houseman & Jones Co. If you want any ties, etc., drop in and see him.

Mary had a lectric car

That never tried to flunk

One day it gave the curb a jar

And now it's mostly junk.

Speaking of the Pere Marquette road, the U. C. T. boys will recommend any movement to fix the tracks. We hope the road will start at once and put in the much needed repairs on the line.

The Bulletin will be out this week, boys. You will all get the first copy free. In it you will find a subscription blank which must be filled out in order that you receive the November issue. For the benefit of the boys who do not know what this U. C. T. Bulletin is, I will say it is the official monthly paper of Grand Rapids Council, No. 131. The editor was appointed by the Senior Counselor and all the money is turned over to No. 131. We have a staff of live wires and we will show the traveling public that Grand Rapids Council can put out a monthly paper that the boys will well be proud of. We propose to run the candidates photos and their biographies, new pictures of old members, notes and personals, etc. Our subscription rates are 50 cents the year, payable in advance. The cost at that rate is but 4 cents per copy. Send in your subscription. Just a word more, the U. C. T. are issuing this Bulletin and it is going to be a hummer. Look for your Bulletin when you get in Saturday, brothers of 131. Any traveling man who would like a sample copy free can receive same by addressing the writer.

Finance Committee meeting, October 12, Saturday morning at 11 o'clock. Be there or we will write you up next week in the Tradesman.

Notice: The editor, J. A. Keane, of U. C. T. Bulletin, would like the following members to meet at his home, 509 Prospect Ave., N. E., Sunday morning at 10 o'clock: Homer R. Bradfield, F. C. Mooney, Walter R. Ryder, A. N. Borden, Wm. Lovelace, Ned Carpenter. This will be the first meeting of the Bulletin staff and it is important that you be there.

Very soon after last week's issue of the Tradesman reached the homes of its many subscribers among the

traveling men in Grand Rapid, my telephone began getting busy and it was always the same enquiry in a soft feminine voice—the voices of the wives of all the traveling men are invariably soft and sweet—"Have you any extra pictures of Frederick Carl Richter? We think he is the cutest little fellow we ever saw. Sad to think he is already a married man, with a large and growing family, for I have a sweet little sister just coming into the marrying age." The next question invariably was, "Will he be in Grand Rapids next year at the convention?" I assured the enquiring voice that he would most surely be here and that it had already been suggested that he and "Freddy" Clark, of Detroit—Brother Clark is officially known as Past Grand Counselor Clark—ride tandem on hobby hosses in the parade. "Oh joy" came back the exclamation over the line. Now, dear reader, some very nice things were said of Frederick in that write up, but, remember, they could not do otherwise, for hadn't they been held over on full pay by him, and unless he put his O. K. on the work of the committee of three, their pay would be "held over." In one place they tell of how, out of the great respect in which his family was held, Frederick was helped out of town. His popularity actually knows no bounds. One time in Muskegon he was helped out of town with eggs and at another time, in Detroit, he was "run" off Woodward avenue because the curfew whistle had blown. Withal he is a sure winner and, as a matinee idol, could hand cards and spades to Chauncey Olcott or Vaughn Glazer.

J. A. Keane.

Honks From Auto City Council.

Lansing, Oct. 7—Mrs. F. H. Hastings is visiting relatives and friends in Grand Rapids and Casnovia.

The new Michigan Central freight house, on Michigan avenue, is nearing completion. Besides being ornamental, this spacious structure will greatly add to the convenience of Lansing's commercial interests.

Brother Stuart Harrison, chairman of the Committee on Arrangements for a series of parties to be held during the winter months, reports that the work has progressed far enough to ensure the success of the venture and tickets are now on sale.

A goodly portion of the heavy machinery necessary for an up-to-date daily newspaper has been installed on Ottawa street, East, and we are reliably informed that the Evening News will be ready for business about November 1.

Our Past Counselor can hardly sleep nights because of the anxiety occasioned by the approaching open season for partridge. Many of our counselors remember the splendid game supper given by Brother Sherwood last season and will be pleased to learn that he has promised to duplicate the event this season.

Hotel Langenberg, at Laingsburg, formerly the Hotel Wildermuth, has changed to the European plan, but the roller towel is still in existence.

S. B. Potter, with the Emerson-Brantingham Co., is visiting the home office at Rockford, Ill., this week.

Those interested in good machinery should visit the Lansing municipal lighting plant, where new and up-to-date machinery is being installed. The only thing we have to kick about is that we are charged from 8 to 10 cents per kilowatt for domestic lighting.

Was the Lansing Correspondent Wrong?

When we were asked to write news items for our Council for publication in the Michigan Tradesman, we were given to understand that good-natured criticism of conditions affecting the traveling men in general and those of our Council in particular, would be welcome among the regular news items.

In our correspondence of August 26 we mentioned that considerable criticism of the Lansing State Journal was being expressed by various members of our Council for certain conditions which concerned a paid for notice.

In the issue of Sept. 25, on page 24, column 3, we notice an article written by E. M. Thorpe, in which the Lansing correspondent is severely criticised and accused of making statements entirely contrary to the facts, so perhaps a further explanation at this time would not be out of place.

By referring to this article it will be readily understood that the correspondent simply stated that considerable criticism of the Lansing Journal was being expressed by various members of our Council and gave the reasons therefor.

Now, if this were not absolutely true, the correspondent would be at fault; but if it is true the representative of the Lansing State Journal is getting in wrong with the members of Auto City Council. In order that those who might be interested in this controversy may know that the Lansing correspondent had good grounds for writing the item questioned, we present herewith the affidavit of our Secretary-Treasurer, Brother Geo. O. Tooley:

State of Michigan } ss.
County of Ingham }

To the Michigan Tradesman of Grand Rapids, Mich. I, George O. Tooley, Secy Treas. of Auto City Council No. 305, United Commercial Travelers of America, do hereby declare and affirm that seventeen members of Auto City Council, in good standing, have, in my presence, expressed themselves as being dissatisfied with the location in the Lansing State Journal issued August 22, 1912, in which appeared the paid for notice of our annual picnic.

Geo. O. Tooley.

Sworn to and subscribed before me this Seventh Day of October, A.D. 1912.

Herbert D. Buller, Notary Public.

My commission expires Dec. 15, 1913.

Since the appearance of Mr. Thorpe's article in the Michigan Tradesman, we have been approached by members of two other societies in Lansing who claim they have not been treated fairly by the State Journal, but we do not propose to enter into the merits of any complaint which does not concern Auto City Council. Personally, we consider the State Journal to be the fairest daily paper now printed in Lansing and expect to continue our subscription, at least until the Evening News is ready for business.

H. D. Bullen.

Chirpings From the Crickets.

Battle Creek, Oct. 7—Geo. McElvain, proprietor of the bakery at Climax, has gone to Kansas for his health. His daughter accompanied him. Geo. has been ailing for some time.

A retail candy man from Bryon, Ohio, has taken possession of the store in Vicksburg owned by W. J. Smith, of Hotel McElvain, and formerly occupied by Toney Kambol. Mr. Kambol has moved his stock and family to Sturgis.

D. Hadley, proprietor of Hotel Burdick, Mendon, and owner of several fast trotters, goes to Lexington, Kentucky, for the races soon. Mr. Hadley's horses have done very well the past season.

The last issue of the Sample Case contains a good write-up of the annual picnics of the Kalamazoo and Battle Creek Councils. These events took place at the same resort one week apart.

The writer is in receipt of a copy of the Booster, published by Cadillac Council at Detroit. The boys have lined up some good advertisements and their articles are original and bright. Am in hopes to see the little sheet grow. The idea of publishing a sheet in the interests of the local Council is a good one, as it not only boosts the Council but U. C. Tism generally.

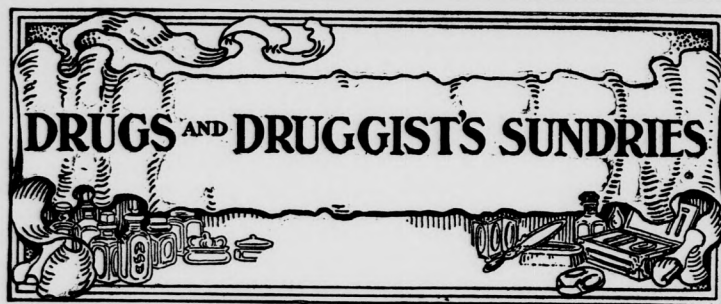
The annual Corn Show was on at LaGrange, Indiana, last week. The old town was full of visitors and some prominent speakers were there. Wm. W. Herendeen, proprietor Hotel Buick, was on the horse committee. William is a judge of no small reputation.

Our Grand Counselor, John Quincy Adams, is always located in Parlor A the nights he has to stay at Sturgis. The best is none too good for our Grand officers. You will always find "253" with John's signature on the registers, too.

Guy Pfander.

B. S. Davenport entertained a house party at his summer cottage at White Fish Lake over Sunday. The party left on the afternoon train Saturday, fished until dark, went to bed early, got up at an early hour Sunday morning, bathed in the lake, walked three miles to the nearest church and Sunday school. Several members of the party were invited to conduct classes in the Sunday school, which invitation was accepted with satisfaction to all concerned. The party then trudged back to White Fish Lake, where they enjoyed a sumptuous dinner and later on marched to Pierson, from which point they returned to Grand Rapids, happy over the trip and warm in praise of the entertainer. Aside from Mr. Davenport, the party composed the following: M. D. Elgin, E. D. Winchester, R. D. Prendergast, E. E. Hewett, R. Bean, A. E. Gregory, Ed. Frick, R. T. Matthews and W. F. Blake.

A Negaunee correspondent writes: L. C. Johnson, Vice-President of L. Gould & Co., woodenware jobbers of Chicago, called on his Negaunee patrons yesterday. Mr. Johnson has a record for continuous service with one concern over the same territory that is equaled by few commercial travelers in the country. He has been making the Upper Peninsula for L. Gould & Co. for the past thirty-eight years, and during that period has missed but few of his regular trips.



Michigan Board of Pharmacy.
President—Ed. J. Rodgers, Port Huron.
Secretary—John J. Campbell, Pigeon.
Treasurer—W. E. Collins, Owosso.
Other Members—Edwin T. Boden, Bay City; G. E. Foulkner, Delton.

Michigan State Pharmaceutical Association.

President—Henry Riechel, Grand Rapids.
First Vice-President—F. E. Thatcher, Ravenna.
Second Vice-President—E. E. Miller, Traverse City.
Secretary—Von W. Furniss, Nashville.
Treasurer—Ed. Varnum, Jonesville.
Executive Committee—D. D. Alton, Fremont; Ed. W. Austin, Midland; C. S. Koon, Muskegon; R. W. Cochrane, Kalamazoo; D. G. Look, Lowell; Grant Stevens, Detroit.

Michigan Pharmaceutical Travelers' Association.

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

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

Practice of Pharmacy a Commercial Proposition.

The writer, after fifteen years' work as proprietor of a drug store, has come to the conclusion that pharmacy is not so much of a profession as it is a purely commercial proposition, with long hours to work, and sometimes for small profit.

From my own experience and what I have seen in a limited way, there seems to be something radically wrong in the conditions surrounding the practice of pharmacy. We all know it is almost impossible to get good registered clerks at salaries which the ordinary store is able to pay. Neither can we blame the clerks for going into other lines of work for which they receive oftentimes a better salary for less hours' work, and incidentally have time to get acquainted with their families.

From a financial standpoint, the best drug stores to-day are the ones which have the best business management together with a large number of good paying side lines.

By the best business management I do not mean simply good buying at low prices; while this is essential, it is not all that is necessary by any means. To do a successful and profitable drug business, quite a number of other things are essential besides good buying.

Every live druggist should take time to be an active member of the Business Men's Club, Chamber of Commerce or other organizations representing the business men of all lines in his city. He should be a booster for anything for the good of his own town, either by bringing in new business or for making it a better city in which to live. Don't be a

stranger to your own competitors or the other merchants, but meet with them and discuss trade conditions. Let them know you are alive and interested in any of the good things they are doing. More than this, when the occasion arises, help them with your money to the extent of your ability, and by all means give cheerfully when you do give.

Good business management needs also a neat, clean, light room to back it up. First, have a tightly closed but well ventilated show window, which should be cleaned and dressed at least every ten days, and oftener in many cases. Make it a rule to show prices, because many a man will walk the street until he sees what he wants in the window with the price, rather than go in to enquire the price.

Inside fixtures should be neat and convenient; not necessarily high-priced. By all means, have glass doors to all patent medicine shelving, otherwise you will have either added work of cleaning this shelving every week, or you will have soiled and shop-worn goods.

It should be the work of someone in your employ regularly every morning to keep the show cases clean; not just dusted off, but let him use a damp cloth to clean and dry one to polish all exposed glass on cases and elsewhere. This does not take much more time and it certainly pays.

If you have a soda fountain and expect to hold a good trade, you must by all means keep it scrupulously clean. For five years we have never failed to wash everything about the fountain—glasses, dishes, spoons, holders, shaker glasses and dippers—in boiling water every night before leaving the store, and we let people know that we do this, too. In the soda business anything new about the fountain attracts attention and trade. We utilized a small space at the end of our fountain as a lemonade well. We had our stone cutter make a sandstone front and top with a circular hole in center big enough to drop a five-gallon stone churn through. The whole thing, stone work, churn and an eight-ounce aluminum dipper only cost us \$6.00. Two dozen lemons and three pounds of sugar will make three gallons of good lemonade, which we serve in an eight-ounce glass for five cents, and make three and a half cents profit on each glass. Our bulletin board says, "Ice cold lemonade, made from lemons only, and right from the well." It brings in traveling men and transients, as well as home people.

While sitting at my desk the other day I overheard a lady at one of the soda tables telling another one that

"This is the only place in town where you can get ice water." Now, as a matter of fact, possibly every other fountain is serving ice water, but not so cold as our own. We give as much space in our coils of ice water as we do the carbonated water. You may say that this is a little thing, but it helps to make your fountain popular, and that means money in your cash register. A popular and, to many people, a favorite serving is to take a sundae dish with one ounce of any desired syrup, shave full of ice and top with a No. 20 dipper of ice cream. It makes a very refreshing serving in hot weather, and sells with us as well as do straight sundaes. We call them bon-bons.

It pays to make your own syrup for fountain use. Sixty pounds of granulated sugar and five gallons of water mixed in a clean half-barrel, makes ten gallons of syrup about the right weight for fountain use, and you can make it every day and always have sweet, fresh syrup.

Without discussing any other side line, will only say that if you have a well-assorted stock, bought right, and you sell right (that means at a profit over and above your cost of doing business;) if you work all of fifteen hours each day, thirteen days out of fourteen, and on the fourteenth go to church; if you keep your store clean and yourself and clerks clean; always treat all customers courteously; if you never take any time off except to attend the Business Men's meetings and the M. S. P. A. convention; if you will always speak kindly to your wife, if she's awake when you get home; I say if you have and do all these you are surely entitled to the respect of the community in which you live and a fair compensation for your work.

William A. Howe.

Will Hot Soda Pay?

Every fall some thousands of druggists ask that question. The only way to find out in your own case is to try it. The writer knows one druggist who has been asking this question for five years. He might have tried it and found out in that time, and could now be devoting his mind to other important questions. But he hasn't. Hot soda is a queer proposition. It never seems to get a fair show. Even with the men who are making money at it, not one in five is making 25 per cent. of what he could make. The writer knows dozens of druggists who are taking in ten dollars a day who ought to take in forty. He learned the business under a man who cleared \$7,000 a year on cold soda and not \$500 on hot soda.

This was out of all proportion. Why was it? Because the druggist never took an interest in hot soda. He had \$3,000 invested in his cold soda plant, and \$15 in his hot soda outfit. See the point? He never gave it a chance.

If you are going into hot soda, go into it to win. Set a mark of some kind. Say you will make it pay you \$2 a day, and when you have reached that mark, set another mark. By that time you will be a winner. Two plunks a day, you say, doesn't look like very much money. Well, it will

pay the rent of the great majority of druggists; and, as we have said many times before, anything that will pay your rent is well worth going in for. The bigger your rent, the better your location. Hot soda will nearly always pay it.

Medicines in Chocolate Cachets.

Every pharmacist has been called upon at times to devise ways and means whereby the physician can administer medicaments in a diplomatic manner, so as to overcome the objections of the patient to the older forms of medication and at the same time insure a full dose of the indicated remedy. Mr. Apple, when appealed to by the physician, tried chocolate marshmallow drops into which the medicament was carefully introduced, but they did not appeal to the patient. Finally Ceylon wafers were hit upon. These are small discs, flat upon one side and rounded upon the other side, made of sweetened, flavored chocolate. The discs were carefully hollowed out into a cachet-like container, into one of which the drugs were carefully placed. Another disc was then coated with heated chocolate syrup or mucilage of acacia and placed upon the drug-laden disc, when they were sealed together smoothly; the doctor's confection showed no evidence of the deception and was swallowed readily by the patient.

Deodorizing Benzine.

A simple but satisfactory method of deodorizing benzine is by throwing into it a little lump of ammonium carbonate.

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.

WHOLESALE DRUG PRICE CURRENT

Acids			Cubebs	@4 50	Digitalis	@ 60
Acetic	6 @ 8		Erigeron	@2 50	Gentian	@ 60
Boric	10 @ 15		Eucalyptus	75 @ 85	Ginger	@ 60
Carbolic	24 @ 28		Hemlock, pure ..	@1 00	Guaiac	@ 60
Citric	45 @ 50		Juniper Berries ..	@1 25	Guaiac Ammon ..	@ 70
Muriatic	1 1/4 @ 5		Juniper Wood ..	40 @ 50	Iodine	@1 00
Nitric	5 1/2 @ 10		Lard, extra	85 @ 1 00	Iodine, Colorless ..	@1 25
Oxalic	13 @ 16		Lard, No. 1	75 @ 90	Ipecac	@ 75
Sulphuric	1 1/4 @ 5		Lavender Flowers ..	@4 00	Iron, clo	@ 60
Tartaric	38 @ 40		Lavender Garden ..	85 @ 1 00	Kino	@ 75
Ammonia			Lemon	@2 50	Myrrh	@ 60
Water 26 deg. ..	6 1/2 @ 10		Linseed, raw bbls. ..	@ 63	Nux Vomica	@ 60
Water 18 deg. ..	4 1/2 @ 8		Linseed, raw less ..	68 @ 74	Opium	@2 00
Water 14 deg. ..	3 1/2 @ 6		Linseed, boiled bbl ..	@ 64	Opium Camph.	@1 00
Carbonate	13 @ 16		Linseed, boiled less ..	69 @ 73	Opium, Deodorz'd ..	@2 25
Chloride	12 @ 15		Mustard, true	4 50 @ 6 00	Rhubarb	@ 75
Balsams			Mustard, artif'l ..	2 75 @ 3 00		
Copaiba	70 @ 75		Neatsfoot	80 @ 85		
Fir (Canada) ..	75 @ 85		Olive, pure	50 @ 55		
Fir (Oregon) ..	25 @ 35		Olive, Malaga,	1 50 @ 1 60		
Peru	2 20 @ 2 40		green	1 50 @ 1 60		
Tolu	2 00 @ 2 25		Orange, sweet	3 50 @ 4 00		
Berries			Organum, pure	1 25 @ 1 50		
Cubeb	65 @ 75		Organum, com'l ..	50 @ 75		
Fish	15 @ 20		Pennyroyal	2 25 @ 2 50		
Juniper	6 @ 10		Peppermint	@ 75		
Prickley Ash ..	40 @ 50		Rose, pure	15 00 @ 18 00		
Barks			Rosemary Flowers ..	90 @ 1 00		
Cassia (ordinary) ..	25		Sandalwood, E. I. ..	@4 50		
Cassia (Saligno) ..	65 @ 75		Sassafras, true	80 @ 90		
Elm (powd. 25c) ..	25 @ 30		Sassafras, artif'l ..	45 @ 50		
Sassafras (pow. 30c) ..	@ 25		Spearment	6 00 @ 6 50		
Soap (powd. 25c) ..	@ 15		Sperm	90 @ 1 00		
Extracts			Tansy	50 @ 60		
Licorice	24 @ 28		Tar, USP	25 @ 35		
Licorice powdered ..	25 @ 30		Turpentine, bbls. ..	@4 6 1/2		
Flowers			Turpentine, less ..	50 @ 55		
Arnica	18 @ 25		Wintergreen, true ..	@5 00		
Chamomile (Ger.) ..	25 @ 35		Wintergreen, sweet ..	2 00 @ 2 25		
Chamomile (Rom.) ..	40 @ 50		Wintergreen, art'l ..	50 @ 60		
Gums			Wormseed	@6 00		
Acacia, 1st	40 @ 50		Wormwood	@8 00		
Acacia, 2nd	35 @ 40		Potassium			
Acacia, 3d	30 @ 35		Bicarbonate	15 @ 18		
Acacia, Sorts	@ 20		Bichromate	13 @ 16		
Acacia, Powdered ..	35 @ 40		Bromide	40 @ 50		
Aloes (Barb. Pow) ..	22 @ 25		Carbonate	12 @ 15		
Aloes (Cape Pow) ..	20 @ 25		Chlorate, xtal and ..	12 @ 16		
Aloes (Soc. Powd.) ..	40 @ 50		powdered	12 @ 16		
Asafoetida	1 00 @ 1 25		Chlorate, granular ..	15 @ 20		
Asafoetida, Powd. ..	@2 00		Cyanide	30 @ 40		
Camphor	55 @ 60		Iodide	2 85 @ 2 90		
Guaiac	35 @ 40		Permanganate	15 @ 30		
Guaiac, Powdered ..	40 @ 50		Prussiate yellow ..	25 @ 30		
Kino	@ 40		Prussiate, red	50 @ 60		
Kino, Powdered	@ 45		Sulphate	15 @ 20		
Myrrh	@ 40		Roots			
Myrrh, Powdered ..	@ 50		Alkanet	15 @ 20		
Opium	8 25 @ 8 50		Blood, powdered ..	20 @ 25		
Opium, Powd.	9 25 @ 9 50		Calamus	35 @ 40		
Opium, Gran.	9 50 @ 9 75		Calampine, powd ..	25 @ 30		
Shellac	25 @ 30		Gentian, powd.	12 @ 15		
Shellac, Bleached ..	30 @ 35		Ginger, African	15 @ 20		
Tragacanth	1 00 @ 1 25		powdered	15 @ 20		
Tragacanth, Pow 60 ..	@ 75		Ginger, Jamaica ..	20 @ 25		
Turpentine	10 @ 15		Ginger, Jamaica, ..	22 @ 28		
Leaves			powdered	@6 50		
Buchu	2 00 @ 2 25		Goldenseal, powd. ..	2 75 @ 3 00		
Buchu, Powd.	2 00 @ 2 25		Ipecac, powd.	12 @ 15		
Sage, bulk	18 @ 25		Licorice, powd.	12 @ 15		
Sage, 1/4s Loose ..	20 @ 25		Orris, powdered	20 @ 25		
Sage, Powdered	25 @ 30		Poke, powdered	20 @ 25		
Senna, Alex.	25 @ 30		Rhubarb	75 @ 1 00		
Senna, Tinn.	15 @ 20		Rhubarb, powd.	75 @ 1 25		
Senna, Tinn, Pow. ..	20 @ 25		Rosinweed, powd. ..	25 @ 30		
Uva Ursi	10 @ 15		Sarsaparilla, Hond. ..	@ 45		
Oils			ground	25 @ 30		
Almonds, Bitter, ..	6 00 @ 6 50		Sarsaparilla Mexican ..	20 @ 25		
Almond, Bitter, ..	@1 75		Squills	20 @ 25		
Almonds, Sweet, ..	80 @ 1 00		Squills, powdered ..	40 @ 60		
Almond, Sweet, ..	40 @ 50		Tumeric, powd.	12 @ 15		
Amber, crude	25 @ 30		Valerian, powd.	25 @ 30		
Amber rectified ..	40 @ 50		Seeds			
Anise	2 00 @ 2 25		Anise	18 @ 22		
Bergamot	@9 00		Anise, powdered ..	22 @ 25		
Cajeput	@ 75		Bird, Is	7 @ 8		
Cassia	1 50 @ 1 75		Canary	5 @ 7		
Castor, bbls. and ..	12 1/2 @ 15		Caraway	12 @ 15		
cans	@ 85		Cardamon	1 40 @ 1 50		
Cedar Leaf	@ 60		Celery	45 @ 50		
Citronella	@1 40		Coriander	10 @ 15		
Cloves	18 @ 20		Dill	18 @ 20		
Cocanut	15 @ 21		Fennel	25 @ 30		
Cod Liver	70 @ 85		Flax, ground	5 1/2 @ 10		
Cotton Seed	@1 60		Foenugreek, pow.	6 @ 10		
Croton			Hemp	5 @ 7		
			Lobelia	@ 50		
			Mustard, yellow	9 @ 12		
			Mustard, black	9 @ 12		
			Mustard, powd.	20 @ 25		
			Poppy	15 @ 20		
			Quince	@1 00		
			Rape	6 @ 10		
			Sabadilla	25 @ 30		
			Sabadilla, powd.	35 @ 45		
			Sunflower	6 @ 8		
			Worm American	15 @ 20		
			Worm Levant	30 @ 35		
			Tinctures			
			Aconite	@ 60		
			Aloes	@ 60		
			Arnica	@ 60		
			Asafoetida	@1 00		
			Belladonna	@ 60		
			Benzoin	@ 70		
			Benzoin Compound ..	@ 75		
			Buchu	@ 90		
			Cantharides	@ 75		
			Capsicum	@ 60		
			Cardamon	@ 75		
			Cardamon, Comp.	@ 75		
			Catechu	@ 60		
			Cinchona	@ 60		
			Colchicum	@ 60		
			Cubebs	@ 75		
			Digitalis	@ 60		
			Gentian	@ 60		
			Ginger	@ 60		
			Guaiac	@ 60		
			Guaiac Ammon	@ 70		
			Iodine	@1 00		
			Iodine, Colorless ..	@1 25		
			Ipecac	@ 75		
			Iron, clo	@ 60		
			Kino	@ 75		
			Myrrh	@ 60		
			Nux Vomica	@ 60		
			Opium	@2 00		
			Opium Camph.	@1 00		
			Opium, Deodorz'd ..	@2 25		
			Rhubarb	@ 75		
			Paints			
			Lead, red, dry	7 1/2 @ 10		
			Lead, white dry	7 1/2 @ 10		
			Lead, white oil	7 1/2 @ 10		
			Ochre, yellow bbl ..	1 @ 1 1/4		
			Ochre, yellow less ..	2 @ 5		
			Putty	2 1/2 @ 5		
			Red Venetian bbl ..	1 @ 1 1/2		
			Red Venet'n, less ..	2 @ 5		
			Shaker, Prepared ..	1 50 @ 1 60		
			Vermillion, Eng.	90 @ 1 00		
			Vermillion, Amer.	15 @ 20		
			Whiting, bbl.	1 @ 1 1/2		
			Whiting	2 @ 5		
			Insecticides			
			Arsenic	6 @ 10		
			Blue Vitrol, bbl.	@ 6 1/2		
			Blue Vitrol less ..	7 @ 10		
			Bordeaux Mix Pst ..	8 @ 15		
			Hellebore, white ..	15 @ 20		
			powdered	15 @ 20		
			Insect Powder	20 @ 35		
			Lead Arsenate	8 @ 16		
			Lime & Sulphur	15 @ 25		
			Solution, gal	15 @ 25		
			Paris Green	15 @ 20		
			Miscellaneous			
			Acetanilid	30 @ 35		
			Alum	3 @ 5		
			Alum, powdered and ..	5 @ 7		
			ground	5 @ 7		
			Bismuth Subnitrate ..	2 10 @ 2 25		
			Borax xtal or	6 @ 12		
			powdered	@ 12		
			Cantharides powd.	@ 1 25		
			Calomel	1 25 @ 1 35		
			Capsicum	20 @ 25		
			Carmine	@3 50		
			Cassia Buds	@ 40		
			Cloves	25 @ 30		
			Chalk Prepared	6 @ 8 1/2		
			Chalk Precipitated ..	7 @ 8		
			Chloroform	34 @ 44		
			Chloral Hydrate	1 25 @ 1 45		
			Cocaine	3 65 @ 3 90		
			Cocoa Butter	50 @ 60		
			Corks, list, less 70% ..	@ 75		
			Copperas bbls cwt ..	@ 25		
			Copperas, less	4 @ 6		
			Copperas, Powd.	4 @ 6		
			Corrosive Sublim.	1 25 @ 1 40		
			Cream Tartar	28 @ 35		
			Cuttlebone	25 @ 35		
			Dextrine	7 @ 10		
			Dover's Powder	2 00 @ 2 25		
			Emery, all Nos.	6 @ 10		
			Emery, powdered	5 @ 8		
			Epsom Salts, bbls ..	@ 1 1/2		
			Epsom Salts, less 2 1/2 ..	@ 5		
			Ergot	1 50 @ 1 75		
			Ergot, powdered	1 80 @ 2 00		
			Flake White	12 @ 15		
			Formaldehyde lb.	12 @ 15		
			Gambier	6 @ 10		
			Gelatine	35 @ 45		
			Glassware, full cases ..	80 %		
			Glassware, less 70 & 10% ..	@ 1 1/4		
			Glauber Salts bbl.	2 @ 1 1/2		
			Glauber Salts less ..	2 @ 1 1/2		
			Glue, brown	11 @ 15		
			Glue, brown grd	10 @ 15		
			Glue, white	15 @ 25		
			Glue, white grd	15 @ 20		
			Glycerine	23 @ 35		
			Hops	50 @ 80		
			Indigo	85 @ 1 00		
			Iodine	3 75 @ 4 00		
			Iodoform	4 80 @ 5 00		
			Lead Acetate	12 @ 18		
			Lycopodium	60 @ 75		
			Mace	80 @ 90		
			Mace, powdered	90 @ 1 00		
			Menthol	10 @ 10 50		
			Mercury	85 @ 90		
			Morphine, all brd ..	4 55 @ 4 80		
			Nux Vomica	@ 10		

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		DECLINED	
Cheese		Graham Flour	
Meal		Canned Apples	
		Dried Fruits	

Index to Markets		1	2
By Columns			
Col.			
A		AMMONIA	Clams
Ammonia		12 oz. ovals 2 doz. box 75	Little Neck, 1 lb. @ 1.00
Axle Grease			Little Neck, 2 lb. @ 1.50
B		AXLE GREASE	Clam Bouillon
Baked Beans		1 lb. wood boxes, 4 doz. 3.00	Burnham's, 1/2 pt. 2.25
Bath Brick		1 lb. tin boxes, 2 doz. 2.35	Burnham's, pts. 3.75
Bluing		3 1/2 lb. tin boxes, 2 doz. 2.35	Burnham's qts. 7.50
Breakfast Food		10 lb. pails, per doz. 6.00	Corn
Brooms		15 lb. pails, per doz. 7.20	Fair 75 @ 90
Brushes		25 lb. pails, per doz. 12.00	Good 1.00 @ 1.10
Butter Color			Fancy @ 1.30
C		BAKED BEANS	French Peas
Candles		No. 1, per doz. 45 @ 90	Monbadon (Natural)
Canned Goods		No. 2, per doz. 75 @ 1.40	per doz. 2.45
Carbon Oils		No. 3, per doz. 85 @ 1.75	Gooseberries
Catsup		English 95	No. 2, Fair 1.50
Cheese		BLUING	No. 2, Fancy 2.35
Chewing Gum		Jennings'	Hominy
Chicory		Condensed Pearl Bluing	Standard 85
Chocolate		Small C P Bluing, doz. 45	Lobster
Cider, Sweet		Large, C P Bluing, doz. 75	1/2 lb. 2.50
Clothes Lines		BREAKFAST FOODS	1 lb. 4.25
Cocoa		Apetizo, Biscuits 3.00	Picnic Tails 2.75
Cocoanut		Bear Food, Pettijohns 1.95	Mackerel
Confections		Cracked Wheat, 24-2 2.50	Mustard, 1 lb. 1.80
Cracked Wheat		Cream of Wheat, 36-2 4.50	Mustard, 2 lb. 2.80
Crackers		Egg-O-See Wheat 2.75	Soused, 1 1/2 lb. 1.60
Cream Tartar		Egg-O-See Corn 2.75	Soused, 2 lb. 2.75
D		Flakes 2.75	Tomato, 1 lb. 1.50
Dried Fruits		Posts Toasties, T. 2.80	Tomato, 2 lb. 2.80
F		Posts Toasties, E. 2.80	Mushrooms
Farinaceous Goods		No. 3 2.80	Hotels @ 15
Fishing Tackle		Farinose, 24-2 2.70	Buttons, 1/2 14
Flavoring Extracts		Grape Nuts 2.70	Buttons, 1 25
Flour and Feed		Grape Sugar Flakes 2.50	Oysters
Fruit Jars		Sugar Corn Flakes 2.50	Cove, 1 lb. 90 @
G		Hardy Wheat Food 2.25	Cove, 2 lb. 1.60 @
Gelatin		Postman's Dutch Cook 2.75	Plums
Grain Bags		Holland Rusk 3.20	90 @ 1.35
H		Saxon Wheat Food 3.00	Pears in Syrup
Herbs		Krinkle Corn Flake 2.00	No. 3 cans, per doz. 1.50
Hides and Pelts		Malt Breakfast Food 4.50	Peas
Horse Radish		Maple Flakes 2.70	Marrowfat @ 1.25
J		Maple Corn Flakes 2.80	Early June @ 1.25
Jelly		Minu, Wheat Cereal 3.75	Early June sifted 1.45 @ 1.55
Jelly Glasses		Algrain Food 4.25	Peaches
K		Raiston Wheat Food 4.50	Pie 90 @ 1.25
L		Saxon Wheat Food 2.85	No. 10 size can pie @ 3.25
Mapleine		Shred Wheat Biscuit 3.60	Pineapple
Mince Meats		Triscuit, 18 1.80	Grated 1.75 @ 2.10
Molasses		Pillsbury's Best Cer'l 4.25	Sliced 90 @ 2.60
Mustard		Post Tavern Special 2.80	Pumpkin
N		Voigt's Cream Flakes 4.50	Fair 80
Nuts		Quaker Puffed Rice 4.25	Good 90
O		Quaker Brkfst Biscuit 1.90	Fancy 1.00
Olives		Quaker Corn Flakes 1.90	Gallon 2.15
P		Victor Corn Flakes 2.20	Raspberries
Pickles		Washington Crisps 2.80	Standard @
Pipes		Wheat Hearts 1.90	Salmon
Playing Cards		Wheatena 4.50	Warrens, 1 lb. Tall 2.30
Potash		Zest 4.00	Warrens, 1 lb. Flat 2.40
Provisions		Evapor'd Sugar Corn 90	Red Alaska 1.65 @ 1.75
R		BROOMS	Pink Alaska 1.35 @ 1.45
Rice		Parlor 3.00	Sardines
Rolled Oats		Jewel 3.70	Domestic, 1/4 2.75
S		Whittier Special 4.55	Domestic, 3/4 Mustard 2.75
Salad Dressing		Parlor Gem 3.75	Domestic, 1 1/2 Mustard 6 1/2
Saleratus		Common Whisk 1.10	French, 1/4 18 @ 23
Sal Soda		Fancy Whisk 1.50	Shrimps
Salt		Warehouse 4.50	Dunbar, 1st, doz. 1.20
Salt Fish		BRUSHES	Dunbar, 1 1/2, doz. 2.25
Seeds		Scrub	Fair 90
Shoe Blacking		Solid Back, 8 in. 75	Good 1.20
Snuff		Solid Back, 11 in. 95	Fancy 1.25 @ 1.40
Soap		Pointed Ends 85	Standard 95
Soda		Stove	Fancy 2.25
Spices		No. 3 90	Strawberries
Starch		No. 2 1.25	Good 1.05
Syrups		No. 1 1.75	Fancy 1.35
T		Shoe	No. 10 3.25
Table Sauces		No. 8 1.00	CARBON OILS
Tea		No. 7 1.30	Barrels
Tobacco		No. 4 1.70	D. S. Gasoline @ 11 1/2
Twine		No. 3 1.90	Gas Machine @ 25 1/2
V		BUTTER COLOR	Deodor'd Nap'a @ 17 1/2
Vinegar		Dandelion, 25c size 2.00	Cylinder 29 @ 34 1/2
W		CANDLES	Engine 16 @ 22
Wicking		Paraffine, 6s 10	Black, winter 8 @ 10
Woodenware		Paraffine, 12s 10	CATSUP
Wrapping Paper		Wicking 20	Snider's pints 2.35
Y		CANNED GOODS	Snider's 1/2 pints 1.35
Yeast Cake		Apples	CHEESE
		3 lb. Standards @ 90	Acme @ 17
		Gallon 2.50 @ 2.75	Birmingham @ 18
		Blackberries	Carson City @ 18
		2 lb. 1.50 @ 1.90	Hopkins @ 18
		Standards gallons @ 5.00	Riverside @ 18
		Beans	Warner @ 19
		Baked 85 @ 1.30	Brick @ 19
		Red Kidney 85 @ 95	Leiden @ 15
		String 70 @ 1.15	Limburger @ 19
		Wax 75 @ 1.25	Flneapple 40
		Blueberries	Sap Sago @ 22
		Standard 1.30	Swiss, domestic @ 13
		Gallon 6.75	

3	4	5
CHEWING GUM.	Extract	Oyster
Adams Black Jack 55	Holland, 1/2 gro boxes 95	N. B. C. Picnic boxes 6 1/2
Adams Sappota 55	Felix, 1/2 gross 1 15	Gem, boxes 6 1/2
Beeman's Pepsin 55	Hummel's foil, 1/2 gro. 85	Shell 8
Chiclets 1 25	Hummel's tin, 1/2 gro. 1 43	Sweet Goods
Colgan Violet Chips 60		Animals 10
Colgan Mint Chips 60	CONFECTIONS	Atlantics 12
Dentley 1 10	Stick Candy Pails	Atlantic, Assorted 12
Flag Spruce 55	Standard 8 1/2	Avena Fruit Cakes 12
Juicy Fruit 55	Standard H H 8 1/2	Bonnie Doon Cookies 10
Red Robin 55	Standard Twist 9	Bonnie Lassies 10
Sen Sen (Jars 80 pkgs, \$2.20) 55	Jumbo, 32 lb. 9	Bunty Shortbread 20
Spearmint, Wrigleys 55	Extra H H 11	Brittle 11
Spearmint, 5 box jars 2 75	Boston Cream 17	Brittle Fingers 10
Spearmint, 3 box jars 1 65	Big stick, 30 lb. case 9	Bumble Bee 10
Trunk Spruce 55		Cartwheels Assorted 8 1/2
Yucatan 55	Mixed Candy	Chocolate Drops 17
Zeno 55	X L O 7	Chocolate Drp Centers 16
5 boxes one kind, 3c per box less.	Special 7 1/2	Choc. Honey Fingers 16
	Conserve 8 1/2	Circle Honey Cookies 12
Bulk	Royal 8 1/2	Cracknels 12
Red 5	Ribbon 14	Cocoanut Taffy Bar 16
Eagle 7	Broken 8 1/2	Cocoanut Drops 12
Francis 5	Cut Loaf 9 1/2	Cocoanut Macaroons 13
Schener's 7	Leader 8 1/2	Cocoanut Hon. Fingers 12
Red Standards 1 60	Kindergarten 11	Coffee Cakes, Iced 12
White 1 60	French Cream 17	Crumpets 10
	Hand Made Cream 14	Diana Marshmallow Cakes 16
CHICORY	Paris Cream Bon Bons 10	Dinner Biscuit 25
Bulk 5	Fancy-In Pails	Domestic Sugar Cookies 9
Red 7	Gypsy Hearts 15	Domestic Cakes 8 1/2
Eagle 7	Coco Bon Bons 14	Eventide Fingers 16
Francis 5	Fudge Squares 14	Family Cookies 8 1/2
Schener's 7	Peanut Squares 17	Fig Cake Assorted 12
Red Standards 1 60	Sugared Peanuts 12	Fig Newtons 12
White 1 60	Salted Peanuts 12	Floral Cake 12 1/2
	Starlight Kisses 13	Fluted Cocoanut Bar 10
CHOCOLATE	Lozenges, plain 11	Frosted Creams 8 1/2
Walter Baker & Co. 22	Champion Chocolate 12	Frosted Ginger Cookie 8 1/2
Premium 30	Eclipse Chocolates 15	Fruit Lunch, Iced 10
Caracas 28	Bureka Chocolates 16	Gala Sugar Cakes 8 1/2
Walter M. Lowney Co. 27	Champion Gum Drops 10	Ginger Gems 8 1/2
Premium, 1/4s 27	Anise squares 10	Ginger Gems, Iced 8 1/2
Premium, 1/2s 27	Lemon Sours 10	Graham Crackers 9 1/2
CIDER, SWEET	Imperial 10	Ginger Snaps Family 8 1/2
"Morgan's"	Ital, Cream Bon Bons 13	Ginger Snaps N. B. C. 8
Regular barrel 50 gal 10 00	Golden Waffles 14	Square 8 1/2
Trade barrel, 28 gals 5 50	Red Rose Gum Drops 10	Hippodrome Bar 10
1/2 Trade barrel, 14 gal 3 50	Auto Kisses 14	Honey Cake, N. B. C. 12
Boiled, per gal. 60	Coffy Toffy 14	Honey Fingers As. Ice 12
Hard, per gal. 25	Molasses Mint Kisses 12	Honey Jumbles, Iced 12
CLOTHES LINE		Honey Jumbles, Plain 12
No. 40 Twisted Cotton 95	Fancy-In 5th. Boxes	Honey Flake 12
No. 50 Twisted Cotton 1 30	Old Fashioned Molasses Kisses 10 lb. bx. 1 30	Household Cookies 8
No. 60 Twisted Cotton 1 70	Orange Jellies 60	Household Cookies, Iced 9
No. 80 Twisted Cotton 2 00	Lemon Sours 60	Imperial 8 1/2
No. 90 Braided Cotton 1 00	Old Fashioned Horehound drops 60	Jonnie Mixed 8 1/2
No. 60 Braided Cotton 1 25	Peppermint Drops 70	Jubilee Mixed 10
No. 80 Braided Cotton 1 85	Champion Choc Drops 65	Kream Khips 25
No. 50 Sash Cord 1 75	H. M. Choc. Lt. and Dark No. 12 1 10	Leap Year Jumbles 18
No. 60 Sash Cord 2 00	Butter Sweets, asd 1 25	Lemon Biscuit Square 8 1/2
No. 70 Jute 80	Brilliant Gums, Crys. 60	Lemon Thins 16
No. 72 Jute 1 00	A. A. Licorice Drops 1 00	Lemon Wafers 16
No. 60 Sisal 85	Lozenges, printed 65	Lemona 8 1/2
Galvanized Wire	Lozenges, plain 60	Mace Cakes 8
No. 20, each 100ft. long 1 90	Imperial 65	Mary Ann 8 1/2
No. 19, each 100ft. long 2 10	Mottoes 65	Marshmallow Coffee 12 1/2
	G. M. Peanut Bar 60	Marshmallow Walnuts 16 1/2
COCOA	Hand Made Crms 80 @ 90	Medley Pretzels 16
Baker's 36	Cream Wafers 65	Molasses Cakes 8 1/2
Cleveland 41	String Rock 70	Molasses Fruit Cookies 11
Colonial, 1/4s 35	Wintergreen Berries 60	Molasses Sandwich 12
Colonial, 1/2s 33	Pop Corn	Mottled Square 10
Epps 42	Cracker Jack 3 25	Oatmeal Crackers 8
Huyler 36	Giggles, 5c pkg. 3 50	Orange Gems 8 1/2
Lowney, 1/4s 32	Fan Corn, 50's 1 65	Orange Sponge Layer Cakes 18
Lowney, 1/2s 30	Azulikit 100s 3 25	Penny Assorted 8 1/2
Lowney, 5 lb. cans 32	Oh My 100s 3 50	Peanut Gems 9
Van Houten, 1/4s 12	Cough Drops	Picnic Mixed 11 1/2
Van Houten, 1/2s 18	Putnam Menthal 1 00	Pineapple Wafers 16
Van Houten, 1/4s 36	Smith Bros. 1 25	Pretzels, Hand Made 9
Van Houten, 1/2s 36	NUTS—Whole	Pretzettes, Hand Md. 9
Webb 33	Almonds, Tarragona 18	Pretzettes, Mac. Md. 8
Wilber, 1/2s 33	Almonds, Drake 15	Raisin Cookies 12
Wilber, 3/4s 32	Almonds, California soft shell @ 12	Raisin Gems 12
	Bazils 12 @ 13	Raspberry Cakes 12
	Filberts 12 @ 13	Revere, Assorted 14
	Cal. No. 1 12 @ 13	Rittenhouse Fruit Biscuit 12
	Walnuts, sft shell @ 15	Royal Lunch 8
	Walnuts, Marbot @ 15	Royal Toast 8
	Table nuts, fancy @ 13	Rube Doone Shortbread 8 1/2
	Pecans, medium @ 14	Spiced Currant Cakes 9
	Pecans, ex. large @ 15	Spiced Ginger Cks Iced 10
	Pecans, jumbos @ 18	Sugar Fingers 12
	Hickory Nuts, per bu. 2 00	Sugar Cakes 8 1/2
	Cocoanuts	Sugar Crimp 8 1/2
	Chestnuts, New York State, per bu. @ 12	Sugar Squares, large or small 9
	Salted Peanuts 12	Sultana Fruit Biscuit 16
	Shelled	Sunnyside Jumbles 10
	Spanish peanuts 8 @ 8 1/2	Superba 8 1/2
	Pecan Halves @ 85	Sponge Lady Fingers 25
	Walnut Halves @ 35	Triumph Cakes 16
	Filbert Meats @ 30	Vanilla Wafers 17
	Alicant Almonds @ 42	Wafer Jumbles cans 18
	Jordan Almonds @ 47	Waverly 10
	Peanuts	
	Fancy H. P. Suns 6 @ 6 1/2	
	Roasted 7 @ 7 1/2	
	Choice, raw, H. P. Jumbo @ 6 1/2	
	CRACKED WHEAT	
	Bulk 24 2lb. pkgs. 2 50	
	CRACKERS	
	National Biscuit Company	
	Brands	
	Butter	
	N. B. C. Sq. bb. 7 bx. 6 1/2	
	Seymour, Rd. bbl. 7 bx. 6 1/2	
	Soda	
	Premium 6 @ 6 1/2	
	Chocolate Wafers 7 1/2	
	Cocoanut Dainties 1 00	
	Dinner Biscuits 1 50	
	Faust Oyster 1 00	
	Fig Newton 1 00	

6

7

8

9

10

11

Five O'clock Tea	1.00
Frotana	1.00
Fruit Cake	3.00
Ginger Snaps, N. B. C.	1.00
Graham Crackers, Red Label	1.00
Lemon Snaps	1.00
Oatmeal Crackers	1.00
Old Time Sugar Cook	1.00
Oval Salt Biscuit	1.00
Oysterettes	1.00
Premium Sodas	1.00
Pretzettes, Hd. Md.	1.00
Royal Toast	1.00
Rykon Biscuit	1.00
Saltine Biscuit	1.00
Saratoga Flakes	1.00
Social Tea Biscuit	1.00
Sultana Fruit Biscuit	1.00
Soda Crackers N B C	1.00
Soda Crackers Select	1.00
S. S. Butter Crackers	1.00
Unedda Biscuit	1.00
Unedda Jinger Wafer	1.00
Unedda Lunch Biscuit	1.00
Vanilla Wafers	1.00
Water Thin Biscuit	1.00
Zu Zu Ginger Snaps	1.00
Zwieback	1.00

Other Package Goods	50
Barnum's Animals	50
Chocolate Tokens	2.50
American Beauty	2.50
Ginger Snaps	2.50
Butter Crackers, NBC family package	2.50
Soda Crackers, NBC family package	2.50
In Special Tin Packages, per doz.	2.50
Festino	2.50
Minaret Wafers	2.50
Nabisco, 25c	2.50
Nabisco, 10c	2.50
Champagne	2.50
Per tin in bulk	1.00
Sorbetto	1.00
Nabisco	1.75
Festino	1.50
Bent's Water Crackers	1.40

Cream Tartar	33
Barrels or drums	33
Boxes	34
Square Cans	36
Fancy caddies	41

Dried Fruits	
Apples	
Evaporated, Choice bulk 9	
Evaporated, Fancy pkg. 10 1/2	
Apricots	14@15
Citron	15
Corsican	15

Currents	
Imp'd 1 lb. pkg.	9 1/2
Imported, bulk	9 1/2
Peaches	
Muir's-Choice, 25 lb. b 9	
Muir's-Fancy, 25 lb. b 10	
Fancy, Peeled, 25 lb. 18	

Peel	
Lemon, American	12 1/2
Orange, American	12 1/2
Raisins	
Connors Cluster 1 lb. 17	
Dessert Cluster, 1 lb. 21	
Loose Muscatels 3 Cr 7 1/2	
Loose Muscatels 4 Cr 8	
L. M. Seeded, 1 lb. 6 1/2 @ 7	

California Prunes	
90-100 25lb. boxes @ 6	
80-90 25lb. boxes @ 6 1/2	
70-80 25lb. boxes @ 7	
60-70 25lb. boxes @ 7 1/2	
50-60 25lb. boxes @ 8	
40-50 25lb. boxes @ 9	

Farinaceous Goods	
Beans	
Dried Lima	7 1/2
Med. Hand Picked	3.10
Brown Holland	3.25
Farina	
25 lb. packages	1.50
Bulk, per 100 lbs.	4.00
Original Holland Rusk	
Packed 12 rolls to container	3
3 containers (36) rolls 2 85	
5 containers (60) rolls 4 75	

Hominy	
Pearl, 100 lb. sack	2.00
Maccaroni and Vermicelli	
Domestic, 10 lb. box	80
Imported, 25 lb. box	2.50
Pearl Barley	
Chester	3.00
Empire	3.75

Peas	
Green, Wisconsin, bu.	3.00
Green, Scotch, bu.	3.00
Split, lb.	4 1/2
Sago	
East India	5 1/2
German, sacks	5 1/2
German, broken pkg.	5 1/2

Tapoca	
Flake, 100 lb. sacks	5 1/2
Pearl, 130 lb. sacks	5 1/2
Pearl, 36 pkgs.	2.25
Minute, 36 pkgs.	2.75

Fishing Tackle	
1/2 to 1 in.	6
1 1/4 to 2 in.	7
1 1/2 to 2 in.	9
1 3/4 to 2 in.	11
2 in.	15
2 1/2 in.	20

Cotton Lines	
No. 1, 10 feet	5
No. 2, 15 feet	7
No. 3, 15 feet	9
No. 4, 15 feet	10
No. 5, 15 feet	11
No. 6, 15 feet	12
No. 7, 15 feet	13
No. 8, 15 feet	15
No. 9, 15 feet	20

Linen Lines	
Small	20
Medium	26
Large	34

Poles	
Bamboo, 14 ft., per doz.	55
Bamboo, 16 ft., per doz.	60
Bamboo, 18 ft., per doz.	80

Flavoring Extracts	
Jennings D C Brand	
Terpeness, Extract Lemon	
No. 1 F Box, per doz.	75
No. 2 F Box, per doz.	90
No. 4 F Box, per doz.	1.75
No. 3 Taper, per doz.	1.75
2 oz. Flat, F M per doz.	1.50

Jennings D C Brand	
Extract Mexican Vanilla	
No. 1 F Box, per doz.	90
No. 2 F Box, per doz.	1.40
No. 4 F Box, per doz.	2.25
No. 3 Taper, per doz.	2.00
2 oz. Flat F M per doz.	2.00

Flour and Feed	
Grand Rapids Grain & Milling Co.	
Winter Wheat	
Purity Patent	5.70
Seal of Minnesota	5.25
Sunburst	5.25
Wizard Flour	5.40
Wizard Graham	5.60
Wizard Gran. Meal	4.80
Wizard Buckwheat	4.80
Rye	4.80

Valley City Milling Co.	
Lily White	5.70
Light Loaf	5.10
Graham Health	2.30
Graham Health	2.40
Gran. Meal	2.00
Bolited Med.	1.90

Voigt Milling Co.	
Graham's Crescent	5.10
Voigt's Flour	5.70
Voigt's Flour	5.70
Voigt's Hygienic	5.10
Voigt's Royal	6.10

Watson-Higgins Milling Co.	
Perfection Flour	5.70
Tip Top Flour	5.30
Golden Sheaf Flour	5.00
Marshall's Best Flour	5.00

Worden Grocer Co.	
Quaker, paper	5.50
Quaker, cloth	5.60

Spring Wheat	
Roy Baker	
Golden Horn, family	5.50
Golden Horn, bakers	4.90
Wisconsin Rye	4.00

Judson Grocer Co.	
Ceresota, 1/2s	6.00
Ceresota, 1/4s	5.90
Ceresota, 1/8s	5.80

Worden Grocer Co.	
Laurel, 1/2s cloth	6.00
Laurel, 1/4s cloth	5.90
Laurel, 1/8s & 1/4s paper	5.80
Laurel, 1/2s cloth	5.80

Wingold, 1/2s	5.70
Wingold, 1/4s	5.60
Wingold, 1/8s	5.50

Wykes & Co.	
Sleepy Eye, 1/2s cloth	5.70
Sleepy Eye, 1/4s cloth	5.60
Sleepy Eye, 1/8s cloth	5.50
Sleepy Eye, 1/2s paper	5.50
Sleepy Eye, 1/4s paper	5.50

Boiled	4.40
Golden Granulated	4.60
Wheat	
Red	1.03
White	1.02

Oats	
Michigan carlots	36
Less than carlots	38
Corn	
Carlots	80
Less than carlots	82

Hay	
Carlots	16.00
Less than carlots	18.00

Feed	
Street Car Feed	33
No. 1 Corn & Oat Feed	33
Cracked corn	32
Coarse corn meal	32

Fruit Jars	
Mason, pts., per gro.	5.10
Mason, qts., per gro.	5.50
Mason, 1/2 gal. per gro.	7.60
Mason, can tops, gro.	1.40

Gelatine	
Cox's, 1 doz. large	1.75
Cox's, 1 doz. small	1.00
Knox's Sparkling, doz.	1.25
Knox's Sparkling, gr.	1.40
Nelson's	1.50
Knox's Acidu'd. doz.	1.25
Oxford	75
Plymouth Rock, Phos.	1.25
Plymouth Rock, Plain	90

Grain Bags	
Broad Gauge	18
Amoskeag	19

Herbs	
Sage	15
Hops	15
Laurel Leaves	15
Senna Leaves	25

Hides and Pelts	
Hides	
Green, No. 1	11 1/2
Green, No. 2	10 1/2
Cured, No. 1	12
Cured, No. 2	12
Calfskin, green, No. 1	15
Calfskin, green, No. 2	13 1/2
Calfskin, cured, No. 1	16
Calfskin, cured, No. 2	14 1/2

Pelts	
Old Wool	@ 30
Lambs	25 @ 60
Shearlings	25 @ 50

Tallow	
No. 1	@ 5
No. 2	@ 4

Wool	
Unwashed, med.	@ 20
Unwashed, fine	@ 15

Horse Radish	
Per doz.	90

Jelly	
5lb. pails, per doz.	2.20
15lb. pails, per pail	60
30lb. pails, per pail	1.05

Jelly Glasses	
1/2 pt. in bbls, per doz.	15
1/2 pt. in bbls, per doz.	16
8 oz. capped in bbls, per doz.	18

Mapleine	
2 oz. bottles, per doz.	3.00

Mince Meat	
Per case	2.85

Molasses	
New Orleans	
Fancy Open Kettle	42
Choice	35
Good	22
Fair	20
Half barrels 2c extra	

Mustard	
1/4 lb. 6 lb. box	16

Olives	
Bulk, 1 gal. kegs 1 05 @ 15	
Bulk, 2 gal. kegs 90 @ 15	
Bulk, 5 gal. kegs 90 @ 15	
Stuffed, 8 oz.	1.35
Stuffed, 1 1/2 oz.	2.25
Pitted (not stuffed)	
14 oz.	2.25
Manzanilla, 8 oz.	90
Lunch, 10 oz.	1.35
Lunch, 16 oz.	2.25
Queen, Mammoth, 19 oz.	3.75
Queen, Mammoth, 28 oz.	5.25
Olive Chow, 2 doz. cs, per doz.	2.25

Pickles	
Medium	
Barrels, 1,200 count	6.75
Half bbls., 600 count	4.00
5 gallon kegs	1.90

Small	
Barrels	8.25
Half barrels	4.65
5 gallon kegs	2.25

Gherkins	
Barrels	
Half barrels	
5 gallon kegs	

Sweet Small	
Barrels	14.50
Half barrels	8.00
5 gallon kegs	3.25

Pipes	
Clay, No. 216, per box	1.75
Clay, T. D., full count	60
Cob	90

Playing Cards	
No. 90, Steamboat	75
No. 15, Rival, assorted	1.25
No. 20, Rover, enam'd	1.50
No. 572, Special	1.75
No. 98, Golf, satin fin.	2.00
No. 308, Bicycle	2.00
No. 632, Tourn't whist	2.25

Potash	
Babbitt's	4.00

Provisions	
Barreled Pork	
Clear Back	21.00 @ 22.00
Short Cut Clear	20.00 @ 20.50
Bean	17.00 @ 17.50
Brisket, Clear	19.50 @ 20.00
Pig	23.00
Clear Family	26.00

Dry Salt Meats	
S P Bellies	13

Lard	
Pure in tierces	12 @ 12 1/2
Compound Lard	9 @ 9 1/2
80 lb. tubs	advance 1/2
60 lb. tubs	advance 1/2
50 lb. tubs	advance 1/2
20 lb. pails	advance 3/4
10 lb. pails	advance 3/4
5 lb. pails	advance 1
8 lb. pails	advance 1

Smoked Meats	
Hams, 12 lb. av. 15 @ 16	
Hams, 14 lb. av. 14 @ 15 1/2	
Hams, 16 lb. av. 14 1/2 @ 15	
Hams, 18 lb. av. 14 @ 14 1/2	
Skinned Hams	15 @ 16 1/2
Hamm, dried beef	
sets	20 @ 20 1/2
California Hams	12 @ 12 1/2
Picnic Boiled Hams	15
Boiled Hams	23 1/2 @ 24
Minced Ham	12 1/2 @ 13
Bacon	15 1/2 @ 16

Sausages	
Bologna	8 1/2 @ 9
Liver	7 1/2 @ 8
Frankfort	10 @ 10 1/2
Veal	11
Poppy	11
Tongue	11
Headcheese	9

Beef	
Boneless	14.00
Rump, per lb.	15.00

Pig's Feet	
1/4 bbls.	95
3/4 bbls., 40 lbs.	1.90
1/2 bbls.	3.75
1 bbl.	8.00

Tripe	
Kits, 15 lbs.	90
1/4 bbls., 40 lbs.	1.60
3/4 bbls., 80 lbs.	3.00

Casings	
Hogs, per lb.	35
Beef, rounds, set	17 @ 18
Beef, middles, set	90 @ 95
Sheep, per bundle	80

Uncolored Butterline	
Solid Dairy	12 @ 16
Country Rolls	12 1/2 @ 18

Canned Meats	
Corned beef, 2 lb.	3.50
Corned beef, 1 lb.	1.85
Roast beef, 2 lb.	3.50
Roast beef, 1 lb.	1.85
Potted Ham, 1/2s	45
Potted Ham, 1/4s	45
Deviled Ham, 1/2s	45
Deviled Ham, 1/4s	45
Potted Tongue, 1/2s	45
Potted Tongue, 1/4s	45

Rice	
Fancy	6 @ 6 1/2
Japan Style	5 @ 5 1/2
Broken	3 1/2 @ 4 1/4

Rolled Oats	
Rolled Avena, bbls.	4.80</

Special Price Current

12	13	14
Big Chief, 2 1/2 oz. . . 6 00	Sweet Lotus, 10c . . . 12 00	3-hoop Standard . . . 2 35
Big Chief 16 oz. . . . 30	Sweet Lotus, per doz. 4 85	2-wire Cable . . . 2 10
Bull Durham, 5c . . . 5 90	Sweet Rose, 2 1/2 oz. . . 2 00	Cedar all red brass . . 1 25
Bull Durham, 10c . . . 10 80	Sweet Tip Top, 5c . . . 2 00	3-wire Cable . . . 2 30
Bull Durham, 15c . . . 18 48	Sweet Tip Top, 3 1/2 oz. . 3 30	Paper Eureka . . . 2 25
Bull Durham, 8 oz. . . . 60	Sweet Tips, 1/4 gro 10 08	Fibre 2 40
Bull Durham, 16 oz. . . 6 72	Sun Cured, 10c . . . 11 75	10 qt. Galvanized . . 1 70
Buck Horn, 5c 5 76	Summer Time, 5c . . . 5 76	12 qt. Galvanized . . 1 90
Buck Horn, 10c . . . 11 50	Summer Time, 7 oz. . . 1 65	14 qt. Galvanized . . 2 10
Briar Pipe, 5c 6 00	Summer Time 14 oz. . . 3 50	Toothpicks
Briar Pipe, 10c . . . 12 00	Standard, 2 oz. . . . 5 90	Birch, 100 packages . . 2 00
Black Swan, 5c 5 76	Standard, 3 1/2 oz. . . 2 35	Ideal 85
Black Swan, 14 oz. . . 3 50	Standard, 7 oz. . . . 1 68	Traps
Bob White, 5c 5 90	Seal N. C. 1 1/2 cut plug 70	Mouse, wood, 2 holes . . 22
Brotherhood, 5c . . . 5 95	Seal N. C. 1 1/2 Gran 63	Mouse, wood, 4 holes . . 40
Brotherhood, 10c . . 11 00	Three Feathers, 1 oz. . . 63	Mouse, wood, 6 holes . . 75
Brotherhood, 16 oz. . 39	Three Feathers, 10c 10 20	Mouse, tin, 5 holes . . . 65
Carnival, 5c 5 70	Three Feathers and	Rat, wood 80
Carnival, 3 1/2 oz. . . 39	Pipe combination . . 2 25	Rat, spring 75
Carnival, 16 oz. . . . 40	Tom & Jerry, 14 oz. . 3 60	Tubs
Cigar Clip Johnson	Tom & Jerry, 7 oz. . . 1 80	20-in. Standard, No. 1 7 50
Cigar Clip, Seymour	Tom & Jerry, 3 oz. . . 8 75	18-in. Standard, No. 2 6 50
Identity, 8 & 16 oz. . 30	Trout Line, 5c . . . 5 95	16-in. Standard, No. 3 5 50
Darby Cigar Cuttings 4 50	Turkish, Patrol, 2-9 5 76	18-in. Cable, No. 1 . . . 8 00
Continental Cubes, 10c	Tuxedo, 1 oz. bags . . 48	18-in. Cable, No. 2 . . 7 00
Corn Cake, 1 oz. . . . 2 55	Tuxedo, 2 oz. tins . . 96	16-in. Cable, No. 3 . . 6 00
Corn Cake, 7 oz. . . . 1 45	Tuxedo, 4 oz. cart . . 64	No. 1 Fibre 10 25
Corn Cake, 5c 5 76	Tuxedo, 16 oz. tins . . 64	No. 2 Fibre 9 25
Cream, 50c pails . . . 4 60	Twin Oaks, 10c . . . 94	No. 3 Fibre 8 25
Cuban Star, 5c foil . . 5 76	Union Leader, 50c . . 5 00	Large Galvanized . . 5 75
Cuban Star, 16 oz pails 3 72	Union Leader, 25c . . 2 55	Medium Galvanized . . 5 00
Chips, 10c 10 20	Union Leader, 10c . 11 60	Small Galvanized . . 4 25
Dills Best, 1 1/2 oz. . . 77	Union Leader, 5c . . 5 95	Washboards
Dills Best, 3 1/2 oz. . . 73	Union Workman, 1 1/2 5 76	Bronze Globe 2 50
Dixie Kid, 1 1/2 foil . . 39	Uncle Sam, 10c . . . 10 80	Dewey 1 75
Duke's Mix, 5c 5 76	Uncle Sam, 8 oz. . . 2 20	Double Acme 3 75
Duke's Mix, 10c . . . 11 52	U. S. Marine, 5c . . 6 00	Single Acme 3 15
Duke's Cameo, 1 1/2 oz 41	Van Bibber, 2 oz. tin . 88	Double Peerless . . . 3 75
Drum, 5c 5 90	Velvet, 5c pouch . . . 1 44	Single Peerless . . . 3 25
F. F. A. 3 oz. 11 50	Velvet, 10c tin . . . 1 92	Northern Queen . . . 3 25
F. F. A. 7 oz. 11 50	Velvet, 8 oz tin . . . 3 84	Double Duplex 3 00
Fashion, 16 oz. . . . 43	Velvet, 16 oz. can. . 7 68	Good Luck 2 75
Five Bros., 5c 5 60	elvet, combination cs 5 75	Universal 3 15
Five Bros., 10c . . . 10 70	Var Path, 5c 5 95	Window Cleaners
Five cent cut Plug . . 29	Var Path, 8 oz. . . . 1 60	12 in. 1 65
F O B 10c 11 50	Wave Line, 3 oz. . . . 40	14 in. 1 85
Four Roses, 10c . . . 26	Wave Line, 16 oz. . . 40	16 in. 2 30
Full Dress, 1 1/2 oz. . . 72	Way up, 2 1/2 oz. . . 5 75	Wood Bowls
Glad Hand, 5c 1 44	Wild Fruit, 5c . . . 5 76	13 in. Butter 1 50
Gold Block, 1 1/2 oz. . 39	Wild Fruit, 10c . . . 11 52	15 in. Butter 2 00
Gold Block, 10c . . . 11 88	Yum Yum, 5c 6 00	17 in. Butter 3 75
Gold Star, 16 oz. . . . 38	Yum Yum, 10c . . . 11 52	19 in. Butter 6 00
Gail & Ax Navy, 5c . 5 95	Yum Yum, 1lb., doz. 4 80	Assorted, 13-15-17 . 3 00
Growler, 5c 4 56		Assorted, 15-17-19 . 4 25
Growler, 10c 4 70		
Growler, 20c 5 20		
Giant, 5c 3 33		
Giant, 16 oz. 3 33		
Hand Made, 2 1/2 oz. . 5 76		
Hazel Nut, 5c 5 76		
Honey Dew, 1 1/2 oz. . 40		
Honey Dew, 10c . . . 11 88		
Hunting, 1 1/2 & 3 1/2 oz. 38		
I X L, 5c 6 10		
I X L, in pails 32		
Just Suits, 5c 6 00		
Just Suits, 10c . . . 11 88		
Kiln Dried, 25c . . . 2 45		
King Bird, 7 oz. . . . 25 20		
King Bird, 3 oz. . . . 11 00		
King Bird, 1 1/2 oz. . 5 70		
La Turka, 5c 5 76		
Little Giant, 1 lb. . . . 94		
Lucky Strike, 1 1/2 oz. 94		
Lucky Strike, 1 1/2 oz. 96		
Le Redo, 3 oz. . . . 10 80		
Le Redo, 8 & 16 oz. . 38		
Myrtle Navy, 10c . . 11 80		
Myrtle Navy, 5c . . . 5 94		
Maryland Club, 5c . . 5 76		
Mayflower, 5c 5 96		
Mayflower, 10c . . . 1 92		
Mayflower, 20c . . . 1 92		
Nigger Hair, 5c . . . 5 94		
Nigger Hair, 10c . . 10 56		
Nigger Head, 5c . . . 4 96		
Nigger Head, 10c . . 9 84		
Noon Hour, 5c 1 44		
Old Colony, 1-12 gro. 11 52		
Old Mill, 5c 5 76		
Old English Curve 1 1/2 oz 96		
Old Crop, 5c 5 76		
Old Crop, 25c 20		
P. S., 8 oz., 30 lb. cs. . 19		
P. S., 3 oz. per gro. 5 70		
Pat Hand, 1 oz. . . . 48		
Patterson Seal, 1 1/2 oz. 96		
Patterson Seal, 3 oz. . 90		
Patterson Seal, 16 oz. . 50		
Peerless, 5c 5 76		
Peerless, 10c 1 92		
Peerless, 3 oz. . . . 10 20		
Peerless, 7 oz. . . . 23 76		
Peerless, 14 oz. . . . 47 52		
Plaza, 2 gro. cs. . . . 5 76		
Plow Boy, 5c 5 76		
Plow Boy, 10c 11 00		
Plow Boy, 14 oz. . . . 4 50		
Pride of Virginia, 1 1/2 77		
Pilot 5c 5 76		
Pilot, 7 oz. doz. . . . 1 05		
Pilot, 14 oz. doz. . . 2 10		
Prince Albert, 10c . . 96		
Prince Albert, 8 oz. . 4 92		
Prince Albert, 16 oz. . 48		
Queen Quality, 5c . . 5 90		
Rob Roy, 5c foil . . . 5 90		
Rob Roy, 10c gross 10 20		
Rob Roy, 25c doz. . . 2 10		
Rob Roy, 50c, doz. . . 4 12		
S. & M., 5c, gross . . 5 76		
S. & M., 14 oz. doz. . 3 20		
Soldier Boy, 5c gross 5 80		
Soldier Boy, 10c . . . 10 56		
Soldier Boy, 1 lb. . . . 4 80		
Sweet Caporal, 1 oz. . 60		
Sweet Lotus, 5c . . . 6 00		

15
Panatellas, Bock 35
Jockey Club 35
COCOANUT
Baker's Brazil Shredded



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

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



White House, 1lb.
White House, 2lb.
Excelsior, Blend, 1lb. . . .
Excelsior, Blend, 2lb. . . .
Tip Top, Blend, 1lb.
Royal Blend
Royal High Grade
Superior Blend
Boston Combination
Distributed by Judson
Grocer Co., Grand Rapids;
Lee & Cady, Detroit; Sym-
mons Bros. & Co., Saginaw;
Brown Davis & War-

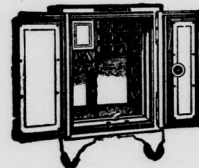
16
ner, Jackson; Godsmark,
Durand & Co., Battle
Creek; Fielbach Co., To-
ledo.



The only
5c
Cleanser

Guaranteed to
equal the
best 10c kinds

SAFES



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

SOAP

Gowans & Sons Brand.



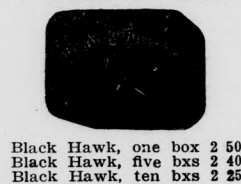
Single boxes 3 00
Five box lots 2 95
Ten box lots 2 90
Twenty-five box lots . . 2 85

Lautz Bros. & Co.
Acme, 30 bars, 75 lbs. 4 00
Acme, 25 bars, 75 lbs. 4 00

17
Acme, 25 bars, 70 lbs. 3 80
Acme, 100 cakes . . . 3 00
Big Master, 100 blocks 4 00
German Mottled . . . 3 15
German Mottled, 5 bx 3 15
German Mottled 10 bx 3 10
German Mottled 25 bx 3 05
Marseilles, 100 cakes . 6 00
Marseilles, 100 cks 5c 4 00
Marseilles, 100 cks toll 4 00
Marseilles, 1/2 box toll 2 10

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

Tradesman Co.'s Brand



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

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

Soap Powders

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

Soap Compounds

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

Scouring

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

Safe Cabinets Invalidate Insurance

ALL Fire Insurance Policies embody an agreement that the holder of the policy is to keep his inventory and a record of his sales in an iron safe. It has been a common understanding for many years that a violation of this agreement on the part of the insured invalidated the insurance. During the past year some misguided merchants have purchased so-called "safe-cabinets," made of thin sheets of steel, under the impression that they were obtaining fire proof safes. A Chicago merchant purchased a safe cabinet and kept his books and other documents therein. When his store burned the safe cabinet was completely destroyed, as is always the case with flimsy construction of that character. The company carrying his insurance repudiated the obligation. He sued to recover, but Judge King, in the Superior Court, held that he had no case, because the condition of the policy had not been complied with. It is possible that this will be a warning to other merchants who think they are protected, under the wording of the policy, by the possession of a safe cabinet. As a matter of fact, it is no protection and any agent who makes a sale by representing that it is fire proof should be made to suffer the penalty.



1 lb. boxes, per gross 9 00
3 lb. boxes, per gross 24 00
BAKING POWDER
Royal



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

CIGARS
Johnson Cigar Co.'s Brand
S. C. W., 1,000 lots . . 31
El Portana 33
Evening Press 32
Exemplar 32
Worden Grocer Co. Brand
Ben Hur
Perfection 35
Perfection Extras . . . 35
Londres 35
Londres Grand 35
Standard 35
Puritans 35
Panatellas, Finas . . . 35

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.

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. 435

BUSINESS CHANCES.

For Sale—Stock of hardware and builders' supplies, located at Onaway, Michigan, a live town of 3,000 people. Country developing very rapidly. Stock will inventory around \$5,000. Address Thad. B. Preston, Trustee for Merritt Chandler, Onaway, Michigan. 474

Merchants, all lines. Big crowds, quick money. Put on a Mill End Auction Sale of high-grade dress goods of all kinds and other reliable goods. We furnish the merchandise, do the selling, refund money if goods are not satisfactory and give you one-half the profits. Give your trade something new. Now is the time. Write for particulars and references. O. M., care Tradesman. 473

For sale, rent or trade for small farm, with buildings, meat market in West Branch, Michigan. Invoice about \$1,500. Farley Shoemaker, Nichols Hospital, Battle Creek, Mich. 472

For Rent—A first-class store building, 22 x 60, on the best corner of a live country town. Fine opportunity for a drug or general store. Address A. B., care Tradesman. 471

For Sale—General stock, invoicing from \$4,000 to \$5,000. Good established trade, located in town of 1,000 population. Will sell reasonable or trade for Grand Rapids real estate. Good reasons for selling. Address No. 470, care Tradesman. 470

For Sale—Fine up-to-date drug store. G. Van Arkel, Muskegon Heights, Mich. 469

We wish to correspond with someone desiring a first-class general store proposition. Will sell stock, fixtures and building for \$4,500. Good reasons for selling. It will pay you to investigate. Haslett & Hilderbrand, Irons, Mich. 468

For Sale or Rent—\$3,000 news and job plant; new. If sold at once, 50 cents on dollar. Other business compels sale or rent. Everything O. K. Saginaw County Farmer, Hemlock, Mich. 465

New Castle, Pa.—Fine opportunity for any mercantile business, especially dry goods, shoes, ladies' suits, etc., to open a store less than 200 feet from busiest corner in the best manufacturing town in Western Pennsylvania, having a population of 38,000, connected with corner second street 42 x 70, with privilege of other rooms as leases expire. Manufacturing plants running full time and new plants building. Call or address W. M. Knox, 208 Washington St., New Castle, Pa. 467

For Sale—One of best grain and stock farms in Oakland county, 320 acres, fine soil, timber, markets, buildings, etc.; \$45 acre; time or cash; lake on corner. Fine 5 and 10 acres for fruit and poultry. D. L. Davis, Pontiac. 466

For Sale—Dry goods, men's and ladies' furnishing stock; clean staple stock; will sacrifice; must sell immediately. Davidson & Miller, Bellevue, Ohio. 463

50c on the dollar buys a nice brick store and a general stock of merchandise in good railroad town. Address No. 448, care Michigan Tradesman. 448

For Sale—Stock of groceries, etc., in village in Northern Michigan resort district. Good farming country surrounding. For particulars, address J. C. Chase, Norwood, Mich. 454

Outside show cases, electric lighted, 19 and 27 inches wide, \$10 and \$15. Electric sign, will repaint to order, \$10. All real snaps. E. H. Davis, Box 126, Lansing, Michigan. 459

Business Opening. An excellent opening for a general store in the thrifty little village of Butternut, Mich. Building, 22 x 50, modern, with pressed steel ceiling and walls, also exterior. New counters and shelving; reasonable rent. Only one general store in town. Fine opening for bright hustling young man. Town has elevator, pickling station, feed mill and planer, cheese factory, bank, hardware, drug store, fine agricultural section. See or write. Jno. R. Hudson, Middleton, Mich. 455

For Sale—Good clean stock of groceries and merchandise, in good farming country. Established 30 years. Must sell on account of ill health. Invoice \$1,500. Rare bargain for small investment. Will sell or rent property. Address R. H. Wolf, Bowersville, Ohio. 458

For Sale—Grocery, fixtures, clean up-to-date stock, invoices about \$3,000. Business over \$38,000 cash annually. Located in fine R. R. center, with excellent farming community around it. Satisfactory reasons for selling. Address No. 460, care Tradesman. 460

For Sale—New York Racket store in good factory town, 1,100. Good farming country. Clean stock, inventories about \$4,800. Good business for the right man. Address No. 461, care Tradesman. 461

Hotel For Sale—Eighteen rooms, only first-class house in Gladstone, a growing city of 5,000. Will sell for two-thirds value, furnished or unfurnished. Good reasons for selling. Best location. Good transient trade. A money-maker. Lately remodeled. Send for cut and description. W. L. Marble, Gladstone, Mich. 451

For Sale—Hotel, livery and potato cellar, good farming country, small town, no competition. \$1,500 to \$2,000 year clear. Write C 100, care Tradesman for full particulars. 450

Mr. Man—Do you want to sell out for cash? I handle the sale of stores, factories, business places and real estate. Write me if you want to buy or sell. Established 1881. Frank P. Cleveland, 1261 Adams Express Building, Chicago, Ill. 398

Merchants! Do you want to sell out? Have an auction sale. Guarantee you no loss. Address L. H. Gallagher, Auctioneer, 384 Indiana Ave., Toledo, Ohio. 449

For Sale—Only hardware and implement store in small town, near Grand Rapids. Store and fixtures for sale, stock invoices about five thousand dollars. This is a snap and if you are looking for a hardware business better investigate. Address No. 440, care Michigan Tradesman. 440

For Rent—A first-class brick store building 25 x 80 feet and basement on the best corner of a live town of 1,400 inhabitants. No greater opportunity ever afforded a live merchant with a good general stock. Box 576, Shelby, Mich. 438

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

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

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 Palisade, 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 stock and fixtures. Doing a large business. Bakery in connection. Apply H. T. Stanton, 18 Market St., Grand Rapids. 405

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

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 \$1 cash business. Address Edwards, care Tradesman, Grand Rapids. 430

Printing—250 envelopes, 150 letterheads and 125 business cards, printed and post-paid for \$1. Chas. Champion, Gladstone, Michigan. 413

Merchandise sale conductors. A. E. Greene Co., 133 Grand River Ave., Detroit. Advertising furnished free. Write for date, terms, etc. 549

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kauffer, Milwaukee, Wis. 82

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

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

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

Auctioneers—We have been closing out merchandise stocks for years all over this country. If you wish to reduce or close out, write for a date to men who know how. Address Ferry & Calkin, 440 South Dearborn St., Chicago, Ill. 134

For Rent—Seven-room house, newly decorated and painted, gas, bath, etc. Handy 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—Four station air line cash carrier. David Gibbs, Ludington, Michigan. 345

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

HELP WANTED.

Wanted—Two young men of good character, who understand stenography and typewriting, also general office work. Must have good references. Apply to No. 441, care Michigan Tradesman. 441

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.

Good Things to Eat

Williams



Mr. Pickle of Michigan

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

HIGH GRADE FOOD PRODUCTS
Made "Williams Way"

THE WILLIAMS BROS. CO. of Detroit

(Williams Square)

Pick the Pickle from Michigan

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.

Poor Freight Service On the Pere Marquette.

Mears, Oct. 8—I was pleased to read in a recent issue of the Tradesman, among other good things, your well-deserved roast of the "court-cous" treatment given patrons by the \$6 a week employees of the Union Station. Thank heaven, I don't have to do business with that bunch; but I certainly would like to freely open my mind in regard to the freight shipping department of the P. M. Railroad in Grand Rapids, only to do so would cause you to print your paper on asbestos.

I am making my money in Michigan and want to spend it here. I have tried to buy everything in Grand Rapids in the past, but have been forced to gradually drift away from there, my nearest trading point. I can get goods much quicker from Chicago. I cannot better myself buying in Chicago, nor do I like the idea of sending out of the State, any more than I do when I hold a man up for a year and then see him send his cash, when he can scrape a little up, to Raw, Sawbuck & Co.

I am only a little country merchant who has to handle goods in all lines and depend wholly on the P. M. Railroad for transportation. We get fair service from Muskegon North, but from Grand Rapids to Muskegon is where the worst delay occurs. I have tried to induce the wholesalers from whom I buy to take this up, but, as F. D. Vos, of the Musselman Grocer Co., tells me, they have tried for years and got nothing but worthless promises. Now, for my part, I don't want any promises, but demand results, if such a thing is possible. I spent about \$4,000 in Grand Rapids last year and \$10,000 elsewhere. My trade should, by rights, have all gone to Grand Rapids. I have been making a holler for two years and all I have gained is to put myself on record as a chronic kicker. I want no better market than Grand Rapids. I never expect to do business with a better class of men this side of heaven, but the beastly service the P. M. Railroad is giving compels me and fifty other merchants up this way to look to other markets for our supplies.

Let me cite only a few instances which have happened to me inside of one month: I had a small shipment of rubbers sent by the Grand Rapids Shoe & Rubber Co. in August. I forget exactly how long they were on the way, but I know I apologized to the firm because I was a day late in remitting for them. They are thirty day goods and I wanted to have them arrive before the bill was due, but they did not. I had a bill of candy from the Brooks Candy Co. over two weeks on the way. It came to me on a free stray bill of lading from Bangor. The Lord only knows how it went to Bangor first. At present writing I am patiently (?) waiting for goods sent Sept. 2 and 3 from the Musselman Grocer Co. Yesterday, Oct. 7, I received a shipment of gloves, etc., sent by Musselman Sept. 28. I am only one frog in the puddle, but I can kick hard enough

to cause a few bubbles on the surface. What profiteth the wholesalers to give us Merchants Week, the glad hand, etc., and then let the P. M. undo the effect produced. I believe yet the Wholesalers Association or Board of Trade can whip the P. M. into half way decent service if they would try. While Fred Rowe, F. D. Vos and a dozen others in your city have me down as a chronic kicker, they can list me as a sore head, also, if it will get me my goods within four or five days. Just think of it Mable! Chas. Corey calls on me every two weeks and many times I cannot discount my bills, simply because the goods bought of him the trip before have not yet arrived. I refuse to pay for goods until they are delivered, as they come in such awful condition; but if I start in to say anything about how they are delivered, when they finally do come, I'd burst a blood vessel.

I started to typewrite this, so you could read it, but I am so mad I pounded the machine to pieces. It doesn't make much difference anyway. I have relieved my mind and doubt very much if you can help us out. The P. M. is past redemption.
C. A. Brubaker.

Defending the Canal.

The big man with the two watch-chains looked all around the car, and then selected as his victim the man who was carrying home a box of late huckleberries. Crossing over to him the big man began in a loud and bullying voice:

Sir, have you seen by the papers that England objects to our fortifying the Panama Canal?"

"Y-yes, sir," was the answer.

"And that we have virtually told her to object and be hanged to her?"

"Y-yes."

"And that she is mad about it?"

"Is she?"

"There will be war, sir—w-a-r!"

"Good gracious!"

"And we shall defend the Canal to the last—to the last, sir!"

"Y-e-s."

"And America will expect every patriot to do his duty."

"I—I—"

"You may be the first one killed, but you must be prepared to shed—Here, where you going?"

"I—I—"

"You wan't fight, sir?"

"No, sir."

"In fact, sir—"

"In fact, I'm a traitor, and have got a backache, and I've got to get off here, and darn your old canal and you, too!"

And he was so flurried and flustered that he left his huckleberries behind to be carried off by a cross-eyed woman.

Perhaps a rolling stone gathers no moss because it isn't on the level.

BUSINESS CHANCES.

For Sale—Only harness and shoe shop in town, nearest stop is six miles; must sell on account ill health. For particulars write to Aug. Kluge, Washington, Macomb County, Michigan. 476

Drug stock for sale in fine farming section, Central Michigan. Owner retiring account of health. Address No. 475, care Tradesman. 475



It's Easy to bake with New Perfection

You don't have to "get used" to *New Perfection* flour. The perfect milling of our wheat insures an even, granular flour, that bakes out uniformly perfect under almost any condition and insures the maximum of results with the minimum of effort and care. If you are not getting the results that you should in *your* baking get a sack of *New Perfection* and you are assured of immediate success.

Your grocer will
recommend it.

**WATSON-HIGGINS
MILLING CO.**

MAKERS

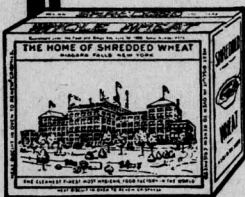
GRAND RAPIDS, MICH.





Shredded Wheat

and the process of manufacturing it are protected by fifty-eight patents in this country and Europe. It is a "patented specialty." It is in a class by itself. It has no competitor among cereal "breakfast foods." Millions of dollars spent in advertising enables you to sell it for 13 cents a package, and when you sell it for 13 cents you are making a better profit than you can make on the ten-cent cereal foods. We stand behind you with a one-price-to-all policy—a fair deal to a fair dealer.



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

The Shredded Wheat Company
Niagara Falls, N. Y.

We are sole Owners and Distributors of the
Celebrated



COFFEE

Roasted and Packed Daily

Judson Grocer Co.
Grand Rapids, Michigan

The known high quality and dependability of "White House" Coffee makes its showing on the retail grocer's shelves of value, as suggesting a general stock of the same unswerving probity, and a proprietor keenly alive to the ever-increasing cry for food products above reproach, and willing and anxious to respond. ☞ ☞ ☞ ☞

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

**Fragrant—Delicious
Satisfactory**



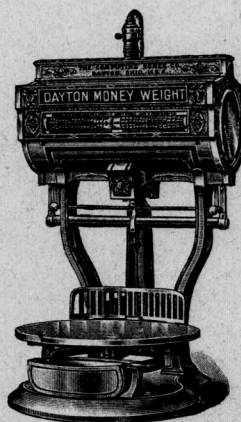
BOSTON ROASTED BEST GROCERS

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

SUITS WHEN OTHERS DISAPPOINT

From every indication, we confidently expect to add several hundreds of thousands of enthusiastic users of our coffee within the next few months. You do your part—we will do ours.

DWINELL-WRIGHT CO. BOSTON—CHICAGO



Let the Other Fellow Experiment

Twenty years' experience in building Computing Scales, is a service that is handed you when you buy a Dayton Moneyweight Scale. There's as much difference in Dayton Scales and "The Other Kind," as there is between a Swiss Watch and a "Dollar Watch."

Buy a Scale with a System
Buy a Scale with a Record of Good Service
Buy a Scale with a Ten Year Guarantee
Buy Dayton Computing Scales

Moneyweight Scale Company
165 North State Street Chicago, Illinois

Have you had our booklet of Store Systems. "The Bigness of Little Things?" It's free, ask for it.

Do You Want Satisfied Customers

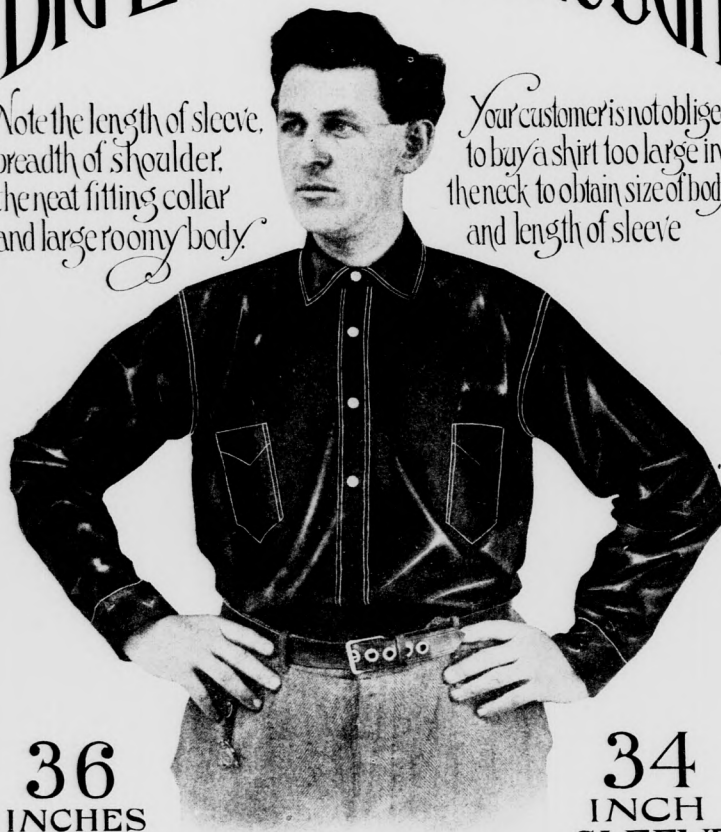
Then buy The IDEAL Clothing Co.'s WORK SHIRTS



See
Our
New
Spring
Samples

BIG ENOUGH-LONG ENOUGH

*Note the length of sleeve,
breadth of shoulder,
the neat fitting collar
and large roomy body.*



*Your customer is not obliged
to buy a shirt too large in
the neck to obtain size of body
and length of sleeve*

36
INCHES
LONG

34
INCH
SLEEVE



Place
Your
Order
At
Once

YOU may think that your customer is satisfied because he does not register a kick when he finds that the shirt he bought is small in body, narrow across the shoulders, short in sleeve or does not measure full length. Do not deceive yourself, for while he says nothing to you, he will remember where he got the skimpy shirt and you have lost your customer.

Give us a trial order and note the smile of satisfaction with which your customer greets you when wearing a workshirt manufactured by



THE IDEAL CLOTHING Co.
GRAND RAPIDS

