

A LIFE CREED

[John Ruskin's Pledge of the Guild of St. George.]



WE TRUST in The Living God, Father Almighty, Maker of Heaven and Earth. We trust in the kindness of His Law, and the goodness of His Work. And we will strive to love Him and to keep His Law, and see to His Work while we live.

We trust in the nobleness of human nature, in the majesty of its faculties, and fullness of its mercy and the joy of its love. And we will strive to love our neighbors as ourselves; and even when we cannot, we will act as if we did.

We will not kill or hurt any living creature needlessly, nor destroy any beautiful thing; but will strive to save and to comfort all gentle life, to guard and to perfect all natural beauty on the earth.

We will obey all the laws of our country faithfully, so far as they are consistent with what we believe to be the Law of God; and when they are not so, or seem in any wise to need change, we will oppose them, not with violence, but deliberately and loyally.

We will strive daily to raise body and soul into higher powers of duty and happiness; not in contention with others, but for the help, delight and honor of others, and for the joy and peace of our own lives.

We will labor with such strength and opportunity as God gives us for our daily bread; and all that our hands find to do, we will do with our might.

The successful grocer makes it a point to please his customers. Have you ever noticed that all of them sell FLEISCHMANN'S YEAST? They wouldn't do it unless it pleased their customers. They also consider the profit, which makes it worth their while. 🍷 🍷 🍷 🍷 🍷

WHEN YOU SEE

THE
SIGN OF  GOOD
CANDY

"DOUBLE A"

Remember it came from

The PUTNAM FACTORY, National Candy Co., Inc.
Grand Rapids, Mich.



SELL
HER
A
WHOLE
CONTAINER
OF
FRANKLIN CARTON SUGAR

You've noticed how customers buy a barrel of flour, a box of soap, a basket of potatoes or a box of canned goods, because they use such articles regularly and wish to keep a supply in the house. They'll buy FRANKLIN CARTON SUGAR the same way, a whole container at a time, if you'll suggest it to them. They know what sugar is, they use it every day, they expect to go on living and using sugar all their lives. There's no reason for selling a woman one or two pounds of sugar at a time as if she had to "try" it like some entirely new thing. Sell her a whole container! It's a better sale for you because you make the profit on every carton in the container in one sale. you make one delivery instead of many.

The most popular grades of Franklin Carton Sugar are packed in containers an average family can buy—24, 48 and 60 lbs.

THE FRANKLIN SUGAR REFINING CO.
PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar."

ALWAYS THE
SAME COFFEE
AND SAME QUALITY



It must be a great satisfaction for dealers to handle coffee of "WHITE HOUSE" character—thus eliminating all doubt and uncertainty, and absolutely insuring against complaint and possible loss of good customers. You cannot say too good things about "WHITE HOUSE"—for the good things are *really there*. The coffee will "back you up" every time.

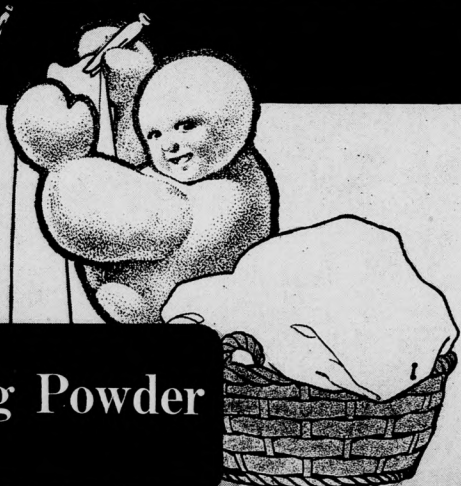
JUDSON GROCER CO.—Grand Rapids, Mich.
Wholesale Distributors of
DWINELL-WRIGHT COMPANY PRODUCTS

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, JULY 16, 1913

Number 1556

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CLOVERLAND.

Zephyrs From the Upper Peninsula of Michigan.

Marquette, July 15.—The Blue Goose High Ball is becoming a favorite summer drink at Marquette, and is now riding on a wave of popularity. Ernie Bush, Louis Vierling and other high grade "barkeepers" have added it to their "repertoire" of mixed drinks.

The Upper Peninsula Development Bureau here planned to put on a cattle show on Sept. 1 to 5, to be known as the Cloverland Cattle Congress. This is intended to be an elaborate assembling of all the best herds of cattle in Cloverland and will be a revelation to our down the State and Wisconsin neighbors, as to how far we are on the way for material agricultural development, as there is a serious, stunted and dwarfed misconception of the magnitude of our agricultural foundation as to possibilities and opportunity for development existing in this region, and it is hoped that the Cattle Congress will do much toward educating the outside world as to our vast agricultural resources of our rapid strides in the development of them.

Too much praise can not be given to the Upper Peninsula Development Bureau for the mighty work that they are doing in all of our fifteen counties, along such broad and liberal lines that no section can boast of getting too much attention and no section complain of not getting enough. And it behooves every public spirited man in the Upper Peninsula who believes in his community, and who stands for its future to uphold the hands and the arms of the Upper Peninsula Development Bureau and help them to carry on this mighty work of development.

Only a few weeks ago we regretfully announced that Attorney John Cuminsky, of Escanaba, a brilliant and popular attorney, had the misfortune to loose his left hand by the accidental discharge of a gun. Now it is our painful duty to report a far more sad and serious accident to him by which the poor fellow lost his life

in an automobile accident early last Tuesday morning. He was returning with his partner, Newton C. Spencer, in Mr. Spencer's automobile from Menominee, where he had been attending to some legal business, and the accident occurred on an "S" curve near Nadeau, when, owing to a heavy fog, the car headed for a ditch and overturned, the wind shield pinning Mr. Cuminsky across the throat and chest, choking him to death before the arrival of help came on the scene.

Sidnaw is an unpretentious little Upper Peninsula town, but it has produced a musical genius in the person of Miss Mabel Thompson, who has recently been awarded a gold medal for the highest scholarship in a class of 600 students in finishing up a four years' course on the piano at the Toledo Conservatory of Music.

The Fourth of July oration at Laurium was delivered by a Calumet high school boy, Ernest Warren, who proved himself an able speaker and an orator of rare ability. His talk bristled with patriotism. He uttered many new and interesting views and handled his voice and gestures with an ease and grace that was remarkable.

Will Pohlman is at the present time spending his vacation at some unknown point. Rumors are afloat that he went to South Africa, but we believe he is making some vast improvements on his goat farm at Michigamme.

And by the way of explanation, Willie Tapert, the capable Tradesman correspondent from the Soo, is managing director of the Cornwell Beef Co., one of the subsidiary companies of Swift & Company. It is a well known fact that Swift & Company have for many years been figuring to utilize every part of the unfortunate bovine of both the male and female persuasion, but it is a revelation to us to discover that their Soo branch is handling such a perfect brand of "Fertilizer." The greatest surprise of all is that the package has reached Marquette with Mr. Tapert's compliments. Why is this thus? It is so good that it speaks for itself. Why, it is past the advertising stage. Why don't you set a price on it? It is so good. Ura Donald Laird.

Kaleidoscopic Kinematics From Kalamazoo.

Kalamazoo, July 15.—Kalamazoo Council, No. 156, held its regular meeting last Saturday night, at which time Fred A. Boyce was added to the membership roll. Mr. Boyce sells wall paper and is a member of the firm for which he travels. Another good addition to our Council.

Mrs. W. A. Cooke has recovered

enough from her operation so that she is able to be around the house again.

Brother J. Clark was one of the participants in the usual Fourth of July celebration, with the result that he has a badly burned hand.

Not to be outdone by the rest of the boys, Brother J. E. Geary tried to hold a Roman candle in his hand and it exploded in the wrong place, so that he has a hand which is the mate of Brother Clark's. With careful attention both wounds should be healed without serious results, although these injuries to the hands sometimes result quite seriously.

Our Brother, C. F. Cooper, of Cassopolis, has notified us that he was injured about the face with a grindstone which exploded the Fourth and will be unrepresentable for about ten days. Particulars were not received with the notice. This reminds us that all of our new members should be impressed with the information that all accidents must be reported at Columbus, Ohio, WITHIN TEN DAYS. Failure to do this will invalidate your claim.

J. W. Conse, Dallas, Texas, has returned to Michigan again and can be found at 147 Griswold street, Detroit. Glad to have you back in Michigan, Brother Conse.

H. H. Rowe, of Detroit, was in the city last week Wednesday and Thursday and brought his family with him. Business in connection with his real estate brought him here and they were the guests of the Secretary and his wife. A telegram sent to the writer failed to make connections and Brother Rowe proceeded to the house, where Mrs. Hopkins found them in hiding on her return from a social call. They returned to Detroit Thursday night.

C. L. Heath, of Boston Council, No. 41, was a visitor at No. 156 Saturday evening and was gladly welcomed by the boys. He gave the "Ray of Hope" in a very instructive and pleasing manner during the initiation of the new brother. Brother Heath will be with us a few weeks in the interest of Dwinell, Wright & Co., of Boston, making this the second of special trips to this territory in the interests of his firm and the rapidly growing coffee business of Lee & Cady, Kalamazoo.

I see by the Tradesman that several of our correspondents have been missing for the past two weeks and a suitable reward has been offered for their apprehension. In justice to ourselves—for it looks very bad in the face of the royal entertainment accorded us by Mr. Stowe during the convention—will say that Mrs. Hopkins, daughter Frances, and myself,

left on our vacation a week ago last Saturday morning at 3:30 in the morning. I was busy with a special man from Detroit testing my steering gear until 10:30 the night before, went to bed at 1 a. m. and rose at 1:43 to take him to the 2:30 a. m. train for Detroit, and then pulled out on the long drive to head off the hot weather. Henry B. Meinhardt and Bobby Brix, of the Rock Island Road, refrigerator inspectors, arrived from Chicago at 8:58 Friday evening and made the trip with us. I sent a card from Ludington to the Tradesman stating that I was lost in the woods and would not be heard from until after my return, which would account for the absence of the Kalamazoo letters, but this must have gone astray. We drove back from Ludington on July 6 after a very restful, non-fishing, vacation. R. S. Hopkins.

Dates Selected for Hardware Dealers' Convention.

Kalamazoo, July 15.—At the meeting of the Executive Committee and Advisory Board of the Michigan Hardware Dealers' Association, held this morning in the Commercial Club, February 17, 18, 19, 20 were the dates definitely decided upon for the twentieth annual convention and exposition to be held in Kalamazoo.

J. Charles Ross, of the Edwards & Chamberlain Hardware Co., of this city, was appointed chairman of the Exposition Committee and other committees to have complete charge of the four days' meeting will be appointed this afternoon.

It was definitely decided that the Armory would be used in staging the big \$10,000 hardware exhibit which will bring to this city all lines of hardware from all over the United States. The exposition will be one of the largest of its kind ever held in Michigan.

For several years the Kalamazoo hardware dealers have been attempting to bring the convention to this city, but never before have they been able to take care of the exhibit which is held in connection with the annual meeting. The new Armory building will form an ideal place for the exhibit.

It was decided to hold the convention for four days, instead of three, as has been the custom in previous years. Fully five hundred members of the organization are expected to attend the convention and hundreds of manufacturers and jobbers from all over the United States will be here for the four days.

Art is not a thing separate and apart; art is only the best way of doing things.

Few of us want the things that are to be had for the asking.

BANKRUPTCY MATTERS.

Proceedings in Western District of Michigan.

Grand Rapids Referee.

Grand Rapids, July 7.—Based upon petition filed by certain of its creditors, the Grand Rapids Motor Truck Co., of Grand Rapids, was adjudicated bankrupt by order of Judge Sessions and the matter referred to Referee Wicks. An order has been made directing the officers of the bankrupt to file schedules of its assets and liabilities, and when such schedules are received the first meeting of creditors will be called. The Grand Rapids Trust Company was appointed receiver and directed to file an inventory of the assets.

In the matter of Harry R. Pickett, bankrupt, of Grand Rapids, the first meeting of creditors was held. No creditors were present and no claims proved and an order was entered that no trustee be appointed. It appeared from the examination of the bankrupt that there were no assets not exempt and unless further proceedings are desired by creditors, the estate will be closed at the expiration of twenty days.

July 8.—In the matter of Lucas Brothers, bankrupt, formerly merchants at Maple Grove, Missaukee county, the adjourned final meeting of creditors was held. The final report and account of Walter R. Ardis, trustee, was considered, and approved; final order for distribution entered and a final dividend of 5 1/2 per cent. declared and ordered paid. No cause to the contrary having been shown by creditors, it was determined that a favorable certificate as to the bankrupt's discharge be made by the referee.

July 9.—In the matter of the Victor Pump Co., bankrupt, of Grand Rapids, an order was entered adjourning the first meeting of creditors to July 22, and the officers of the bankrupt were directed to appear at that time for examination.

A voluntary petition was filed by Edward J. Carroll, merchant at Manton, and, in the absence of Judge Sessions, the order of adjudication was entered by Referee Wicks. Chas. H. Bostick, of Manton, was appointed custodian, pending the election of a trustee by creditors. An order was also entered calling the first meeting of creditors to be held at the office of the referee on July 22 for the purpose of electing a trustee, proving claims, examination of the bankrupt, etc. The following assets are scheduled:

Cash on hand	\$ 75.00
Stock in trade	4,200.00
Fixtures	253.00
Accounts receivable	1,961.41
	\$8,526.41

The following creditors are listed:
 Village of Manton, taxes, (pref'd) \$ 37.11
 Arthur Sparling, Fife Lake (secured by chattel mortgage on merchandise stock) 212.00
 Unsecured Creditors.

Butler Brothers, Chicago	\$66.99
Brown Shoe Co., St. Louis	478.33
Charles A. Coye, Inc.	30.00
Crowley Brothers, Detroit	317.12
Wm. Clark & Sons, Chicago	12.00
U. O. Colson Co., Paris	9.60
M. Doob & Sons Co., New York	53.54
John Fitch & Co., Traverse City	81.25
G. R. Paper Co.	31.94
Goshen Milling Co., Goshen	23.50
Commercial Milling Co., Detroit	24.25
W. S. and J. E. Graham	12.84
Gowans & Sons, Buffalo	12.68
G. R. Stationery Co.	12.64
Hand Knit Hosiery Co., Sheboygan	100.00
Herman Wile & Co., Buffalo	23.13
Hammond, Standish Co., Saginaw	503.69
Ideal Clothing Co.	116.89
Iverson & Peterson, Lake City	35.40
Koerner Marsh Shoe Co., Milwaukee	43.43
H. Leonard & Sons	27.77
Manton Produce Co., Manton	105.68
Hoge Montgomery Co., Frankfort	143.80
M. K. Corset Co., Jackson	45.35
E. B. Miller Co., Chicago	41.02
J. N. Murray Co.	23.22
National Grocer Co., Cadillac	587.14
National Biscuit Co.	109.07
Nussbaum, Grossman & Co., Cleveland	117.53
Never Fail Suspender Co., Graceland	8.56
Ohio Rubber Co., Cleveland	29.75
M. Piowaty & Sons	32.85
J. H. Prout & Co., Howard City	152.40
P. Steketee & Sons	350.51
M. Stanton & Co., Detroit	235.83
R. P. Smith Sons & Co., Chicago	259.10
Spielman Brothers, Chicago	25.56
Sherer Gillett Co., Chicago	12.60
Standard Oil Co.	9.45
Geo. H. Seymour & Co.	22.10
Vinkmeulder Company	100.00
Voigt Milling Co.	102.19
Valley City Mills, Saginaw	35.50
Wilmer, Wright & Co., Chicago	38.27
E. W. Williams, Winona	346.11
Worden Grocer Co.	763.14
First National Bank, Winona	75.75
West End Pottery Co., East Liverpool	43.40
Walker Candy Co., Muskegon	49.78
Xenia Shoe & Mfg. Co., Xenia	230.25
First National Bank, Xenia	80.06
Western Hat Mfg. Co., Milwaukee	113.88
Lambertville Rubber Co., Lambertville	176.40
E. G. Stearns & Co., Chicago	41.28
Worthing Alger Co., Hillsdale	59.60
Wolson Spice Co., Toledo	75.70
Cleveland Knitting Mills, Cleveland	178.13

\$6,817.19

July 10.—In the matter of Henry Motor Car Co., bankrupt, of Muskegon, the adjourned special meeting of creditors was held. The second report and account of John H. Moore, trustee, was considered and allowed and a second dividend of 18 per cent. declared and ordered paid. A first dividend of 5 per cent. was paid in this matter on May 1.

July 11.—In the matter of C. C. Rice & Son, bankrupt, merchants at Portland, the first meeting of creditors was held, and Glenn S. Benjamin, of Portland, elected trustee by creditors; bond fixed at \$5,000. Fred D. Vos, of Grand Rapids, E. A. Richards and Geo. W. Allen, of Portland, were appointed appraisers. The first meeting was then adjourned to September 8, at which time the bankrupts were ordered to appear for examination.

July 12.—In the matter of Martin Rose, bankrupt, of Muskegon, the first meeting of creditors was held. It appearing from the examination of the bankrupt that there were no assets not exempt, an order was made that no trustee be appointed. Unless further proceedings are requested by creditors or further assets discovered, the estate will probably be closed at the expiration of twenty days.

July 14.—In the matter of Ashley & Smith, bankrupt, formerly merchants at Howard City, the final meeting of creditors was held. The final report and account of William B. Holden, trustee, was considered and allowed, and a final dividend of 3 1/2 per cent. declared and ordered paid. A first dividend of 10 per cent. was paid in this matter on April 3, making the total dividends for ordinary creditors 13 1/2 per cent. No cause to the contrary having been shown by creditors, it was determined that a favorable certificate as to the bankrupt's discharge be made by the referee.

St. Joseph Referee.

St. Joseph, July 7.—In the matter of August Peters, bankrupt of Benton Harbor, the stock and fixtures, which were sold by the trustee to O. D. Butler, of Lansing, have been purchased by the Peters Music Co., from the latter, and Mr. Peters, as manager of the company, has opened a store in the same building he formerly occupied.

July 8.—In the matter of Pricie W. Perry, bankrupt of Kalamazoo, formerly of Ewart, the report of Trustee Elmer Birdsall showing cash on hand of \$40 as the entire assets of the bankrupt was filed, and the trustee has been requested to make a final report and account for the purpose of closing the estate.

July 10.—In the matter of James Ingersoll Day, bankrupt of Decatur Morris, Wallbrun, a preferred creditor of Chicago, has filed his answer to the petition of Thomas E. Godfrey, denying that Mr. Godfrey is entitled to priority in his claim of some \$1,100 to the claim of Wallbrun of \$1,500. Theo. Netter, a preferred creditor, has filed a petition to reclaim certain property now in the hands of the trustee and alleged to have been sold on conditional sale contracts. An order was made by the referee for a hearing on the petition to be held at his office on July 12.

July 12.—In the matter of Clarence M. Jennings, Robert Jennings and Jennings Brothers, partnership, bankrupts of Lawrence, Trustee Amos Benedict filed his first report showing cash on hand of \$1,149.68, and requested a first dividend of 5 per cent. be declared. The referee has called a meeting of the creditors at his office on July 26 to declare a first dividend and pass upon other matters of interest to the estate.

July 14.—In the matter of George D. Hill, bankrupt of Benton Harbor, Trustee Loomis K. Preston has filed his final report and account, showing cash received of \$500, disbursements of \$276.78 and balance on hand of \$223.22. The referee has called a final meeting of the creditors at his office on July 26 to declare a final dividend, settle the account of the trustee, to consider and determine whether or not the trustee shall be authorized to interpose objections to the bankrupt's discharge and transact such other business as may properly come before the meeting.

"Between the Devil and the Deep Sea."

Written for the Tradesman.

The situation in the railroad world seems to have settled itself into a trial of endurance and it is only a question of how much more oppression the railroads can stand before they go to the wall financially.

It would seem that the politicians—which include the National and State law makers—and the unthinking public are pursuing a course of persecution that under other circumstances would not be tolerated by a civilized nation. Instead of pursuing the policy of "Live and Let Live," which has made the United States the greatest country on earth, the sense-

less cry of "Down with the Corporations" still continues to be echoed by the unthinking press and the selfish business interests.

Men dealing individually with men in this enlightened age are generally inclined to apply the golden rule, receiving therefrom inestimable benefits in increased business, clear conscience and a higher order of civilization generally. It is surprising that this policy of honesty, decency and toleration is not carried further and applied to the handling of corporations both from legislative and a business standpoint.

The situation of the railroads has been thoroughly gone into and fairly placed before the public time and time again, only to be met with a suspicion unworthy of honest men, that the statements made were false and that the railroad simply desired to grind the public further.

The lawmakers and politicians are not alone to blame for this situation. The business men of our centers of trade and manufacture are placing ties across the track to either stop or wreck the train of progress. No sooner do the railroads give them notice of an absolutely necessary increase in freight rates than the manufacturing and commercial interests of the various cities affected associated together in boards of commerce of kindred associations at once start a vigorous campaign against such raise because it touches their individual pocket books, thereby showing an utter selfishness and a disregard of the welfare and rights of millions of people, of which they ought to be ashamed. They do not take into consideration that the securities of these railroads are held by people of medium means, widows and orphans, whose entire worldly substance has been invested for them in railroad securities and that a blow aimed at the prosperity and financial integrity of the great business builders of the Nation places the clamp of penury upon those who are dependent upon the dividends or interest on bonds paid by the railroads and upon the savings

banks which have purchased these securities with the funds entrusted to their care by the wage earners of the country, and that the ill effects of such action are felt from coast to coast and from the torrid zone to the frozen north.

It is not time that business men of this country, a great majority of whom are generally broad minded and honorable, should look this situation squarely in the face and loan the weight of their influence to secure for the railroads justice at the hands of the public and the lawmaking bodies.

This course has got to be pursued or the railroads will be forced into the hands of receivers through the curtailment of their earning power and the country at large proportionately. Capital badly abused by the unthinking populace has fought against heavy odds to keep the arteries of commerce open but there is a limit to all things and there seems to be an inclination on the part of those who have borne the brunt of the burden by furnishing the money to carry the railroad operations to withdraw their support and let the public suffer the consequences of its folly.

The enormous growth of this Nation has been rendered possible only by the laying of ribbons of steel in uninhabited territory resulting in the development of localities that otherwise would still remain unsettled. There is a crying need for continuance of this development but it cannot be accomplished if the business interests, the politicians and the public still continue to so hamper the railroads as to make it impossible for them to live. Paul Leake.

Don't slam the door of your sympathies on any one—you can't afford it.

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.

\$500

will purchase a portion of the same issue of

First Mortgage Bonds

which your bank or banker, or the large investor, buys.

Your savings, invested this way, will bring

6% Tax Exempt

and your only responsibility or care consists in clipping your interest coupons twice a year.

Ask for circular on

Citizens Telephone 6% Bonds

HOWE, CORRIGAN & CO.

533-535 Michigan Trust Bldg.

Grand Rapids, Mich.

NEW YORK MARKETS.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, July 14.—Although the decline in the price of coffee since last October amounts to something like \$7 per bag, the loss has not been shouldered by roasters and grocers. They can view the situation with calmness and can now recoup any losses they may have sustained when the bean was 6½¢ higher than now. The situation all around at the moment is more cheerful and, while there is much room for improvement in the volume of actual business done, the feeling is that prices can not go much if any longer. Rio No. 7 in an invoice way is worth 5¢ and Santos, 4s, 11¼¢. In store and afloat there are 1,659,270 bags, against 2,209,347 bags at the same time a year ago. Milds are quiet, but there is a better feeling. Good Cucuta, 11¼¢.

There is rather a quiet market for teas, but stocks are not especially large, and with firm markets reported at primary points the future is regarded with a good deal of confidence.

Rice mills at the South are holding on for full rates and are, apparently, obtaining them. New crop is looking fine, and will come on the market with old stock pretty well sold up. Choice to prime, 5¼¢@5½¢.

Spices move only in the usual mid-summer fashion. Buyers take the smallest possible quantities and are waiting, as they have been for a long time, to see what effect the tariff will have.

Molasses is dull, as might be expected. The volume of trading is small and quotations show absolutely no change—good to prime, 35¢@40¢. Syrups are quiet and in moderate supply.

Canned foods all along the line are well sustained and dealers are confident as to the future. Corn is quoted at 57½¢ and Western packers are determined not to break this rate. In fact, more is not infrequently asked. Tomatoes are firm for spots and futures. Conditions for tomatoes in Maryland are said to be very bad. But this is not a new remark. Peas are firm and a light pack is looked for.

Butter is very inactive and, except for the very top grades, the tendency is toward a lower level. Creamery specials, 27¢; firsts, 25½¢@26¢; imitation, 24¢@25½¢; factory, 23½¢@24¢.

Cheese is in liberal supply and not over 14½¢ can be quoted for whole milk.

Eggs are meeting with midsummer adversity. The quantity going into storage is large and, while top grades are well cleared up, the supply of other sorts is more than ample. Western whites, 20¢@25¢. From these figures the descent is rapid to about 17¢@18¢.

The Coffee Collapse.

Men in the coffee trade are beginning to realize that there is much truth in the report that however joyfui may be the dope-dream the awakening from its artificial stimulus is

infernial. Having for some years past been divorced from the normal operation of the law of supply and demand and the application of prudent judgments of trading, the resumption of natural law in the trade is a good deal like what General Sherman said war was. Until the narcotic effects have passed off and stability returned there will be weeping and wailing and gnashing of teeth among the coffee trade—the speculators at least. The effects on the roasters and the grocers is less disturbing.

It is useless to say "I told you so," but there is little surprise in the present situation for men who always distrusted the "valorization" fantasy. So long as the big stock of valorized coffee existed there was always danger of its coming out of its tightly locked warehouses. So long as it stayed there consumers and the trade might be forced to pay fanciful prices for coffee, but it was always at the cost of suppressing natural law. Statistics show that in three years prices were forced up 9½¢ per pound from the figures of 1909. When Uncle Sam pricked the valorization bubble, natural law asserted itself and the inevitable followed. In something like six months prices have slumped 5½¢ cents, or not far from \$7 a bag. It is not surprising that losses of millions are reported among the unfortunate holders of coffee who had not "hedged."

In first markets coffee trading is largely a matter of speculation, with large transactions on paper and very small ones in actual commodities. It is less merchandising than gambling. In secondary markets, among the grocers, for instance, there has been less of speculation and consequently less disastrous reaction. Grocers recognized long ago that it was a dangerous situation and confined their trading to short orders, limited to actual needs. Everyone was afraid that "something might fall" and stood from under. Now, with coffee going down rapidly, grocers and roasters are beginning to recoup the losses they sustained or rounding out sparse profits of the past few years. Every drop in the market favors them. They are willing to "let the other fellow hold the umbrella." And occasionally some grocer is even wicked enough to remark "I told you so."

Seeds for Thought.

Happiness is born of helpfulness.

Nothing worries worry worse than work.

A friend is one with whom you go camping twice.

The life counts for little that always counts the cost.

Perhaps our sorrows prevent this being wholly a sad world.

When there are profits from wrong it is easy to be patient with it.

If you cannot back down at the right time you will never go ahead.

We would know less about thorns if we spent less time looking for rosebuds.

Men never get to know God by going to church to find out things about one another.

Henry Frederick Cope.

Draw a Paying Crowd to the Store.

During the summer months, an easy way to draw a crowd is to have a scoreboard and post the daily baseball scores by innings. It is a cheap way to draw, and it is very effective. Few are the towns in the United States that take no interest in baseball. We are a nation of "fans." The crowds you draw by means of a scoreboard need not necessarily consist solely of men, for many ladies are interested and by no means averse to visiting places where the scores are displayed, provided the place be suitable for ladies to visit. If you run a scoreboard, this tendency should be encouraged, for the presence of ladies always tends to keep a crowd good-natured and orderly.

Some authorities claim that to draw a crowd around the store is always "good business." They argue that it gets the people into the habit of coming your way, makes your store prominent, and stamps you as a man of enterprise. The writer has watched these baseball crowds carefully, and believes that there are some sound arguments in favor of drawing them. They are almost always orderly and made up of a good class of people.

But you want to use some judgment in operating a scoreboard. If you have a narrow store, with only one doorway, it is a mistake to block it up. It is a mistake to block any doorway, for would-be customers always resent having to shoulder their way through a crowd. Therefore the scoreboard should be so arranged as not to interfere with people getting in and out of the store.

Something depends on local conditions. In Washington, D. C., for instance, the home team made a winning spurt last June, and the town went baseball mad. Thousands of people were attracted to the scoreboards. One newspaper had daily crowds of about 10,000 people, and a number of druggists and newsdealers drew crowds running into the hundreds. Of two cigar stores on a certain block, one store displayed the scores, the other did not. One store had a crowd every afternoon and got a lot of business; the other store got none of this business and lost some of its regular customers.

One druggist with an up-town location in a large city operates his scoreboard in this manner: About 6:30 every afternoon he chalks up his board, giving all scores in the big leagues, and some information as regards errors and hits. While this does not draw a crowd, it does draw a steady stream of people who have had their dinners, and who walk down to the drug store to look over the daily scores. The men buy a cigar and the ladies buy a soda. This druggist claims it pays him better to have people coming in this way than to have a big crowd standing around while the game is going on. There is something in his argument, which we submit for the consideration of others similarly situated. He has probably sized up his own situation to the best advantage and handles it accordingly.

It ought to pay any druggist to handle a scoreboard in this manner. Some up-town druggists can not draw much of a crowd while the game is going on, for the workers have not yet come home, and the red-hot fans have gone down town where there is more excitement.

Displaying the scores after 6 p. m. will not attract some people, for they have already been down town and know all the scores. But it will attract others who prefer to take their baseball in a calmer manner, and it may be that this class produces the best customers, after all. Some of our large cities have a down-town business center where the newspaper offices are grouped. But they also have a number of up-town business centers, where groups of business houses have gathered, far from the actual center of the city.

A druggist located in one of these up-town business centers can advertise his store extensively by means of a scoreboard. The thing to do in this case is to give the score by innings. These may be obtained from the newspapers, or telephoned from other sources down town. It is always well to leave the scores up until a late hour, as this catches the evening crowd. Size up your own local conditions and govern yourself accordingly. It is a sure thing that a scoreboard will enable you to draw a crowd.

A Hint to Salesmen.

The salesman who follows up his customers too closely makes a big mistake. It is comparatively easy to smooth over a quarrel or to adjust a misunderstanding, but it is seldom easy to patch up a threadbare welcome.

"One thing that puts a salesman in a bad light with me," said a business man, "is to give me an estimate and then come around about six times a week to enquire 'what is being done about the matter.' A fellow tried that on me not long ago, and came in so many times that I had to tell him to keep out. I said, 'See here, Smith, you gave me that estimate last Tuesday and you have been in here every day since. I told you at the time I would let you know when I was ready to talk to you further. Now if you will let the matter rest until I get through talking it over with our own people who are interested in it your proposition will get as good a hearing as anybody's. But if you come in here again punching me up about it I will simply give you back your estimate and count you out of it.'"

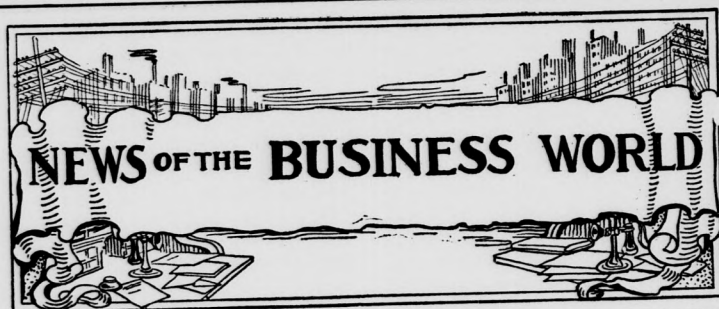
"Isn't that a rather extreme measure?" I asked.

"Well, maybe," he admitted. "But you might not think so if you had several over-anxious salesmen nagging you every time you tried to investigate their house's goods."

Frank Stowell.

An executive: A man who can make quick decisions and is sometimes right.

Even a lazy man will work—if he can discover an easy mark.



Movements of Merchants.

Iron River—J. J. Arnett has engaged in the drug business.

Saginaw—The Gately Co. is remodeling its store building.

New Holland—Edward Schilleman succeeds K. Weener in general trade.

Muskegon—Thomas Sikkenga succeeds Klount & Sikkenga in the grocery business.

Saginaw—The Saginaw Hardware Co. has increased its capital stock from \$162,000 to \$200,000.

Portland—The F. S. Lockwood grain elevator was sold at auction July 15 to J. H. Briggs for \$9,300.

Charlotte—William Bunting is closing out his stock of paints and wall paper and will retire from business.

Albion—D. L. Hyde has sold his grocery stock to E. M. Barr, recently of Potteryville, who will continue the business.

Battle Creek—M. C. McCarthy and P. W. Pratley have formed a copartnership and engaged in the baking business here.

Detroit—The Empire Clothing Co., of Jackson, will open a branch store here August 1 under the management of Henry Robinovitch.

Pontiac—G. Wilding, recently of Detroit, has engaged in the grocery business in the King building on Washington avenue.

Oakfield Center—Jay C. Dillingham has sold his stock of general merchandise to N. O. Hodge who will continue the business.

Traverse City—Fire damaged the store building and clothing stock of Frank Kubeck July 13. The loss is fully covered by insurance.

Pinconning—Mrs. Mary Stevens lost her store building and grocery stock by fire July 12. The loss was partially covered by insurance.

Charlotte—W. Geddes & Co., merchant tailors, have purchased the Joseph Lang store building and will occupy it with their stock August 1.

Chelsea—Charles Kodoto, who conducts confectionery and fruit stores at Howell and Mason, has opened a similar store here at 211 South Main street.

Pinconning—The store building and millinery stock owned by Mrs. Frank Johnson was destroyed by fire July 12. The loss was partially covered by insurance.

Morrice—T. S. Martin & Son, hardware and implement dealers, will erect a brick store building which they will occupy with their stock about Jan. 1.

Kalamazoo—John Corstange, who conducts a coal and wood business

on Patterson street, has sold his stock to John Vanderling and John Hoekstra who have formed a copartnership and will continue the business.

Lansing—Burglars removed a section of glass from the display window of the Horace B. Morgan jewelry store July 10 and stole diamonds to the value of \$1,000.

Onsted—Miss Alice Lowe and Miss Bonnie Brown have formed a copartnership and purchased the Mrs. Kate B. Doty millinery stock and will take possession August 1.

Ceresco—Dunlap & Bishop, of Battle Creek, who recently purchased the O. J. Pahl stock of general merchandise, have sold it to Sweet & Lovejoy who will continue the business.

Charlotte—A. V. Roehm has sold his interest in the Roehm & Moyer drug stock to his partner, Boydon P. Moyer, who will continue the business under the style of Moyer's Drug Store.

Ann Arbor—The Stanger Furniture Co. has been incorporated with a capital stock of \$30,000, two-thirds actually paid in in cash, to engage in the sale of furniture and carpets and draperies.

Levering—Frank Page has sold his interest in the Smith & Page stock of general merchandise to Frank Swartout and the business will be continued under the style of Smith & Swartout.

St. Joseph—Charles Cherry, Peter Hirsch and M. J. Teed, all meat dealers, have been arrested on charges of using poisonous chemical preservative in hamburger steak. All have been bound over for trial in the Circuit Court.

Otsego—A. H. Lamoreaux has resigned his position as Secretary of the Ross Cabinet Co. C. E. Pipp, the hustling hardware dealer, has been selected by the board of directors to succeed him.

Beaverton—The Beaverton Hardware Co. has merged its business into a stock company with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in property.

Ludington—John J. Sullivan has sold his store building and grocery stock to Kitir Razk and Saada Mitrey, who have formed a copartnership and will continue the business under the style of Razk & Mitrey.

North Lansing—E. M. DePuy, who recently conducted a restaurant and confectionery store at Big Rapids, has formed a copartnership with J. A. Holcomb, formerly engaged in the hardware business at Coral, and opened a bazaar store here under the style of DePuy & Holcomb.

Charlotte—John Kilmer has sold his interest in the planing and finishing business of Scott & Kilmer to his partner, Charles I. Scott, who will continue the business.

Detroit—The Union Pacific Electric Products Co. has been organized with an authorized capital stock of \$25,000, of which \$12,500 has been subscribed, \$1,000 being paid in in cash and \$10,000 in property.

Lansing—E. M. Chadwick, a merchant of Rew, lost \$25 in this city last Friday. Chadwick brought in a large consignment of eggs and the money was being carried in a bag for change. The loss was reported to the police.

Grand Ledge—The Alexander building, formerly occupied by J. W. Sickles' implement store, has been undergoing improvements and has been divided into two store buildings, one to be occupied by W. K. Bair with a grocery stock and the other by Spencer & Howes, of Detroit as a produce store in charge of J. A. Kent.

Battle Creek—Harry E. Raynor has retired from the clothing firm of Strickland, Raynor & Carney and will go on the road for the Hershey-Rice Manufacturing Co., manufacturer of workmen's clothing, in the Middle West. Geo. Strickland and D. A. Carney will continue the business under the style of Strickland & Carney.

Three Rivers—Fred Wohfeil and Edward Burns, who conduct meat markets in this city, have been arrested on a charge that they sold hamburger steak which had been adulterated with a poisonous substance. The charge is made by Pure Food Inspector William Hulscher, who had the men arrested. Both meat dealers at the preliminary hearing pleaded not guilty and were released on bonds of \$500 each.

Saginaw—That there are opportunities right here in Saginaw for ambitious, industrious, capable men is demonstrated by the career of William H. Fruechtel. Sixteen years ago, he entered the employ of H. J. P. Graebner, then the owner of the leading grocery business on the west side, as delivery boy. His ambition was to do the best he could for his employer. Six years ago Mr. Graebner wished to be relieved of the strenuous life of the grocery business, he sold it to his ambitious and successful clerk. The stock was removed from Hamilton street to 422 Hancock street, where it was known as the Graebner grocery. Mr. Fruechtel was the owner of the business. The policy that had been maintained in the past was continued. A few months ago, when the Graebner building was completed the business was moved to its present location in the corner store of that building, which was conducted with special reference to the successful prosecution of the business that had been thirty years in developing. The name the Graebner Grocery is now dropped and that of W. H. Fruechtel is substituted. The policy, established by Mr. Graebner and continued for the past six years by Mr. Fruechtel, will be maintained.

Manufacturing Matters.

Monroe—The Monroe Binder Co. has increased its capital stock from \$260,000 to \$325,000.

Crystal Falls—The Wakefield Iron Co. has increased its capital stock from \$500,000 to \$2,000,000.

Detroit—The Detroit Garment Manufacturing Co. has increased its capital stock from \$25,000 to \$75,000.

Detroit—The General Aluminum & Brass Castings Co. has increased its capital stock from \$75,000 to \$150,000.

Owosso—Paul F. Siess & Co., cigar manufacturers, have installed a tobacco leaf stripping machine in their factory.

Benton Harbor—The Morrill & Morrill Manufacturing Co. has increased its capital stock from \$15,000 to \$50,000.

Hillsdale—The Worthing & Alger Co., manufacturers of fur overcoats, robes, etc., has increased its capital stock from \$110,000 to \$150,000.

Bergland—Fire destroyed the G. A. Bergland sawmill July 11. The loss is estimated at \$65,000, a small part of which is covered by insurance.

Marshall—The New Process Steel Co. factory and land, valued at \$40,000 was sold at auction July 10 to the Arms Palace Horse Car Co., of Chicago, for \$3,500.

Portland—Frank Henschburg and William Widdie, both of Grand Rapids, have formed a copartnership and purchased the Henry Bates & Co. foundry and will continue the business.

Detroit—The Detroit Ponring Cement Block Co. has been incorporated with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed, \$2,100 being paid in in cash and \$1,190 in property.

Detroit—The Standard Novelty Manufacturing Co. has been incorporated with an authorized capital stock of \$25,000, of which \$15,210 has been subscribed, \$160 being paid in in cash and \$150.50 in property.

Owosso—O. M. Grieve has sold his interest in the stock of the Owosso Milling Co. to his brother, W. R. Grieve, and C. M. Jones, recently of Edmore, and the business will be continued under the same style.

Detroit—The Honeywell Co. has been organized to manufacture and sell confections, with an authorized capital stock of \$10,000, of which \$5,480 has been subscribed, \$750 being paid in in cash and \$2,900 in property.

Perry—The Perry Glove and Mitten factory which closed down last week for the month, is taking this time to replace the floors in the knitting factory, and install machines to knit sweaters, auto hoods and other fancy goods. They have just built in a fireproof vault which is made of fireproof brick, 21 inches thick through the walls. The two compartments are 9x10 feet in size. The offices will be redecorated. Superintendent Marling has a new private office built where a staircase formerly lead to an upper floor. The packing rooms will be opened up and work of sending out the new fall goods will begin next week.



The Produce Market.

Butter—Receipts of creamery continue liberal, but the percentage of strictly fancy butter is very light and the market for that grade is 1c higher than a week ago. Butter in considerable quantities is still going into storage, although the average quality of the receipts is poor. The recent heat has also curtailed the make as to quantity and considerable of the local milk supply has gone into ice cream. This has stimulated the demand for butter for actual consumption. Fancy creamery commands 27@28c in tubs and 29@30c in cartons. Local dealers pay 20c for No. 1 dairy and 18½c for packing stock.

Cabbage—\$2.50 per crate for Louisville, and \$1.25 per bu. for home grown.

Beans—\$2.50 per bu. for either wax or string.

Blackberries—\$2.75 per 16 qt. crate.

Carrots—25c per doz. bunches.

Celery—Home grown 25c per bunch.

Cherries—\$1.50 per crate of 16 qts. for sour; \$1.75 for sweet and blacks.

Cocoanuts—\$4.75 per sack containing 100.

Cucumbers—75c per doz. for home grown.

Currants—\$1.40 per 16 qt. crate for either red or white; \$1.75 for blacks.

Eggs—Receipts are light and the percentage of fancy stock is very small. The bulk of the supply shows more or less heat effects, and the market is steady on the present basis. No important change is in sight at the present writing. Local dealers pay 17c, loss off.

Egg Plant—\$1.75 per box for Southern.

Gooseberries—\$1.25 per 16 qt. crate.

Green Onions—25c per dozen for large and 20c for small.

Green Peppers—50c per basket.

Honey—20c per lb. for white clover, and 18c for dark.

Lemons—Messinas have declined to \$9 per box.

Lettuce—Home grown head, 80c per bu., home grown leaf, 75c per bu.

Musk Melons—California Rockfords command \$2.50 per crate for 54s and \$2.75 for the other sizes; Georgia, \$2.25 for 54s and \$2.50 for 45s.

Onions—Louisville in 70 lb. sacks, \$1.75.

Oranges—Late Valencias and Navels command \$5.50@6 per box.

Peas—\$1.50 per bu. for Telephones.

Pieplant—75c per bu. for home grown.

Parsley—30c per dozen.

Potatoes—White stock from Virginia has advanced to \$3 per bbl.,

while red Triumphs from Texas fetch 70c per bu.

Poultry—Local dealers pay 20c for broilers; 13c for fowls; 6c for old roosters; 8c for geese; 10c for ducks; 12c for turkeys. These prices are live-weight.

Radishes—10c per dozen.

Raspberries—\$2.75 per 16 qt. crate for red and \$2.60 for black.

Spinach—65c per bu.

Tomatoes—\$1.15 per crate of 4 baskets, Texas grown; 85c per 8 lb. basket of home grown.

Veal—Buyers pay 6@12c according to quality.

Watermelons—\$3 per bbl. for Georgia.

The Grocery Market.

Sugar—All the refiners are now on the basis of 4.60 cents for granulated, although all have until very recently been taking business at 10 points less. Raw sugar is steady and about unchanged for the week. The consumptive demand for sugar is good and refiners are unable to fill orders immediately. Sugar is still cheap, as compared with the normal quotation at this time of the year, and with the tariff not going into effect for months to come, the uncertainty is eliminated. A good market is expected until the beets begin to move in the Middle West. Europe is easier, with beet options weak on the crop reports.

Tea—New crop Japans are beginning to arrive and show good value. The old stocks in the country are getting reduced and the prospects for better conditions in the tea trade look favorable. Eastern cables indicate a stronger market in all lines and even China Congous show a firmer market. Second crop Japans and Formosas are strong and will not show much if any reduction in price from last year. Ceylons and Indias remain firm.

Coffee—Rio and Santos grades have now suffered a radical reaction—over \$7 a bag—and were there a bull party might be advanced sharply on the shorts, but despite the break of 65 to 68 points for the week, there was no evident desire to take on long commitments. The supply is ample, especially with the new Santos moving, and conservative circles, though hoping for a steady market, see nothing upon which to make a bull campaign. Later on, when the period of frost scares is with us, a different story may be told, but this is several weeks off. In the interim, money, the demand for actual coffee and the crop movement will dominate the fluctuations. The Santos special coffee cable reported the market steady. The San Paulo receipts were 18,000

bags. Mild coffees are sympathetically easy, although relatively not so soggy as Brazils. Java and Mocha are unchanged and quiet.

Canned Goods—Apples are wanted to some extent at steady to firm prices. California canned goods show no change and light demand on spot. The trade has shown a considerable interest in futures. Small Eastern staple canned goods are unchanged and in seasonably light demand. The only exception is spinach, which has strengthened somewhat. The tomato crop is still nearly two weeks late, but as yet is not irretrievably hurt. Cheap corn is disappearing, having been in very active demand by reason of the very low prices. Other grades of corn are unchanged and quiet. The outlook is for a fair pack of corn in most sections, though the acreage is happily less than a year ago. Peas, both spot and future, are unchanged and quiet.

Canned Fish—The sardine market is advancing. Up to date, there is a complaint of a great scarcity of fish. The situation is regarded as serious and the packers will not make a price before they can pack sufficient quantities to fill orders. There have been no further prices given on canned salmon. There has been very little activity in the market. Cannery have only opened a price on one grade this season—the Spring Chinook—which remain at last week's figure.

Dried Fruits—The situation in Coast raisins shows no material change, though advices by wire question the sincerity of the outside packers, who are shading Associated prices half a cent. These reports say that it is doubtful that the outside sellers will confirm orders at their prices, as their stocks are exceedingly light, and it is suggested that these sellers are trying to hold down the selling market for the influence it may have on growers. At the end of last week a considerable business was reported to have been done on orders from jobbers in this section on the above named basis, principally for early October shipment. The actual quantity changing hands could not be learned, but estimates ran from ten to twenty cars. The spot market continues fairly active in a jobbing way; in fact, trade is said to be far better than ever before at this season of the year, and prices are firmly maintained. Telegrams from the Coast report extremely hot weather and consequent damage to the crop increased the feeling of confidence among sellers of both old and new crop. Apricots are firm, but there appears to be little buying interest among the local trade in either spot or future offerings at the moment. The hot weather on the Coast, if continued, is expected to materially decrease the supply of dried peaches, and the market for that fruit is accordingly firm, but without quotable advance.

Rolled Oats—Rolled oats, both package and bulk goods, have advanced. The situation will remain as it is, in all probability, present prices holding firm until the new oats come upon the market in about a month.

Syrup and Molasses—Glucose is unchanged and dull. Compound syrup is seasonably dull and rules at unchanged prices. Sugar syrup quiet and unchanged. Molasses unchanged and dull.

Rice—Japans are still in ample supply and do not move as well as the primary points would like. The new crop promises well and every effort will be made to sell old rice in anticipation of a large yield. The South is making the most of its opportunities, and the mills are asking full prices for their remainder of stock.

Spices—Some activity, due to the tendency to anticipate the duty. Wholesalers report good demands for all varieties.

Cheese—Prices are pretty well up and the market is firm and unchanged, so far as price is concerned. It is doubtful if there will be an advance on account of the obtaining prices.

Salt Fish—Norway mackerel are firmer and prices on most sizes can fairly be quoted 50 cents per barrel higher. The demand has been very good. Irish mackerel are unchanged. Cod, hake and haddock quiet and unchanged.

Provisions—There has been a very good consumptive demand for the whole line, and this will probably continue as long as the weather keeps hot. Pure and compound lard are both firm at an advance of ½c. Dried beef, barreled pork and canned meats are steady and unchanged and in good consumptive demand.

A Good Campaign.

Henry Rhynsburger, Pella, Iowa, the veteran egg and poultry man the former President of the Iowa association, is going after the farmers in his territory in a "swat the rooster" campaign. Among other things he is sending out a postal card bearing this message:

"Now is the time to clean up your 1912 roosters and the old hens that bring you no returns. Sell the above described poultry now. Save feed and turn them into cash or its equivalent. Also wish to remind you that we keep open house for eggs, and want all you can spare us constantly, for either cash or order on any store.

"Be cautious with your eggs; warm weather is upon us. To avoid bad eggs gather two times each day. Do not gather the eggs you intend to market that hens have set on over night. Keep in a cool, dry place. Keep all doubtful eggs at home for the swill barrel, as it is unlawful under the pure food law to sell or offer for sale eggs not fit for human food."

There is a newspaper report out to the effect, and emanating from Seattle, that Japan has entered the egg market of this country and is proposing to the Great Northern Railway to furnish its steamship lines with eggs at 9c a dozen the year around. It is reported also that the purchasing agent for this company has received a small consignment of the Japanese eggs.

God must dearly love the fools, otherwise He could never have made so many of us.



Money conditions in Grand Rapids are easier. The banks still ask searching questions when a loan is applied for as to the use to which the money is to be put, whether the purpose is straight business or of a speculative nature, whether the borrower is keeping reasonable near shore or branching out, and other questions of a similar nature. But the conditions, nevertheless, are better than they were and it is stated they are steadily improving. One reason for this is the let up in the up-state demand for funds to finance the operations on the farm. The farmers have, as a rule, been financed up to crop moving time and are beginning to realize on their early crops. The money has not begun to flow back yet, at least not to any large amount, but the demand has let up and the tide will soon be flowing in the other direction. Another factor is the disposition of the business men and manufacturers to check up until they see what the future has in store for them. The banks themselves have been responsible for this attitude of conservation and they are getting their reward now in the form of an accumulating reserve. The prospects now are said to be for fairly easy money for the fall activities, and this ought to mean a fairly good fall business.

Crop moving time is not a season of worry in Western Michigan banking circles. In this section the early crops provide the funds for carrying the later products of the soil. Beginning with strawberries in June there is a constant succession of fruit crops. In ordinary good seasons enormous quantities of fruits are sent out of the State. The marketing of the fruits up to late apples is on a spot cash basis and the shipment to other states brings large amounts of new capital into the State. By the time the potatoes, beans and other heavy staples are to be moved the fruit money is in the bank ready to do the business. The fruit crops thus far in Michigan this season have not been very successful. Strawberries were cut almost to a total failure by the May freeze. Raspberries are being sadly reduced by the drouth. Cherries have been a fairly good crop but not up to the average and have brought considerable money into the State. The blackberry crop in Michigan will be very heavy if rain comes in time to give the fruit a chance. Plums and early apples will be fair crops and peaches about half. The cash returns will not be as large as in other years but there will be enough to make

a substantial difference in the bank balances.

Earl Johnson, for four years past Assistant Cashier of the City Trust and Savings Bank and manager of the Monroe avenue branch, has been given a ninety day leave of absence and, with his wife will go to Colorado in the hope that the mountain air and outdoor life will be of benefit to his health. Jay D. Farr, for a quarter of a century with the Grand Rapids National City Bank and its predecessor, the Grand Rapids National has been appointed to take Mr. Johnson's place.

The Grand Rapids Trust Company has received its first important commission from the courts. It has been appointed receiver for the Grand Rapids Motor Truck Co. and will manage its affairs under the direction of the bankruptcy court. The Grand Rapids Motor Truck Co. was brought here from Decatur, Ind., a year and a half ago, with a liberal amount of Grand Rapids capital invested in the enterprise. A Grand Rapids directorate was elected with Grand Rapids officers, and M. C. Brackett, manager of the company at Decatur, was retained as manager under the new administration. The company now has liabilities to the amount of about \$125,000 and it is questionable if the Grand Rapids stockholders will get much salvage from the wreck.

The east end branch of the Grand Rapids Savings Bank, in the new Vanderveen block at the corner of Fulton and Diamond, gave a housewarming Saturday afternoon, and it was largely attended by patrons of the bank and the business men in the neighborhood. Jacob Heeringa is manager of the branch and served as the reception committee and the officers and directors of the bank dropped in to get acquainted and to help do the agreeable.

Frank S. Coleman, Vice-President of the Grand Rapids Savings, says he believes an annual reception by the Bank to its friends and patrons would be a good thing from a business point of view, this to apply to the main Bank as well as to its branches. The social function, he thinks, would bring the Bank and its patrons into those closer and more friendly relations which come with better acquaintance. The ordinary relation between the Bank and its patrons is strictly business and this is not calculated to develop the social relation or the friend-

GRAND RAPIDS NATIONAL CITY BANK

Resources \$8,500,000

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

Merchants, Treasurers, Trustees, Administrators and Individuals

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

CORRESPONDENCE PROMPTLY REPLIED TO

Fourth National Bank

Savings Deposits

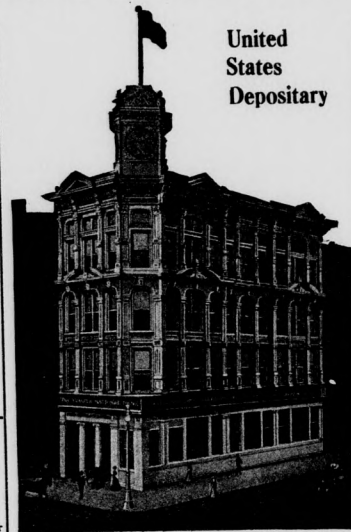
3

Per Cent
Interest Paid
on
Savings
Deposits

Compounded
Semi-Annually

Wm. H. Anderson,
President
John W. Blodgett,
Vice President
L. Z. Caukin,
Cashier
J. C. Bishop,
Assistant Cashier

United
States
Depository



Commercial Deposits

3 1/2

Per Cent
Interest Paid
on
Certificates of
Deposit
Left
One Year

Capital Stock
and Surplus
\$580,000

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 3 1/2 % if left a year.

ly spirit. An annual reception, he thinks, would put the Bank and its patrons on a footing of personal acquaintance and cordiality.

The Michigan Trust Company will soon move back into its old offices in the Ottawa avenue corner. The office room has been more than doubled in space and the remodeling and refinishing have been on a scale and in a manner to make the new offices the handsomest in the State. In the remodeling offices everything is absolutely fireproof, even to the waste paper baskets. The desks will be of mahogany steel, the chairs will be metal, the counters marble and the file cases steel. It is said that asbestos paper will be the only writing material that will be allowed in the office, but this is probably an exaggeration. Everything else, however will be fireproof.

The Grand Rapids Savings Bank is remodeling its offices to provide additional windows. There will be two savings and two receiving windows when the changes are completed, and one each for paying, collections and discounts. The directorate has appointed a building committee with William Alden Smith as chairman to obtain plans for the new building which will probably be started next summer. It is likely a local architect will receive the commission.

A local banker discussing the methods here declared that Grand Rapids was considerably provincial, depending upon its own resources, as small towns usually do, instead of inviting outside capital. As an illustration, the Pantlind Hotel financing involves an issue of \$850,000 in bonds, and the entire issue was placed with the local banks and investors. The \$400,000 bond issue of the Citizens Telephone Co. was placed very largely with local investors. The Peninsular Club will soon make an issue of \$150,000 bonds to finance the new building and local capital will be expected to take it up. The Philo C. Fuller building called for a bond issue of \$150,000 and it was local money that took them. In each of these instances and in several others that could be given, the security is such as to make the investment gilt edged. In New York, Chicago and other cities loans of the kind mentioned would be placed with the big insurance companies and other corporations with funds to invest and at a less interest rate than the bonds issued were placed at. The result of the Grand Rapids method of depending upon its own financial resources is that Grand Rapids is constantly hard up with no money for large productive enterprises requiring capital. The various utility corporation securities and in recent years timber bonds have absorbed immense amounts of Grand Rapids capital. These various investments may add to the city's annual income, but they materially curtail the supply of active capital.

Never explain. Your friends don't require it, and your enemies won't believe you anyway.

Quotations on Local Stocks and Bonds.	Bid.	Asked.
Am. Gas & Elec. Co., Com.	76	78
Am. Gas & Elec. Co., Pfd.	43 1/2	45
Am. Light & Trac. Co., Com.	355	360
Am. Light & Trac. Co., Pfd.	106	107 1/2
Am. Public Utilities, Com.	51	55
Am. Public Utilities, Pfd.	72	74
Cities Service Co., Com.	90	94
Cities Service Co., Pfd.	73	75
Citizens' Telephone	80	90
Commercial Savings Bank	215	
Comw'th Pr. Ry. & Lt., Com.	58	59
Comw'th Pr. Ry. & Lt., Pfd.	76	79
Elec. Bcng Deposit, Pfd.	63	72
Fourth National Bank	212	
Furniture City Brewing Co.	55	65
Globe Knitting Works, Com.	135	140
Globe Knitting Works, Pfd.	100	100
G. R. Brewing Co.	155	
G. R. National City Bank	180	181
G. R. Savings Bank	225	
Kent State Bank	260	264
Lincoln Gas & Elec. Co.	30	34
Macey Co., Com.	200	
Macey Company, Pfd.	95	97
Michigan Sugar Co., Com.	90	98
Michigan State Tele. Co., Pfd.	90	95
National Grocer Co., Pfd.	83	86
Old National Bank	205	207
Pacific Gas & Elec. Co., Com.	42 1/2	43 1/2
Peoples Savings Bank	250	
Tennessee Ry. Lt. & Pr., Com.	14	15
Tennessee Ry. Lt. & Pr., Pfd.	70 1/2	72 1/2
Utilities Improvement Co., Com.	47	49
Utilities Improvement Co., Pfd.	68 1/2	70 1/2
United Light & Ry., Com.	63	67
United Light & Ry., 1st Pfd.	75	77
United Light & Ry., 2nd Pfd.		
(old)	73	75
United Light & Ry., 2nd Pfd.		
(new)	71	73
Bonds.		
Chattanooga Gas Co.	1927	95 97
Denver Gas & Elec. Co.	1949	95 1/2 96 1/2
Flint Gas Co.	1924	96 97 1/2
G. R. Edison Co.	1916	98 1/2 100
G. R. Gas Light Co.	1915	99 100
G. R. Railway Co.	1916	100 101
Kalamazoo Gas Co.	1920	95 100
Saginaw City Gas Co.	1916	95 99

July 16, 1913.

Pictures in Schools.

Use of moving pictures in the schools is spreading rapidly in Europe. Recently a professor in a Brussels school excited great interest by presenting a series of pictures illustrating the progress of aviation from the earliest days to the present. In Prussia the minister of public instruction has approved the use of the cinematograph in all the higher schools of the country, and the official programmes give lists of films for geography, history and science. The expense of this material is met by appropriations from the government and municipalities and by private subscriptions.—Moline Dispatch.

When a small boy overhears the doctor telling his mother to take plenty of exercise that's his cue to be good.

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Million

GRAND RAPIDS SAVINGS BANK

American Public Utilities Company

Furnished its share of the \$266,000.00 disbursed July 1 by paying dividends on preferred and common stocks.

If purchased now, the preferred stock of the company will yield
8%

Dividend paid quarterly.

We consider it a CONSERVATIVE investment.

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Bel M 229

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7 Million Dollars

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E. A. STOWE, Editor.

July 16, 1913

FURNITURE MADE TO USE.

One of the greatest influences in furniture designing is home architecture. Furniture designers may not admit this with any degree of freedom, but anybody who has followed furniture styles and at the same time noted the tendencies in home architecture knows how the former have changed to conform with the creations of the architect. In the old homes, even those representing modest means, one of essentials was the parlor or "best room," and it usually occupied the front of the house. It was furnished with the most elegant furniture the family could afford, or at least what passed for the most elegant at the time. There were bandy legged chairs, a dinky divan, a fancy table and similar goods, and in some houses the furniture in the parlor was carefully covered with linen as a protection against the flies and dust except on such state occasions as funerals or weddings when the room was thrown open. The homes of a more pretentious character had a reception hall and various other apartments more or less on the show order, and these, too, were furnished to look at rather than for ordinary every day use. The sitting or living room was of secondary importance to the parlor in location and furnishing and, like the other rooms, was small. All of them had to be small or all of them could not have been arranged for in the plans. The furniture of that period reflected the popular taste. There were the stiff, uncomfortable chairs for the parlor and fancy tables and similar creations, all to go into rooms that were to be looked at rather than used. Distinctive parlor furniture was frequently seen in the market and sold well.

Modern home architecture now calls for a big living room, occupying the best and pleasantest quarters in the house. The parlor has been entirely eliminated, except, perhaps, in the very pretentious houses of many apartments. With large living rooms larger furniture can be used and the market is now full of big, easy chairs and rockers, roomy davenport and good sized tables. The furniture of to-day is built with comfort as the central idea, for use and not to look at. The distinctive parlor goods

such as used to be shown are no longer seen in the market. Of all the furniture samples shown in Grand Rapids this season, not a single parlor set of the old type will be found. There is no lack of beautiful furniture, of rich, costly and elegant goods, but the furniture of to-day is made to use and not to look at, to be pleasant in the using of it as well as pleasing to the eye. There has been no sacrifice of graceful lines, or artistic merit or of good taste, but in house architecture the modern idea is that the best in the house is none too good for the living room, and the same idea has been carried into the furniture.

In the old homes the ceilings were made high, ten and twelve feet and the furniture was designed to fit such ceilings. This applied especially to the dining and bed rooms and the library. High heads for the beds were in style, the side board was often six to eight feet in height, book cases were made six or eight feet and even more in height. In the modern homes ceilings are lower, both for economy in the materials and a lower cost for heating, and the furniture has been curtailed in height accordingly. Sideboards are low and so are heads of the beds and the mirrors on the dressers. Bookcases are now rarely over six feet in height. All this is in conformity with modern architectural ideas. There has been no sacrifice in style, but the furniture manufacturer is merely trying to produce goods that will "go" best with its surroundings and does all he can to help the home furnisher to obtain pleasing results. The popularity of the bungalow type of house has had a wide influence on furniture designing. Many lines of furniture are made expressly for the bungalow and others are so modified in design and dimensions that they will fit into the home of simplicity and low ceilings. Even the manufacturers of Colonial clocks have recognized the bungalow demand. They are producing "dwarf" colonial clocks, identical in design with the others, but four to six feet in height instead of six to eight feet.

The home architect has created the den and den furniture is shown, usually in oak, with straight lines, durable, comfortable and serviceable, but sometimes in mahogany. The manufacturers of reed, willow and similar goods are also catering to the den idea with chairs and rockers built on lines of solid comfort, and these have been very successful. The modern architect has also created the sun parlor and sun parlor furniture has followed, usually in reed, willow and similar materials, but often in oak with appropriate finish. The furniture manufacturer has gone still further. The modern home now has a big porch, and porch furnishings have improved wonderfully in style, finish and artistic merit in recent years with this new creation of the architect.

It is too much to give credit to the architect for all these changes, for the elimination of the parlor, for the larger and better living room, for the den, the sun parlor and the porch.

The architects have been compelled to follow the popular demand and the furniture designers have merely followed the same dictation, but necessarily, the architects have been the first in the onward march. Instead of show, popular fancy now demands comfort and enjoyment and the architects have had to do their designing accordingly. The furniture manufacturers, knowing that furniture that is in harmony with the home architecture will sell better than that which will look awkward in its surroundings, try to give the people what they want.

The furniture manufacturers have followed the home architects in other directions. In the larger cities the family abode is in the flat and the flat is often of limited dimensions. What may be davenports or divans by day are made convertible into beds for night use. Dining tables are made to contract into very limited space to be shoved aside when not in use. Various other convertibles are in the market, as well as furniture that is made expressly for the flat trade in its dimensions. It is not the architect who dictates furniture styles in this respect, however. It is the modern method of living and the aim of the manufacturers to give the people what they want and how they want it. There can be just as much elegance and style in a two by four flat as in a mansion, but it must be made accordingly.

THE RIGHTS OF LABOR.

The "rights of labor" seem to be in danger of overriding the rights of everything else. There is a strike in the building trades in Boston which is bound to cost a large number of workmen as well as some capitalists much loss, because two labor unions exercise the right to fight each other at other people's expense, and one of them is allied with a big organization which is disposed to crush its enemy out of existence, no matter who else may suffer.

There was nothing the matter with wages or hours or "conditions of labor," but there were two unions of steam-fitters, one of which refused to amalgamate with the other and was cast out of the American Federation of Labor. So this gigantic conspiracy of grafters and sluggers will not let any of its members in other trades work upon buildings where the out-cast steamfitters are employed. Hence a strike that stops all work on several structures. The owners and contractors cannot help themselves. Workmen who are not concerned in the quarrel are put out of a job against their will. There is loss of time and money and no chance of redress. The question arises whether in the cause of the "rights of labor" the rights of everybody else are to be without defense when some one union is fighting for a monopoly in its trade. Does this mean equality either before the law or in the eyes of men?

The man with last year's automobile is more likely to feel out-of-date than the man with last year's horse and buggy.

KNOW YOUR GOODS.

It stands to reason that a salesman should know thoroughly the goods he expects to sell. A buyer went into a stationery store to buy a certain kind of letter file. The salesman fumbled around a few minutes and then said the article was not in stock. As the file wanted was one of the most common of its kind, and as staple for a stationery store as sugar or salt for a grocery, the buyer insisted that he must have it. He looked in two more places and then called another salesman, who went to a shelf not two feet from the place where he had looked, and brought out just the article wanted, with a variety to choose from.

This sort of thing happens every day in nearly every store. Sales are lost and customers are disappointed because salespeople do not know their stocks.

Stock-keeping ought to be thoroughly classified. When you look up a word in the dictionary you don't hunt in several places. You find the letter it begins with, and the next and the next, and you can soon tell to a certainty whether it is in the dictionary or not. A stock of merchandise naturally falls into classes, and each class falls into subdivisions. If a salesman had an outline of the stock, and then would come systematically in touch with every variety, he could soon know perfectly every kind of pen, pencil, envelope, paper or blank book in even the most complicated stationery stock.

The course of Prosecuting Attorney Earl F. Phelps in the case of Louis Duston, the old soldier accused of the murder of George Sandler, is to be commended. We have had prosecutors in Kent, as well as in other counties, whose highest conception of duty was to secure convictions. The law assumes an accused man to be innocent until proven otherwise, but many prosecutors go on the theory that whether the accused is really guilty or innocent is of secondary importance to convincing the jury of his guilt and securing a verdict accordingly. It isn't justice that such prosecutors want, but the glory of having sent another man to prison. Many cases are on record of men found guilty of crimes they never committed through the over zeal and false ideas of the prosecuting officer. In the Duston case the defense alleges an alibi and Prosecuting Attorney Phelps is giving the aged defendant every aid and opportunity to make his claim good. His aim seems to be to secure justice, not merely a conviction. Such an attitude on the part of a public prosecutor is to be commended and the more so because it is not always the rule. The prosecutor should be as much the attorney for the accused as for the people, in so far as justice is concerned, but the usual policy is to make the accused shift for himself as best he can, regardless of whether he is guilty or innocent.

Requisites for an all-around education are: Ambition, Aspiration, Application, Respiration, Perspiration.

THE FINGER OF FATE.

No absolute monarch ever ruled his subjects more ruthlessly than the leaders of the labor unions do theirs. Disobedience to their decrees brings swift punishment in the form of social ostracism, bodily injury, and even death. Their openly avowed aim is to be able to refuse to all who fail to bow the knee to them all opportunity to earn a living. They stop at nothing to gain this end, and politicians and newspapers alike are so afraid of them that they dare not even comment unfavorably unless the act happens to be too outrageous to gloss over, and then they attribute it, not to the union itself, but to "strike sympathizers" or to "a few reckless boys in the crowd." Where, in rare cases, a union leader is brought to justice, both the newspapers and the politicians vie with one another in their efforts to exonerate the union itself, and to declare that only the leader in question was to blame. Up to the very moment of the confession of the McNamaras there was a nauseating concerted effort by the press and the politicians alike to prove that these unspeakable scoundrels and their backers were the innocent victims of a great plot by employers.

All the popular brag and bluster about the United States being a free country, the land of equal opportunities, is a pitiful absurdity that makes this country ridiculous in the eyes of all nations. With the politicians all terrorized by the unions and the newspapers, so that none of them dare think for himself or say what he thinks; when mere newspaper denunciation of a man in public life, no matter how unfounded, will sooner or later retire him to obscurity in disgrace, no man of high ability will accept public office. Even now the government of our cities, states and Nation is in the hands of demagogues, second-rate politicians, and a few honest fanatics who are quite as dangerous as their associates in power. This country is still moving only on account of momentum acquired during years of prosperity, and any great emergency will shake it to pieces like a house of cards. There never was a similar situation in the history of the world. There never has been a time when the masses lived so luxuriously and gave so little in return. Neither has there ever been a time when class hatred, envy, and discontent were more prevalent. Nor has there ever been a period in the world's history when the masses held such absolute sway politically. One feature of the situation that has no parallel is the fact that almost in the twinkling of an eye the rantings of the demagogues and "news" doctored to suit the momentary whim of the mob can be transmitted all over the country with a degree of publicity that it has never been even dreamed of in former ages. A sensational lie or half-truth has probably always met with eager listeners, but nowadays no one seems to care for the sober, colorless facts. By constantly catering to this tendency the newspapers have corrupted the great majority of our people.

"Whom the gods would destroy they first drive mad." I am quite aware that none of this is popular doctrine. Cassandra's warnings fell on deaf ears, for they did not tickle popular conceit; but please remember that in spite of the ridicule with which they met, Troy fell.—Frank Johnston in *Harper's Weekly*.

IMPERSONAL CRITICISM.

Personal appearance is a subject upon which much might be said, but upon which little is said. Most men in authority in business hesitate to speak to clerks about such things for fear of giving offense. A manager who feels free to criticize any detail of the work of his clerks seldom feels that he can bring himself to tell a man that his shoes, his nails or his linen need attention. Much less does he feel free to criticize women clerks on such matters. And so it happens that in almost every business house there are those who daily give offense to others by such neglect, and where these persons meet the public there is distinct harm to the business itself. There ought to be some way to cover this point effectively without giving undue offense.

One method is to post, where all employes may see it, a notice something like this:

"Employes must understand that a reasonable standard of personal appearance and personal cleanliness is required by all. Those who give offense to others through neglect of these matters will be subject to dismissal."

Another method sometimes used is to put in the pay envelope of those needing such advice an impersonal letter or notice mentioning in a general way the necessity of recognizing proper standards.

COMMON SENSE IN SELLING.

One morning the writer stopped at a fruit stand in just the frame of mind in which he didn't want anything in particular but wished to buy something if he saw anything that appealed to him. The instant he began looking at the fruit the old man came up and began pointing to this, that and the other, not giving the customer a moment to think for himself. He simply turned and walked off—probably as thousands have done before. He was willing to buy goods, but not willing to have goods sold to him. He went away disappointed at not having the privilege of looking over the stock.

This same spirit in some degree pervades about every line of business. The men who own the business may know better, but they fail to impress the point upon their salespeople, and the result is the same as the fruit stand. Many who are willing to be customers turn away when they are denied the privilege of looking over the goods and forming their own impressions.

On the other hand, there are many who desire immediate attention, and go away if they don't get it. There is a happy medium between these two extremes that is an important point in successful retail salesmanship.

WILL SELL THE GOODS.

Put Price Tags on Your Window Displays.

Written for the Tradesman.

The excuse for existence of the window display, like its cousin, the printed advertisement, is to sell goods.

If it doesn't succeed in doing that, it is not a first-class display.

It is conceivable that cleverly dressed windows, which attract attention and interest on the part of passersby, and lead to comment which stirs up the curiosity of the public, are worth something, because they supply general publicity for the store and are to that extent effective. But freak displays are generally of questionable value, and for one that hits the mark there are a dozen which fail to create even a ripple on the millpond of community interest.

The display that goes on the list as the bread-winner, the window trim with a punch, shows the goods, in relation to use if possible, and in such attractive manner that the man who stops and looks will buy if he is in the market for that particular kind of goods.

It should be remembered that "in the market" is a phrase which has a wide meaning. A chap may not be in the market for a pocket knife; but if he sees one in your window that looks good, he may remember that his old one is broken and disreputable-looking, and promptly get in the market for another.

The housewife may not be "in the market," exactly, for a new hat; but if she sees one of your nifty ready-to-wears on display, with the price attached, she will likely come to the conclusion that it's enough of a bargain to warrant purchasing. That puts her in the market. It's a sort of instantaneous process, as it were.

The last paragraph contains the point to which special attention is called. The idea is this:

You may create interest and desire by your window, but to get a sale you must arouse action. That is, the mind of the prospect—we will consider all possible customers as prospects—must hit upon the definite conclusion, "I am going to buy that."

In order for such a conclusion to be reached, the prospect must have analyzed your proposition, consciously or unconsciously, along a line of reasoning similar to this:

This is a good article.

It has quality.

It would be useful to me.

I would like to have it.

It would be a good buy for the money.

And unless that final point is included, the determination to act cannot be arrived at by the prospect. Hence, the most important of all the things you put in the window is the price ticket, because it supplies the information upon which the final decision must depend. The buyer cannot decide to buy without knowing what the goods will cost, and he ought to be given an opportunity to make that decision.

It may be suggested that the price will scare away many a purchaser,

who, if given an opportunity to come in and enquire, would decide to buy in spite of the price being higher than had been expected.

The other horn of the dilemma is disregarded, however, and a very strong trait of human nature is overlooked. It is the general desire not to appear "cheap." In fact, if there is one characteristic of American make-up that stands out above the others, it is that. The man with a modest purse, or the woman either, for that matter, will often pass up an attractive article that is not priced, thinking that it may be too high. It is quite possible that the price may have been lower than that fixed in the mind of the prospect, because merchants ordinarily put goods in their windows which are exceptional values for the money. Hence the risk is run of driving off possible trade, without the prospective purchaser being given a chance to determine whether or not he or she can afford to buy.

It is certainly better to make the case plain at the beginning, and thus open the way for a decision, even if it is unfavorable, than to risk losing through indecision being encouraged.

The ultra-artistic window dresser frequently objects to tagging goods with the price because of the idea that this detracts from the appearance of the display. He thinks that as a pretty picture it is spoiled by the introduction of the crude, coarse dollar-mark.

But here again it must be remembered that the chief idea of the display is not to create admiration for it as an artistic production, but to win friends for the goods which are being shown. The matter of helping or hurting the display as a triumph of window-trimming should be subordinated to the big question, "Will it sell the goods?"

Which would you rather have people who pass your windows say:

"My, but that's a clever window," or "I believe I'll step in and buy that?"

There ought not be much difficulty in deciding that question.

So, no matter how pretty your window is, or how inartistic the price-tags may be, put them in. They carry the most important message that you have to deliver, because any sales message that stops short of telling the price of the goods is incomplete.

Put all the selling talk you want along with the price; emphasize the bargain feature if the value is there; design the display along attractive, unique or freak lines if you will, but, above all, tell 'em the price.

G. D. Crain, Jr.

Bitter experiences are just underscored life sermons, delivered without invitation. But they are as valuable as quinine to the sufferer from malaria.

After a man becomes famous he doesn't need a press agent. His friends will then attribute to him all the ancient jokes they can dig up.

When in doubt, think twice, count one hundred and then tell the truth.



Summer Sporting Goods Window Trim.

For building this window trim of summer sporting goods you will need the following:

- Merchandise.
- 1 Minnow Seine.
- 6 Jointed Fishing Rods.
- 2 Assortments of Fishing Tackle.
- 4 Tennis Rackets.
- 1 Dozen Tennis Balls.
- 6 Folding Camp Stools.
- 1 Body Protector.
- 6 Catchers' Mitts.
- 1 Dozen Wood Minnows.
- 3 Reels.
- 2 Trolling Spoon Assortments.
- 1 Dozen Spool Lines.
- 1 Croquet Set.
- Fixtures.
- 5 Rolls of Light Blue Crepe Paper.
- 3 Ordinary Wooden Boxes.
- Price Tickets.

Summer sporting goods is such a diversified line that several window trims can be made out of it during the course of a season's selling.

A window trim of fishing tackle would be just the thing. You could make another out of tennis goods and a croquet set, another out of automobile and bicycle accessories, and still another out of baseball goods alone.

The average store, however, carries some of all these lines and for the benefit of such we have made up this combination display plan which is sure to bring good results if given the right kind of trial.

Beginning on the Trim.

The first step in trimming the window is to cover the background neatly with light blue crepe paper or crepe paper of any light color and then festoon across the background a minnow seine or trammel net. This is easily and simply done. Merely pin the thing to the background and catch up in two or three festoons ac-

cording to the size of your window.

Then arrange in position the boxes you see in the drawing and cover them with the same color of crepe paper as is on the background. The floor should also be neatly covered.

To build up the center unit tie four tennis rackets together as shown in the photograph. Drive a nail in the back of the box and wire them to this.

The next step is to build up a neat pile of baseballs and baseball boxes in front of the tennis rackets as shown in the photograph. On the front of this box arrange a body protector.

The Right and Left Units.

There is very little to the units on the right and left. Arrange three camp stools on each in the same fashion as the photograph directs and then on the top of each an assortment of fishing tackle.

Nothing remains now but the floor plan.

Make this by putting a small box on the floor in each corner of the center unit and putting thereon a catcher's glove. Then build up in front of each wooden box a pile of baseball boxes with a baseball on the top of each. Then arrange three jointed fishing rods against each side unit. Next arrange the floor plan next to the glass.

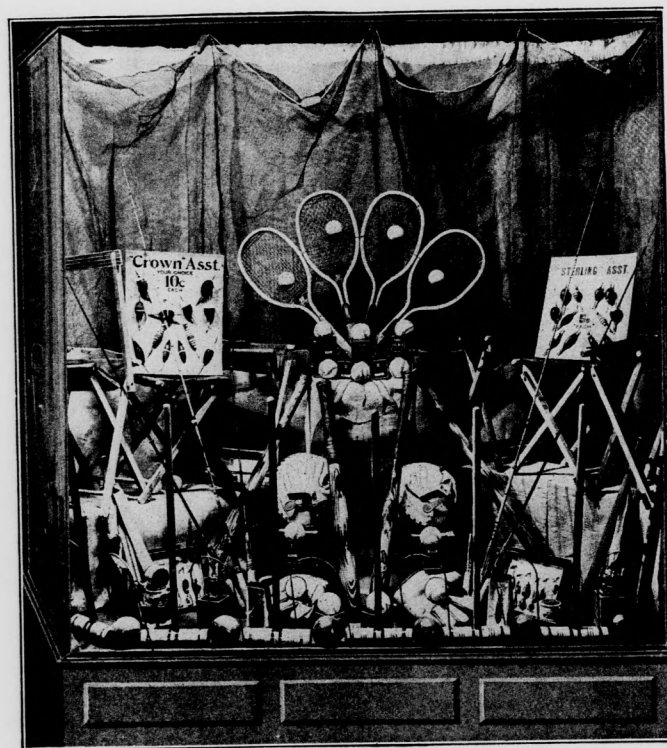
The central feature of this is the croquet set. The handles of the mallets rest against the glass in front and before each mallet on the floor is a croquet ball, over which is an arch. Then back of each mallet put a wood minnow in a box and against each side unit arrange an assortment

of trolling spoons or any other fishing tackle you may have handy.

Fill in the few vacant spaces now with baseballs, reels, fish lines or any other small items of summer sporting goods you may have handy.

The above directions are given in the successive order in which the steps should be taken to get the best results from this trim.

Whether you make the left or right unit first depends on the way your window is arranged. You have to fix it somehow so you can get out after the trim is in and the unit on the side next to the door of the window is of course the last one you should make.—Butler Way.



Photograph of Window Trim.

Co-operative Effort and Advertising.

Speaking of co-operation, it is interesting to note in how many ways this idea is being applied in various parts of the country. For instance in different places there is co-operative advertising for bargain-day sales. The merchants in the town will go together and engage a large space in the newspaper, for instance, two full pages on which to make a spread. This space is divided up into boxes or panels, each merchant taking one or more of these spaces in which he will announce special sales or drives which he may have to make upon certain articles of merchandise in his establishment. The expense being shared by all, nobody is burdened by the large advertisement, and yet each one derives more benefit than he would from a small space placed by itself in some other part of the newspaper not connected with so large a display. It is understood that in places where these co-operative bargain days have become habitual, the public is being trained to watch for the announcements and finds the reading of these advertisements as interesting as a story. Even when store-

keepers keep several lines of merchandise, as for instance, groceries, dry goods, drugs, hardware, and the various items which go to make up a general store, it often occurs that they may work together in harmony in such co-operative advertising to their mutual advantage. For example, one store-keeper has hats and caps, and men's furnishings. He finds that his men's furnishings department is in good condition while his hats and caps show an oversupply. The condition may be exactly reversed in the other store. It is therefore not hard for these two men to get together and arrange which line each one shall push. In this as in every-

thing else it is always possible to get more out of friendly relations with each other than when there is constant strife and violent competition which does not lead anywhere except to loss.

Notice of Dissolution of Co-partnership.

Notice is hereby given, that the co-partnership existing between the undersigned under the firm name of Klont & Sikkenga is this day dissolved by mutual consent. Thomas Sikkenga will continue the business and pay all bills incurred by said firm; he will also collect all accounts due to said firm.

Dated, Muskegon, Michigan, July 2, 1913.

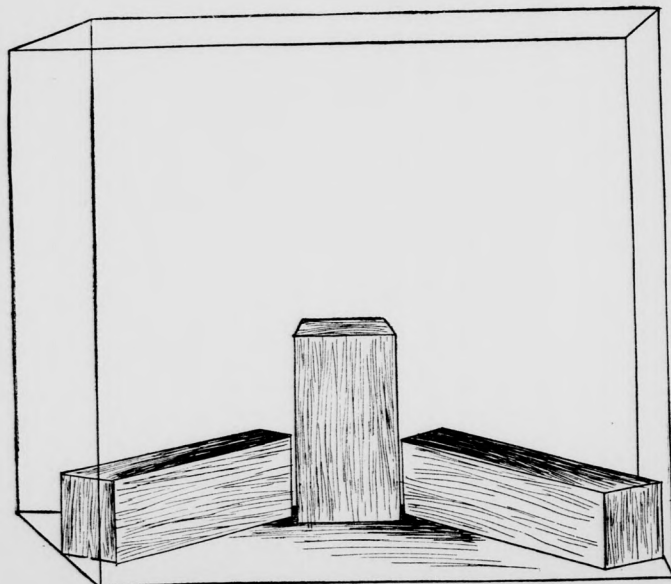
Jacob D. Klont,
Thomas Sikkenga.

Loquacious Diet.

Missionary (to cannibal)—What makes your chief so talkative to-day?

Cannibal—Oh, he ate a couple of barbers this morning.

Before you hire a man to work for you, make it plain to him that you have no use for the "I wasn't paid to do that" kind of employees.



Drawing of Fixtures.

SUDDEN SUMMONS.

Death of William W. Terriff, the Portland Manufacturer.

William W. Terriff, capitalist, manufacturer and patentee of Terriff's Perfect Washer, wholesale dealer in soaps, remedies and toilet articles, and a business man of extraordinary ability, died at the Oak Grove sanitarium, in Flint, July 7, after having reached that institution only about two hours prior to his death in company with John B. Hecox and Floyd Todd, of Portland. Mr. Terriff's death was due to a long illness from rheumatism and organic heart trouble, which had greatly weakened his vitality, and the final summons came following a chill and sinking spell. Many times during his illness he had rallied from similar attacks, but his vitality had been weakened to such an extent by the trip to Flint that the sanitarium physicians were unable to cope with his conditions and death resulted.

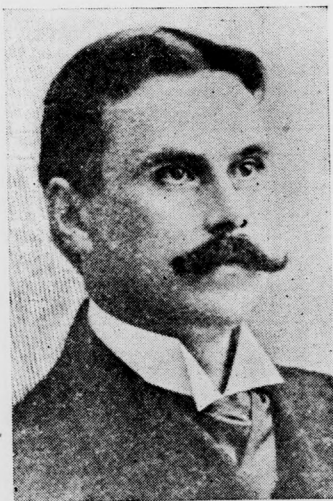
In the passing of Mr. Terriff Portland loses a citizen who made a success of every local business move on which he embarked. He came to Portland in 1888, at which time he was engaged in selling agents' territory for a washing machine which he had patented and which was being manufactured in Canada. The following year he organized the Portland Manufacturing Co., manufacturer of washing machines and various other articles, but his enterprise appeared to be a failure until the manufacture of all articles except washing machines was eliminated. The company was capitalized at \$4,500, and when Mr. Terriff was granted a royalty on each machine he pushed the business to its utmost capacity and dividends of as high as 200 per cent. were paid to stockholders. He soon made an improvement over the Perfect Washer and called it the "Greenville," this machine being manufactured in Greenville for many years. Mr. Terriff retired from active management of the company several years ago, when the capital stock was increased to \$25,000 for the manufacture of power washers, although he had recently taken up the sale of the gravity washer patented by E. L. Goodwin, of Portland.

In 1900 Mr. Terriff bought the plant of the Portland Soap Co. at 40 cents on the dollar and, although the business was a failure under the former managements he made a complete success of it. The local plant manufactured laundry soap exclusively, but Mr. Terriff soon delved into the toilet soap and toilet article business, and to-day the products are sold by 8,000 agents throughout the country. In 1904 he organized the Turkish Remedy Co., being associated with A. L. Thomas, of Chicago, and this business has also been a decided success under his management.

Mr. Terriff has amassed a fortune conservatively estimated at \$150,000, a portion of which was on deposit in Canadian banks and invested in Canadian lands, although he is known to have purchased a large amount of United States Government bonds a

few years ago. He was a director of the Maynard-Allen State Bank of Portland, and a man of influence in financial matters.

Mr. Terriff was born in 1862 on a farm near the village of Wingham, Huron county, Canada, and was of Scotch descent. In a booklet entitled "Twenty-Four Years of Hustling in the Washing Machine Business Under Two Flags," Mr. Terriff tells of his up and downs, his achievements and his success; how he helped his mother in the old-fashioned days of washing, and how he conceived the idea of making a machine that would do the hard work which in those days was accomplished only by hand. The book tells of many failures and reverses in the washing machine business and the final success, and is in-



The Late William W. Terriff.

teresting from cover to cover. These have been distributed among his agents from coast to coast.

Mr. Terriff was a tireless and diligent worker in all of his enterprises, and it was due to his constant attention to business that he brought on an organic heart trouble in his younger days, from which difficulty he had suffered at irregular intervals since. Dr. Alton, the attending physician, says Mr. Terriff's death might have occurred at any moment during the past fifteen years.

Mr. Terriff never married. He was a member of Portland lodge No. 31, F. & A. M., although he seldom attended the meetings on account of other business. His last illness dates back to the middle of March. He had only recently returned from a sanitarium at St. Louis, where he received benefit, but his condition took a sudden turn for the worse about two weeks ago, and it was deemed imperative to remove him to the Flint institution Monday. Messrs. Hecox and Todd, who accompanied Mr. Terriff to Flint, left for Detroit enroute to Portland after placing the patient in charge of the sanitarium physicians, and did not learn of Mr. Terriff's death until reaching Detroit. Mr. Terriff declared he felt fine after reaching the sanitarium, and Messrs. Hecox and Todd left for home at the patient's suggestion. In less than two hours after their de-

parture from the sanitarium, Mr. Terriff breathed his last.

Mrs. E. Biggar, of Toronto, Ont. a sister of deceased who has been at her brother's bedside in Portland for several weeks, left for Flint Tuesday morning and accompanied the remains from that city to Drayton, Canada, where funeral services were conducted Wednesday afternoon. Besides Mrs. Biggar deceased is survived by two other sisters, Mrs. Battey and Miss Mary Terriff, both of Toronto. Two brothers, John Terriff, of Toronto, and James A. Terriff, of Gravelburg, Sask., also survive.

In his last will and testament, made August 13, 1903, Mr. Terriff named the Union Trust Co., of Detroit, as executor of his estate. While it is not known at this time whether the business of the Wolverine Soap Co. and Turkish Remedy Co. will be continued by the executor, those who are familiar with the immense volume of business done by these concerns are inclined to believe that the heirs will favor a continuance of the business. The Trust Co. may decide to sell the enterprises, however.

According to the terms of his will, Mr. Terriff bequeaths \$1,000 to the Union Trust Co. as his executor, to be used for the purpose of paying his funeral expenses, buying a burial lot and erecting a suitable monument.

James A. Terriff, a brother is bequeathed thirteen-fifty-sixths of the estate, to be paid as follows: \$1,000 at the end of the first year, and \$500 each year thereafter.

John Terriff, another brother, is to receive one-twenty-eighth of the estate, the entire amount to be paid at the expiration of one year.

Mrs. Margaret Battey, a sister of deceased, is bequeathed thirteen-fifty-sixths of the estate, \$500 to be paid at the expiration of one year and \$500 each year thereafter.

Mrs. E. Biggar, another sister, is to receive thirteen-fifty-sixths of the estate in similar payments.

Miss Mary Terriff is to receive a like share in the estate on the same terms.

Wilson Terriff, a nephew of deceased, is to receive one-twenty-eighth of the estate, \$250 to be paid the first year and \$250 each year thereafter. Mr. Terriff also leaves to his estate life insurance amounting to \$5,000.

When John B. Hecox, who assumed the active management of the Wolverine Soap Co. and Turkish Remedy Co. during Mr. Terriff's illness, entered his office Wednesday morning he received a second shock, this time in the unexpected death of Ike Samuels, of New Orleans, La., one of the company's faithful salesmen. Mr. Samuels has been in Mr. Terriff's employ for the past fifteen years, and has sold in this length of time upwards of \$50,000 worth of soaps and remedies.—Portland Observer.

Men are valuable just in proportion as they are able and willing to work in harmony with other men.

Perfection is made up of trifles, but so is a million dollars.

Call Your Customers By Name.

At 38 I am the owner of a string of fifteen cigar stores, every one of which is making money. I have my good home and a motor car and a mighty nice income—and I owe most of it to one little detail I determined on when I first started business and to which I have adhered ever since.

Eight years ago I started in the cigar store business. Before that time I had been a clerk, saving a little out of my wages every week against the time when I could start in for myself, and learning everything I possibly could about the business. I had studied the ways of customers, their likes and their dislikes—and I had discovered one great fact, the usual customer when he enters a cigar store likes to be known. He likes to be called by his name. Flattery, it is true, but all men are susceptible to it.

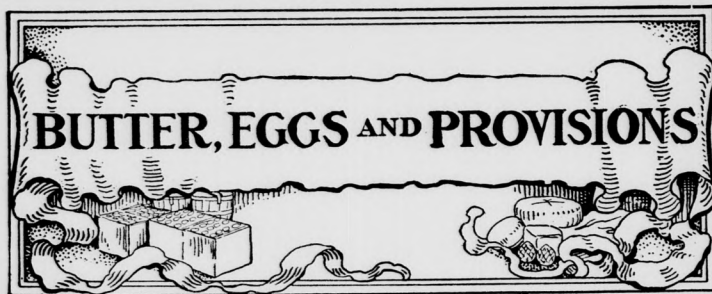
Therefore, when I went into business I made up my mind that no man was going to come into my store the second time without my knowing his name. I tried the rule and found it aided me. When I saw that some man was coming to my store two or three times in succession I made it a point to find out his name. Sometimes it meant a little expense and a good deal of trouble, but I did it just the same. And the next time he came I called him by his name and greeted him. I could see that the trouble I had taken pleased. It flattered the man to know that I was interested in him enough to want to know his name, and soon, instead of being just a casual customer, he became a real one. More than that, he became a friend of mine and booster for my business. The result was that when he saw a chance to send trade my way he did it. And as soon as that trade came I found out the name of the new man and used it to advantage.

Within a year or so there came the time when I could start the second store. That meant that I must put the bulk of the business of one place in the hands of another. And so, when I selected my man, the first thing I drilled into his head was the order that he must find out the names of customers and use them whenever he had a chance. A. C. Anderson

Advertising One's Ability.

The physicians of Black Hills have been having a family row on the question of advertising. As a result it has been decided that the doctors of that district may advertise their ability. This is something new in medical ethics, and may result in some of the good doctors getting some publicity as well as fakers. It is all right for a civil engineer of ability to advertise. A singer or a master of musical instruments gets renowned by advertising. In fact, every profession depends upon information about the physician from stereotyped "professional cards," which are usually as exciting as tombstones in a cemetery.

It is opportunity that brings out the great man, but he only is great who prepares for the opportunity.



Michigan Poultry, Butter and Egg Association.

President—B. L. Howes, Detroit.
Vice-President—H. L. Williams, Howell.
Secretary and Treasurer—J. E. Waggoner, Mason.
Executive Committee—F. A. Johnson, Detroit; E. J. Lee, Midland; D. A. Bentley, Saginaw.

Butter Control in Holland.

In order to suppress the adulteration of butter with oleomargarine and other fats, a law was passed in the Netherlands in 1890, instituting control of the sale of margarine and the manufacture of butter, which law was made more severe in 1900. Eight years later, reports Swaving, of the Dutch Dairy Station at the Hague, in Ann, Falsif., March, 1913, the manufacture of margarine was also placed under government supervision and a minimum Reichert-Meissel index of 100 cc N/10 was fixed for margarine and a minimum fat content of 80 per cent. for butter. The laws, however, remained ineffective. The variations in the fats of the butter by which at times a perfect butter might show reactions quite similar to one mixed with margarine and other matters made such tests unreliable. The producers therefore developed a system of state control to which they could submit voluntarily and by which the government undertook to guarantee such butter and to check it at all points through the scientific dairy station at Leyden and a number of subordinate butter control stations.

While this control is voluntary, the executive committee has the power to refuse admission to any applicants without assigning any reason. This provision is intended to exclude suspicious applicants. The central committee may even cancel the membership of any creamery admitted by a local station. The government lends an official mark which is stamped on the butter itself or can be printed on the wrapper. Counterfeiting this mark is punished severely. Members are not allowed to have any interest of any kind in the manufacture or sale of margarine of any other fats which can be used in the adulteration of butter and may not even store or handle or ship it. They may not buy butter from any creamery not a member of the control system. They must allow representatives of the controlling stations access to their premises at any time, afford them all desired information and throw the entire establishment open to them.

The members must report minutely all the butter manufactured and how it was sold and to whom in quantities of 10 pounds or more. Samples of cream and butter are taken several times a month. All these records are kept at Leyden and are constantly

compared and checked up. It is possible at any moment to ascertain the chemical composition of all the butter manufactured at all the creameries belonging to the system. The cream and the butter in course of manufacture are analyzed as well as the butter after it has been marketed, and the analyses must correspond. The purchaser can at any time by sending to the station at Leyden, ascertain the K-M number of any lot of butter he may have obtained from a member, each creamery having on the impression of the government mark a private mark indicating its name to the station, and the marks being delivered periodically to the members so that the date of manufacture of any shipment can be promptly discovered. The water content is limited to 16 per cent.

The author adds some suggestions for international measures for the protection of butter against adulteration. He does not favor uniform legislation in different countries, but rather such legislation in each country as will suit its conditions, and a guaranty that such laws will be efficiently enforced. The scientists who analyze the butter for the respective governments should work according to uniform methods. An agreement should be reached as to the permissible water content and the use of preservatives. The inspection service in the several countries should work in accord and maintain constant intercourse in order to advise one another if they have information of attempted frauds, but leave prosecutions to the respective home countries.

Frozen Oranges Saved by Cold Storage.

Most everyone knows that the winter of 1912-1913 will go down in history in Southern California as the winter of the "big freeze." The damage to the trees cannot be accurately estimated until another year, but doubtless this damage has been exaggerated. The damage to the fruit crop, however, is unquestioned and was almost total. The oranges which were not seriously damaged were in some especially favored location, or were protected by orchard heaters, or the oranges were promptly picked and placed in cold storage after freezing. Thus again cold storage has demonstrated its value in protecting perishable goods, and thus again we would call attention to the fact that it is not so much the freezing which hurts as it is the exposure to high temperature afterwards. It has been demonstrated in California that oranges frozen solid, if they are rather promptly picked, packed and placed

Huckleberries and Blueberries

Want Regular Shippers
Good Prices Guaranteed for Fancy Berries

M. O. BAKER & CO.

:-:

TOLEDO, OHIO

The Vinkemulder Company

JOBBER AND SHIPPERS OF EVERYTHING IN

FRUITS AND PRODUCE

Grand Rapids, Mich.

CAN FILL YOUR ORDERS FOR
NEW VIRGINIA POTATOES
LET US HAVE YOUR ORDERS
MOSELEY BROTHERS
Both Phones 1217 Established 1876 GRAND RAPIDS, MICH.

M. Piowaty & Sons

Receivers and Shippers of all Kinds of

Fruits and Vegetables

GRAND RAPIDS, MICHIGAN

Branch House: Muskegon, Mich.

Western Michigan's Leading Fruit House

Come in and see us and be convinced

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

with the trade-mark
on the packages.

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

MADE ONLY BY

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

Satisfy and Multiply
Flour Trade with

"Purity Patent" Flour

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

HART BRAND CANNED GOODS

Packed by

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

Michigan People Want Michigan Products

H. WEIDEN & SONS

Dealers in Hides, Pelts, Furs, Wool, Tallow
Cracklings, Etc.

108 Michigan St. W. Grand Rapids, Mich.
Established 1862
Fifty-one year's record of Fair Dealing

Watson-Higgins Milling Co.

Merchant Millers

Grand Rapids :-: Michigan

in cold storage, that their quality is not badly damaged or deteriorated, and many thousands of dollars have been saved in this way by utilizing cold storage plants for the protecting of the fruit from high temperatures after having been frozen. Oranges will not, of course, keep as long after freezing as they would if not frozen, but their life is prolonged at least a month or six weeks, which is long enough to get them to market. Of course, these favorable results may only be had with oranges which are quite fully matured and have juice and sugar qualities quite fully developed. Immature fruit which has been frozen is without value. In very few cases, if any, were the oranges placed in cold storage before thawing, but good results seem to have been secured by getting the oranges into storage rather promptly, as this prevents them from drying out and losing juice and flavor. Had the oranges been placed in cold storage before they thawed to any considerable extent much better and more improved results could have been secured.

The withdrawal of frost from oranges by putting them into cold storage or storing to protect from high temperature after freezing, is but a new application of a very old scheme. It is well known that frost-bitten or frozen toes, fingers, noses, cheeks or ears may be saved from serious harm by rubbing with snow until the frost is out. This simply means that the frozen part is kept cold until the frost is taken out by the natural circulation of the blood. Putting oranges in cold storage after they have been frozen does the same thing. It protects them from heat until they are thawed slowly and naturally, thereby avoiding the breaking down of the fiber or cell structure of the fruit.

Those who have the handling of perishable goods which have been frozen should remember that the greater part of the damage comes from exposure to a high temperature after freezing, and therefore, instead of rushing the frozen goods into a warm temperature they should be kept at a low temperature, and the frost slowly drawn out. It is well known that apples may be frozen as hard as rocks, and if not moved or handled while frozen, the frost may be gradually drawn out without greatly damaging the quality of the apples. What is true of apples and oranges is also true of other fruits and perishable goods of other kinds as well. A knowledge of this fact and a recollection of it at the right time may save great loss.

Producing Crowless Roosters and Cackleless Hens.

The Department of Agriculture at Washington, so the story goes, has received a letter from a correspondent who claims to be "the guy who can take the crow out of the rooster." A member of the Department was so rejoiced at the receipt of the news, in the hope that the man's discovery will eventually put the chicken in every back yard, that he thinks of asking the Bureau of Animal Industry to experiment at once with a view

to soft pedaling crowing roosters. The author of the letter says that, by removing the vocal cords of the rooster, which can be done by a simple operation, the noise that "wakes" people at the break of day can be eliminated without injuring the rooster except as to feelings. The desire to crow is left in the chicken and he goes through the motion of flapping his wings, arching the neck and opening the mouth, but the effort is almost noiseless. Now we suppose some guy will be producing a cackleless hen. But what a shame that would be. The hen ought to be allowed to advertise.

Lying Down on Uncle Sam.

The matter of loss-off buying seems to be a puzzle to many dealers. An egg man writes: "Sorry to say, competition is so sharp in this section that each fellow is trying to take the eggs away from the other one, and we take them any old way to get our share. I hope the Government will soon take hold of the egg proposition and fine a few shippers. Then they will be compelled to buy eggs on the same basis of merit as they are sold East." If the Government would take all our burdens off our shoulders it would be great, wouldn't it? But haven't you noticed that very frequently—in fact, quite generally—"heaven helps those who help themselves?"

Related to the Camel.

It remained for a lone turkey residing in Illinois to prove that our popular Thanksgiving bird is related to the camel. Naturalists overlooked the fact for centuries but the performance of this gobbler certainly removes all doubt. A cyclone passed over a section of Illinois the last week in March and after the storm had subsided Mr. Turkey was listed among the missing. Forty-seven days afterward a frame shack which had been carried off its foundation by the wind was moved and out hopped the turkey as lively as ever. No water for over a month. Even a camel would get peevish under such treatment.

Problem for Biddy.

A St. Louis welfare and improvement association has decided that eggs should be sold by the pound. At a recent meeting some member started something when he wanted to know how an egg was to be divided when the buyer wanted an exact pound. The discussion was lively and prolonged and no record of a satisfactory conclusion having been reached is at hand. Some one has suggested that "Biddy" be trained to lay short-weight eggs every so often that can be used to make up the short end of the pound for those who want their even money's worth.

Keeping It Secret.

"Why is it," asked the curious guest, "that poor men usually give larger tips than rich men?"

"Well, suh," said the waiter, who was something of a philosopher as well, "looks to me like de po' man don't want nobody to find out he is po', and de rich man don't want nobody to find out he's rich."

Service Qualification Necessary for Public Office.

Lansing, July 14—Although many months away from the nomination and election of public officials for 1914, the campaign is now on. The aspirants for the nomination for the governorship, other State offices, seats in the Legislature, even county offices, are putting themselves in the "hands of their friends," and quietly appealing to the people. It has long since been demonstrated that political platforms and promises are not an anchorage to which the voters can pin their faith. There is, however, a sure guide whereby the people by their votes may determine whom they desire to represent them and that guide is the character of service rendered in any capacity in which aspirants for public offices have served the people. Service to the people is the best party service. Parties there must be, but the level of people-service must rise above the plane of partisan politics. We could name many such public-service servants were it wise to do so. The trend of politics towards service to the people is manifestly noteworthy. We are surely but slowly reversing the idea long cherished by some politicians that the people are their servants, instead of their being the people's servants. Serving the people means a return from the fictitious to the real. It means cleaner and more purposeful politics. It means elevating the ideal of service. Service means social prosperity—"the man happy, the citizen free, the nation great," to quote Victor Hugo. The service characteristic is never hidden and never placarded, but the community knows the real servant. This servant may never have served the public in a public capacity, but he has made a record as a private citizen that often well recommends him to public favor. So the service qualification is becoming the foundation upon which he who would rule must run.

Why should it not be the test? Service is the retaining test of traveling man, business man, teacher, lawyer, working man, doctor—all men and women carrying on the work of life necessary to be done in state and Nation.

The test, then, should be that he is a good servant of the people, rather than that he is a Democrat, Republican or Progressive. With a good service test in private or public life, government of the people, by the people and for the people becomes ideal, so far as human imperfection may approach the ideal. D. E. McClure.

A man never knows how many friends he has until they need him.

Rea & Witzig

PRODUCE
COMMISSION
MERCHANTS

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

Established 1873

Liberal shipments of Live Poultry wanted, and good prices are being obtained. Fresh eggs more plenty and selling well at quotation.

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 want Butter, Eggs, Veal and Poultry

STROUP & WIERSUM

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

Hammond Dairy Feed

"The World's Most Famous
Milk Producer"

LIVE DEALERS WRITE

WYKES & CO., Grand Rapids, Mich.

Michigan Sales Agents



We Advertise Mapleine

constantly in the leading women's magazines.

Don't risk losing a customer by not having it in stock.

Order from your jobber or
Louis Hilfer Co.
4 Dock St., Chicago, Ill.

Crescent Mfg. Co., Seattle, Wash.

OFFICE OUTFITTERS LOOSE LEAF SPECIALISTS

THE Tisch-Hine Co.

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

G. J. Johnson Cigar Co.

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

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.

Chirpings From the Crickets.

Battle Creek, July 14.—For three weeks I have not sent in a letter to be read by Mr. Stowe's intelligent weekly audience. I do not mean by this statement that the Tradesman's readers are intelligent weekly, for a man who subscribes for and reads the Tradesman each week sure shows good common sense the year round. Good editorials, current quotations on staples, latest dope on merchants' changes and good U. C. T. topics from a number of brothers scattered throughout the State. Mr. Stowe also conducts a department pertaining to investments, but I sadly fear this department has no special charm or lure for the average traveling man. The average traveling man does not have any trouble in finding a place for idle funds.

O. J. Wright will attend the meeting of his Council next Saturday night. Orin has got a catcher's mit and a chest protector that has not been in use for some little time and he is going to jump upon his feet Saturday night and make a plea for a good ball game at our coming annual picnic. He has got so enthusiastic that another season he wants to see Kalamazoo, Battle Creek, Jackson and Lansing form a U. C. T. league and compete against each other. Orin would gladly put up some of his Urbandale real estate and start a temple fund for a U. C. T. clubhouse if the boys would make him their permanent catcher and official coacher. He suggests putting Bill Masters in training, so he will be more spy in left field and putting Boyd Cortright on a diet so he will be able to do the Tyrus Cobb stunt while running bases. Orin spoke about the coarse work of John Adams in our last game and wants better behavior from him this season, otherwise we will be forced to find other talent. The Mayor also quietly and in a nice diplomatic manner informed yours truly that he wanted me to cut out my post-graduate curves and twists and just throw a hard, swift ball, as he did not wear powerful lense glasses and did not want to impose upon Chas. Skinner. I hope the Council will turn out Saturday night and give Orin a chance to put his views up to the boys, because we want a good one.

But to get down to business: Business on the road is quiet. A new man will say it is fine, but the older heads are not so free in expressing themselves. Groceries move every day and there are plenty of boys to sell them. Candy is quiet, because people are drinking sweets instead of eating them. The biscuit business is good. Lots of goods are being used for picnics. The pickle season is on. Beer sales are big, especially in dry counties. Money is tight. Wheat and hay look slim in a good many counties. Corn looks good. Carburetors are mixing lots of gas and 26 Broadway is still able to discount all bills. The auto business is good. Lots of tires are moving. (Joke). People yell about the high cost of gasoline, but buy the \$10 horn in preference to the \$6 one.

Since I have been in the auto business my little 7 year old daughter has heard me speak often of a "prospect." She asked me what a "prospect" was. I told her a prospect was a man with a bank account who had whispered around he was going to buy an auto and had seven auto salesmen demonstrating their cars and making life miserable for him.

Why should a traveling man want a vacation? To spend some of his own money and get acquainted with his family? To show his wife he doesn't have a morning grouch? So his wife will know how many cigars he smokes each day? So he won't have somebody pounding on his door three times mornings? So he can't say "What Council, brother?" Or is it so the children and neighbors will really know who the fellow is who has been around the house Sundays?

The current issue of the Sample Case gave our annual banquet a nice write up. The Christmas number will, no doubt, have a glowing account of our picnic.

Sunny Jim is strong from Detroit. It can't be Canadian breezes. May be exhaust from Ford Motor Co.

Mr. Stowe advertised for four of his U. C. T. scribblers last week. My office, wife, creditors and child knew where I was. But that information was rather vague, because my wife, child and office don't know my creditors and my office doesn't know my wife and child. My wife knows my child. My child knows my wife. My creditors don't know my child and my wife doesn't know my creditors. In fact, I don't know them myself by sight. Presto! I guess my carburetor is flooded.

The Secretary of Jackson Council sure is some story teller and he sure does sell some cement. We get along O. K., but he makes me nervous talking the Ford car. He knows that is not my bread and butter car. When I say bread and butter car, I am not speaking of a commercial truck. No, if I sell a commercial truck I have jelly on my bread and butter and wire my wife. If I do not sell a commercial truck the house wires me. Personality is a big asset in this game.

People tell me I look like a run-about and should have no trouble in selling roadsters.

My wife has had a friend visiting her from Owosso. This lady's father is a brother U. C. T. and belongs to Owosso Council. She says everything around our house and in our talk is U. C. T. She says her dad has not visited his Council since to took the work and she never hears U. C. T. talked in the town. This should not be so and it makes me more anxious than ever to do all I can to keep No. 253 the live Council it now is.

Brother Chas. Dye is on a trip to the Thumb.

Brother J. N. Riste is all burned up after a week end trip to Gull Lake. Mrs. Riste will have to join another Larkin Club to keep Norm in cold cream.

If a brother U. C. T. has to be sick two hours and gets two dozen car-

nations, what would John order if he was sick a day? Little liquor?

Elmer E. Mills, the fat, good looking blond who travels for A. E. Brooks & Co., Grand Rapids, makes his carfare playing rum with his brother U. C. T.'s. Do you ever submit an expense account for transportation Elmer? Probably just on short hauls, where you don't get time to make a cleaning. Norm and I have just passed him up because we want at least a sandwich for dinner and Monday mornings.

I always want to sketch over the Detroit Sunday sermons to see if the pastors still believe the split skirt is criminal and girls can live on \$8 per week; also in other columns to see if E. A. Stowe has been arrested for scorching; also to see if Follis has been made State Librarian; also if Charley Wheeler has pulled off an amateur entertainment over Sunday along Blue Goose lines.

There is a Black Hawk automobile, but, thank heavens, no Blue Gose.

Brother Foster came out with a poem last week. The more I see of poetry the less I think of spring. Did Tennyson live to a good ripe old age? and Longfellow? I bet they were ripe long before they were picked. Cut it out, Charles, Stowe would not refuse you, you know, but your U. C. T. policy does not protect you against non-believers.

Collier's now sells for 5 cents. Just to make Post worry. Not C. W., of course.

M. L. Blakeslee slept at 53 Euclid Sunday night. Got an early train Monday morning. Did his son-in-law see him go? Still in the hay, gentle reader, still in the hay.

A friend of mine told me Saturday he read in the Tradesman in a hotel in Winnipeg, Manitoba, that I was selling autos. I told him I was on the road for an auto concern. Correct, he had not met anybody driving a car I had sold up there. Wrong end of the country, my boy. Besides, the duty, French-Canadian competitors, accent and Buick grey. Who would want Buick grey in Winnipeg? Too much grey matter there now for the size of the crops. And think of having to take money from people up there for machines. That should go to the old country to buy booze for the lords and their courts and alleys and hangers on. I wouldn't have the heart. I would rather sell cars on this side of the border, where the colors are red, white and blue and where John D. Rockefeller and Harry Hydorn can get in on the profits. For it costs money to run a farm and pay rental on a R. F. D. box and carfare.

They tell me Brother Schumaker has quit Brooks. Please mail me P. P. his samples for two weeks. An especially partial to hand rolls, cordials and bitter sweets. Would not care for your 12c chocolate carmel or 10c pail drop.

Barnum & Bailey jumped Sunday from Niagara Falls, N. Y., to Battle Creek. Some jump. Nothing for a giraffe, but think what a running start the Shetland ponies must have had, and had to dodge the Falls at that and the U. C. T. temple and Postum

plant at this end. No wonder Barnum & Bailey have a reputation.

Not the B. & B. people of Chicago, J. & J.'s competitors. No, the U. C. T. bunch will furnish the salve and court plaster and cotton. The Battle Creek correspondent is a little shy of salve, but he has some very good friends who, by the way, are subscribers to this trade journal who are always well supplied and could and would unload without coaxing.

I am much obliged I met you fellows and will use up some time every Sunday or Monday from now on with a letter, or is it a bulletin as an excuse? Anyway, I shall get more topics from time to time. Would like to read some news from Hopkins, not the wide spot in the road, but the name of Kalamazoo's Secretary, R. S. Bright young man, lively family, fine position and hard U. C. T. worker, but he did not buy the best auto made for the money. He paid more money and got less car than my bread and butter car. Not a commercial truck. When better cars are built Pfander will sell them.

This will be enough now for a sick man.

Didn't you know I was sick? Since reading, you probably realize something is wrong. Sad case and so young. Just think, he was a U. C. T. before his wife joined the Rebekahs.

Oh, you Rebekah!

What could you expect from wives of Odd Fellows?

This will be enough.

If I keep on, Mr. Stowe would have to bind this edition with asbestos.

Attend your council meetings.

Wear the U. C. T. button.

Pay your assessment on time.

Read the Tradesman.

Guy Pfander.

HOTEL CODY
EUROPEAN
GRAND RAPIDS, MICH.
Best Beds That Money Can Buy

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

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

Henry Smith
FLORIST
139-141 Monroe St.
Both Phones
GRAND RAPIDS, MICH.

TO REACH YOUR PATRONS AND FRIENDS
USE A MICHIGAN STATE TELEPHONE

News Items From the Soo.

Sault Ste. Marie, July 14—July 12 was a memorable day with the Orangenemen. The city was filled with strangers from all parts of the country. Circus day used to bring the crowds, but there was no comparison with what was here on the 12th, and the country towns must have been deserted for the day. It rained the greater part of the day, but between the showers the big parade made its appearance on the streets and there were many feeling overly good before leaving for home that night.

There has been a new bait for trout discovered at the Soo the last few days when one of our anglers has been unusually successful in getting large strings of speckled rainbow trout, much to the envy of the eager anglers who have been making a specialty of the fishing game while spending their vacation in this part of the country, and when they investigated to see where the successful fisherman was getting his bait, they discovered that he was using young sparrows and for the past few days the trout fishing has been much better in consequence.

A. B. Jacobs, traveling salesman for Sprague, Warner & Co., is keeping bachelor quarters this summer and it is surprising to see the amount of water melons it takes to sustain his existence. On Saturday night he is obliged to work over time with his auto to supply his appetite. Some of his friends suggested that he put the melons on ice before cutting them, but all the answer he could make was that they would all be eaten within the next twenty minutes. The boys would advise Mr. Jacobs to go easy on water melons, as the coons are getting jealous for fear there may be a shortage.

J. Hotton, Jr., formerly of the Hotton Bros.' firm, for the past twenty years proprietors of the Marine meat market, who moved to Richards Landing, Ont., last year, is in the city calling on his friends. Mr. Hotton appears to like farming and is making good progress and, apparently, is in the best of health.

The news regarding the Michigan Lake Superior Power Co. being sold under chattel mortgage to the highest bidder is not expected to be of any hindrance to the progress of the new reorganization and is merely a matter of form in proceedings to get re-established. It is hoped that the new bondholders will be ready to go ahead now and be able to utilize more power in the near future.

R. A. Stearns, representing Swift & Company, Chicago, and A. Hood, of the beef department of Swift & Company, South St. Paul, visited the local branch at the Soo last week. It was a great relief to them to get up in Cloverland and away from the excessive heat in the cities.

There is considerable dairy butter coming into the market as yet and most of the local dealers are filled with their supply for some time to come. The creameries are also running full capacity at present, while most of the butter is being put in storage. The quality this year has been exceptionally good.

We sometimes think it is strange that the men in business do not have a better system in financing their business. Occasionally we find some that do not realize that it is of importance to pay their accounts when due, but expect the wholesaler to carry them along until their customers pay their accounts, in which case it takes months after the account is due before they are able to pay even a part of the account, instead of regulating their business so as to make collections in order to pay the wholesaler promptly when due. Fortunately, many merchants have fallen in line on the collection system and are able to meet their obligations promptly and keep their credit good. There never was a time for the past twenty years that it was so necessary to keep up collections as at the present time and it is hoped that the retail merchants will inaugurate a system whereby they can meet their obligations when due, the same as other more progressive merchants in the same business, have been and are still doing.

W. G. Tapert.

Jaunty Jottings From Jackson.

Jackson, July 14—At the regular meeting of Jackson Council, No. 57, held last Saturday evening, plans were made for the annual picnic, to be held soon, and also for a meeting in September that will surely be a big one. The regular meeting for August will be cancelled. Senior Counselor Ray Pringle is going to follow out the plan of opening the meeting of our Council on schedule time and with the officers he has back of him, we are sure of a business-like administration.

Frank L. Day is about to organize a male quartette, which will be ready for the September meeting.

Mrs. E. G. Tompkins and two daughters will start in about one week for a six weeks' visit with her parents in New York. Ed, who travels for the Schmid Chemical Co., will take a two weeks' fishing trip in Northern Michigan and the rest of the time look lonesome until his family returns.

Mr. and Mrs. E. A. Wellman and son, Sereno, of Horton, visited at the home of Frank P. Gainard over Sunday. Mr. Wellman is a general merchant of Horton. He started about eighteen years ago with a mortgage on his stock of about one-half its value. Mrs. Wellman took an active interest in the business and the mortgage soon disappeared. He has now, besides his fine business, a small farm in the village stocked with some horses with a pedigree that he knows all about, Jersey cows and a fine six cylinder car, which his son, Sereno, knows how to drive. Work and attention to business have done much for the Wellmans. Spurgeon.

Bracing Breezes From Muskegon.

Muskegon, July 14—John Bolt, of the Bolt Hardware Co., of Muskegon, claims the reward for locating the lost author of Bracing Breezes.

Now that Detroit has a detonator, we suggest that all towns in which the Michigan Tradesman is circulated

should promptly install a shock absorber.

The B. V. D. advertisement may look very good in the Saturday Evening Post, but this costume was not designed as a dress in which to appear before company. Oh, well, accidents have always happened and we suppose they always will and company is liable to drop in at the most unexpected moment.

Now that Mr. Goldstein is in Detroit, Grand Rapids is also wondering how they stood it so long?

We wonder if life can really be worth living in a town where the heat affects the head?

We understand there is a new candy kid in town, but we have not heard the particulars. We will write more definitely a little later.

We wonder what has become of our friend from Mears who has run that grocery store for so many, many years? The last we heard he had proved a poet rare to be and more of his dope we are waiting patiently to see.

Bert Walkes and Nicholas Tuloff, are to be initiated into the mysteries of the U. C. T. at the next regular meeting of Muskegon Council. This is some job and every member should be present.

The regular meeting of Muskegon Council was not held on June 21, as there were only about 6½ per cent. of our membership present. When we compare that number with 56 per cent who took part in the U. C. T. parade in Grand Rapids, it naturally appears that quite a few of our mem-

bers are greater on dress parade than they are for actual service. Our next meeting will be held next Saturday night at the regular place and time. There will be things of importance at that meeting and we need you.

As we have said before, we would appreciate any suggestion from the boys that would make a suitable item for the Bracing Breeze column.

J. H. Lee.

A New Theory of Tides.

The shrewd explanation of the phenomenon of the tides, that an old fisherman gave, is hereby recommended to the attention of scientific men.

"Uncle Joe," some one asked him, "do you know what causes the tides?"

The old man looked profound, and admitted:

"Wal, I hev some idee."

"Explain it to us, please."

Uncle Joe would not be hurried, but, after some urging, he answered: "You've turned over in bed, I think likely?"

"Certainly."

"And when you went over, the bedclothes kind o' slipped round and sloshed round, and didn't get there at the same time you did."

"Yes."

"Wal, that's the way of the tides. The old world slip round inside of the sea like a man under the bedclothes, and that's what makes the tides. It's easy enough after you understand it."

Many a man's reputation would not know his character if they met on the street.



MONEYWEIGHT Scale Co.

GENERAL DISTRIBUTORS FOR
The Computing Scale Co.
Dayton, Ohio.

THE FIRST AND FOREMOST BUILDERS OF COMPUTING SCALES

GENERAL SALES OFFICE
165 N. STATE ST., CHICAGO
ALWAYS OPEN TERRITORY TO FIRST CLASS SALESMEN

RAMONA THEATRE

Matinees at 3:00
10c and 20c

All THIS WEEK

Evenings at 8:30
10c, 25c, 35c, 50c

A Big Bill of Remarkable Vaudeville Attractions

Six BROWN BROTHERS Six

Saxophone Sextette

**Mullen and
Coogan**
Comedians

**Ethel
MacDonough**
Songs

**HAL and
FRANCES**
in
"The Stock Farm"

**Three
Arthurs**
Bicyclists

Murray, Lane & Murray
in the singing comedy
"FIXING DAD"

**SIX
CATRILLIANS**
"Cuban Wonders"

SEATS NOW SELLING AT PECK'S DRUG STORE



Featuring the Silk and Dress Goods Departments.

Written for the Tradesman.

In behalf of the Michigan Tradesman the writer took occasion to interview W. E. Sitlington, manager and buyer of silks and dress goods for the J. L. Hudson Co., in Detroit, asking him how he managed his department and what made it so successful. Mr. Sitlington cheerfully talked as follows for the benefit of Tradesman readers: Of greatest importance is the personnel of our salespeople; they must be careful, courteous and competent, loyal to their employers, manager and to themselves; in fact, forming a material part of a community of interests.

The buyer who neglects the opportunity of consulting with his salespeople as to the desirability of merchandise, colorings in vogue, and matters pertaining to his department, neglects the most important asset at his command in the battle of successful merchandising.

All salespersons, on entering our employment in these departments are advised of the fact that their position is not dependent on the volume of sales in their book, but rather upon their business demeanor—such as courtesy, willingness to show and introduce fabrics, obedience in carrying out plans for the betterment of the department—always remembering that the customer's reasonable wish is this store's pleasure. The salespersons following these instructions need have no worry as to the volume of their sales.

We have in operation for the benefit of the department and salespeople a P. M. or commission system which is worth while. In order to avoid losses through remnants, we pay a 5 per cent. premium to the salesperson closing out the last of any piece of merchandise in stock, thus avoiding remnants. For example, a piece of silk, has, say 11 yards; a customer may want 10 yards. If, however, she buys the 11 yard end, we credit the salesperson with 5 per cent of the total sale. Another way in which we apply or use this system. After a line of merchandise is purchased and said fabrics are on the sale for a week, and we feel that they are not selling fast enough, we immediately place a premium of 5 per cent. on these goods for quick disposal. In this manner the percentage of remnants is materially lessened and the attention of all salespeople is concentrated on clearing out quickly all merchandise about the sale of which there is a question, thus enabling the salespeople to add \$5 to \$8 per week to their regular salary and the keeping of the stocks

absolutely new and fast moving all the time.

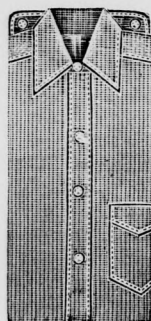
We devote study and time to the proper and effective display of our fabrics; we use eighteen tables exclusively in our silk department for exhibition purposes. On these tables, we see that merchandise is properly shown, due care being exercised as to color harmony. These displays have no little part in the department's success. We realize that the average silk and dress goods department is not as large as ours, yet the same ideas can be carried out on a smaller scale with the same percentage of results.

Customers are invited to look, whether buying or not; are made to feel comfortable and are never importuned to buy; attendants content themselves with advising the people as to style, quality, price and desirability of fabrics.


The method employed to-day in the buying of fabrics is vastly different from the old way. The day of visiting the markets, say twice a year, buying a six months' stock in advance and carrying most of the merchandise in the stock room, instead of "on the firing line," is past and gone. The up-to-the-minute methods employed in the merchandising of goods in these departments require the presence of our buyer in the markets every month, thus enabling him to keep in constant touch with the source whence fabrics, styles, colors and methods are evolved. We do very little advance buying. In this day, when style is a dictator and colors spring up over night, we prefer to buy often for the requirements of our patrons. We have found that in getting the merchandise of the moment, price is a secondary consideration, as the customer will cheerfully pay a profit for what they want. We figure the expense incurred by these frequent trips to the market as insurance against mistakes.

When selecting merchandise to be advertised, we are particular as to statements, prices and description. In this way, we have the confidence of the public, who respond liberally. Our advertising manager joins us in "team work" that counts. Immediately following an advertisement, we feature the fabrics advertised and give our entire department to a display of same, thus getting results, and we see to it that our salespeople are thoroughly in touch with the goods advertised and are prepared to talk intelligently about them.

We are enthusiastic about our silk and dress goods business, but we never allow our "ginger" to distort facts. Every salesperson in these departments feels that his personality



Boss of Michigan

The brand of our shirts and overalls. These garments are made big and full, of good material and are splendid values. We carry a very large assortment and can fill your orders promptly. 

Paul Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Michigan

Ha-Ka-Rac

The Standard Line of Gloves and Mittens which you will want to see before you buy.


WRITE FOR SAMPLES

WE WILL SEND THEM BY PREPAID EXPRESS

The Perry Glove and Mitten Co. Perry, Mich.



It is One of the Best Sellers

We always aim to carry "best sellers" in our line of Staple and Fancy Notions. Visit this department on the 3rd floor of our building. Our prices are reasonable and we may have items that will prove to be profitable. 

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

count; therefore, he jealously guards his business honor. Did you ever stop to think that the silk and dress goods departments are the aristocrats of the dry goods business? They are the departments by which a house is judged; therefore, to everyone employed in them, I say, "Dignify them with your best effort; honor your work by remembering it as your chosen profession."

We are particular about the treatment accorded traveling representatives. We have consideration for their time, feelings and merchandise. We always find time to greet and treat them with courtesy and, so far as possible, examine their merchandise; many of our best purchases have been secured as a result of consideration at all times of the traveling salesman.

We believe it is a good thing, so far as possible, to concentrate buying—i. e., after we have become familiar with the best source of supply, find the houses that have the best of a given line; then concentrate, thus making the account worth while; in this way, we are entitled to any special merchandise at a price and get it.

The success of these departments may be summed up by the one word "co-operation." Every person connected with the silk and dress goods department believes in this work, is enthusiastic, believes in the merchandise, the methods and is loyal to the management. Increase your business by increasing your competent help; the sure way is to get the producers; they will get the business. If you are satisfied with "well enough," you are lost; there is always a better at it. We are all in business to succeed, merchandising must be sold on honor; quality and style count. No business was ever permanently built up on inferior goods. Successful merchandising means profit-getting; it stamps you as a producer—as a merchant.

Jacob Smith.

Fare-Refunding Sale a Decided Success.

Saginaw, June 24—From what a number of business houses say of it there can be no question as to the all-around success of the fare refunding sale recently conducted by Saginaw merchants. Its success shows the good results of co-operation among the business community. It was shared in by a large number of progressive business men of the city, and the results prove to have been highly satisfactory, in some instances astonishingly so. Large numbers of outside customers took advantage of the favorable terms offered to visit Saginaw, and they patronized the stores freely while here. Not all of their custom went to the houses which participated in giving the fare refund as an inducement, which of itself shows that all proper movements to bring business result in general distribution of the benefits, and constitutes an argument in support of all sharing in the work. The spirit of friendly co-operation always brings results, and it is a business fact that the greater the number of people brought to a common distributing

point, the better the results for the general business of that point. Statements made by merchants generally show that large direct returns were had by participants in the fare refund sale, and there is no method of estimating the indirect benefits which accrued, and which in this case as in others are shared in by the entire community.

Approval of the idea is practically unanimous among business men, and the interest taken is shown by the several proposals to enlarge the scope of the plan, and to add to its features which will make it still more successful and still more interesting. Among these suggestions that of Sam Seitner for the setting apart of one day of the sale series in which the city is to keep open house for visitors from outside points meets with much favor. There are several other suggestions also under consideration. Following are some of the things said by leading business men regarding the sale:

Sam Seitner, of Seitner Bros. says the fare refunding sale is a good thing and that it again proved a success this year. Also Mr. Seitner would enlarge its scope, and has several suggestions towards that end, including the establishing of a Guests' day. "Yes, the fare refunding sale, was a decided success," he says, "and I believe in it as a good thing for general business and for promoting friendly relations between Saginaw and the surrounding country. I think the scope of the plan can be enlarged and I would favor a day set apart by this city for the entertainment of our visitors from outside. Take any one day of the series, call it Guests' Day, or some other suitable name, and let it be known that all our visitors from outside are that day to be entertained with all Saginaw as the host. We could give them a good time and we would enjoy the doing of it."

Byron J. Rockwood, proprietor of the Rockwood Cloak House, approves the fare refunding sale idea, thinks it a good move in Saginaw business doings, and sees where the plan can be enlarged and improved upon. "It is a good thing for general business and for promotion of acquaintance-ship and friendliness with our outside public," says Mr. Rockwood. "I am not able to say just how the results were this year in our own business, but the idea is a good one."

Other merchants who took part in the year's sale expressed views of similar satisfaction and all were agreed that the plan was one which materially advanced the interests of the entire city of Saginaw.

William Barie, of the Wm. Barie Dry Goods Co., says: "The fare refunding sale was a great success and our sales were highly satisfactory. During the seven days it lasted we had very many visitors from outside the city, attracted by the terms of the sale, and they came in from all over the surrounding country, from a considerable mileage, many of them. The movement is a good one in principle and beneficial in effect, as is any movement which attracts people to this city as a buying center. They receive excellent value for their ex-

penditures and Saginaw does the business. I believe the movement can be made even more generally beneficial, and its scope extended. We should start the campaign of advertising these sales early and make the people of this entire section of Michigan familiar with the details of the subject. The sale this year was a greater success than that of last year, due in part to the finer weather, and also due in part to the fact of those who came last year coming again this, and bringing others with them. Naturally and logically, the larger the volume of business the better for all concerned, as all share directly or indirectly in the common prosperity. I can see no reason why these fare refunding sale should not be broadened in scope, and the plan so developed as to make them part of the permanent business institutions of Saginaw."

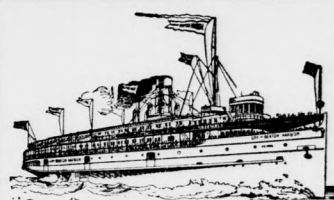
Noticeable Business Increase.

Max P. Heavenrich, of the Heavenrich Co., said the fare refunding sale was a big success this year. "We had many visitors from outside the city, and this in combination with our regular trade made business very brisk. I wholly approve of the sales; think them a big help to business and to the city; and believed their scope should be widened. We kept record of our sales resulting from the project, and placed them at about 75 per cent. more than the sales of a year ago, when the last refunding sale was held. Probably such figures tell the story better than it can be told in any other way. I am certainly for the fare refunding sales as a Saginaw institution. One gratifying feature is that very many of those who came last year returned this and brought others with them."

Harry P. Baker, Vice-President and General Manager of the M. W. Tanner Co., finds the fare refund sale to have been a big thing from the business standpoint which it is designed to serve. "The sale was a success," he says, "and a large number of outside buyers visited our stores during the seven days, I think, though, that ideas for extending the movement and increasing the co-operation of the entire business community should be encouraged." Mr. Baker has several good ideas himself which he will advance at the opportune time. His firm issued cards for visitors during the sale, in which out-of-town customers were urged to save their sales checks in order to secure the cash rebate for fares, and in which they were advised to ask about the plan.

Greatly Pleased With Sale.

Frank H. Simpson, department manager at Gately's, has many good things to say of the sale. "We had a big business," he says, "and it pleased us greatly to see so many visitors from outside points attracted by the fare refunding sale. Those who came before came again, and others came too, so that things were quite lively. I see no reason why the sales should not be a permanent success and improved upon. When Saginaw business men pull together and co-operate as they do in these sales, they accomplish much for the city."

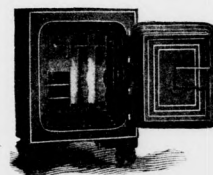


CHICAGO BOATS

Graham & Morton
Line

Every Night

Safes That Are Safe



SIMPLY ASK US

"Why do your safes save their contents where others fail?"

SAFE SAFES

Grand Rapids Safe Co.
Tradesman Building

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.

Established in 1873

BEST EQUIPPED FIRM IN THE STATE

Steam and Water Heating
Iron Pipe
Fittings and Brass Goods
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THE WEATHERLY CO.

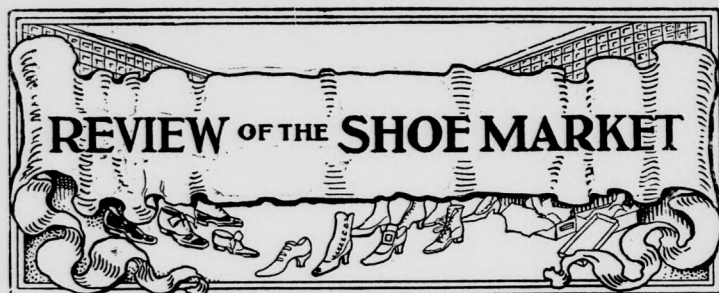
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Wholesale Gas and Electric
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99-103 Congress St. East, Detroit
Telephone, Main 5846
Catalogue or quotations on request



The New Science of Shoe Retailing.

Written for the Tradesman.

It is probable that the above heading will provoke a worldly-wise smile in certain quarters, for there are people in the shoe business who are not able to see that the retailing of shoes is entitled to rank among the sciences; and when the claim is made that there are certain new and essentially modern methods in present-day shoe retailing, some facetiously inclined brother who hasn't yet arrived is likely to rise up and aver that there's nothing new in shoe retailing. shoe retailing.

Nevertheless some distinctly new ideas have come to light in shoe retailing, and in certain quarters have secured recognition and tangible embodiment. As a matter of fact it may safely be said that in no other branch of business has the spirit of progress been more apparent than in our system of shoe distribution—a scheme in which the functions of the retail shoe merchant are writ large. If anybody wants to hide his ignorance or salve his nonaggressiveness by recourse to that old saw about there being nothing new under the sun, that of course is his privilege. However it doesn't alter the facts in the case.

In order to make good the claim that there is such a thing as a science of shoe retailing and that this science is of comparatively recent origin, it will be necessary to take up a number of topics and exhibit in detail certain specific features of them.

Take, for instance, the buying end of the retail shoe business—and it would seem that anybody who is at all familiar with current methods of buying should be able to see that we have enormously improved upon the rule-of-thumb practice that once held sway. The shoe dealer of to-day who is really in the game is a far more judicious buyer than the shoe merchant of a by-gone era. He analyzes the local situation. He studies the peculiarities of his trade (both the trade he now has and the trade he hopes to win), and he gauges their purchasing power. From the shoes they are now wearing he reasons his way to the shoes they are likely to wear to-morrow.

Though he may individually prefer certain styles and classes of footwear, he subordinates personal preferences to the more obvious duty of catering to existing requirements. Understanding that, other things being as they should be, the annual profits of the business will vary directly with the volume of sales, he acts upon the assumption that the wise thing to do is to promote sales; and he is stout-

ly of the opinion that sales are more easily promoted when a dealer follows the line of least resistance. So far as he is concerned he had rather take rank as a successful merchant than to win laurels as a local footwear reformer.

Buying advisedly—i. e. with due regard to the local shoe-consuming capacity, the local purse, local tastes and preferences in leathers and lasts—is indeed a pregnant phrase, and covers a multitude of merchandising qualities. These merchandising qualities that characterize the successful shoe dealer of to-day are both more numerous and more highly specialized than ever before in this history of shoe retailing. If one were to attempt to sum up in a single statement the change that has come about he wouldn't miss it far by saying that the distinctly new note in present-day retailing is our increasing emphasis on the importance of selling shoes advisedly, correctly, right.

In order to measure up to the requirements of this new standard of shoe retailing the shoe dealer must know his constituency with far more intimacy than used to be the case. He must establish and maintain avenues of reproach—methods whereby quick and reliable information may be had of local tastes and tendencies in footwear. This is a part of the awareness that every successful shoe dealer must possess. Cid McKay.

Responsibility That Rests on the Shoe Salesman.

If a shoe merchant could secure a set of clerks who would treat every customer with the greatest possible courtesy, and who would always show shoes cheerfully until every hard customer was satisfied, and at the same time exercising all their polite persuasion, tempered with a little common sense judgment, he would soon corral the largest share of the shoe business in the town in which his store is located. I furthermore believe that if it were possible to have such a set of clerks all the people from the neighboring towns would flock to the store to buy footwear.

Did anyone ever know it to happen, or has anyone ever heard of a sale being made by means of abusive or insulting language, or even mildly insinuating remarks, or by an overbearing manner? And yet some clerks, year after year, go on brow-beating and intimidating weak minded and meek mannered people, forcing shoes on them which do not fully satisfy them.

A great many people buy certain



Our Outing Shoes

We make in our own factory. They contain all the foot comfort and all the wear there is.

The test of a trial dozen will prove this.

A few cents more money than others perhaps—but.

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

When you think of

Tennis Shoes and Oxfords

think of the

Grand Rapids Shoe & Rubber Co.

The only house in Michigan specializing in Tennis Goods.

Keep our special Tennis Catalogue near at hand.

Sent for the asking.

Showing our
"Crescent," "Holiday,"
"Tuxedo" and
"Riverside" Brands

All special products of the Hood Rubber Co.

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

shoes because the clerk did not show anything else. I have in mind a certain class of quiet old ladies for whom the modern method of business is a little too fast, and who are afraid to displease the salesman for fear they will seem old-fashioned and expose their ignorance of shoe values. They buy shoes in every store in your town, usually receiving unjust treatment and never getting a pair of good, plain sensible shoes that are wholly satisfactory.

A Good Clerk's Work Undone.

Finally in one store one of these women did find a clerk—who more by good luck than any good intention on his part, sold her a pair of good old staples at a medium price, and she thinks she will be a customer of that store as long as she lives, that is, if the same clerk is employed there.

The next time that woman wants a pair of shoes she hunts up the same salesman. If he has the style and size, everything is O. K. If not, he is likely to put another size on her foot and declare, without any twinge of conscience, that it is exactly the shoe she wants. Perhaps it is near enough to a fit so that she can wear it. If it is she will come back again when she needs another pair and failing to find her own salesman because he is not there, another man waits on her. He cannot fit her foot in the same style she had before because it is not there. Finally he grows impatient in trying to sell her something else and all the good of the first man's work is lost.

Common Faults.

The employer in the quest of business advertises to "bring 'em in." He spends money for windows and fixtures to display his shoes. He pays his salesmen to look after his stock and they put poor looking shoes in his window, and they fail to tell him in time that more sizes in certain lines are needed. They know this all the time, but they forget to mention it, and yet they are the first to growl and say, "the old man won't buy enough sizes."

Then when customers come into the store you mistreat them. misfit them, lie to them, intimidate and insult them, and on Saturday night you draw your salary and wonder how it is Mr. Brown can make so much money and you so little. All the time you are forcing your employer to run a race with the bankruptcy court, and he is working, scheming and planning how to gain a little more strength to pull his boat up the stream against the strong current you have let loose against him.

Put on your coat when you are called from stock work to wait on a lady. Stop wagging your jaws on that piece of gum. Spit out the tobacco juice, so you can open your mouth to talk, and try to be a real salesman.

You forget your good resolutions and remember again after it is too late. It does us all good to stop and think of the times when we were at fault, and to-morrow morning. Mr. Salesman, instead of asking your fellow clerk what kind of a time he had

last night, ask if he honestly thinks he knows why you lost that woman's trade yesterday.—Horace G. Williamson in Shoe Retailer.

COMING CONVENTIONS TO BE HELD IN MICHIGAN.

July.

Michigan Billposter Association, Detroit.
Lutheran Bund, Grand Rapids.
The Michigan State Retail Jewelers Association, Saginaw, 16-17.
Michigan Bar Association, Lansing, 16-17.
Association of Probate Judges of Michigan, Grand Rapids, 22-23-24.
Grand Circuit Races, Grand Rapids, 28-31.
Swedish-Finnish Temperance Association of America, Dollar Bay, 31, Aug. 2.
State Golf League, Saginaw, 31, Aug. 2.

August.

Michigan Association of Commercial Secretaries, Ludington.
Michigan Abstractors' Association, Grand Rapids.
Michigan State Funeral Directors and Embalmers' Association, Grand Rapids, 5-6-7-8.
Michigan State Rural Letter Carriers' Association, Grand Rapids, 5-6-7.
Michigan Association of the National Association of Stationery Engineers, Grand Rapids, 6-7-8.
International Brotherhood of Electrical Workers, Saginaw, 9.
Central States Exhibitors' Association, Grand Rapids, 6-7-8.
Blue Ribbon Races, Detroit, 11-16.
Grand Chapter Royal Arch Masons, Ann Arbor, 18-22.
Michigan Christian Endeavor Union, Grand Rapids, 28-29-30-31.
Social Order of Moose, Detroit.

September.

Michigan State Medical Society, Flint.
Michigan Library Association, Muskegon.
Mid-West Association of Deaf Mutes, Grand Rapids, 1.
Central German Conference, Grand Rapids.
West Michigan State Fair, Grand Rapids, 1-6.
Grand Council Order Star of Bethlehem, Detroit, 2.
State Encampment Knights of Pythias, Kalamazoo, 2-3-4.
Grand Circuit Races, Kalamazoo, 4-8.
Michigan Retail Shoe Dealers' Association, Detroit, 9-11.
Michigan Bean Growers' Association, Grand Rapids, 10-11.
Michigan State Fair, Detroit, 15-20.
Grand Circuit Races, Detroit, 15-20.
Michigan Federation of Labor, Kalamazoo, 16-19.
Eastman Kodak Exposition, Grand Rapids, 29, Oct. 4.

October.

Michigan State Pharmaceutical Association, Grand Rapids, 1-2.
Michigan Pharmaceutical Travelers' Association, Grand Rapids, 1-2.
Grand Lodge Loyal Order of Moose, Annual Conference on Vocational Guidance, Grand Rapids, 19-20.
Michigan State Federation of Art Association, Grand Rapids, 21.
Michigan Federation of Women's Clubs, 21-22.
Grand Council of the I. O. O. F., Kalamazoo, 21-22-23.
National Association for the Promotion of Industrial Education, Grand Rapids, 23-24-25.
Michigan Bee Keepers' Association, Detroit.
Michigan Society of Optometrists, Detroit.
Michigan State Teachers' Association, Ann Arbor, 30-31.

November.

Michigan Retail Implement and Vehicle Dealers' Association, Grand Rapids.
National Baptist Congress, Grand Rapids.

December.

Michigan Knights of the Grip, Grand Rapids.
Michigan Branch of the National Bee Keepers' Association, Detroit.

January.

Modern Maccabees of the United States, Bay City, 11-15.
Retail Walk Over Association, Grand Rapids.

February.

Retail Grocers and General Merchants Association, Grand Rapids.
Michigan Association of County Drain Commissioners, Grand Rapids.

March.

Michigan Association of Master Plumbers, Grand Rapids.

The man who gambles in wheat may make a poor breadwinner.



Two Ways of Distinguishing a Toadstool.

The California agricultural experiment station has recently issued a circular descriptive of toadstools and mushrooms and gives an absolute method of determining the difference between a toadstool and a mushroom; in fact, two methods are described.

The first is by eating them. Take a little piece and chew it, but do

not swallow the juice. If you are not sick or dead in another twenty-four hours, you may eat the rest.

The other method is to let someone else have the experience. If they eat the mushroom or toadstool and die, they have been eating toadstools, but if they are neither sick nor dead, then pitch in and eat of them to your heart's content.

White Shoes Predominate



White footwear calls for

WHITE SHOE DRESSING

We have a full stock of cleaners and dressings for White Canvas and Nubuck Shoes.

Also a complete line of polishes, liquids, pastes, and combinations, for black and tan footwear.

A complete assortment on your shelves means added profits in the till.

HIRTH-KRAUSE CO.

Grand Rapids, Mich.

ELKSKIN "BLUCHER" BIKE CUT SHOES



We show here our No. 809 Men's Black Elkskin

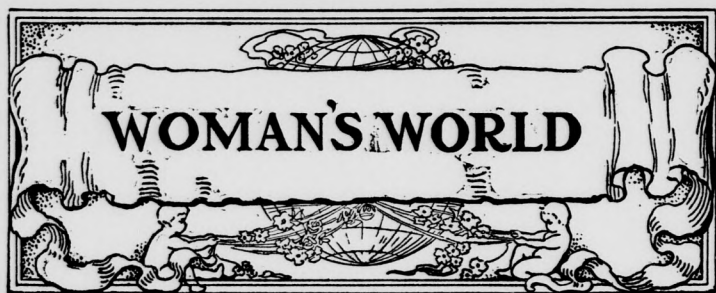
Leather Sole - - - \$2.00
820 Same with cuff - 2.25
803 Same as 809 brown 2.15

In stock for at once Shipment

Regular H. B. Hard Pan quality. You simply cannot go wrong on these. Order to-day.

THEY WEAR LIKE IRON

HEROLD-BERTSCH SHOE CO.
GRAND RAPIDS, MICH.



Feminine Graft—A Few of Its Forms.

Written for the Tradesman.

Every now and then we are startled by some fresh exposition of graft. An enterprising newspaper gets hold of an intricate clue and follows it up patiently and persistently until in possession of the facts to make a revelation of dishonor that shocks and horrifies. Names that have been held in high respect, that have enjoyed the fullest measure of public trust and confidence, are stained with infamy following the disclosure of the division of a big pile of political boodle, or the diversion of a large amount of public money to private ends. These revelations occur now and then—too often, alas! yet not so frequently, thank Heaven, that they do not still startle and horrify. So much for masculine graft.

Every day and every hour we are confronted by feminine graft—little meannesses that are thrown to the surface, small advantages taken by many women by virtue of their sex or their position or any other pull of which they find themselves in possession. The newspapers make no account of these ordinary manifestations of feminine graft, they send no reporters to investigate them. Indeed, these small depredations which women commit against their relatives and friends and society at large are done so openly and with such frequency that they would rarely make suitable material for a newspaper "story"—they hardly occasion passing comment by eyewitnesses. Strange to say the women who are guilty of these little picayunish misdemeanors are the very ones who, when some political scandal or public works fraud is being shown up in the limelight of newspaper publicity, raise their hands in self-righteous amazement and marvel that any man will stoop so low as to sell his honor for the paltry sum of a few thousand dollars!

The street cars and interurban lines are places where many instances of feminine graft are to be seen. The following occurred in the outside section of a suburban route car at the jam hour. This car, like most of its kind, had been built on the hypothesis that such a conveyance can be of only a certain breadth; that there must be an aisle of a fixed dimension in the center; and that the width of seat that can be placed on each side will hold two people; all entirely regardless of the space actually required to seat two persons of average size in anything like comfort. The car was about full and more passengers were coming in at every stop. Several were standing in the aisles.

An elderly lady, none too strong, entered. Glancing through she saw that her only chance for a seat was in one already occupied by a woman of perhaps 35 with a small child of 4. The child was next the window, and the woman, well-dressed, intelligent, and evidently in very comfortable circumstances, was planted in the middle of the seat. The elderly lady asked permission to share it. "Certainly," came the polite response. But the graciousness was of the lips only, for the woman did not move over and take her child on her lap. She simply sat where she was, unconcerned compelling the older woman to hang on as best as she could to the narrow portion of space left by the other's selfishness and love of her own comfort. The woman paid no fare for the child, and simply robbed an inoffensive lady of a part of the seat to which the latter was fully entitled.

It is hardly right to leave the subject of street car etiquette without touching upon certain other phases of graft. We hear a good deal about the decay of chivalry as shown by strong, stalwart men remaining in their seats while weak women are hanging to straps. But how about the women who are not so weak but they can stand several hours continuous pleasuring, and then will take seats from laborers who have been on their feet the livelong day? How about the women who glance at men acquaintances whom they find in a car in the peculiar pleading way that compels the men to give up their seats, even when so weary with their day's work that they really need them themselves? How about the women in independent circumstances, who can come and go when they like, who still are so inconsiderate as to prolong their hours of shopping clear up to the closing time of the stores, thus adding their own number to the half-past five to six throngs and destroying the possibility of a seat for many a shop girl and factory worker?

Many women have a peculiar prejudice against paying out money in some peculiar way, even though that way is a common and necessary form of expenditure. They can spend for everything else, but will descend to almost anything rather than let a penny go in the manner against which they are so unreasonably biased.

Mrs. Clarendon simply can not bear to pay delivery charges. Draymen and transfer people would starve to death if left to her mercies. The merchants with whom she regularly deals run delivery wagons. All of

them are accustomed to her requests to have this or that—articles not purchased of them—taken to or from her home. Of course she sometimes offers to pay, but they well understand that this is merely of form—she never expects the offer to be taken seriously. Mrs. Harmon is Mrs. Clarendon's sister and the Harmons have an auto, Mrs. Clarendon, not content with the almost endless amount of motoring to which she is treated gratuitously, often insists upon turning the Harmon machine into an express wagon.

Recently she attended an auction sale of the furniture and pictures that had belonged to an old and wealthy family. She has a taste for such things, and as the different articles went at very low prices, she bought some twenty pieces, most of them not very large, for one hundred fifty-seven dollars. She has ever since been exulting over her unheard-of bargains. To hire her purchases transported to her home would have cost her a dollar and a half. Did she do it that way? No, indeed. Instead she sweetly asked her nephew, young Jim Harmon, if he would mind driving around to Q— street to get a few little things she had been buying there. Of course young Jim wouldn't mind, or at least said he wouldn't.

Together they worked and tugged to get articles to the sidewalk and into the car. Three trips young Jim made through the boiling sun to take Aunt Fanny's "junk" home for her; very warm under the collar meanwhile, because he had to forego his own plan of fanning a ball game on

that afternoon, and also because often before he had been worked by Aunt Fanny, and he had no hope that this was the last time that lady's winsome tongue would lure him from the path of his own pleasures.

Of course it didn't hurt young Jim to take over Aunt Fanny's furniture and pictures for her; and it didn't harm the machine, not in the least; and Jim senior, her brother-in-law, who is a wealthy manufacturer, is amply able to pay for gasoline and oil and automobile maintenance; but Mrs. Clarendon would be astonished clear out her senses if the Harmons should make demands of any kind upon her. Why? Because she is a thoroughgoing grafter, and the Harmons are easy and accommodative and it is a settled custom between the two families that all favors shall be directed toward and not from Aunt Fanny.

The genus female grafter includes many species. There should be mentioned the young woman who accepts the attentions of some estimable young man for a considerable period, when she knows his intentions are serious and hers are not, but she lets him keep on coming in order that she may be supplied with hot-house roses and theater tickets and sundae and chocolates until such time as she shall find herself in a position to shake her faithful admirer for a suitor more to her liking. There is also the woman who works her friend that is skillful at cutting and fitting and sewing for a greater part of her dressmaking, and the other



Paragon Gold Eye Needles



Large oval eyes, grooved so the thread does not project, and passes easily through cloth.

Stewart's GUARDIAN Protected Coil Safety Pins

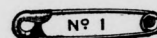
Handsomely Carded and Boxed.

Superior Quality
Nickel and Black.

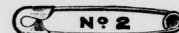
Protected Coil Prevents Fabrics
Catching.

All Sizes Retail @ 5c the Card.

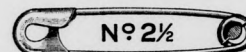
Superfine Quality
Attractive Wrappers
Excellent Profit



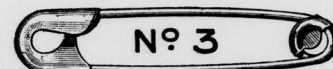
No. 1



No. 2



No. 2 1/2



No. 3

SAMPLES AND PRICES ON REQUEST FROM
YOUR OWN JOBBER

PRATT & FARMER CO.
48-50-52 East 21 St. NEW YORK

who utilizes the musical abilities of all her acquaintances to make successful her own functions and entertainments, receiving services for which she makes no proper or adequate reciprocation.

The old custom of sending for some good-hearted friend in case of illness has not been wholly abolished in families well able to pay the wages of a professional nurse; nor has the practice of stopping a few days with the merest chance acquaintances, as a matter of convenience and economy, been entirely done away with by the prevalence of hotels and restaurants on every hand.

Space forbids enumerating all the ways in which sharp, crafty, selfish, unscrupulous women impose upon the kindness and generosity of their friends. Those who have followed these lines doubtless can complete the list from their own observation. For moral to this little sermon, let it suffice that each reader consider as put to herself by some impersonal interrogator this question—Art thou the woman? Quillo.

Thoughts Suggested by Reading "Adventures in Contentment."

Written for the Tradesman.

"David Grayson's" life from the time he began to work for wages until he was laid up with sickness was similar to that of thousands of city workers. They know not that there is any other life for them—that there might be any other—than the restless, unceasing push and hurry, strain and unsatisfying endeavor.

On the other hand, a great many country residents fail to realize the possibilities of rural life along the line of solid comfort and genuine pleasure. It is either all for money—more money, more property—or it is unwilling submission to the fate which compels them to toil for their daily bread.

Just now people are wont to condemn all unpractical education—the studies in school which are not intended to fit our youth for business or industrial occupations. And yet, it is botany, chemistry, physics, geology and the like which fits one to enjoy the phenomena of nature while he labors for the necessities of life. He can enjoy wonders and marvels without the expense of traveling if his mind is prepared to receive them. is trained to seek them.

Fathers and mothers are proud to inform their friends that the son or daughter who has gone from home is filling a "responsible position." More and more the world in general is coming to regard the tiller of the soil as one filling a position of great responsibility. The time may come when he who does not maintain the fertility of the soil, who does not produce the maximum amount of crops from the acres which he rents or "owns" may forfeit his title or be compelled to take charge of a less amount of land. The time is past when he must be a farmer who does not know enough to be something else. There are other occupations which one may engage in and obtain a comfortable living which require

less executive ability, less study, less care, less preparation, less capital.

The farmer can not escape public responsibilities any more than the city man. In fact it is more difficult for him to avoid them. The school, the church, the neighborhood interests, the business of the township are each intimately linked with his personal interests. He can not be unconcerned as many wage earners in the cities are, who look to other people to assume the responsibilities, to engage in business that shall furnish them employment, to build and own houses that they may be sheltered with no more care or foresight than to pay the rent.

The welfare of the whole commonwealth depends much upon the tiller of the soil. Therefore he may take pride in filling a "responsible position" just as much as the young man who is a civil engineer for a railroad company, or a young woman who is a stenographer for a noted law firm.

He who has "escaped" the thrall of the city can best appreciate the freedom of country life. Some country people can never realize—can never be brought to see or acknowledge that there is or can be bondage in city life. And so it seems of little avail to try to point out to such the happier lot which may be theirs if they would give up longing for city life and seek in their own environments for the happiness and contentment which others have no trouble to find.

To live in the country one need not drop out of the world. He may still be in touch with the things worth while as much as in the city, if he uses the facilities of to-day. If one wishes to drop out of the world—to seclude himself from society—he can accomplish his purpose most effectually in the large city. It is hard for a criminal to hide in the city for long, but an ordinary, inoffensive citizen can be lost if he wishes, and still go about his work day by day.

E. E. Whitney.

Our Toughest Wood.

The toughest American wood is that of the Osage orange, which is not an orange at all, but belongs to the nettle family. This has been proved by a series of tests made by the United States forest service, but the Indians knew it before the coming of the white man, and it was known to them as the bow tree, because they used it for making their finest bows.

Some idea of its strength may be had from a report made by the forest service, which shows that a block 30 inches long and 2 by 2 inches in cross section when bent breaks under a stress of 13,660 pounds, its nearest rival being a variety of the hickory called mockernut. When bent by the impact of a hundred pound hammer it stands a stress of 15,520 pounds, certain sugar maples and the honey locust being its nearest rivals. It exceeds the hickories, and its only rival in hardness, tested by the force required to imbed a .444 inch ball to one-half its diameter, is the honey locust.

While Others Wait.

It is unquestionably wrong to waste another man's time if you can help it. Some men who are in position to make others wait for them do not always appreciate this fact.

"Many a time," said a salesman recently, "I lose the very heart of the day waiting around to see some buyer who doesn't care anything about my time. The other day I called to see a man of that kind and it took over an hour out of the best part of the forenoon to learn that he would prefer to see me the next day. I was one of four men waiting outside his private office while he was talking with a fifth. When we had been there some time the door opened and the other man started to go. As he stood with one hand on the knob making a few parting remarks, the buyer said, 'By the way, did you ever hear that one about the Irishman and the horse?' The other evidently hadn't heard it, for he went in again and closed the door and didn't come out for fifteen minutes. While they enjoyed that story and doubtless several more like it, we four were waiting—and the fact was plainly known. When I finally got in, after waiting from half past ten until a quarter of twelve, I was told that it was too near noon to take the matter up, and that I could come in to-morrow and he would see me."

On the other side where all things are revealed, men wear hats two sizes smaller than here.

LAMSON



With Lamson Carriers in your store you settle the "service" problem at once and for all—no matter how large your business may grow. Lamson Carriers are elastic, they stretch to meet the largest or they contract to serve the smallest store. They centralize and save expense and lost motion.

Ask Your Neighbor!

Wire, Cable, Tube, Belt and Pick-up Carriers

THE LAMSON COMPANY
Boston, U. S. A.

Representatives in all principal cities

SERVICE

Supposing To-night FIRE

Destroys Your Store

and with it your day book, journal and ledger, or credit account system.

What would you do TO-MORROW?

WHAT COULD YOU DO?

The "CHAMPION"
Complete Accountant is

FIREPROOF

We back this statement with a

\$500

Guaranty Gold Bond

to the merchant. No insurance company will protect your accounts—WE WILL.



Open—A Desk, Money Drawer, Recorder, Filing System and Credit Register.

You are not only protected against fire, but also:

- 1—You know every cent you pay out or take in.
- 2—You can instantly tell what every person owes.
- 3—You save all bookkeeping
- 4—Your accounts are always "up to the minute."
- 5—You know how much each clerk sells.
- 6—You prevent disputed accounts, rebates and forgotten charges.
- 7—You have your finger constantly on the pulse of your business.



Closed—A Substantial, Fire-proof Safe.

Champion Register Company

403-412 Society Savings Bldg.

CLEVELAND, OHIO

Use the coupon today—be protected

Champion Register Co. Date.....

Please send me information about the Champion Complete Accountant (Fire-proof.)

Name

Address

Business

No. Accts.....



Michigan Retail Hardware Association.
President—F. A. Rechlin, Bay City.
Vice-President—C. E. Dickinson, St. Joseph.
Secretary—Arthur J. Scott, Marine City.
Treasurer—William Moore, Detroit.

Service the Keynote of Salesmanship.

Written for the Tradesman.
The successful salesman invariably gives the customer the impression of eagerness to be of service. This, indeed, is the keynote of successful salesmanship. The prompt showing of articles asked for or even hinted at, the proffered demonstration whenever the goods are demonstrable, the suggestion of other lines of timely interest, the offer to order goods not in stock—these and a host of other similar items enter into the make up of the young fellow who sets out to sell things instead of merely serving as an order-taker.

Good salesmanship is often revealed by contrast. The other day a lady entered a hardware store.

"I would like to see your food choppers," she remarked.

"We don't carry any food-chopper except the Blank," returned the clerk.

The chopper he named was equal to any of those on the market and a trifle superior to one or two makes—but the clerk's tone implied nothing so optimistic. In fact, it seemed a hint that the Blank chopper was something he preferred not to talk about.

"Then you don't carry any other makes?" returned the young lady, disappointedly.

"No—nothing else, miss."

"It is—is it all right? Does it work as well as the other makes?"

"I guess so."

"Would it be too much trouble to show me how it works? It might suit, you know," commented the lady, dubiously.

The clerk reluctantly, as if doubting whether the trouble were worth while, produced a food chopper which he laid upon the counter. Then, as if the thought had for the first time occurred to him, he explained in a grudging sort of way how the contrivance worked. By dint of persistent questioning the lady in time elicited a pretty fair description of the article.

"Would you mind sending this up on trial for a couple of days? It looks all right to me, but—"

Eventually, after consulting the proprietor, the clerk agreed to send the article on trial. Later, the lady purchased and paid for it.

But who made the sale? Was it the clerk? Or was it the customer?

The live, aggressive salesman never gives the impression that this particular clerk—perhaps unconsciously and unintentionally—gave. The live, ag-

gressive salesman more or less consciously studies human nature, and takes some account of the effect upon the customer of his own words and manner. Here, the clerk created in the customer's mind two distinct impressions, both unfavorable to the making of a sale—the impression that the article in stock was inferior, and the impression that the selling staff of that particular store wasn't in the least degree anxious to be of service.

An aggressive clerk would have handled the same sale in a very different manner. The customer's first mention of a food chopper would have been the signal for producing one of the three different sizes which practically every hardware store carries in stock. Coupled with this would be the assurance, in words and manner, that the article was up to the standard in every way.

"I'll be very much pleased to show you, madam. We have an article here that has given exceptional satisfaction to our customers—the best and most convenient thing of its kind that's manufactured." And then, to clinch the argument, a rapid fire demonstration of the article by fastening it to the edge of the counter, turning the handle, changing the grinders or at least showing and explaining the use of the different grinders, and pointing out how easily, after it has been in use, the chopper can be washed clean by "slushing" with boiling water. Demonstrate one of the three sizes; then point out that you have two alternative sizes in stock.

"But," you say "what's the use of all that trouble, when the salesman who didn't handle the customer the right way sold the chopper?"

But did he, actually, sell the chopper? Or, as I asked before, was it the customer who pushed the sale up to the point of taking the contraption on trial—after which stage the chopper sold itself? And how many customers would, in the face of so chilly and indifferent a reception, have lingered long enough in that particular store when there were perhaps half a dozen other stores in town with clerks eager and anxious to show the goods, and to explain how to handle them?

The good salesman invariably gives that pleasant impression of being eager to serve which instantly makes the customer feel perfectly at home and induces that friendly frame of mind so congenial to buying.

William Edward Park.

Even your best friends seldom lose much sleep worrying in your behalf.

H. Eikenhout & Sons Jobbers of Roofing Material

GRAND RAPIDS, MICH.

We carry thirty different kinds of roofing. Send us a sample of your roofing and let us quote you a price on a duplicate.

Order Hay Tools Now

AND BE SUPPLIED, AS
THE SEASON IS SHORT

We Carry

Meyers Hay Tools
Whitlock Rope
Diamond Steel Goods
Blood's Scythes
Fenn's Snaths

Pike & Carborundum Scythe Stones

Other Seasonable Goods

Michigan Oil Cooks
Continental Line Window and Door Screens
White Mountain and Arctic Freezers

Garden Hose

Revero, Moose—Half and three-quarter inch.
Sphinx, Elk—Half and three-quarter inch.
Gulf, Clipper—Half and three-quarter inch.

Michigan Hardware Company

Exclusively Wholesale

Ellsworth Ave. and Oakes St. GRAND RAPIDS, MICH.

Foster, Stevens & Co. Wholesale Hardware



157-159 Monroe Ave. :: 151 to 161 Louis N. W.

Grand Rapids, Mich.

Use Tradesman Coupons

BANKRUPTCY MATTERS.**Proceedings in Eastern District of Michigan.**

Detroit, July 7.—In the matter of United Confectionery Co. Order made authorizing trustee to cause an audit of the books to be made in accordance with the prayer of the petition of the trustee.

In the matter of Samuel Swaab, bankrupt, Detroit. First meeting of creditors and hearing on receiver's report of sale. Judson M. Perry, receiver, made a verbal report of sale. Bankrupt recalled and examined by Mr. Selling. Judson M. Perry, and Ralph B. Lacey nominated for trustee. There being no election, the referee appointed Judson M. Perry trustee. Bond fixed at \$3,000. First dividend of 10 per cent. declared on all claims that have been filed to which no objection has been made. Final report of trustee under trust mortgage and receiver in bankruptcy filed. Adjourned hearing on sale. No one appearing in opposition thereto, order made confirming sale of property to Louis Sillman for \$3,025, as reported by receiver.

July 12.—In the matter of the Kastner Coal & Cartage Co., bankrupt, Detroit. Trustee's report of sale filed and hearing on same held. The trustee's report of sale of personal property and equity in the barn confirmed. Confirmation of sale of real estate continued to July 15. If at that time any person will guarantee a bid of \$16,000, an order will be entered authorizing trustee to sell the property, either at private sale for not less than \$16,000 or a re-sale at public auction will be ordered. If there is a guarantee of \$16,000, it must be accompanied by a certified check of not less than \$1,000.

In the matter of Peter Moskowitz and Max J. Feldman, copartners as Michigan Cap Co., alleged bankrupt, Detroit. Hearing on bankrupt's offer of composition. The claims of twenty-two creditors in the aggregate sum of \$7,164.85 were duly filed and allowed. Of this number nineteen creditors, whose claims aggregate \$6,885.24, voted in writing in favor of the acceptance of the said offer of composition, and three creditors whose claims aggregate the sum of \$279.61 voted not at all. Referee Joslyn will file with the District Judge a report of same and recommend the issuance of an order to show cause why the said offer should not be confirmed. The offer is 20 per cent.

In the matter of Wylie Manufacturing Co., bankrupt, Detroit. The final distribution sheet has been prepared and forwarded to the trustee to issue checks on same. The total claims (unsecured) filed and allowed are \$7,219.63; priority claims, \$92.15; claims scheduled but either disallowed or not filed, \$3,259.91; total, \$10,571.69. The total assets realized amounted to \$1,860.38 and will be disbursed as follows: Total dividends to unsecured creditors, \$944.67; payments to priority claimants, \$92.15; deposit fees, \$30; fees of referee receiver, etc., \$151.16; attorney fees,

\$235; miscellaneous expense, \$437.40. An order closing the estate upon payment of the final dividends has been made.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

The Battle Creek Chamber of Commerce has an enquiry from South Africa relative to the rain making experiments conducted near Battle Creek last season.

The Commercial Club of Menominee, has adopted constitution and by-laws and elected a board of fifteen directors. This organization has been making great strides in membership of late and is bound to do things for that city.

The annual camp meeting at Eaton Rapids, which is the biggest event of the year in that city, opens July 24 and closes August 3. Attendance at the camp is growing and almost every line of business feels the impetus.

The proprietors of the New Whitcomb Hotel at St. Joseph, were given a testimonial banquet and there were many speeches with "Push for St. Joe," as the dominant note. The urgent need of a business men's organization was emphasized.

Ishpeming successfully combined a Fourth of July celebration and home coming events, attracting large crowds of people. Ishpeming is Michigan's oldest iron mining town and has developed into a modern and progressive city.

Saginaw's first playground has been formally opened at the Houghton school, through the efforts of the Woman's Civic League.

Muskegon has changed its Chautauqua week date to August 8-14.

The need of a new modern hotel for Saginaw is being considered by the Board of Trade of that city.

Beginning July 15 Saginaw shippers are promised a daily through merchandise car over the Grand Trunk from Saginaw to Ann Arbor railroad points north of Owosso. Heretofore less than carload shipments were transferred at Durand.

The new armory at Kalamazoo will soon be under roof and will be opened with a big celebration early in the fall.

Lansing's Chautauqua assembly will be held July 28 to Aug. 3.

The Grand Trunk Railway, purchasers of the Hanselman building, at Kalamazoo, has plans for the erection of a new passenger station on the site, to cost \$75,000.

The Flint Transportation Club has found that four of the north end factories of that city are supplying the Pere Marquette Railroad alone with nearly \$400,000 annually in freight revenues.

An inventory of the Fox & Mason Furniture Co.'s plant, at Corunna, is being taken this week and on its completion the factory will resume operations, continuing at least until the cut stock has been made up into goods.

Operations have begun in rebuilding the business portion of Perry which was recently destroyed by fire.

The Grand Trunk has completed the laying of rails between Bad Axe and Cass City.

Lansing's city market building and rest house in East Side park will be opened this fall. The contract for concrete work at the market house has been awarded for \$5,000.

St. Louis has awarded the contract for asphalt pavement and will be the only city of Gratiot county having asphalt-paved streets.

Kalamazoo celery growers have secured a special express service to Detroit over the M. U. T., which shortens the time to that market.

Battle Creek's first annual sweet pea and pansy exhibition opened last week at the Chamber of Commerce rooms under the auspices of the Battle Creek Horticultural Society.

Clio voted down the proposition to issue bonds for \$7,600 to pave four city blocks.

Ann Arbor will shut up shop August 7, to participate in the annual picnic of the Business Men's Association. Almond Griffen.

Willing to Oblige.

At a reception the other evening a young engaged couple were sitting by themselves when a friend came along and said:

"You two seem very happy over here away from the rest of the crowd."

"We are," replied the girl, "won't you join us?"

"Sorry I can't," said the friend, "I'm not a minister. But I'll call one if you wish."

**"SUN-BEAM" SUMMER GOODS**

THE SUMMER SEASON IS HERE AND WITH IT COMES THE STEADY DEMAND FOR SUMMER GOODS.

WE HAVE AN EXCELLENT LINE OF THESE GOODS ON HAND AND THINK IT WILL PAY YOU TO CONSIDER THE MATTER. CATALOGUE SENT ON REQUEST.

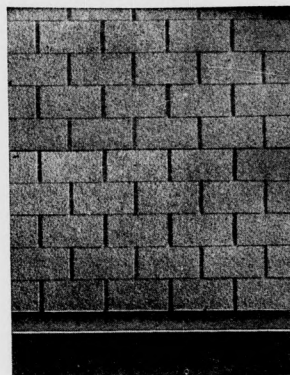
Brown & Sehler Co.

Home of Sun-Beam Goods

Grand Rapids, Mich.

Reynolds Flexible Asphalt Shingles

HAVE ENDORSEMENT OF LEADING ARCHITECTS



Reynolds Slate Shingles After Five Years Wear



Wood Shingles After Five Years Wear

Fire Resisting

Fully Guaranteed

Beware of Imitations. Ask for Sample and Booklet. Write us for Agency Proposition. Distributing Agents at

Detroit	Kalamazoo	Columbus	Youngstown	Utica	Milwaukee
Saginaw	Battle Creek	Cleveland	Buffalo	Scranton	St. Paul
Lansing	Flint	Cincinnati	Rochester	Boston	Lincoln, Neb.
Jackson	Toledo	Dayton	Syracuse	Worcester	Chicago
		And NEW YORK CITY			

H. M. REYNOLDS ASPHALT SHINGLE CO.

Original Manufacturer, 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



Grand Council of Michigan U. C. T.
 Grand Counselor—E. A. Welch, Kalamazoo.
 Past Grand Counselor—John Q. Adams, Battle Creek.
 Grand Junior Counselor—M. S. Brown, Saginaw.
 Grand Secretary—Fred C. Richter, Traverse City.
 Grand Treasurer—Henry E. Perry, Detroit.
 Grand Conductor—W. S. Lawton, Grand Rapids.
 Grand Page—F. J. Moutier, Detroit.
 Grand Sentinel—John A. Hach, Jr., Coldwater.
 Grand Chaplain—T. J. Hanlon, Jackson.
 Grand Executive Committee—John D. Martin, Grand Rapids; Angus G. McEachron, Detroit; James E. Burtless, Marquette; L. P. Thompkins, Jackson.

Michigan Knights of the Grip.
 President—Frank L. Day, Jackson.
 Secretary and Treasurer—Wm. J. Devoreaux, Port Huron.
 Directors—H. P. Goppelt, Saginaw; J. Q. Adams, Battle Creek; John D. Martin, Grand Rapids.

Michigan Division, T. P. A.
 President—Fred H. Locke.
 First Vice-President—C. M. Emerson.
 Second Vice-President—H. C. Cornelius.
 Secretary and Treasurer—Clyde E. Brown.
 Board of Directors—Chas. E. York, E. C. Leavenworth, W. E. Crowell, L. P. Hadden, A. B. Allport, D. G. McLaren, J. W. Putnam.

Wafted Down From Grand Traverse Bay.

Traverse City, July 13—Traverse City U. C. T. Council meeting will convene in regular session Saturday, July 26. Boys, you had better be sure that your dues are paid, for fear that you might get an unwelcome notice from our Secretary.

Herman Hoffman and family have returned from an extended visit to Milwaukee. Herman reports the city just as good as ever.

Since our baseball team has hit a winning streak, Ed. Wells was seen at a ball game. Ed. predicts that we will soon be out of the cellar position. We are all with you.

Adrian Oole has disposed of his residence on Fifth street and has purchased a Ford automobile. Gasoline may be all right in the good old summer time, but how about the coal bin this winter?

James Flaggert has been added to the selling force of the A. L. Joyce Co.

E. C. Knowlton is enjoying a visit with his mother from Glenwood, Wis.

Paul Heinzelman, of Grand Rapids, formerly with the Worden Grocer Co., but who has accepted a very flattering position with the Grand Rapids Paper Co., was seen in this territory the past week and reports a fine business. Paul has a host of friends among the trade and is sure of success. It seems as though it is customary for all paper men to wear bouquets while calling on trade. Paul was certainly all blossomed out last week. We congratulate you upon your new position and extend best

wishes.

Peter Anderson was seen working the trade in our city Saturday. The days are never too long for Pete, as he is always on the job.

Bert Sweet, of Bay City, and his family are spending the summer at their cottage at Beulah, and Bert extends a cordial invitation for all the boys to call when in that vicinity.

Everybody is boosting for our annual picnic which will be held Aug. 16 at Suttons Bay. Our base ball team will play the business men of the above city. We have arranged for a special train to carry our members, their families and friends. Come one and all and spend the day with the traveling men. A good time is assured.

Jay Young and family motored from here to Ironwood in the Upper Peninsula. They covered 770 miles without a mishap and Jay reports the time of his life.

Charles Cressy was recently called to Saline to attend the funeral of his only brother. We all extend sympathy.

Bern. J. Reynolds has returned from an extended trip to Cedar on business.

John Novak, manager of the Potato Implement Co., and wife are visiting relatives in Bay City, John expects to visit points in Central Ohio before returning.

To our many enquiring friends we report that Mrs. Fred C. Richter and family have again returned home to enjoy the comforts of home with daddy, after spending a fortnight with her mother in Grand Rapids.

We now take the opportunity of thanking Mrs. John Q. Adams and Mrs. Norm Riste, of Battle Creek, for our beautiful flowers sent to Grand Secretary Richter while at Columbus. We prefer one rose now rather than a bushel after we have passed away. We thank you for the flowers.

As we are racking our brains to say a few words in behalf of our Senior Counselor, W. F. Murphy, we are advised by his beloved wife that he is down town getting wet. While it is raining it sure is an opportune time to dampen the inner man, but, of course, nothing doing (?).

Wm. H. Leonard was confined to his home last Saturday afternoon with a lame back, owing to pushing the lawn mower.

John Cheney, popular salesman of the S. B. & A. Candy Co., of our city, was united in marriage to Miss Irma M. Eblocher last Monday. Mr. and Mrs. Cheney are classed among the popular people of our city and we sure extend congratulations. They

will be at home to receive friends at 408 Boardman.

Wm. Bennett and family have returned from Harbor Springs, after spending a sane Fourth with his mother.

After Jan. 1, 1914, the Order of United Commercial Travelers of America will issue a policy instead of a certificate to its members. There will be the class A and B policies. The social membership feature will be eliminated, thus enabling us to increase our membership and give more protection to the unfortunate. Another advantage in issuing a policy is that we are allowed to enter Eastern Canada and comply with the insurance laws of Canada, as well as those of the State of Massachusetts. It is estimated that we will be in a position to obtain a membership of 25,000 in Eastern Canada. Soon we will be soaring around the 100,000 mark with the above added provisions.

Although we had threatening weather Ed. Wells attended the game. Ed. is certainly some fan.

Adrian Oole took the midnight train at Grand Rapids and sat up all the way to our city. Adrian now has an auto-mobile.

Archie Jourdan is busy these days harvesting his cherry crop.

We note by a local paper that W. W. Smith, formerly of our city, but now of Buckley, made an impromptu speech recently at a wedding. Possibly W. W. is preparing to talk to his son, Bill, who, we understand, is likely to join the benedicts soon. Well, Bill has had plenty of time and chances.

W. G. Wyman and the P. M. has been side-tracked. Bill hopes the "strike" will soon be settled, as it is awful lonely.

A. B. Jourdan is suffering considerable pain, owing to a broken finger caused by the closing of a passenger coach door. Archie says it is hard work to write orders now. Well, we all find it so.

H. F. Stucke has again injured his leg and intends going to Detroit to consult a specialist. H. F. will take the leg with him.

At the last Supreme session Frank S. Ganiard, of Jackson, was elected Supreme Conductor of our order and if everything goes well—and we surely hope it will—Brother Ganiard will be elected to the high office of Supreme Counselor at the 1915 annual session, which is expected to be held in San Francisco. Three years ago Brother Ganiard was the choice of the entire membership of our order to be elected as Supreme Sentinel and it is sure an honor which is rarely conferred upon a member, and when he reaches the highest office of our order, the State of Michigan, as well as each member of our order, will be proud of Brother Ganiard. Congratulations are due him.

Walter Rider, of Grand Rapids, was a business caller here Saturday—Custer correspondent in Scottville Enterprise. Gee, some of the members of the U. C. T. base-ball team have become famous since the last game played with Kalamazoo.

The Supreme Council adopted a resolution favoring one cent postage. This would save our Supreme office alone about \$4,500, besides each subordinate and Grand Council would have its postage bills cut right in two, and also think of the saving to the firms which we represent.

Parcel post stamps can be used the same as regular stamps on first-class mail matter.

All hotels must get busy and get in line, for our new hotel law becomes effective August 1, and those who have not favored us with the individual towel will be obliged to fall in line.

Bill Cosgrove, of Saginaw, expects to be at our picnic and is already preparing his speech. Murphy, please be sure and call on Brother Cosgrove for a few remarks. You're welcome, Bill.

No fines will be assessed on members hereafter who have allowed themselves to become suspended. This is a grand move and should assist each Council in the State in securing re-instated members.

The Grand Council meeting will be held at Saginaw next year and some of our members are already making plans to attend. Well, it never did cost anything to plan.

We are still looking for a little mention from the Grand Rapids correspondent in the Tradesman as well as from the editor of the Bulletin in reference to Traverse City Council appearing in the parade at the time of the convention and also that we won the flag for the highest gain of membership. We here in the northern woods feel as though we are at least entitled to some consideration or mention after the boys of our Council spent their own money and did the best we could in the parade and it is a cinch that no council had anything on us for the membership gain, for the records will demonstrate this fact. We hope this is not a case of sour grapes with the Grand Rapids correspondent, but merely an oversight. We realize that our line was not as long as the Grand Rapids Council, but when you figure the size of the two cities Grand Rapids should have had at least eleven times as many members as we have, but sorry to say they have less than three times as many. Come out of it and forget the results of the Kalamazoo ball game. We have always felt that Grand Rapids Council and Traverse City Council were on the best of terms with the feeling of brotherly love predominating.

It has at last developed that Chas. Jones P. M. R. R. conductor has a greater interest in the piggery at Gilbert than has been anticipated.

Fred C. Richter.

The Amateur Farmer.

"Yes," said the dealer; "I have cows to sell. What kind of a cow do you want?"

"Oh, I don't know," said the amateur. "I guess one with four legs and a couple of horns will do."

My heart goes out to the man who does his work when the boss is away as well as when he is at home.

DETROIT DETONATIONS.

Cogent Criticisms From the Metropolis of Michigan.

Detroit, July 15—Laughter and tears are meant to turn the same sensibility, one is wind power, the other is water power, that is all.—Holmes.

In Detroit last week out of 3,400 shots fired from a revolver at a target by policemen, only one hit the bull's-eye. Now can some one inform us, in a like number of arguments advanced by traveling men, how many could hit the bull's-eye?

Sidney Goldstein, of Gladstone, has taken over the business of Samuel Goldstein and will manage it in the future. Associated with Sidney is his sister, Etta. Sidney is a young and aggressive hustler who has had considerable experience in different parts of the country as manager and salesman. His pleasing personality, coupled with his experience and ability, is bound to make a success of the business, which is an up-to-date dry goods establishment. On the other hand, look at the name.

"Jimmy" Dobelaar, of Grand Rapids, connected with the Wilmarth Show Case Co., according to Grand Rapids papers has become a benedict. As "Jimmy" is so well known and popular in the city that "knows how" but forgets to do it, we wonder how this item escaped Scribe Bosman's attention.

"Johnny" Sonnenburg, one of Saginaw's most popular and best-known traveling men, spent the better part of the week in Detroit. John sells dry goods for A. Krolik & Co., and collects dividends from two or three cigar factories for spending money. At present "Johnny" spends his Sundays in his beautiful cottage on Saginaw Bay. Like rays of sunshine coming on a cloudy day to have Johnny in the vicinity!

Evidently the traveling men are satisfied with the results of their campaign against the roller towel. There are still a great many hotels throughout the State using the disease-breeding towel and the boys should not rest until the last one is eliminated from the hotels. We would be pleased to publish a list of the hotels still using "rollers."

The extension of the Grand Trunk from Bad Axe to Cass City has about been completed. Regular trains will probably not be run on the road before August 15.

Sign in Detroit hotels last week: "Gospel services especially for the Gideons. Everybody invited." For the love of a large schooner, who could need it more than the U. C. T. members?

Unless, for instance, an editor.

Cadillac Council No. 143, initiated Chas Jack and Wm. G. Kuhn into the many mysteries incidental to wearing a U. C. T. button. As both were good sound and healthy subjects they withstood the gaff in splendid shape and both are glad they belong to such a splendid order. They travel for Lee & Cady, wholesale grocers.

F. J. VanPelt has been transferred from Dayton Council to Cadillac Council. In other words, Cadillac

Council had no opportunity of "hanging Van's Pelt on the wall."

The louder some ginks talk the harder it is to understand them.

W. H. "Doc" King, Michigan representative for Hawley, Folsom & Co., Boston, has hied himself and samples northward to Mackinaw. No wonder "Doc" is so industrious and cares not for a "vacation" this year.

Ordinarily it grates on our otherwise insulated nerves to read some of the "amateur" poetry handed out through the medium of the Tradesman (our own excepted) but our old friend, Charlie Foster, does not belong to the amateur class. In short, its good. We have an answer to his rhyme regarding ourself:

I'd like to write, I'd like to write
Like Foster, but the good Lord knows
It's waste of time to try the rhyme
So we'll keep on writing prose.

So you can be, so you can be,
The gosh dinged long hair poet.
Try all the time, we could not rhyme,
And we're smart enough to know it.

Elmer Brevitz, city salesman for Burnham, Stoepel & Co., is in Kent City, his home town, spending his vacation. The mere fact that Elmer is spending his vacation at home is not much of an item in itself. Recently there was an alfalfa excursion through Kent county to demonstrate to the farmers the great possibilities there were for them by raising plenty of this product. Elmer wanted to show his farmer friends and relations that they have nothing on him. He has been inoculated with the alfalfa germ and is carrying into his home county a six days' growth on his upper lip that even a desert would be ashamed of.

Charles Moore, who has been laid up at his home for several months, is again back on the job. Charles is house salesman for Edson, Moore & Co.

You can lead some traveling men to a bar, but you can't make 'em buy a drink.

D. A. Harrison, Southern Michigan representative for Farrand, Williams & Clark, has been laid up at his home in Kalamazoo for the past month. At the present writing Mr. Harrison is improving slowly but surely, which will be good news to his many friends.

John McMahon (Edson Moore & Co.) took a trip down to the store last week, the first time in several months. John is minus about fifty pounds of his manly frame. He is mending very rapidly now and let us remark here that John was too tough to be kicked off this mortal coil by any ordinary sickness, besides, he's a good Irishman.

"Jake" Speier has been spending the past week as the guest of his cousin, Herman Speier. Jake, who represents Burnham, Stoepel & Co., in Southern Michigan, had his vacation last week and cousin Herman runs a moving picture show.

Just like pulling a crutch from a one legged man to have Freddy Richter, J. H. Lee, Guy Pfander and R. S. Hopkins lie down on the job. We know the "fans" all over the State will be pleased to see their names at the end of a few columns.

U. C. T. Council No. 9 meets Saturday night, July 19. There will be a "few" initiations at this meeting. Vis-

iting members are cordially invited.

We have no objection to John D. Martin writing for the Tradesman but where in the name of Julius Caesar did he locate that non de plume "Phthisiology." We lost two teeth trying to pronounce it.

John D. mentioned Wilbur Burns in his last week's spasm—an outburst a la Everett True is now due from Wilbur.

Harry Riggins (Pollok, Pettibone & Co.) has been rather unfortunate this season. In June Harry was taken sick on the road and was obliged to receive care at the hospital in Petoskey. Owing to the delay caused by his sickness, Harry has been obliged to call on the fair milliners during the hot weather, whereas he should have been lolling in the breezes of—Detroit River.

The Bulletin is welcome to any of our stuff from Detroit.

Fred Raymond, former Grand Rapidsite, now one of Farrand, Williams & Clark's department managers, says that a living skeleton ought to make a rattling good husband.

Another traveler with his eyes and ears always open is Louie Koster. We would be only too pleased to hear from Louie occasionally.

What has become of the old-time booze fighting traveling man? Evidently none of them are well preserved even if they did get pickled.

Cadillac Council No. 143, is making preparations for a clam bake to be held in the near future—awaiting only the arrival of cooler weather.

The mere fact that we quit writing for the Ludington paper is no valid reason why "Bill" Gleason, Ludington shoe merchant, and his "dad" should not keep on reading the stuff emanating from our ivory top. Subscription price \$1 per year.

Burnham Stoepel & Co.'s baseball team defeated the A. Krolik & Co. team at Bois Blanc Island last Saturday. The defeat was a decisive one, the score being 14 to 2.

"Abbie" Finsterwald, traveling representative and junior member of the Majestic Cap Co., has just returned from a four weeks' fishing trip on Black River. Abbie, unlike most fishermen, does not carry around any of the "biggest fish" stories. He expects to go East on a buying trip in the near future, after which he will cover his old territory scattering pleasantry in his wake.

One of the easiest things in the world to find is trouble—unless you own an automobile.

It is with sincere regret that we read through the news columns of Monday the announcement of the injury in a wreck of Mrs. Dan Zant, of Charlotte. Mr. Zant is one of Edson, Moore & Co.'s old reliable salesmen and covers the territory adjacent to his home town. Later reports say while Mrs. Zant was painfully hurt the injuries are not dangerous. The sympathy of the Tradesman and traveling men are extended to Mr. and Mrs. Zant and hopes are expressed for a speedy recovery.

We don't care what Bill Bosman says about us, so long as he keeps writing. We'll be pleased to read

the dope. However, speaking of being satisfied with Grand Rapids, we were just as happy in Lakeview as we have ever been any place since. Grand Rapids may be the hub all right, but the hub needs greasin'.

If the old adage, "Fools and their money soon parted," be true, most everybody is a fool these days.

There is one former Grand Rapids boy who has accomplished something that many others have attempted to do but failed and that is to make Grand Rapids products (furniture excepted) as popular in Detroit as in their home city. Guy Caverly, representing G. J. Johnson Cigar Co., has made the demand for cigars made by his firm second to none—we believe. Before being stationed in Detroit, Guy was Grand Rapids salesman for the company he now represents.

This week about winds up the "lay off" a great many of the boys of the grip have been taking—which will be good news to the tavern keepers about the State.

The merchant from Cedar Springs would never guess unless we told her that Rehtam was her own name.

Some fellows idea of success these days seems to be to keep from being caught.

There is one pleasing feature in making purchases, paying the moving man or the baggage man or the plumber in Detroit, and that is they don't point a gun at you.

Nufbunkforthisweek.

James M. Goldstein.

The Boys Behind the Counter.

Big Rapids—T. C. Emery, who has been employed in the shoe department of the J. C. Jensen & Co. store for the past year, has resigned his position to take charge of the five and ten cent store belonging to Mrs. Oscar Knopf, who will go to Flint to join her husband, who is in business in that city.

Belding—C. S. Arnold has resigned his position in the dry goods store of E. C. Lloyd & Co. to take the management of a department in the store of the Wm. Barie Dry Goods Co., at Saginaw.

Cassopolis—W. J. Baker has taken the management of the J. J. Fisher hardware store. Mr. Baker is a hardware man with seventeen years' experience and for ten years was in charge of one of the largest hardware stores in Western Illinois. For the past few years he has been the traveling editor of Iron Age-Hardware.

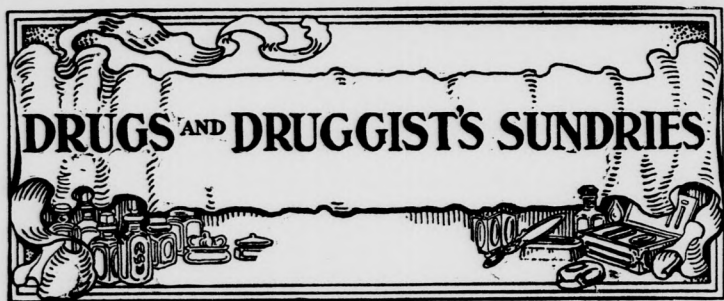
Hunting the Pumpkin.

A certain young man had been seeing more of the pleasures of the town than was good for him, and his father resolved to send him to his uncle's farm to engage in some honest toil. Day was just breaking on the first morning of his stay when his uncle woke him up.

"What's the trouble?" asked the city chap, rubbing his eyes sleepily.

"Have to get up and help gather pumpkins!" exclaimed the farmer.

"Great Scott!" growled the agricultural recruit. "Do you have to sneak up on them in the dark?"



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Selling Straws in a Drug Store.

A Chicago druggist bought a big lot of straws to get a special discount, and only when he began to unpack them did he realize what an immense number of straws he had bought. They fairly seemed to fill the back room.

"We use a great many straws at the soda counter," said the druggist to the head clerk, "but it looks to me like we have enough here to last us about three years."

"Wouldn't wonder," admitted the clerk.

"Can't we sell some at retail?"

"Never know what you can do until you try," said the clerk. He retired to the back of the store with his lettering outfit, and evolved the following sign:

Give Your Guest a Classy Drink
 SERVE IT WITH A STRAW
 For Iced Tea, Juleps, Lemonades,
 and All Summer Drinks.

Filling a show window high with packages of straws and suspending this placard in a prominent place, some 500 packages of straws were sold the first week, and this druggist has been getting up straw displays in his windows at regular intervals ever since. Here we have a fine instance of "making business." This druggist had never sold a package of straws in his life. He had them in stock, for use at the soda counter, but he had never thought of putting them on sale.

All it took was a little effort and a little advertising to make them sell. Now he is able to buy in larger quantities, get special discounts, and he is also getting business that he never got before. This is the way to make money. There are two ways of increasing business. You can increase

business by getting new customers, and also by selling new stuff to the customers you already have. One way is just as good as the other. If you can get new customers, well and good; but it is not always easy to get them and often they are hard to hold. If you can devise a scheme to sell your old customers more goods, you are just as well off as if you were making a strenuous campaign for new customers.

Finding a sale for goods already in stock is always a strong point. It is better than taking on unfamiliar lines. Some side lines, such as paints and oils, require additional clerks familiar with such goods, and these clerks do not always fit into your general business plan. They are of little help to you in your drug business, and sometimes friction between the two departments results. The idea of selling straws is a good one. Any druggist can sell a few and some druggists can sell them in immense quantities. The family ice box is a big factor in summer, cooling drinks are in demand and straws naturally are in keeping. Your fixed charges are not increasing, your working hours are not lengthened, you are getting more business right at the old stand, and the end of the year will show that you have made more money.

Soda Water Window Displays.

An especially effective show can be arranged by banking the back and floor of the window with clean wheat straw, the back sheaves held erect in place by Alice blue ribbons, which color is most effective with the yellow straw. Leave several nests of the straw and fill with large white Leghorn eggs. Make several imitation egg drinks by filling the body of the glass with yellow jeweler's cotton and the top with white cotton to represent froth. Stand these dummy drinks on small boxes covered with straw, and on the floor between these place a number of small Japanese chickens. Perch a small crowing rooster on the rim of the central glass and hang up a good-sized sign, "There are no chickens in our egg drinks." There is no exhibit that attracts so much attention as a live exhibit and if you can get a fey new-hatched downy little chicks to run about in the show window it will be much more effective.

A corking good idea appeared in a window in Boston. The window was dressed with imitation grape vines, on which were tied with green-covered millinery wire a number of bunches of grapes. In the center of the win-

dow were a small cider press and a stool. Twice a day a young lady dressed in white went into the window, cut off the bunches of grapes, picked the grapes from the stem into the cloth of the press, and pressed the juice out. This operation took about three hours, as it was conducted slowly, and then the window was covered in order to tie on more grapes. There was a large sign, "This is the way we prepare our grape juice at our fountain. Try it. Also for sale in bottles."

A fresh cider window can be arranged and worked in the same way, using imitation apple branches and apples instead of grapes, and adding to the equipment a small apple grinder.

Home-Made Pie

A Washington druggist is having a great run on home-made pie. His church asked him to help a woman who really makes a superior article of pie, and it has proved to be a good thing for both of them. Bakery products are often good, but the home-made article, when it is good, will capture the business every time, and the only trouble is that you can't get enough to supply the demand when the public begins to grasp the situation.

This druggist gets 10 cents for cuts of pie, which gives him a good margin. He sells a ham or tongue sandwich, slice of home-made pie and glass of milk for 25 cents, and this combination lunch is bringing lots of business to his soda counter. Now almost every druggist knows where he can get a good article of real home-made pie, and the proposition is worth trying. It works anywhere, in the big city or in the small town. We are a nation of pie eaters, and home-made pie will get us all going.

The idea is good applied to other home products, doughnuts, pickles and such things. The only trouble is that when the business becomes large, outside help is called in, and the process often becomes more or less mechanical. But if you can keep your home-made products up to the original standard, you have a chance to work up a lunch feature that will build business for you. Some of the soggy stuff dispensed by the average beanery is enough to ruin a cast-iron stomach. That is why the home-made idea is such a winner.

Drastic Remedies to Cure the Store Loafer.

A reputable Eastern druggist has just fallen afoul of the drug-store loafer in a manner bordering on the tragic. This man's mistake was in leaving the store too much in charge of the clerks. A crowd of loafers began making the store their Sunday-night headquarters. The druggist noticed this, and did not altogether like it. Neither did he like to offend possible customers; so he let the matter go on. A new soda boy was employed who began selling liquor surreptitiously on his own account. The gang got boisterous once or twice, and finally the town marshal got busy and raided the store one Sunday

night, without giving the druggist any warning. The soda boy was arrested and the druggist himself narrowly escaped arrest.

Here is a pretty kettle of fish for a reputable man.

Some of this man's townspeople actually think that he was engaged in selling liquor, and some of them will always think so, although he was exonerated in court. His business has received a terrible setback, and it will take him years to regain his place in the community. He has steadfastly set out to do this, and he will probably accomplish it in time. But his reputation has received a smirch through no great fault of his own. He was simply too good-natured.

The chronic loafer is a menace to any druggist. You never know how much harm he is doing you. He drives away ladies, who say nothing, but simply take their custom to another store. The druggist attributes their defection to other causes, there is no explanation, and the damage is done. All due to the drug-store loafer. The drug-store loafer ruins more young druggists than almost any other cause.

The problem is not an easy one to solve. Some young doctors start it, and certainly no druggist wants to offend a doctor. But a doctor without practice, particularly one of the flashy type, can do as much harm as any other sort of loafer. The chronic loafer should be nipped in the bud. When you see that one of this class is fastening himself upon you, be always busy. Have no time to gossip with him. Sell him his cigar, be polite, but be busy. If he gets a start, he will abide with you until the end. When these gentry begin to come around, be careful to provide no accommodations back of the prescription counter. Some druggists have tried to solve the problem by getting them away from the front of the store, but this is apt to make matters worse. Sounds of revelry which might be passed as harmless in the front of the store have a different significance when floating over the prescription counter. It is nearly always a mistake to permit gatherings there.

It may be necessary to remove chairs and tables from the front of the store for a time. Drastic remedies are often required. It is better to use them than to damage your business. Sometimes you can not get rid of the loafer without plain talk. Even then, it is better to lose a few men of this type than to run the risk of losing your business.

Beethoven Up to Date.

A man who was willing to have his neighbors think him a fine musician installed a mechanical piano near a front window of his home, and spent hours each day pedaling out melodies. He received compliments for a time, but his little son, William, betrayed him in the end.

"Your father is a great piano-player, isn't he?" the man who lived across the street remarked one day.

"Yep," replied William, "but it makes his feet awful sore."

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	@ 95
Carbolic	23 @ 27	Hemlock, pure ..	@ 1 00	Gualac	@ 1 05
Citric	52 @ 60	Juniper Berries ..	@ 1 25	Gualac Ammon..	@ 80
Muriatic	1 1/4 @ 5	Juniper Wood ..	40 @ 50	Iodine	@ 1 25
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 @ 42	Lavender, Garden	85 @ 1 00	Kino	@ 80
Ammonia		Lemon	50 @ 60	Myrrh	@ 1 05
Water, 26 deg. ..	6 1/2 @ 10	Linseed, boiled bbl	@ 51	Nux. Vomica	@ 70
Water, 18 deg. ..	4 1/2 @ 8	Linseed, bld. less	55 @ 60	Opium	@ 2 00
Water 14 deg.	3 1/2 @ 6	Linseed, raw bbls.	@ 50	Opium Camph.	@ 65
Carbonate	13 @ 16	Linseed, raw less	54 @ 59	Opium, Deodoriz'd	@ 2 25
Chloride	12 @ 15	Mustard, true ..	45 @ 60	Rhubarb	@ 70
Balsams		Mustard, artif'l	2 80 @ 3 50	Paints	
Copaiba	75 @ 1 00	Neatsfoot	80 @ 85	Lead, red dry ..	7 @ 10
Fir (Canada) ..	1 75 @ 2 00	Olive, pure	2 50 @ 3 50	Lead, white dry ..	7 @ 10
Fir (Oregon) ..	40 @ 50	Olive, Malaga, ..	1 60 @ 1 75	Lead, white oil ..	7 @ 10
Peru	2 25 @ 2 50	Orange, sweet ..	4 75 @ 5 00	Ochre, yellow bbl. 1	@ 1 14
Tolu	1 25 @ 1 40	Organum, pure ..	1 25 @ 1 50	Ochre, yellow less 2	@ 5
Berries		Organum, com'l ..	50 @ 75	Putty	2 1/2 @ 5
Cubeb	65 @ 75	Pennyroyal	2 25 @ 2 50	Red Venetian bbl. 1	@ 1 1/2
Fish	15 @ 20	Rose, pure	16 00 @ 18 00	Red Venet'n, less 2	@ 5
Juniper	6 @ 10	Rosemary Flowers	90 @ 1 00	Shaker, Prepared 1	40 @ 1 50
Prickley Ash ..	@ 50	Sandalwood, E. I. 6	25 @ 60	Vermillion, Eng.	30 @ 1 00
Barks		Sassafras, true ..	80 @ 90	Vermillion, Amer. 15	@ 20
Cassia (ordinary) 25		Sassafras, artif'l	45 @ 50	Whiting, bbl.	1 @ 1 1/2
Cassia (Saigon) 65	@ 75	Spearment	6 00 @ 6 50	Whiting	2 @ 5
Elm (powd. 25c) 25	@ 30	Sperm	90 @ 1 00	Insecticides	
Sassafras (pow. 30c) @ 25		Tansy	4 75 @ 5 00	Arsenic	6 @ 10
Soap (powd. 25c) @ 15		Tar, USP	25 @ 35	Blue Vitrol, bbl.	@ 64
Extracts		Turpentine, bbls.	@ 49 1/2	Blue Vitrol less ..	7 @ 10
Licorice	24 @ 28	Turpentine, less ..	55 @ 60	Bordeaux Mix Pst ..	8 @ 15
Licorice powdered 25	@ 30	Wintergreen, true	@ 50	Hellebore, White ..	15 @ 20
Flowers		Wintergreen, sweet	2 00 @ 2 25	Insect Powder ..	20 @ 35
Arnica	18 @ 25	Wintergreen, art'l	50 @ 60	Lead Arsenate ..	8 @ 16
Chamomile (Ger.) 25	@ 35	Wormseed	@ 60	Lime & Sulphur ..	15 @ 25
Chamomile (Rom.) 40	@ 50	Wormwood	@ 8 00	Solution, gal.	15 @ 25
Gums		Potassium		Paris Green	15 @ 20
Acacia, 1st	40 @ 50	Bicarbonate	15 @ 18	Miscellaneous	
Acacia, 2nd	35 @ 40	Bichromate	12 @ 16	Acetanilid	30 @ 35
Acacia, 3d	30 @ 35	Bromide	45 @ 55	Alum	3 @ 5
Acacia, Sorts	@ 20	Carbonate	12 @ 15	Alum, powdered and	5 @ 7
Acacia Powdered 35	@ 40	Chlorate, xtal and	12 @ 16	Bismuth, Subni-	2 10 @ 2 25
Aloe (Barb. Pow) 22	@ 25	Chlorate, granular	16 @ 20	trate	2 10 @ 2 25
Aloe (Cape Pow) 20	@ 25	Cyanide	30 @ 40	Borax xtal or ..	6 @ 12
Aloe (Soc. Powd.) 40	@ 50	Iodide	85 @ 2 90	Cantharides po. 1	30 @ 1 50
Asafoetida	1 00 @ 1 25	Permanganate ..	15 @ 30	Calomel	1 20 @ 1 30
Asafoetida, Powd.		Prussiate yellow	30 @ 35	Capsicum	20 @ 25
Pure		Prussiate, red ..	50 @ 60	Carmine	@ 3 50
U. S. P. Powd.	@ 1 50	Sulphate	15 @ 20	Cassia Buds	@ 40
Camphor	55 @ 60	Roots		Cloves	30 @ 35
Guaiaac	35 @ 40	Alkanet	15 @ 20	Chalk Prepared ..	6 @ 5 1/2
Guaiaac, Powdered 40	@ 50	Blood, powdered ..	20 @ 25	Chalk Precipitated	7 @ 10
Kino	@ 40	Calamus	35 @ 40	Chloroform	35 @ 48
Kino, Powdered ..	@ 45	Elecampane, pwd.	15 @ 20	Chloral Hydrate 1	00 @ 1 15
Myrrh	@ 40	Gentian, powd.	12 @ 16	Cocaine	3 70 @ 3 90
Myrrh, Powdered ..	@ 50	Ginger, African, ..	15 @ 20	Cocoa Butter	50 @ 60
Opium	7 25 @ 7 50	Ginger, Jamaica ..	20 @ 25	Corks, list, less 70%	@ 85
Opium, Powd.	9 15 @ 9 35	Ginger, Jamaica, ..	20 @ 25	Copperas, bbls. cwt	@ 85
Opium, Gran.	9 25 @ 9 50	Ginger, Jamaica, ..	20 @ 25	Copperas, less ..	2 @ 5
Shellac	25 @ 30	powdered	22 @ 28	Copperas, Powd.	4 @ 6
Shellac, Bleached 30	@ 35	Goldenseal, powd.	@ 6 00	Corrosive Sublim. 1	20 @ 1 30
Tragacanth No. 1 1	40 @ 1 50	Ipecac, powd.	2 75 @ 3 00	Cream Tartar ..	28 @ 35
Tragacanth, Pow ..	60 @ 75	Licorice	14 @ 16	Cuttlebone	25 @ 35
Turpentine	10 @ 15	Licorice, powd.	12 @ 15	Dextrine	7 @ 10
Leaves		Licorice, powd.	12 @ 15	Dover's Powder 2	00 @ 2 25
Buchu	1 85 @ 2 00	Orris, powdered ..	25 @ 30	Emery, all Nos.	6 @ 10
Buchu, Powd.	2 00 @ 2 25	Poke, powdered ..	20 @ 25	Emery, powdered 5	@ 8
Sage, bulk	18 @ 25	Rhubarb	75 @ 1 00	Epsom Salts, bbls ..	@ 1 1/2
Sage, 1/2 Loose ..	20 @ 25	Rhubarb, powd.	75 @ 1 25	Ergot	1 50 @ 1 75
Sage, Powdered ..	25 @ 30	Rosinweed, powd. ..	25 @ 30	Ergot, powdered 1	80 @ 2 00
Senna, Alex	25 @ 30	Sarsaparilla, Hond.	@ 50	flake White	12 @ 15
Senna, Tinn.	15 @ 20	Sarsaparilla Mexican,	@ 50	Formaldehyde lb. 10	@ 15
Senna, Tinn, Fow. 20	@ 25	ground	@ 50	Gambier	6 @ 10
Uva Ursi	10 @ 15	Squills	20 @ 35	Gelatine	35 @ 45
Oils		Squills, powdered	40 @ 60	Glassware, full cases	80 %
Almonds, Bitter, ..	6 00 @ 6 50	Tumeric, powd.	12 @ 15	Glauber Salts bbl.	@ 1
Almond, Bitter, ..	@ 1 00	Valerian, powd.	25 @ 30	Glauber Salts less ..	2 @ 5
Almonds, Sweet, ..	90 @ 1 00	Seeds		Glue, brown	11 @ 15
Almond, Sweet, ..	40 @ 50	Anise	15 @ 20	Glue, brown grd ..	10 @ 15
Amber, crude	25 @ 30	Anise, powdered ..	22 @ 25	Glue, white	15 @ 25
Amber, rectified ..	40 @ 50	Bird, ls	7 @ 8	Glue, white grd ..	15 @ 20
Anise	2 25 @ 2 50	Caraway	12 @ 18	Glycerine	23 @ 30
Bergamont	@ 8 00	Cardamon	1 75 @ 2 00	Hops	50 @ 80
Cajuput	75 @ 85	Celery	55 @ 60	Indigo	85 @ 1 00
Cassia	1 50 @ 1 75	Coriander	10 @ 15	Iodine	3 75 @ 4 00
Castor, bbls. and ..	12 1/2 @ 15	Dill	18 @ 20	Iodoform	4 80 @ 5 00
Cedar Leaf	@ 85	Fennell	@ 30	Lead Acetate	12 @ 18
Citronella	1 75 @ 2 00	Flax	4 @ 8	Lycopodium	60 @ 75
Cocunut	18 @ 20	Flax, ground	4 @ 8	Mace	80 @ 90
Cod Liver	1 25 @ 1 50	Foenugreek, pow.	6 @ 10	Mace, powdered ..	90 @ 1 00
Cotton Seed	70 @ 85	Hemp	5 @ 7	Menthol	9 75 @ 10 00
Croton	@ 1 60	Lobelia	@ 50	Mercury	75 @ 85
Tinctures		Mustard, yellow ..	9 @ 12	Morphine, all brd 4	55 @ 4 80
Aconite	@ 75	Mustard, black ..	9 @ 12	Nux Vomica	@ 10
Aloe	@ 65	Mustard, powd.	20 @ 25	Nux Vomica pow ..	@ 15
Arnica	@ 60	Poppy	15 @ 20	Pepper, black pow ..	20 @ 25
Asafoetida	@ 1 00	Quince	@ 1 00	Pepper, white	25 @ 35
Belladonna	@ 60	Rape	6 @ 10	Pitch, Burgundy ..	10 @ 15
Benzoin	@ 90	Sabadilla	25 @ 30	Quassia	10 @ 15
Benzoin Compound	@ 90	Sabadilla, powd.	35 @ 45	Quinine, all brds 23	1/2 @ 35
Buchu	@ 1 00	Sunflower	6 @ 8	Rochelle Salts ..	20 @ 26
Cantharides	@ 1 00	Worm American ..	15 @ 20	Saccharine	2 00 @ 2 20
Capsicum	@ 90	Worm Levant	40 @ 50	Salt Peter	7 1/2 @ 12
Cardamon	@ 95	Tinctures		Selditz Mixture ..	20 @ 25
Cardamon, Comp.	@ 65	Aconite	@ 75	Soap, green	15 @ 20
Catechu	@ 60	Aloe	@ 65	Soap, mott castle ..	10 @ 15
Cinchona	@ 1 05	Asafoetida	@ 1 00	Soap, white castle ..	@ 6 25
Colchicum	@ 60	Belladonna	@ 60	less, per bar	@ 68
Cubebs	@ 1 20	Benzoin	@ 90	Soda Ash	1 1/2 @ 5
Seeds		Benzoin Compound	@ 90	Soda Bicarbonate 1 1/2	@ 5
Alkanet	15 @ 20	Buchu	@ 1 00	Soda, Sal	1 @ 4
Blood, powdered ..	20 @ 25	Cantharides	@ 1 00	Spirits Camphor ..	@ 75
Calamus	35 @ 40	Capsicum	@ 90	Sulphur roll	2 1/2 @ 5
Elecampane, pwd.	15 @ 20	Cardamon	@ 95	Sulphur Subl.	2 1/2 @ 5
Gentian, powd.	12 @ 16	Cardamon, Comp.	@ 65	Tamarinds	10 @ 15
Ginger, African, ..	15 @ 20	Catechu	@ 60	Tartar Emetic	40 @ 50
Ginger, Jamaica ..	20 @ 25	Cinchona	@ 1 05	Turpentine Venice 40	@ 50
Ginger, Jamaica, ..	20 @ 25	Colchicum	@ 60	Vanilla Ext. pure 1	00 @ 1 50
powdered	22 @ 28	Cubebs	@ 1 20	Witch Hazel	65 @ 1 00
Goldenseal, powd.	@ 6 00	Seeds		Zinc Sulphate	7 @ 10
Ipecac, powd.	2 75 @ 3 00	Alkanet	15 @ 20	Seeds	
Licorice	14 @ 16	Blood, powdered ..	20 @ 25	Seeds	
Licorice, powd.	12 @ 15	Calamus	35 @ 40	Seeds	
Licorice, powd.	12 @ 15	Elecampane, pwd.	15 @ 20	Seeds	
Orris, powdered ..	25 @ 30	Gentian, powd.	12 @ 16	Seeds	
Poke, powdered ..	20 @ 25	Ginger, African, ..	15 @ 20	Seeds	
Rhubarb	75 @ 1 00	Ginger, Jamaica ..	20 @ 25	Seeds	
Rhubarb, powd.	75 @ 1 25	powdered	22 @ 28	Seeds	
Rosinweed, powd. ..	25 @ 30	Goldenseal, powd.	@ 6 00	Seeds	
Sarsaparilla, Hond.	@ 50	Ipecac, powd.	2 75 @ 3 00	Seeds	
Sarsaparilla Mexican,	@ 50	Licorice	14 @ 16	Seeds	
ground	@ 50	Licorice, powd.	12 @ 15	Seeds	
Squills	20 @ 35	Licorice, powd.	12 @ 15	Seeds	
Squills, powdered	40 @ 60	Orris, powdered ..	25 @ 30	Seeds	
Tumeric, powd.	12 @ 15	Poke, powdered ..	20 @ 25	Seeds	
Valerian, powd.	25 @ 30	Rhubarb	75 @ 1 00	Seeds	

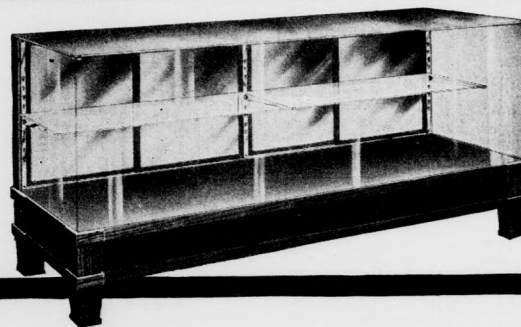


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ADVANCED

Hams
Linsed Oil

DECLINED

Index to Markets

By Columns

		Col.	12 oz. ovals	2 doz. box	75	
			AXLE GREASE			
A			Frazer's			
Ammonia	1		1lb. wood boxes,	4 doz.	3 00	
Axle Grease	1		1lb tin boxes,	3 doz.	2 35	
B			3½lb tin boxes,	2 doz.	4 25	
Baked Beans	1		10lb. pails,	per doz.	6 00	
Bath Brick	1		15lb. pails,	per doz.	7 20	
Bluing	1		25lb. pails,	per doz.	12 00	
C			BAKED BEANS			
Breakfast Food	1		No. 1,	per doz.	45¢ @ 90	
Brooms	1		No. 2,	per doz.	75¢ @ 140	
Brushes	1		No. 3,	per doz.	85¢ @ 175	
Butter Color	1		BATH BRICK			
			English		95	
D			BLUING			
Candles	1		Jennings's			
Canned Goods	1-2		Condensed Pearl Bluing			
Carbon Oils	2		Small C P Bluing,	doz.	45	
Catsup	3		Large C P Bluing,	doz.	75	
Cheese	3		BREAKFAST FOODS			
Chewing Gum	3		Apetizo, Biscuits	3 00		
Chicory	3		Bear Food, Pettijohns	1 95		
Chocolate	3		Cracked Wheat,	24-2	50	
Clothes Lines	3		Cream of Wheat,	36-2	50	
Cocoa	3		Cream of Rye,	24-2	3 00	
Cocoanut	3		Posts Toasties, T.			
Coffee	3		No. 2		2 80	
Confections	5		Posts Toasties, T.			
Cracked Wheat	5		No. 3		2 80	
Crackers	5, 6		Farinose,	24-2	2 70	
Cream Tartar	6		Grape Nuts	2 70		
E			Grape Sugar Flakes	2 50		
F			Sugar Corn Flakes	2 50		
Farinaceous Goods	6		Hardy Wheat Food	2 25		
Fishing Tackle	6		Postma's Dutch Cook	2 25		
Flavoring Extracts	7		Holland Rusk	3 20		
Flour and Feed	7		Kellogg's Toasted Rice			
Fruit Jars	7		Biscuit	3 30		
G			Kellogg's Toasted Rice			
Gelatine	7		Flakes	2 80		
Grain Bags	7		Kellogg's Toasted Wheat			
H			Biscuit	3 30		
Herbs	8		Krinkle Corn Flake	1 75		
Hides and Pelts	8		Mapl-Wheat Flakes,			
Horse Radish	8		2 doz.	2 70		
I			Mapl-Wheat Flakes,			
J			3 doz.	2 80		
Jelly	8		Mapl-Corn Flakes	4 25		
Jelly Glasses	8		Minn. Wheat Cereal	3 75		
K			Algrain Food	4 25		
Mapleine	8		Ralston Wheat Food	4 45		
Mince Meat	8		Ralston Wht Food 10c	1 50		
Molasses	8		Saxon Wheat Food	2 50		
Mustard	8		Shred Wheat Biscuit	3 60		
L			Triscuit, 18	1 80		
N			Pillsbury's Best Cerl	4 25		
Nuts	4		Post Tavern Special	2 80		
O			Quaker Puffed Wheat	2 80		
Olives	8		Quaker Puffed Wheat 8c	1 75		
P			Quaker Brkfst Biscuit	1 90		
Pickles	8		Quaker Corn Flakes	1 75		
Pipes	8		Victor Corn Flakes	2 25		
Playing Cards	8		Washington Crisps	1 80		
Potash	8		Wheat Hearts	1 95		
Provisions	8		Wheatena	4 50		
R			Evapor'd. Sugar Corn	9		
Rice	9		BROOMS			
Rolls Oats	9		Parlor	3 00		
S			Jewel	3 75		
Salad Dressing	9		Winner	4 25		
Saleratus	9		Whittier Special	4 50		
Sal Soda	9		Parlor Genl	3 00		
Salt	9		Quarmon Whisk	3 70		
Salt Fish	9		Fancy Whisk	1 20		
Seeds	10		Warehouse	4 00		
Shoe Blacking	10		BRUSHES			
Snuff	10		Scrub			
Soap	10		Solid Back, 8 in.	7 00		
Soda	10		Solid Back, 11 in.	9 00		
Spices	10		Pointed Ends	8 00		
Starch	10		Stove			
Syrups	10		No. 3	1 00		
T			No. 2	1 25		
Table Sauces	10		No. 1	1 00		
Tea	10		No. 3	Shoe	1 00	
Tobacco	11, 12, 13		No. 7	1 25		
Twine	13		No. 4	1 75		
U			No. 3	1 80		
V			BUTTER COLOR			
Vinegar	13		Dandelion, 25c size	2 20		
W			CANDLES			
Wicking	13		Paraffine, 6s	10		
Woodenware	13		Paraffine, 12s	10		
Wrapping Paper	14		Wicking	20		
X			CANNED GOODS			
Y			Apples			
Yeast Cake	14		3 lb. Standard	@		
			Gallon	2 50 @ 2		
			Blackberries			
			2 lb.	1 50 @ 1		
			Standards gallons @			

1

AMMONIA

12 oz. ovals 2 doz. box 75

AXLE GREASE

Frazer's

11lb. wood boxes, 4 doz. 3 00

11lb tin boxes, 3 doz. 2 35

3 1/2 lb tin boxes, 2 doz. 4 25

10lb. pails, per doz. 6 00

15lb. pails, per doz. 7 20

25lb. pails, per doz. 12 00

BAKED BEANS

No. 1, per doz. 45@ 90

No. 2, per doz. 75@ 1 40

No. 3, per doz. 85@ 1 75

BATH BRICK

English 95

BLUING

Jennings'

Condensed Pearl Bluing

Small C P Bluing, doz. 45

Large C P Bluing, doz. 75

BREAKFAST FOODS

Apetizo, Biscuits 3 00

Bear Food, Pettijohns 1 95

Cracked Wheat, 24-2 2 50

Cream of Wheat, 36-2 4 50

Coffee 4 00

Confections 5 00

Cracked Wheat 5 00

Crackers 5 00

Cream Tartar 6 00

D

Farinaceous Goods 6 00

Fishing Tackle 6 00

Flavoring Extracts 6 00

Flour and Feed 6 00

Fruit Jars 7 00

F

Farinaceous Goods 6 00

Fishing Tackle 6 00

Flavoring Extracts 6 00

Flour and Feed 6 00

Fruit Jars 7 00

G

Gelatine 7 00

Grain Bags 7 00

H

Herbs 7 00

Hides and Pelts 8 00

Horse Radish 8 00

J

Jelly 8 00

Jelly Glasses 8 00

M

Maple 8 00

Mince Meat 8 00

Molasses 8 00

Mustard 8 00

N

Nuts 4 00

O

Olives 8 00

P

Pickles 8 00

Q

Pipes 8 00

R

Rice 9 00

S

Salad Dressing 9 00

T

Table Sauces 10 00

U

Tea 10 00

V

Tobacco 11, 12, 13 00

W

Twine 13 00

X

Wicks 13 00

Y

Yeast Cake 14 00

2

Beans

Baked 85@ 1 30

Red Kidney 85@ 1 30

String 70@ 1 15

Wax 75@ 1 25

Blueberries

Standard 1 80

Gallon 6 75

Clams

Little Neck, 1lb @ 1 00

Little Neck, 2lb @ 1 50

Clam Bouillon

Burnham's 1/2 pt. 2 25

Burnham's, pts. 3 75

Burnham's qts. 7 50

Corn

Fair 60@ 65

Good 90@ 1 00

Fancy @ 1 30

French Peas

Monbadon (Natural)

per doz. 2 45

Gooseberries

No. 2, Fair 1 50

No. 2, Fancy 2 35

Hominy

Standard 85

Lobster

1/4 lb. 1 85

1/2 lb. 3 15

Mackerel

Mustard, 1lb. 1 80

Mustard, 2lb. 2 80

Soused, 1 1/2 lb. 1 60

Soused, 2 lb. 2 75

Tomato, 1lb 1 50

Tomato, 2lb. 2 80

Mushrooms

Hotels @ 15

Buttons, 1/2 @ 14

Buttons, 1s @ 25

Oysters

Cove 1lb. 90@

Cove, 2lb. 1 60@

Plums

Clums 90@ 1 35

Pears in Syrup

No. 3 cans, per doz. 1 50

Peas

Marrowfat @ 1 15

Early June @ 1 25

Early June sifted 1 45@ 1 55

Peaches

Pie 90@ 1 25

No. 10 size can pie @ 3 25

Pineapple

Grated 1 75@ 2 10

Sliced 90@ 2 60

Pumpkin

Fair 80

Good 90

Fancy 1 00

Gallon 2 15

Raspberries

Standard

Salmon

Warrens, 1 lb. Tall 2 30

Warrens, 1 lb. Flat 2 40

Red Alaska 1 65@ 1 75

Med. Red Alaska 1 35@ 1 45

Pink Alaska @ 90

Sardines

Domestic, 1/4s 2 75

Domestic, 1/2 Mustard 2 75

Domestic, 1/4s 2 75

French, 1/4s @ 7 14

French, 1/4s @ 15@ 23

Shrimps

Dunbar, 1st doz. 1 30

Dunbar, 1 1/2 doz. 2 35

Succotash

Fair 90

Good 1 20

Fancy 1 25@ 1 40

Strawberries

Standard 95

Fancy 2 25

Tomatoes

Good 1 15

Fancy 1 35

No. 10 3 50

CARBON OILS

Perfection @ 11 1/2

D. S. Gasoline @ 19 1/2

Gas Machine @ 27 1/2

Deodor'd Nap'a @ 19

Cylinder 29 @ 34 1/2

Engine 16 @ 22

Black, winter 8 @ 10

CATSUP

Snider's pints 2 35

Snider's 1/2 pints 1 35

3

CHEESE

Acme @ 15 1/2

Bloomington @ 16

Carson City @ 15 1/2

Hopkins @ 15 1/2

Brick @ 16 1/2

Leiden @ 15

Limbinger @ 17 1/2

Pineapple 40 @ 60

Edam @ 55

Sap Sago @ 22

Swiss, domestic @ 20

CHEWING GUM

Adams Black Jack 55

Adams Sappota 55

Beeman's Pepsin 55

Beechnut 60

Chiclets 1 25

Colgan Violet Chips 60

Colgan Mint Chips 60

Dentyne 1 10

Flag Spruce 55

Juicy Fruit 55

Red Robin 55

Sen Sen (Jars 80 pkgs, \$2.20) 55

Spearmint, Wrigleys 55

Spearmint, 5 box jars 2 75

Spearmint, 3 box jars 1 65

Trunk Spruce 55

Yucatan 55

Zeno 55

CHICORY

Bulk 5

Red 5

Eagle 7

Frank's 6

Scheuer's 7

Red Standards 1 60

White 1 60

CHOCOLATE

Walter Baker & Co.

German's Sweet 22

Premium 32

Caracas 85

Hershey's Almond 5c 85

Hershey's Milk, 5c 85

Walter M. Lowmyer Co.

6	7	8	9	10	11
Graham Crackers Red Label 10c size 1 00 Lemon Snaps 50 Oysterettes 50 Premium Sodas 1 00 Royal Toast 1 00 Saratoga Flakes 1 50 Social Tea Biscuit 1 00 S. S. Butter Crackers 1 50 Uneeda Biscuit 50 Uneeda Ginger Wafer 1 00 Vanilla Wafers 1 00 Water Thin Biscuit 1 00 Zu Zu Ginger Snaps 50 Zwieback 1 00 Other Package Goods Barnum's Animals 50 Chocolate Tokens 2 50 Butter Crackers NBC 2 50 Family Package 2 50 Soda Crackers NBC 2 50 Family Package 2 50 Fruit Cake 3 00 In Special Tin Packages Festino 2 50 Nabisco 25c 2 50 Nabisco 10c 1 00 In bulk per tin Nabisco 1 75 Festino 1 50 Bent's Water Crackers 1 40 CREAM TARTAR Barrels or drums 33 Boxes 34 Square Cans 36 Fancy caddies 41 DRIED FRUITS Apples Evaporated, Choice bulk 6 1/2 Evaporated, Fancy pkg. 7 1/2 Apricots California 12 @ 14 Citron Corsican 15 Currents Imported 1 lb pkg 8 1/2 Imported, bulk 8 1/2 Peaches Muirs—Choice, 25lb. 9 Muirs—Fancy, 25lb. 10 Fancy, peeled, 25lb. 18 Peel Lemon, American 12 1/2 Orange, American 12 1/2 Raisins Cluster, 20 cartons 2 25 Loose Muscatels 3 Cr 5 1/2 Loose Muscatels 4 Cr 6 L. M. Seeded, 1 lb. 7 @ 7 1/2 California Prunes 90-100 25lb. boxes 4 80-90 25lb. boxes 6 70-80 25lb. boxes 6 1/2 60-70 25lb. boxes 7 50-60 25lb. boxes 8 1/2 40-50 25lb. boxes 10 FARINACEOUS GOODS Beans California Lima 7 1/2 Michigan Lima 6 Med. Hand Picked 2 40 Brown Holland 1 65 Farina 25 lb packages 1 50 Bulk, per 100 lbs. 4 00 Original Holland Rusk Packed 12 rolls to container 3 containers (40) rolls 3 20 Hominy Pearl, 100 lb. sack 2 00 Maccaroni and Vermicelli Domestic, 10 lb. box 60 Imported, 25 lb. box 2 50 Pearl Barley Chester 2 75 Empire 2 75 Peas Green, Wisconsin, bu. 2 00 Split, Scotch, bu. 2 00 Split, lb. 5 Sago East India 4 1/4 German, sacks 4 1/2 German, broken pkg. Tapoca Flake, 100 lb. sacks 4 1/2 Pearl, 130 lb. sacks 4 1/2 Pearl, 36 pkgs. 2 25 Minute, 36 pkgs. 2 75 FISHING TACKLE 1/4 to 1 in. 6 1 1/2 to 2 in. 7 1 1/2 to 2 in. 9 1 1/2 to 2 in. 11 2 in. 15 3 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 15 No. 8, 15 feet 18 No. 9, 15 feet 20 Linen Lines Small 20 Medium 26 Large 34 Poles Bamboo, 14 ft., per doz. 55 Bamboo, 16 ft., per doz. 60 Bamboo, 18 ft., per doz. 60	FLAVORING EXTRACTS Jennings D C Brand Terpeness Extract Lemon No. 1 F box, per doz. 75 No. 2 F box, per doz. 90 No. 3 F box, per doz. 1 75 No. 4 F box, per doz. 1 75 2 oz. Flat, F M per dz. 1 50 Jennings D C Brand Extract Mexican Vanilla No. 1 F box, per doz. 90 No. 2 F box, per doz. 1 25 No. 3 F box, per doz. 2 25 No. 4 F box, per doz. 2 25 No. 5 F box, per doz. 2 25 2 oz. Flat F M per dz. 2 00 FLOUR AND FEED Grand Rapids Grain & Milling Co. Winter Wheat Purify Patent 5 40 Seal of Minnesota 5 00 Sunburst 5 00 Wizard Flour 5 20 Wizard Graham 5 20 Wizard Gran. Meal 4 00 Wizard Buckwheat 6 00 Rye 4 40 Valley City Milling Co. Lily White 5 60 Light Leaf 5 10 Graham 2 30 Granena Health 2 40 Gran. Meal 1 75 Bolted Med. 1 65 Voigt Milling Co. Graham 4 60 Voigt's Crescent 5 40 Voigt's Flourlight 5 40 Voigt's Hygienic 4 80 Voigt's Royal 5 80 Columbian 5 15 Calla Lily 4 90 Watson-Higgins Milling Co. Perfection Flour 5 40 Tip Top Flour 5 00 Golden Sheaf Flour 4 60 Marshall's Best Flour 5 00 Worden Grocer Co. Quaker, paper 5 30 Quaker, cloth 5 40 Quaker Buckwheat bbl 5 50 Kansas Hard Wheat Worden Grocer Co. American Eagle, 1/4s 5 35 American Eagle, 1/4s 5 25 American Eagle, 1/4s 5 15 Spring Wheat Roy Baker Golden Horn, family 5 10 Golden Horn, bakers 5 00 Wisconsin Rye 3 60 Judson Grocer Co. Ceresota, 1/4s 5 90 Ceresota, 1/4s 6 00 Ceresota, 1/4s 6 10 Worden Grocer Co. Wingold, 1/4s cloth 5 80 Wingold, 1/4s cloth 5 70 Wingold, 1/4s cloth 5 60 Wingold, 1/4s paper 5 65 Wingold, 1/4s paper 5 50 Bakers' Patent 5 45 Wykes & Co. Sleepy Eye, 1/4s cloth 5 60 Sleepy Eye, 1/4s cloth 5 50 Sleepy Eye, 1/4s cloth 5 40 Sleepy Eye, 1/4s paper 5 40 Sleepy Eye, 1/4s paper 5 40 Meal Bolted 3 80 @ 4 00 Golden Granul'd 3 80 @ 4 00 Wheat Red 1 07 White 1 07 Oats Michigan carlots 45 Less than carlots 47 Corn Carlots 68 Less than carlots 70 Hay Carlots 16 00 Less than carlots 17 00 Feed Street Car Feed 33 No. 1 Corn & Oat Feed 33 Cracked corn 32 Coarse corn meal 32 GRAIN BAGS Broad Gauge 18 Amoskeag 19 Herbs Sage 15 Hops 15 Laurel Leaves 15 Senna Leaves 15	HIDES AND PELTS Hides Green, No. 1 11 1/2 Green, No. 2 10 1/2 Cured, No. 1 13 Cured, No. 2 13 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 60 @ 1 25 Lambs 10 @ 25 Shearings 10 @ 20 Tallow No. 1 @ 5 No. 2 @ 4 Wool Unwashed, med. @ 18 Unwashed, fine @ 13 HORSE RADISH Per doz. 90 Jelly 5lb pails, per doz. 2 20 15 1/2 pails, per pail 48 30lb pail, per pail 90 JELLY GLASSES 1/4 pt. in bbls., per doz. 15 1/2 pt. in bbls., per doz. 16 8 oz. capped in bbls. 18 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 Red Hen, No. 2 1/2 1 75 Red Hen, No. 5 1 75 Red Hen, No. 10 1 65 MUSTARD 1/4 lb 6 lb. box 16 OLIVES Bulk, 1 gal. kegs 1 15 @ 1 25 Bulk, 2 gal. kegs 1 10 @ 1 20 Bulk, 5 gal. kegs 1 00 @ 1 15 Stuffed, 5 oz. 90 Stuffed, 8 oz. 1 25 Stuffed, 14 oz. 2 25 Pitted, (not stuffed) 2 25 14 oz. 2 25 Manzanilla, 8 oz. 90 Lunch, 10 oz. 1 35 Lunch, 16 oz. 2 25 Queen, Mammoth, 19 oz. 4 25 Queen, Mammoth, 28 oz. 5 75 Olive Chw., 2 doz. cs, per doz. 2 25 PICKLES Medium Barrels, 1,200 count 7 75 Half bbls., 600 count 4 38 5 gallon kegs 1 90 Small Barrels 9 50 Half Barrels 5 25 5 gallon kegs 2 25 Gherkins Barrels 14 50 Half barrels 7 75 5 gallon kegs 1 90 Sweet Small Barrels 15 00 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 75 No. 20, Rover, enam'd. 1 50 No. 572, Special 1 75 No. 98 Golf, satin fin. 2 00 No. 808, Bicycle 2 00 No. 632, Tour'n whist 2 25 POTASH Babbitt's, 2 doz. 1 75 PROVISIONS Barreled Pork Clear Back 22 00 @ 23 00 Short Cut Clear 20 50 @ 21 00 Bean 18 00 @ 18 50 Brisket, Clear 23 50 @ 24 00 Clear Family 26 00 Dry Salt Meats S P Bellies 14 1/2 @ 15 Lard Pure in tierces 12 @ 12 1/2 Compound Lard 9 1/2 @ 10 80 lb. tubs advance 1/2 60 lb. tubs advance 1/2 50 lb. tins advance 1/2 20 lb. pails advance 1/2 10 lb. pails advance 1/2 5 lb. pails advance 1 8 lb. pails advance 1	Smoked Meats Hams, 12 lb. av. 17 @ 17 1/2 Hams, 12 lb. av. 19 @ 19 1/2 Hams, 16 lb. av. 18 @ 18 Hams, 18 lb. av. 18 @ 18 1/2 Ham, dried beef 23 @ 24 California Hams 12 @ 12 1/2 Picnic Balled 19 1/2 @ 20 Boiled Hams 27 1/2 @ 28 Minced Ham 13 @ 13 1/2 Bacon 17 1/2 @ 25 Sausages Bologna 10 @ 10 1/2 Liver 7 1/2 @ 8 Frankfort 12 @ 12 1/2 Pork 13 @ 14 Veal 11 Tongue 11 Headcheese 9 Beef Boneless 20 00 @ 20 50 Rump, new 21 00 @ 22 00 Pig's Feet 1/4 bbls. 1 05 1/2 bbls., 40 lbs. 2 10 3/4 bbls. 4 25 1 obl. 8 50 Tripe Kits, 15 lbs. 90 1/4 bbls., 40 lbs. 1 60 3/4 bbls. 80 lbs. 3 00 Casings Hogs, per 1/2 35 Beef, rounds, set 18 @ 20 Beef, middles, set 30 @ 35 Sheep, per bundle 85 Uncolored Butterine Solid Dairy 12 @ 16 Country Rolls 12 1/2 @ 18 Canned Meats Corned beef, 2 lb. 4 20 Corned beef, 1 lb. 2 20 Roast beef, 2 lb. 4 20 Roast beef, 1 lb. 2 20 Potted Ham, 1/4s 50 Potted Ham, 1/2s 90 Deviled Ham, 1/4s 50 Deviled Ham, 1/2s 90 Potted Tongue, 1/4s 50 Potted Tongue, 1/2s 90 RICE Fancy 6 @ 6 1/2 Japan Style 5 @ 5 1/2 Broken 4 @ 4 1/2 ROLLED OATS Rolled Avena, bbls. 5 50 Steel Cut, 100 lb. sks. 2 63 Monarch, bbl s 5 25 Monarch, 90 lb. sacks 2 50 Quaker, 18 Regular 1 45 Quaker, 20 Family 4 00 SALAD DRESSING Columbia, 1/2 pt. 2 25 Columbia, 1 pint 4 00 Durkee's, large 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's, large, 1 doz. 2 35 Snider's, small, 2 doz. 1 35 SALERATUS Packed 60 lbs. in box Arm and Hammer 3 00 Wyandotte, 100 1/4s 3 00 SAL SODA Granulated, bbls. 80 Granulated, 100 lbs. cs. 90 Granulated, 36 pkgs. 1 25 SALT Common Grades 100 3 lb. sacks 2 60 70 4 lb. sacks 2 40 60 5 lb. sacks 2 40 28 10 lb. sacks 2 25 56 lb. sacks 40 28 lb. sacks 20 Warsaw 56 & dairy in drill bags 40 28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks 25 Common Granulated, Fine 1 05 Medium, Fine 1 10 SALT FISH Cod Large, whole @ 8 Small, whole @ 7 1/2 Strips or bricks 7 1/2 @ 10 1/2 Pollock @ 4 1/2 Hallbut Strips 15 Chunks 16 Holland Herring Y. M. wh. hoop bbls. 12 00 Y. M. wh. hoop 1/2 bbl. 5 60 Y. M. wh. hoop kegs 72 Y. M. wh. hoop Milchers kegs 73 Queen, bbls. 11 00 Queen, 1/2 bbls. 5 75 Queen kegs 62 Trout No. 1, 100 lbs. 7 50 No. 1, 40 lbs. 2 25 No. 1, 10 lbs. 90 No. 1, 8 lbs. 75	Mackerel Mess, 100 lbs. 17 00 Mess, 40 lbs. 7 20 Mess, 10 lbs. 1 90 Mess, 8 lbs. 1 60 No. 1, 100 lbs. 16 00 No. 1, 40 lbs. 6 80 No. 1, 10 lbs. 1 80 Whitefish 100 lbs. 9 75 50 lbs. 5 25 10 lbs. 1 12 8 lbs. 92 100 lbs. 4 65 40 lbs. 2 10 10 lbs. 75 8 lbs. 65 SEEDS Anise 14 Canary, Smyrna 6 1/2 Caraway 10 Cardomom, Malabar 1 20 Celery 50 Hemp, Russian 5 Mixed Bird 5 Mustard, white 8 Poppy 11 Rape 5 1/2 SHOE BLACKING Handy Box, large 3 dz. 3 50 Handy Box, small 1 25 Bixby's Royal Polish 85 Miller's Crown Polish 85 SNUFF Scotch, in bladders 37 Maccaboy, in jars 35 French Rapple in jars 43 SODA Boxes 5 1/2 Kegs, English 4 1/2 SPICES Whole Spices Allspice, Jamaica 9 Allspice, large Garden 11 Cloves, Zanzibar 27 Cassia, Canton 14 Cassia, 5c pkg. doz. 25 Ginger, African 9 1/2 Ginger, Cochin 14 1/2 Mace, Penang 16 1/2 Mixed, No. 1 10 Mixed, 5c pkgs. doz. 45 Nutmegs, 70-80 30 Nutmegs, 105-110 22 Pepper, Black 13 Pepper, White 25 Pepper, Cayenne 22 Paprika, Hungarian 45 Pure Ground in Bulk Allspice, Jamaica 12 Cloves, Zanzibar 30 Cassia, Canton 12 Cassia, 5c pkg. doz. 25 Ginger, African 18 Mace, Penang 75 Nutmegs, 75-80 15 Pepper, Black 35 Pepper, White 35 Pepper, Cayenne 24 Paprika, Hungarian 45 STARCH Corn Kingsford, 40 lbs. 7 1/2 Muzzy, 20 lb. pkgs. 5 1/2 Muzzy, 40 lb. pkgs. 5 Gloss Kingsford 7 1/2 Silver Gloss, 40 lb. 7 1/2 Silver Gloss, 16 3lbs. 6 1/2 Silver Gloss, 12 lbs. 8 1/2 Muzzy 48 lb. packages 5 16 3lb. packages 4 1/2 12 lb. packages 6 50lb. boxes 3 1/2 SYRUPS Corn Barrels 26 1/2 Half barrels 28 1/2 Blue Karo, No. 2 1 80 Blue Karo, No. 2 1/2 2 06 Blue Karo, No. 5 2 10 Blue Karo, No. 10 2 00 Red Karo, No. 2 1 98 Red Karo, No. 2 1/2 2 40 Red Karo, No. 5 2 35 Red Karo, No. 10 2 25 Pure Cane Fair 16 Good 20 Choice 25 TABLE SAUCES Halford, large 3 75 Halford, small 2 25 TEA Japan Sundried, medium 24 @ 26 Sundried, choice 30 @ 33 Basket-fired, medium 30 Basket-fired, choice 35 @ 37 Basket-fired, fancy 40 @ 43 Nibs 30 @ 32 Siftings 10 @ 12 Fannings 14 @ 15 Gunpowder Moyune, medium 35 Moyune, choice 35 Moyune, fancy 50 @ 60 Pingsuey, medium 30 Pingsuey, choice 35 Pingsuey, fancy 50 @ 55	Young Hyson Choice 30 Fancy 40 @ 50 Oolong Formosa, Fancy 50 @ 60 Formosa, Medium 28 Formosa, Choice 35 English Breakfast Medium 25 Choice 30 @ 35 Fancy 40 @ 60 India Ceylon, choice 30 @ 35 Fancy 45 @ 50 TOBACCO Fine Cut Blot 1 45 Bugle, 16 oz. 3 84 Bugle, 10c 11 00 Dan Patch, 8 and 16 oz. 82 Dan Patch, 2 oz. 11 52 Fast Mail, 16 oz. 7 80 Hiawatha, 16 oz. 60 Hiawatha, 5c 5 40 May Flower, 16 oz. 9 36 No Limit, 8 oz. 1 80 No Limit, 16 oz. 3 60 Ojbwa, 8 and 16 oz. 40 Ojbwa, 10c 11 10 Ojbwa, 5c 1 85 Petoskey Chief, 7 oz. 2 00 Petoskey Chief, 14 oz. 3 90 Peach and Honey, 5c 3 76 Red Bell, 16 oz. 3 96 Red Bell, 8 foil 1 98 Sterling, L & D 5c 5 76 Sweet Cuba, canister 9 16 Sweet Cuba, 5c 5 76 Sweet Cuba, 10c 95 Sweet Cuba, 1 lb. tin 4 50 Sweet Cuba, 1/2 lb. foil 2 25 Sweet Burley, 5c L&D 5 76 Sweet Burley, 8 oz. 4 90 Sweet Burley, 16 oz. 4 90 Sweet Mist, 1/2 gro. 5 70 Sweet Mist, 8 oz. 11 10 Sweet Mist, 8 oz. 35 Telegram, 5c 5 76 Tiger, 5c 6 00 Tiger, 25c cans 2 35 Uncle Daniel, 1 lb 50 Uncle Daniel, 1 oz. 5 22 Plug Am. Navy, 16 oz. 32 Apple, 10 lb. butt 38 Drummond Nat. Leaf, 2 and 5 lb. 60 Drummond Nat. Leaf, per doz. 96 Battle Ax 32 Bracer, 6 and 12 lb. 30 Big Four, 6 and 16 lb. 32 Boot Jack, 2 lb. 90 Bullion, 16 oz. 46 Climax, Golden Twins 48 Climax, 14 oz. 44 Climax, 7 oz. 47 Days' Work, 7 & 14 lb. 32 Creme de Menthe, lb. 67 Derby, 5 lb. boxes 29 5 Bros., 4 lb. 65 Four Roses, 10c 90 Gilt Edge, 2 lb. 50 Gold Rope, 6 & 12 lb. 58 Gold Rope, 4 & 8 lb. 58 G. O. P., 12 & 24 lb. 46 Granger Twist, 6 lb. 37 G. T. W., 10lb & 21 lb. 48 Horse Shoe, 6 & 12 lb. 43 Honey Dip Twist, 5 & 10 45 Jolly Tar, 5 & 8 lb. 35 J. T., 5 1/2 & 11 lb. 35 Kentucky Navy, 12lb. 32 Keystone Twist, 6lb. 45 Kismet, 6 lb. 45 Maple Dip, 20 oz. 25 Merry Widow, 12lb. 32 Nobby Spun Roll 6 & 3 55 Parrot, 12 lb. 35 Patterson's Nat. Leaf 93 Peachey, 6-12 & 24 lb. 40 Picnic Twist, 5 lb. 45 Piper Heidsieck, 4 & 7 lb. 69 Piper Heidsieck, per doz. 96 Polo, 3 doz., per doz. 48 Redcut, 1 1/2 oz. 38 Scapple, 2 & 4 doz. 38 Sherry Cobbler, 8 oz. 42 Spear Head, 12 oz. 44 Spear Head, 14 1/2 oz. 44 Spear Head, 7 oz. 47 Sgt. Deal, 7, 14 & 28lb 40 Star, 6, 12 & 24 lb. 33 Standard Navy, 7 1/2, 15 & 30 lb. 34 Ten Penny, 6 & 12 lb. 35 Town Talk, 14 oz. 30 Yankee Girl, 6, 12 & 24 30 Scrap All Red, 5c 5 76 Am. Union Scrap 5 40 Bag Pipe, 5c 5 88 Cutlas, 2 1/2 oz. 26 Globe Scrap, 2 oz. 30 Happy Thought, 2 oz. 30 Honey Comb Scrap, 5c 5 76 Honest Scrap, 5c 1 55 Mail Pouch, 4 doz. 5c 2 00 Old Sacks, 5c 5 76 Old Times, 1/2 gro. 5 50 Polar Bear, 5c, 1/2 gro. 5 76 Red Band, 5c, 1/2 gro. 5 76 Red Man Scrap 5c 1 42

SPECIAL PRICE CURRENT

12

Scrapple, 5c pkgs. 48
 Sure Shot, 5c 1-6 gro. 5 76
 Yankee Girl Scrap, 2 oz 5 76
 Pan Handle Scrp 1/4 gr. 5 76
 Peachy Scrap, 5c 70
 Union Workman, 2 1/4 6 00

Smoking

All Leaf, 2 1/4 & 7 oz. 30
 BB, 3 1/2 oz. 6 00
 BB, 7 oz. 12 00
 BB, 14 oz. 24 00
 Bagdad, 10c tins 5 04
 Badger, 3 oz. 11 52
 Badger, 7 oz. 5 76
 Banner, 20c 1 60
 Banner, 40c 3 20
 Belwood, Mixture, 10c 94
 Big Chief, 2 1/4 oz. 6 00
 Big Chief, 16 oz. 30
 Bull Durham, 5c 5 80
 Bull Durham, 10c 11 52
 Bull Durham, 15c 17 28
 Bull Durham, 8 oz. 3 60
 Bull Durham, 16 oz. 6 72
 Buck Horn, 5c 5 76
 Buck Horn, 10c 11 52
 Briar Pipe, 5c 6 00
 Briar Pipe, 10c 12 00
 Black Swan, 5c 5 76
 Black Swan, 14 oz. 3 20
 Bob White, 5c 6 00
 Brotherhood, 5c 6 00
 Brotherhood, 10c 11 52
 Brotherhood, 16 oz. 5 05
 Carnival, 5c 5 70
 Carnival, 1/2 oz. 40
 Carnival, 16 oz. 30
 Cigar Clip's Johnson
 Cigar Clip's Seymour
 Identity, 3 & 16 oz. 30
 Darby Cigar Cuttings 4 50
 Continental Cubes, 10c 90
 Corn Cake, 14 oz. 2 55
 Corn Cake, 7 oz. 1 45
 Corn Cake, 5c 5 76
 Cream, 50c pails 7 72
 Cuban Star, 5c foil 5 76
 Cuban Star, 16 oz pails 3 20
 Chips, 10c 10 30
 Dills Best, 1 1/2 oz. 79
 Dills Best, 3 1/2 oz. 77
 Dills Best, 16 oz. 73
 Dixie Kid, 5c 48
 Duke's Mix, 5c 11 52
 Duke's Mix, 10c 5 76
 Duke's Cameo, 5c 5 76
 Drum, 5c 5 04
 F. F. A. 4 oz. 11 52
 F. F. A. 7 oz. 11 52
 Fashion, 5c 6 00
 Fashion, 16 oz. 5 28
 Five Bros., 5c 5 76
 Five Bros., 10c 10 30
 Five cent cut Plug 29
 F. O. B. 10c 11 52
 Four Roses, 10c 96
 Full Dress, 1 1/2 oz. 72
 Glad Hand, 5c 48
 Gold Block, 10c 12 00
 Gold Star, 50c pail 4 70
 Gall & Ax Navy, 5c 5 76
 Growler, 5c 42
 Growler, 10c 94
 Growler, 20c 1 85
 Giant, 5c 5 76
 Giant, 40c 3 96
 Giant Made, 2 1/2 oz. 50
 Hazel Nut, 5c 5 76
 Honey Dew, 10c 12 00
 Hunting, 5c 38
 I X L, 5c 6 10
 I X L, in pails 32
 Just Suits, 5c 6 00
 Just Suits, 10c 12 00
 Kiln Dried, 25c 2 45
 King Bird, 7 oz 2 16
 King Bird, 10c 11 52
 King Bird, 5c 5 76
 La Turka, 5c 5 76
 Little Giant, 1 lb. 28
 Lucky Strike, 10c 96
 Le Redo, 3 oz. 10 80
 Le Redo, 8 & 16 oz. 38
 Myrtle Navy, 10c 11 52
 Myrtle Navy, 5c 5 76
 Maryland Club, 5c 50
 Mayflower, 5c 5 76
 Mayflower, 10c 96
 Mayflower, 20c 1 92
 Nigger Hair, 5c 10 70
 Nigger Hair, 10c 10 70
 Nigger Head, 5c 5 40
 Nigger Head, 10c 10 56
 Noon Hour, 5c 48
 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 19
 P. S., 8 oz. 30 lb. cs. 5 70
 Pat Hand, 1 oz. 63
 Patterson Seal, 1 1/2 oz. 48
 Patterson Seal, 3 oz. 96
 Patterson Seal, 16 oz. 5 00
 Peerless, 5c 5 76
 Peerless, 10c cloth 11 52
 Peerless, 10c paper 10 80
 Peerless, 20c 4 04
 Peerless, 40c 2 08
 Plaza, 2 gro. cs. 5 76
 Plow Boy, 5c 5 76
 Plow Boy, 10c 11 40
 Plow Boy, 14 oz. 4 70
 Pedro, 10c 11 93
 Pride of Virginia, 1 1/2 77
 Pilot, 5c 5 76

13

Pilot, 7 oz. doz. 1 05
 Pilot, 14 oz. doz. 2 10
 Prince Albert, 5c 48
 Prince Albert, 10c 96
 Prince Albert, 8 oz. 3 84
 Prince Albert, 16 oz. 7 44
 Queen Quality, 5c 48
 Rob Roy, 5c foil 5 76
 Rob Roy, 10c gross 10 52
 Rob Roy, 25c doz. 2 10
 Rob Roy, 50c doz. 4 10
 S. & M., 5c gross 5 76
 S. & M., 14 oz. doz. 3 20
 Soldier Boy, 5c gross 5 76
 Soldier Boy, 1 lb. 4 75
 Sweet Caporal, 1 oz. 60
 Sweet Lotus, 5c 6 00
 Sweet Lotus, 10c 12 00
 Sweet Lotus, per doz. 4 35
 Sweet Rose, 2 1/4 oz. 30
 Sweet Tip Top, 5c 50
 Sweet Tip top, 10c 1 00
 Sweet Tips, 1/4 gro. 10 08
 Sun Cured, 10c 98
 Summer Time, 5c 1 65
 Summer Time, 14 oz. 3 50
 Standard, 5c foil 5 76
 Standard, 10c paper 8 64
 Seal N. C., 1 1/2 cut plug 70
 Seal N. C., 1 1/2 Gran. 62
 Three Feathers, 1 oz. 48
 Three Feathers, 10c 11 52
 Three Feathers and
 Pipe combination 2 25
 Tom & Jerry, 14 oz. 3 60
 Tom & Jerry, 7 oz. 1 80
 Tom & Jerry, 3 oz. 76
 Trout Line, 5c 5 90
 Trout Line, 10c 11 00
 Turkish, Patrol, 2-9 5 76
 Tuxedo, 1 oz. bags 96
 Tuxedo, 2 oz. tins 1 90
 Tuxedo, 80c tins 7 45
 Twin Oaks, 10c 96
 Union Leader, 50c 5 10
 Union Leader, 25c 2 60
 Union Leader, 10c 11 52
 Union Leader, 5c 5 95
 Union Workman, 1 1/4 10 80
 Uncle Sam, 10c 2 20
 U. S. Marine, 5c 6 00
 Van Bibber, 2 oz. tin 88
 Velvet, 5c pouch 48
 Velvet, 10c tin 96
 Velvet, 8 oz. tin 3 84
 Velvet, 16 oz. can 7 68
 Velvet, combination cs. 6 00
 War Path, 5c 1 60
 War Path, 8 oz. 40
 Wave Line, 3 oz. 40
 Wave Line, 16 oz. 40
 Way up, 2 1/4 oz. 5 75
 Way up, 16 oz. pails 31
 Wild Fruit, 5c 5 76
 Wild Fruit, 10c 11 52
 Yum Yum, 5c 11 52
 Yum Yum, 1 lb., doz. 4 80

TWIN

Cotton, 3 ply 22
 Cotton, 4 ply 22
 Cote, 2 ply 14
 Hemp, 6 ply 13
 Flax, medium 24
 Wool, 1 lb. bales 6

VINEGAR

White Wine, 40 grain 8 1/2
 White Wine, 80 grain 11 1/2
 White Wine, 100 grain 13
 Oakland Vinegar & Pickle
 Co.'s Brands.
 Highland apple cider .18
 Oakland apple cider .13
 State Seal sugar .11
 Oakland white pickling 10
 Packages free.

WICKING

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

WOODENWARE

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

Butter Plates

Ovals
 1/4 lb., 250 in crate 30
 1/2 lb., 250 in crate 30
 1 lb., 250 in crate 35
 2 lb., 250 in crate 45
 3 lb., 250 in crate 65
 5 lb., 250 in crate 85

Wire End

1 lb., 250 in crate 35
 2 lb., 250 in crate 45
 3 lb., 250 in crate 55
 5 lb., 250 in crate 65
 Churns
 Barrel, 5 gal., each 2 40
 Barrel, 10 gal., each 2 55
 Clothes Pins
 Round Head

14

4 1/2 inch, 5 gross 65
 Cartons, 20 2 1/2 doz bxs 70
 Egg Crates and Fillers
 Humpty Dumpty, 12 dz. 20
 No. 1 complete 40
 No. 2, complete 28
 Case No. 2, fillers, 15
 sets 1 35
 Case, medium, 12 sets 1 15
 Faucets
 Cork lined, 3 in. 70
 Cork lined, 9 in. 80
 Cork lined, 10 in. 90
 Mop Sticks
 Trojan spring 90
 Eclipse patent spring 85
 No. 1 common 80
 No. 2 pat. brush holder 85
 Ideal No. 7 85
 12lb. cotton mop heads 1 45

Pails

2-hoop Standard 2 00
 2-hoop Standard 2 25
 3-wire Cable 2 10
 Cedar all red brass 1 25
 3-wire Cable 2 30
 Paper Eureka 2 25
 Fibre 2 40
 10 qt. Galvanized 1 70
 12 qt. Galvanized 1 90
 14 qt. Galvanized 2 10

Toothpicks

Birch, 100 packages 2 00
 Ideal 85

Traps

Mouse, wood, 2 holes 22
 Mouse, wood, 4 holes 45
 Mouse, wood, 6 holes 70
 Mouse, tin, 5 holes 65
 Rat, wood 80
 Rat, spring 75

Tubs

20-in. Standard, No. 1 7 50
 18-in. Standard, No. 2 6 50
 16-in. Standard, No. 3 5 50
 20-in. Cable, No. 1 8 00
 18-in. Cable, No. 2 7 00
 16-in. Cable, No. 3 6 00
 No. 1 Fibre 10 25
 No. 2 Fibre 8 25
 No. 3 Fibre 5 75
 Large Galvanized 5 00
 Small Galvanized 4 25

Washboards

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

Window Cleaners

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

Wood Bowls

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

WRAPPING PAPER

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

YEAST CAKE

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

AXLE GREASE

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

BAKING POWDER

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

15

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

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

Old Master Coffee



Old Master 6 33
 San Marto —
 Pilot —

TEA

Royal Garden, 1/2, 1/4
 and 1 lb. 46

THE BOUR CO., TOLEDO, O.

COFFEE

Roasted

Dwinnell-Wright Co.'s B'ds



White House, 1 lb.
 White House, 2lb
 Excelsior, Blend, 1lb
 Excelsior, Blend, 2lb
 Royal Blend
 Royal High Grade
 Superior Blend

16

Boston Combination
 Distributed by Judson
 Grocer Co., Grand Rapids;
 Lee & Cady, Detroit; Symons
 Bros. & Co., Saginaw;
 Brown Davis & Warner,
 Jackson; Godsmark,
 Durand & Co., Battle
 Creek; Fleibach Co., To-
 ledo.

COCOANUT

Baker's Brazil Shredded



10 5c pkgs., per case 2 60
 26 10c pkg., per case 2 60
 16 10c and 33 5c pkgs.,
 per case 2 60



Apex Hams
 Opex Bacon
 Apex Lard
 Excelsior Hams
 Excelsior Bacon
 Silver Star Lard
 Silver Star Lard
 Family Pork
 Fat Back Pork
 Prices quoted upon applica-
 tion, Hammond, Standish
 & Co., Detroit, Mich.

SAFES



Full line of fire and bur-
 glar proof safes kept in

17

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.



The only 5c Cleanser

Guaranteed to
 equal the
 best 10c kinds
 80 - CANS - \$2.80

SOAP

Lautz Bros. & Co.

Acme, 30 bars, 75 lbs. 4 00
 Acme, 25 bars, 75 lbs. 4 00
 Acme, 25 bars, 70 lbs. 3 80
 Acme, 100 cakes 3 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 ct 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 35

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 2 40

Soap Powders

Snow Boy, 24s family
 size 3 75
 Snow Boy, 60 5s 2 40
 Snow Boy, 100 5c 3 75
 Gold Dust, 24 large 4 50
 Gold Dust, 100 5c 4 00
 Kirkoline, 24 4lb. 2 20
 Pearlina 3 75
 Soapine 4 00
 Baubitt's 1776 3 75
 Roseline 3 50
 Armour's 3 70
 Wisdom 3 30

Soap Compounds

Johnson's Fine 5 10
 Johnson's XXX 4 25
 Rub-No-More 3 35
 Nine O'clock 3 30

Scouring

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



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

BUSINESS-WANTS DEPARTMENT

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

BUSINESS CHANCES.

For Sale—Stock clothing and furnishings. Invoice about \$7,500; can be reduced to \$5,000. Good store room, good location. If interested write at once. Will sell stock at sacrifice if taken now. Address, W. B. 704 Main St., Joplin, Mo. 276

For Exchange—Good seven-room house and lot 37 x 150 on paved street, near car line, South Bend, Ind. Valuation \$2,000; for general merchandise, shoes or dry goods. R. G. Clement, Vicksburg, Mich. 277

For Sale—An old established hardware and grocery stock in small town 22 miles from Grand Rapids on Pere Marquette Railroad. Address No. 278, care Tradesman. 278

Bakery, Black Diamond oven, clearing \$100 monthly. Invoice about \$800. Will sell at your price if sold within 10 days. Sickness. Come, see it. Otto Smith, Edgewood, Ill. 279

Wanted for spot cash, stock clothing, shoes or general stock. Address N. E. Ice, Cuba, Mo. 280

Only bakery in town 1,300; ice cream, confectionery. Good resort trade. \$1,500, easy terms. J. Chamberlain, Newaygo, Mich. 281

For Sale at a bargain, 1 6 x 8 x 10 Stevens cooler, 1 Power Enterprise chopper, 1 silent cutter, 1 200 account McCaskey register, all excellent condition. Further particulars write A. R. Hensler, Battle Creek, Mich. 282

Good established bakery in city of \$5,000 in Wisconsin. Doing business of \$1,800 a month. Running one wagon. Have good store trade. Also shipping some. Will rent building with living rooms over store for \$40 a month. Will take \$3,000 to buy business. This is a snap for a good man as the business is here. Address R, care Michigan Tradesman. 283

Clothing and gents' furnishing stock for sale—on account of death of proprietor, stock will be sold cheap. Good opening for live clothier. A. M. Fleischhauer, executor, Reed City, Mich. 284

Wanted—Registered or assistant druggist. Must be hustler and not afraid of work, for store in Muskegon. Address Box 34, Muskegon, Mich. 285

Entire cost is \$25 to sell your farm or business. Get proposition, or list of properties with owner's names. Pardee Business Exchange, Traverse City, Mich. 286

For Sale or Exchange—3,000 acre timber tract in Southern Kentucky. This is one of the best investment propositions there is on the market. Will pay 50 per cent. on the investment. Will exchange for good stock of goods, or improved farm. Now if you wish to retire and put your money into something that is increasing in value every minute for further information, address A. H. Stout, Campbellsville, Ky. Don't write unless you have something good and mean business. 287

For Sale—Restaurant in Ann Arbor, Mich., a small, well equipped paying restaurant. Good location; growing business; a money-maker for a worker. A. A. Hathaway, 331 S. Main, Ann Arbor, Mich. 288

For Sale—A live growing manufacturing business; sell throughout the country to drug and department stores; salesmen on the road; net profits from 15 per cent. to 25 per cent.; a good chance for a man to get a money making proposition; \$3,000 to \$5,000 cash will handle; owner has other interests and cannot properly look after same. Call or address J. S. Swain, 819 Broadway, Kansas City, Mo. 289

For Sale—In order to close up an estate, am offering for sale 1008 thirty-two inch flower trellises to the highest bidder up to and including July 21, 1913. Free sample to interested parties. Address Box 184, Portland, Mich. 291

For Sale—Shoe stock at less than invoice. Inventory about two hundred and fifty dollars. Address Box 347, Saranac, Mich. 293

Wanted—To purchase an established drug business, or information as to desirable location for new and modern drug store. J. F. Holden, 130 1/2 Johnson St., Saginaw, Mich. 294

Drug stock and building for sale or exchange for residence. Stock invoices about \$2,000, building and lot about \$300. Located in Millburg, one of the best fruit shipping towns in Michigan. Address Dr. O. A. Eaton, Benton Harbor, Mich. 295

Wanted—Young man wishes position as clerk in grocery store, limited experience, but willing to learn. Small town preferred. Address R. B. care Tradesman. 288

Bargain For Cash—Bazaar and dry goods stock, invoice about \$4,000. Population 10,000. Poor health. Address No. 195, care Tradesman. 195

Wanted—Grocery or general stock. Give full particulars. Address V. C. Wolcott, Union City, Mich. 247

For Sale—Bakery, restaurant and confectionery. Enquire or write. Star Bakery, Marion, Mich. 246

One good investment is worth a lifetime of labor. That opportunity is now presented to you in the development of an immense ledge of silver-lead ore; located in western ore zone that has produced the richest silver-lead mines in the world. Managed by honest and practical men. Engineer says: "Greatest lead I ever saw; will make a great mine." This is your chance to invest at bottom price and reap the immense profits of a developed mine. Full particulars, Edwin B. Gillespie, 2717C Warren Ave., Chicago, Ill. 245

Building—For rent, good building; fine location for small, clean business in one of the best towns in Kansas. L. L. Humphrey, Independence, Kan. 244

Wanted—Specialties for local catalogue business. Can use any article of merit. Let us know what you manufacture and, if practical, we offer big output. Address Box 112, Alpena, Mich. 242

Bottling Works—Oldest established in Okmulgee, Okla.; town of 8,000; located in center oil and gas fields; paying business and a good proposition, \$3,000. If interested, address O. Gorpel, Okmulgee, Okla. 241

For Sale—Racket store, new stock, cheap rent. Good trade and location. County seat. H. C. Austin, Wray, Colo. 225

If you want to pass any state pharmacy examination, write me. I am prepared to give you just the kind of help you need. Robert L. Wright, No. 2306 E. Broad St., Richmond, Va. 223

We buy for cash merchandise stocks of all kinds; discontinued lines, salesmen's samples, mill ends, seconds, miscellaneous lots. We buy anything you are willing to sacrifice for spot cash. What have you to offer? Western Salvage Co., 229 S. Canal St., Chicago. 221

For Sale—Up-to-date grocery, fine fixtures, in heart of business district of Kalamazoo. Fine trade. Reason, going into wholesale business. Address A. W. Walsh, Kalamazoo, Mich. 190

ATTENTION MERCHANT! Do you require financial help? Are your creditors pushing you? If so, we would advise that you see us. We may be able to help you. We charge nothing for interview. Everything strictly confidential. C. W. Moore & Co., 803-805 Monroe Ave., Grand Rapids, Mich. 250

For Sale—A small drug stock and soda fountain, well located in Muskegon. No time for it. Address Dr. J. O. Bates, 13 First St. 252

Drug store for sale at less than invoice. Would sell half interest to druggist who would take management of store. The Sun Drug Co., Colorado Springs, Colo. 192

SPECIAL SALES.

Let us do a season's business at a profit for you in a ten days' sale. Write for date and terms. A. E. Greene, 116 Dwight Bldg., Jackson, Mich. 217

For Sale—Furniture and undertaking business; good reasons for selling. Address W. 80, care Tradesman. 205

For Sale—Small stock of dry goods, groceries and shoes. An exceptionally good opening. Stock in fine condition. Address W. H. Soule, Scotts, Mich. 272

Merchants! Do you want to sell out? Have an auction. Guarantee you no loss. Address L. H. Gallagher, Auctioneer, 384 Indiana Ave., Toledo, Ohio. 274

For Sale—Shoe stock. Inventories about \$4,000. Or will trade for real estate, city or country. Address, No. 275, care Michigan Tradesman. 275

For Sale—Drug store doing good business in the best city in Michigan. Splendid chance for young man. Address, Kazoo, care Tradesman. 179

A rare opportunity for quick and large profits to the small investor with \$50 to \$500. Particulars on request. Dr. Thatchers, Republic, Washington. 267

Corner store; wholesale-retail news, paper, magazine agency. Candies, tobacco, music. Will divide wholesale from retail, if desired. Best location, best city Northern Indiana. Address S. care Tradesman. 254

Wanted—Dry goods store at Lowell, first-class opening in live town of 2,000 people, surrounded by prosperous farming country. Fine stand ready and business waiting. Address Lock Box 550, Lowell, Mich. 255

For Sale—A new Buick automobile, model 25, 1913 car. Bought new July 1. I paid \$1,050. If sold soon will take \$900. Has not been run 300 miles. Warranted to be perfect. Reason for selling, sickness. M. J. Gillett, Marshall, Mich. 269

For Exchange—Ten room residence, finely located, Frankfort, Mich. Bath, electric light, city water. Exchange for merchandise. Address B, care Tradesman. 186

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

We offer for sale, farms and business property in nearly all counties of Michigan and also in other states of the Union. We buy, sell and exchange farms for business property and invite your correspondence. J. E. Thom & Co., 7th Floor Kirby Bldg., Saginaw, Mich. 659

Merchants Please Take Notice! We have clients of grocery stocks, general stocks, dry goods stocks, hardware stocks, drug stocks. We have on our list also a few good farms to exchange for such stocks. Also city property. If you wish to sell or exchange your business write us. C. R. Business Exchange, 540 Houseman Bldg., Grand Rapids, Mich. 559

\$30,259 stock of clothing, shoes, men's furnishings and notions, also two-story solid brick building, worth \$9,000. All clear, to exchange for a good farm or timber lands. Please do not answer unless you have farms that are clear. Address P. O. Box 493, New London, Wis., where stock is located. 206

Cash for your business or property. I bring buyers and sellers together. Business places, and real estate bought, sold and exchanged. If you want to get into or out of business, write me. I have farms that can be exchanged for stores and stores that can be traded for real estate. I have cash buyers looking for openings and business places for sale. Let me know your requirements. Established 1881. Frank P. Cleveland, Real Estate Expert, 1261 Adams Express Building, Chicago, Ill. 198

We buy and sell second-hand store fixtures. Grand Rapids Merchandise & Fixtures Co., 803 Monroe Ave. 236

For Sale—Confectionery, ice cream, business lunch and bakery. Located opposite union depot and boat landing, in town of 35,000 inhabitants on Lake Michigan. Have other business to attend to and will sell very reasonable. Sales average \$50 per day. 75 per cent. transient trade. Address No. 941, care Tradesman. 941

We pay CASH for merchandise stock and fixtures. Grand Rapids Merchandise & Fixtures Co., 803 Monroe Ave. 235

Safes Opened—W. L. Slocum, safe expert and locksmith. 97 Monroe Ave., Grand Rapids, Mich. 144

Cheapest irrigated alfalfa farms and truck lands in Arizona. Finest climate, excellent markets. For immediate sale, forty acres, with water, adjoining town. Price \$1,800; also oldest general store in county; business over \$80,000 annually; will invoice \$30,000. Can also loan \$60,000 at 6 per cent. on first-class security. Gila Valley Realty & Loan Co., Duncan, Ariz. 271

For Sale—On account of prolonged trip to Germany, best strictly cash grocery in Central Kentucky, also general store in Owenton, Ky. Both big money makers, will reduce stocks if necessary to suit purchasers. Don't overlook this. Address, Spot Cash Grocery Co., Mt. Sterling, Ky. 270

Proposition in Wisconsin, Iron county. 3,600 acres timber and land, \$6,480,000 feet saw timber. A. W. Trickey, Springfield, Maine. 222

If you wish to buy, sell or exchange any legitimate business of any kind, anywhere, consult our Business Chance Department. Its operation is national in scope and offers unexcelled services to the seller, as well as the buyer. Advantageous exchanges for other properties are often arranged. In writing, state fully your wants. The Varland System, Capital Bank, St. Paul, Minn. 814

Furniture Business For Sale—Will invoice at about \$12,000. Located in Turlock, in the famous Turlock Irrigation district. Over 175,000 acres in the district. Population 3,000. Growing every day. Good reasons for selling. Sales last year, \$50,000. Address Box 217, Turlock, Cal. 20

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

For Sale—Double brick block. The clothing and furnishing store is stocked with about \$8,000. The dry goods store is ready for stock. Shelvings, fixtures, everything needed. Business established 27 years. Always prosperous. Reason for selling, wish to retire. Address A. J. Wilhelm, Traverse City, Mich. 130

HELP WANTED.

Wanted—Good salesman for city trade. Also man to carry sideline in Michigan, Indiana, Ohio and Wisconsin. Do not reply unless you mean business. National Liquid Soap Co., 702 Bridge St., Grand Rapids, Mich. 232

Wanted—Subscription solicitors who have had actual experience in securing subscribers for trade journals. State experience, length of time employed and names of former employers. Address No. 597, care Michigan Tradesman. 597

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 242

AUCTIONEERS.

Auction Sale—Expert services guaranteed closing out or reducing stocks of merchandise. For dates and information write to Henry Noring, Auctioneer, Reedsburg, Wis. 115

The recording angel couldn't keep up with his job if men and women were credited with all their good intentions.

Creating Confidence

Michigan is one of the most responsive markets in the world for your goods. Prosperity has overtaken the people and they are buying.

Tell the people of Michigan about your goods—how they are made and sold and how to recognize them. Tell it to them through a medium in which they have confidence. When they know who you are, and what you offer them, they'll buy.

The medium which has the confidence of its readers in the Michigan field is the

Michigan Tradesman

WHY MISTAKES ARE MADE.

Mistakes do not "happen"—they are the results of causes. A vast measure of time, money, and opportunity is lost in making mistakes and trying to rectify them. To correct mistakes is a good work, but to prevent them is a far higher achievement. The "ounce of prevention" may be applied by carefully considering some of the chief causes of errors in business. They are:

Carelessness, inattention, and superficial interest;

Laziness—not being willing to take the trouble;

Accepting appearances as facts without investigation;

Proceeding without discussion or advice;

Impulsive decisions not well thought out;

Lack of foresight and preparation;

Wrong theories and biased advice;

False economy and desire for gain;

Lack of tact and thoughtfulness;

Forgetting and neglect of duty;

Depending on those not properly instructed;

Failure to take due precautions;

Failure to safeguard weak points;

Overconfidence and exaggerated hopes.

The remainder may be charitably classed as the result of human frailty—a last resort in explaining mistakes that cannot be rectified nor traced to their roots in undeveloped character.

CALLING ON KING DODO.

One of the best compliments you can pay to a man of authority in business is to say that he is "approachable." The time is passing when a man may sit in state in a private office while his employees tiptoe around outside to arrange with his secretaries for an audience and tremble at the knees when they go in. People are getting too enlightened for that sort of thing. It reminds them too much of the comic opera king who sits in tinsel splendor and waves a scepter of painted pine.

But there is another reason for the spread of business democracy. Men are finding out that high-mightiness hurts business. They are learning that the impetus of a great business pushes aside every obstacle that would impede its progress. The man who clogs the wheels is the first to get hurt. The machinery of events is a greater force than the whim of an individual. The lessons of common sense are being driven home to us all. A sure way to reach a man is through his business. It is through the necessities of business that many of the best ideas of civilization come.

Business demands that the different workers co-operate without inconvenience, delay, red tape, or nonsense. That is one reason why men in authority are becoming more approachable.

THE PERCENTAGE BASIS.

The advantage of considering comparisons by percentages is often overlooked by business men. A great merchant, noticing this tendency among his buyers and department managers, gave them a talk on the

subject to impress them with its importance. His line of argument was as follows:

A man buys a piece of merchandise for \$500 and sells it for \$550. If he looks at the \$50 profit, and compares it with a \$5 profit on a smaller transaction, it looks large. Whether \$50 is a large sum or a small sum depends on what you are thinking about in comparison with it. When you judge it on a basis of percentages you see that it is only 10 per cent. of the original cost—a very low gross profit for handling the merchandise. The man who neglects to use the percentage standard may often fool himself very badly. The same principle holds good, not only in the matter of gross profit, but in salaries, rent, advertising, light, selling expense, manufacturing expense—practically everything in which comparisons form a basis for judgment.

Percentage alone, however, is often deceptive. A man may gain 500 per cent. over the business he did on the same day a year ago, when the actual sales on that day reduced to dollars might be insignificant. But even in this case percentage deserves its share of consideration.

THE MANLY APOLOGY.

There is something noble about a manly apology. This is especially true when a business superior frankly admits to a man under him that he was mistaken in his criticism.

The manager of a store had taken occasion to reprove severely one of his clerks for what seemed to him a sufficient reason. He had accused the clerk of carelessly neglecting an important request he had made the day before. The clerk did not remember the request and could not successfully deny that he had been told. The manager dwelt at length on the clerk's inefficiency and made on unpleasant experience for both.

On the following day the manager discovered among his papers his original memorandum, showing that he had not spoken to the clerk about the matter at all. He immediately called the clerk and made a manly acknowledgment of his own mistake and withdrew his criticism.

How many business men are there who would have done the same thing? Would not many of them have kept the facts to themselves and let the criticism stand? Such a man thinks the clerk would not remember—so why belittle himself? But the clerk does remember. He feels the injustice keenly, and marks down his respect for the manager, just as he surely marks it up when the wrong is righted by a manly apology. Self-respect demands that a man shall apologize for an unjust accusation.

A Question of Etiquette.

"The horse and the cow is in the field," read the teacher. "Mary, what is wrong with that sentence?"

Mary was evidently more versed in the rules of politeness than in the rules of grammar, for she answered promptly:

"The lady should be mentioned first."

LOOK BENEATH THE SURFACE.

The work that makes the most show is not always the most important. Two young men were overheard talking about their work. One mentioned with pride how much was left to him—work that no one checked up—and how careful he was to do his work correctly and thus qualify himself for larger responsibilities. The other said cynically, "After you have worked for the old gentleman a while longer you will learn that what counts with him is what shows on the surface. He won't give you credit for anything that he can't see at a glance. I found that out when I first came here, and I have put my big apples on top ever since."

"Well," replied the first. "I am not working merely for his favor. I have my own standards to live up to, and my own character to build. I don't expect to stay here always, and when I leave I would rather have a thorough business capacity than to stand high in the opinion of a man who never looks beneath the surface."

The man who works "to seem and not to be" is like the boy in arithmetic who sets down the answer to his problem without working out the solution—thinking to deceive the teacher and get his marks without working for them. And the manager whose short-sighted policy encourages surface work is like the teacher who is fooled by the forced answer.

PINK TAPE ON THE CELERY.

A farmer noticed customers in the grocery store picking over the celery to find the best looking bunches, and it occurred to him to take more pains with his celery and see if it would bring a better price. He bought a bolt of pink tape for one cent a yard and tied the celery with it in neat bunches, and found that it sold quickly and brought more money, while the same kind of celery without the tape, placed right beside it, sold slowly and brought less.

After that he marketed all his produce in the most attractive manner he could, putting labels on his peach baskets with the name of the variety, wiping his apples, selecting and labeling his grapes—always treating his fruit and vegetables as if they were worthy of distinction. The fame of his produce grew, he enlarged his business, and became a wealthy man—all because of the pink tape on the celery.

It is human nature to concede distinction where others ascribe it, and many a business has prospered greatly because of a recognition of this fact. If your celery is worthy of the honor, put some pink tape on it, and it will meet a response from those who desire the best. But don't overdo the tape—don't try silk ribbon—or the effect is lost.

Railroads Getting Even.

Following the recent graft exposures whereby the shippers of eggs were getting large sums from the Eastern trunk lines by charging excessive damages, the railroads are now coming back with a vengeance. A ruling has been enforced that no

shipper will be allowed damages for cases where the latter show no external injury. This looks fair enough, but the shippers claim that the railroads have men to repair the damaged cases in transit and when destination is reached there remains no evidence of the loss. After the goods are signed for the shipper discovers his loss and no recourse can then be had. Some of the dealers refused to accept shipments under the ruling but, as the trade was demanding eggs, they gave way under pressure. An appeal by the dealers to the Interstate Commerce Commission was threatened, as they claim the ruling is in restraint of trade.

Spot Jealous of His Good Name.

A book-keeper who works in our office has a dog named Spot, who was very friendly with a near by butcher. Last spring the book-keeper moved to another part of the city, but Spot came back daily to visit the butcher.

One day the butcher was sent to jail for a month for violating the pure food laws. Spot, no doubt missing his friend at the market, ceased his visits.

After the butcher had been out for some time and it was seen that Spot no longer visited him the stenographer remarked to the book-keeper:

"I see Spot doesn't associate with the butcher since he was sent to jail."

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

Buffalo, July 16—Creamery butter, fresh, 25@27c; dairy, 22@25c; poor to good, all kinds, 19@21c.

Cheese—New fancy 15c; poor to common, 6@13c.

Eggs—Choice, fresh candled, 21@23c; at mark, 20@21.

Poultry (live)—Turkeys, 13@14c; cox, 12c; fowls, 16@17c; springs, 21@24c; ducks, 14@16c.

Beans—Red Kidney, \$2@2.35; white kidney, new \$3@3.25; medium, \$2.40; narrow, new \$3@3.25; medium, \$2.40; narrow, new \$3@3.40; pea, new \$2.25.

Potatoes—New \$2.25@2.50 per bbl. Rea & Witzig.

BUSINESS CHANCES.

For Sale—Soda fountain in town 3,000 population. Good business, good location. Owner has other business. Geo. W. Barham, Farmington, Mo. 286

For Sale—Hardware stock of \$7,500 located at Evansville, Ind. Population 80,000. Business founded by my father twenty-seven years ago and conducted by myself for four years, doing good business and would continue only that I expect to enter the Methodist ministry this fall; a snap for a hustler. Address H. O. Simmons, Evansville, Ind. 285

Drug Store For Sale—Two-story brick building, \$15 monthly rent; beautiful country; railroad facilities; city privileges; three miles from ocean; fine opportunity for young active man. \$800 Cash buyer only one considered. Address town Pharmacy, Eatontown, N. J. 289

For Sale—Women's ready-to-wear and millinery store in one of Michigan's most prosperous towns of 10,000. Stock to be reduced to about \$3,000. Rent reasonable, modern fixtures. Doing good business, best established store in city. Good reason for selling. Must be sold quick. Cash buyer only one considered. Address 288, care Tradesman.

For Sale—Stock of dry goods, groceries and shoes in good live town. Inventory about \$8,000. No old stuff, 1912 sales \$25,800. Can prove a good thing to party interested. Address No. 287, care Tradesman.

For Sale—Cash. Good, clean stock of general merchandise in good farming territory; fast growing business. No trade. Address Box 44, Montgomery, Iowa. 290

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Are good for that tired feeling



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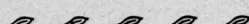
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Call and see our Tea Tree growing from a seed from the Imperial Gardens.

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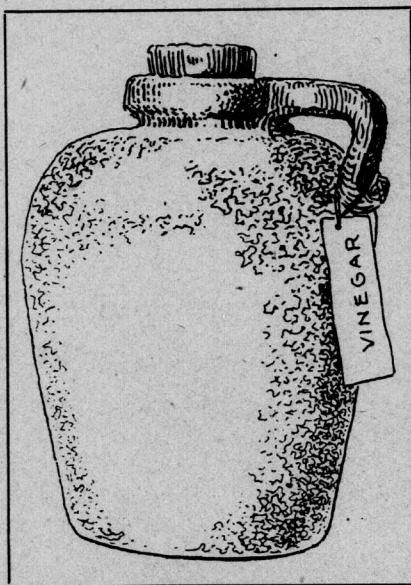
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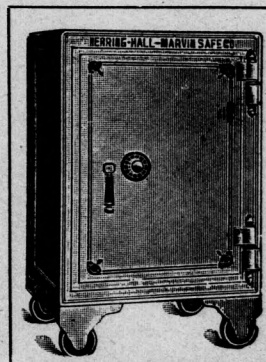


"I Told You So"

Pouring vinegar into an open wound will sooth and heal it just as quickly and effectually as "I told you so" will correct a mistake.—W. L. Brownell.

When your trouble comes, when the fire destroys your books of account or the thief steals your money we shall simply feel sorry for you. We shall not say "I told you so." But we do say right here and now, and we say it candidly too, that if you are not already supplied, you should at once place in your store or office a good dependable safe. We can save

you money, big money, and also furnish you with the best safe made.



WRITE US TO-DAY AND LET US GIVE YOU FURTHER INFORMATION

GRAND RAPIDS SAFE CO. Tradesman Bldg., Grand Rapids, Mich.



\$50 an Hour

- fourteen hours
- in a town of 2,000 people
- on the third day of August, 1912,
- from a department of 5, 10 and 25 cent goods.

(Record made by Ohio merchant)

If you want to put this kind of power behind your store write our Chicago house, mention this advertisement and this journal, and we'll do the rest.

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Exclusive Wholesalers of General Merchandise

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