

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS. \$1 PER YEAR

Thirtieth Year

GRAND RAPIDS, WEDNESDAY, JULY 23, 1913

Number 1557

Leisure

I thank the Lord that I have time
For things that pay no dividends,
For song and book and sunset gleam
And sweet companionship of friends.
The song may be some simple theme,
The book some poet's dreamy rime
For those who dare to pause and dream—
I thank the Lord that I have time.

I thank the Lord that I have time
To stop a moment by the way
To kiss the scented lips of flowers
And hear the voice of songbirds gay.
The lark announces morning hours,
Around my door the roses climb,
And Nature lures me to her bowers—
I thank the Lord that I have time.

I thank the Lord that I have time
To pause beside some other soul
That falters by my poor abode
Upon the path to greater goal.
If I can help him on his road,
Can aid his weary feet to climb,
If I can ease him of his load,
I thank the Lord that I have time.

I thank the Lord that I have time
For humbler joys and humbler things.
I thank the Lord for lips that smile,
I thank the Lord for heart that sings.
If I in life's uncertain while
With word or song or cheery rime
Can light some pilgrim's dreary mile,
I thank the Lord that I have time.

Douglas Malloch.

Credo

All the earth's recorded years,
All the knowledge of all time,
All the prayer and hopes and tears,
All the martyrs' faith sublime,
They have left no better creed,
Better creed since time began,
Than the Fatherhood of God
And the Brotherhood of Man.

Ye who argue at the shrine,
As the money changers fought,
Saying truth is wholly thine
And the other creeds are naught,
Know ye not one creed there is
Large enough for ev'ry clan—
Just the Fatherhood of God
And the Brotherhood of Man?

Stone by stone ye build your creeds
Yet one test shall prove their worth:
Did ye build for human needs,
For the humble sons of earth?
Did ye follow, as ye built,
Deity's divinest plan—
Just the Fatherhood of God
And the Brotherhood of Man?

By the measure must ye square
Ev'ry corner, arch and stone,
Each foundation must prepare
By one measurement alone,
And your dogma shall survive
Only if ye right began
With the Fatherhood of God
And the Brotherhood of Man.


Douglas Malloch.

WHEN YOU SEE



"DOUBLE A"

Remember it came from
The PUTNAM FACTORY, National Candy Co., Inc.
Grand Rapids, Mich.

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. 

QUALITY WINS



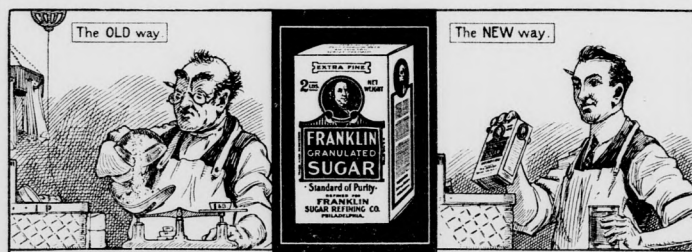
That's the reason why
"White House"

and other brands of Dwinell-Wright Co.'s Boston-roasted Coffees make and KEEP customers.

Are YOU in line? Do you supply your customers with these goods?

What's the Answer?

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



FRANKLIN CARTON SUGAR IS A LABOR SAVER

Grocers of to-day realize that they must work hard enough without doing anything that is not absolutely necessary, so they welcome the FRANKLIN CARTON which takes all the work out of retailing sugar. FRANKLIN CARTON SUGAR is READY TO SELL WHEN YOU GET IT; there's no weighing, no wrapping or tying. It saves you the cost of bags and time and prevents loss by overweight. Use the time you would take for putting sugar in bags to make a display of the neat blue FRANKLIN CARTONS; they'll sell, because FRANKLIN CARTON SUGAR is well known to the public.

You can buy Franklin Carton Sugar in the original containers of 24, 48, 60 and 120 lbs.

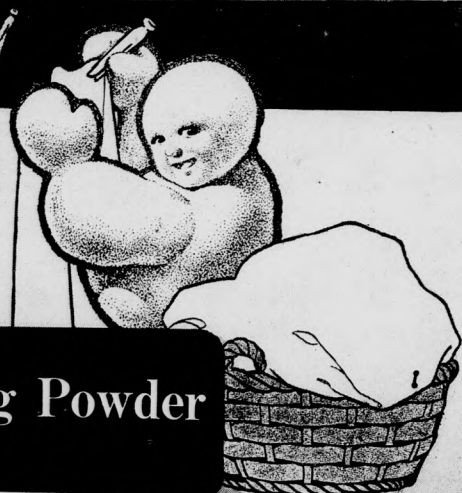
THE FRANKLIN SUGAR REFINING COMPANY
PHILADELPHIA, PA.

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

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 23, 1913

Number 1557

SPECIAL FEATURES.

- Page.
2. New York Market.
 3. Bankruptcy—Western District.
 4. News of the Business World.
 5. Grocery and Produce Market.
 6. Financial.
 7. Editorial.
 8. Successful Salesmen.
 9. Window Decorations.
 10. Not Yet Satisfied.
 11. Butter, Eggs and Provisions.
 12. Behind the Counters.
 13. Chirpings From the Crickets.
 14. Dry Goods.
 15. Shoes.
 16. Woman's World.
 17. Hardware.
 18. The Commercial Traveler.
 19. Drugs.
 20. Drug Price Current.
 21. Grocery Price Current.
 22. Special Price Current.
 23. Business Wants.

DETROIT DETONATIONS.

Cogent Criticism From the Metropolis of Michigan.

Detroit, July 22—I had rather have a fool make me merry than experience to make me sad—Shakespeare.

We are pleased to note that the Muskegon chronicler has at least read our column. If ours was as pitiful as that of our friend, J. H. Lee, we would, indeed, be satisfied.

The brief rest taken by Fred Richter and Guy Pfander has done much to rejuvenate their columns—and the Tradesman.

Archie Fisher, the wooden salesman—beg pardon, the lumber salesman—representing the Stearns Lumber Co., of Ludington, spent last week in Detroit on business. Archie, who is a Grand Rapids resident (when home), looked none the worse for his initiation at the last meeting of Grand Rapids Council.

James Wilson, Vice-President, Arthur Previtz, Archie McMillan and Seth Ingram, department managers for Burnham, Stoepel & Co., have gone East to give the market a tussle in the interest of their firm.

Thousands in Detroit are wearing buttons with the inscription "No more Saturday night shopping." The street cars are also carrying signs on the front, bearing the same inscription. This is a worthy cause and, with the help of the people, should win out as a permanent proposition. At the present time, all of the leading department stores are closing their doors at 5:30 p. m. Saturdays during July and August.

When we hark back to such fellows as good old "Tommy" Driggs and others, we will acknowledge Grand Rapids is a pretty good old place after all. When we take a good natured fling at the city of furniture and vice commission, we are sure the Tradesman will be enriched by several more inches of copy in reply. We hope the different correspondents will understand our position correctly.

Dodging autos in Detroit gave us the following "inspiration:"

To the pedestrians of the cave days
Times were indeed most tame.
They could stroll without the fear
That an auto climb their frame.

Hundreds of traveling men were "obliged" to be in Detroit last week. The Blue Ribbon races were on at Windsor.

S. M. Johnson (Burnham, Stoepel & Co.), a veteran traveler and all around good fellow, bumped into fifteen or twenty fists carried by a street car conductor last week. It seems there was some argument over the fare, the conductor claiming that Johnson did not pay and Johnson insisted that he did. Mr. Johnson is past 60 years of age, but looks about 40. He is a man who is beloved by his co-workers and is never known to have any trouble with anyone. Grant Smith and Jerry Moore, staunch friends of Johnson, insisted on his taking up the matter with the street railway company or they would have done it for him and, if necessary, take up a collection to fight the case for him. Mr. Johnson wore glasses at the time. He claims that the good Lord must have been with the naughty conductor, as no sooner had the altercation started than it rained fists.

Frank Hutchinson, for a great many years with A. Krolik & Co., covering the territory adjacent to Saginaw, says that some people are so busy attending to other people's affairs that they are saved the embarrassment of finding out how their own are coming along.

"Mike" Clarkin (Edson, Moore & Co.) has been failing rapidly of late. At the last writing he had fallen away to 265 pounds. Mike is perfectly willing to have some of his fat grafted on to John McMahon, who has been ill.

"Ed" Collins, of Carson City, and representative for Burnham, Stoepel & Co., is known as the best posted dry goods salesman in Michigan. Ed, spent three or four days in Detroit last week, adding to his fund of "dry goods facts."

Guy Pfander slipped one over on the Detroit columns last week. Beat it out by one and one-quarter inches. Fred Richter did the same by three inches. And every inch a "story" too.

Herbert (Buck) Murray, Southern Michigan representative for A. Krolik & Co., says that a new suit of clothes and an expense book do not make a traveling man any more than a baseball suit will make a ball player. "Buck" must have heard of the baseball club of Grand Rapids Council which Kalamazoo trimmed in June.

Henry J. Phelps, of Phelps & Harvey, Cadillac (formerly A. J. Lind), has accepted a position as department manager for Edson, Moore & Co. Mr. Phelps is a man of wide ex-

perience, having received his early education in a local jobbing house. John Harvey was for a number of years a department manager for Burnham, Stoepel & Co., but resigned this position to go to Cadillac to manage the store. From all the different sources of information, all speak very highly of Mr. Phelps, and what is Cadillac's loss is Edson, Moore & Co. and Detroit's gain. Mr. Phelps' friends bespeak a bright future for him in his new position.

Charles Perkins, who helped to put D. M. Auberg & Co., of Grand Rapids, on the map, has the audacity to inform us that if a traveling man was not away all week he would be home. We'd like to see Oscar Pepper Charlie for that.

Fred Snyder, city salesman of Burnham, Stoepel & Co., while driving his machine last week, tried conclusions with a motorcycle. No one injured. Repair bill on auto, \$25.

George Clark (Michigan Shoe Co.) attended a convention of Gideons in Toronto last week.

S. H. Hart, local manager for Sipe & Co., of Pittsburg, is recovering from a long illness. This will be good tidings to his many friends and U. C. T. Council, No. 9, of which he is an active member.

Council No. 9 is planning one of the greatest blowouts in the history of U. C. Tism in Michigan. Besides the entertainment features, they expect to initiate a class of not less than twenty candidates. The big event will be pulled off at their regular meeting the third Saturday in October. This will be the opening of a good stiff campaign for new members and a general rehabilitation of the Council in general. Under the regime of the present Senior Counselor Ernest Warner, the Council has already shown wonderful improvement. It behooves all visiting U. C. T. members to remember the date, as all who may be in the city are cordially invited.

Happy is the traveling man who knows it all—when he can find a crowd of idlers to listen unto him.

I Dellefield, Past Senior Counselor of Englewood, Ill. Council, No. 469, attended the meeting of Council No. 9 last Saturday night. He gave the Council a talk that was brimful of good ideas and also brought in some criticism for the Detroit hotels which, while well deserved, is a fault that is found of hotels in all large cities—that of reserving no room for the commercial travelers when there is anything of note going on that will bring crowds to their city. Mr. Dellefield says when the U. C. T. grows a little larger they will be in a position to make it very unpleasant for the hotel which will hold out the glad

hand to the traveling man in February and give him the icy stare in July. Mr. Dellefield represents Ira Barnett & Co., of Chicago, and has covered Michigan for twenty years and looks good for at least twenty more.

The fellow who lives within his income need not worry about the outcome.

Mr. Wohlgenuth, of Wohlgenuth & Son, and member of Council No. 9, is recovering rapidly from his serious illness and will soon be out on his territory again.

C. W. Booth was in the East last week in the interest of the Michigan Shoe Co.

Talk is cheap and we presume that is why some traveling men always have so much of it about them.

It is with profound regret that we mention the loss of W. C. Baker's beloved wife, Margaret, who died at Lake Orion, their summer home, last Saturday. Mr. Baker is a member of U. C. T. Council No. 9 and is well known in the larger towns of Michigan, where he traveled for a number of years, representing the Argersinger Co., glove manufacturer, located in the East. The sympathy of Mr. Baker's hosts of friends, both among the traveling men and the trade, are extended to him in his hour of sorrow.

George Durst is now the proud wearer of a new U. C. T. button which he earned by dint of hard labor. He was initiated into Council No. 9 last Saturday night. George represents the Michigan Shoe Co. in Southern Michigan. Whatever the Council did to him during the solemn (?) initiatory services, they failed to eradicate for an instant his perpetual smile.

Fred Montier, who delivered the "Ray of Hope" lecture at the meeting, deserves special mention for his oratorical work. With but little training, Fred should be able to cheat William Jennings Bryan out of his grocery money by grabbing off the Chautauqua lecture job. No valid reason why a traveling man should not sell lectures as a sideline. Montier represents Osborne, Boynton & Osborne, Detroit, and is Grand Page of the U. C. T. Grand Council of Michigan.

One traveling man who has the saving habit down to a science, is salesman-evangelist George Pierce, of Jackson—that is, saving souls.

The employees of Burnham, Stoepel & Co. presented P. C. Palmer with a beautiful pair of cuff buttons and stick pin to match. Mr. Palmer, as already stated in these columns, resigned his position, after serving his house for eleven years, to go in business for himself in Windsor, Ont.

We have an honest-to-gosh story told (Continued on page thirty-two.)

NEW YORK MARKET.

Special Features in the Grocery and Produce Trade.

Special Correspondence.

New York, July 21—There is, perhaps, a better feeling in the market for spot coffee than prevailed a week ago. Receipts have run lighter and reports from primary points show a stronger condition there. Actual business has been moderate, however, and buyers take only small quantities. In an invoice way Rio No. 7 is worth 9¼c, while Santos 4s work out at 11½@11¾c. In store and afloat there are 1,605,525 bags, against 2,227,210 bags at the same time last year. Mills are firm. Holders are not at all inclined to make any concession. Good Cucuta, 11½c.

Old stocks of teas are being gradually worked off and new teas will find the market in better condition than a year ago. The quality of the new crop is better. Prices are well held and the outlook is for a higher level than at present.

The sugar market is really humming. The hot weather has brought forward the fruit crops and, as a result of many orders, refineries have been worked at top speed and even so are a week to two weeks behind in making shipments. The rise to 4.60c gives food for thought to dealers who might have bought at 4.10c a few weeks ago.

The supply of desirable assortments of rice is limited and quotations show some advance. The crop outlook continues most favorable. Good to prime domestic, 5½@5½c.

Some lines of spices—pepper, cloves and cassia in particular—are showing a better feeling and, in fact, the whole line of spices is meeting with better enquiry, as might naturally be expected at this time of year. Singapore pepper, black, 10¼@10¾c; white, 18¼@18½c.

Molasses continues dull and could not well be otherwise with the temperature in the nineties. Syrups are quiet and unchanged.

Canned goods are steady and tomatoes, in particular, keep up well in front of the procession. Futures are offered at 80c for standard 3s. Lots of cheap corn has gone into consumption and the market is getting in pretty good shape. High-grade peas are firm and the supply not especially large. Range, 75c@\$1 as to packer and quality.

Little if any change is to be noted in butter. The supply of top grades is not especially large, but there is some accumulation of inferior sorts. Creamery specials, 26½@27¼c; firsts, 25½@26c; imitation, 24c; factory, 23@23½c; packing stock, 20@21c.

Cheese is firm, with top grades New York State full milk, 14¼@14½c.

Eggs are in diminishing supply, particularly top grades, and quotations are showing some tendency upward. Best Western, 23@25c, with a good supply that are not quite up to standard at 19@21c.

News Items From the Soo.

Sault Ste. Marie, July 21—There was an excursion from Thessalon to De-

Tour last week bringing over 200 excursionists which made DeTour, which is still on the map, look like a miniature Chicago while the excursion was in port. There was ample fun and amusements provided for all who attended. The affair will long be remembered by the residents and business men of DeTour.

Proposals for the new school to be erected at DeTour have been laid over again, as the Board could not come to any decision after deliberating over the various bids and it was decided to advertise for new bids.

G. A. Hauptli, one of the members of the M. K. of the G., made an eleven mile hike last week into one of the camps and as the thermometer was about 90 degrees, in coming to a lake, the temptation was too much for Mr. Hauptli and it did not take him long to take a dip. He evidently stayed in longer than was scheduled, as it was with great difficulty he finished his trip, on account of his back being so sunburned that he could scarcely stand erect, but he said the dip was well worth the experience.

Joe Maltas, one of the Soo's progressive druggists, has a window display of Maxine Elliott soaps which is entirely different than anything exhibited here before. It shows Maxine Elliott posing back of an arch-gate with a fitting architecture to match, and is causing considerable attention and favorable comments on the exquisite display.

Alf. Richards, who sustained a paralytic stroke a few weeks ago, has so far recovered as to be out attending to business again and his friends are congratulating him on his good fortune of so speedy a recovery.

Salesman Allison and McKenzie made a new record last week in hiking from one of the camps to the station on the Soo line, a distance of three and one-half miles in thirty-four minutes, while the orders they received at the camps did not break any previous records, but the time spent on the road was a new record over that territory.

Mr. and Mrs. Geo. Olmstead, of DeTour, had a severe accident and narrow escape last week while driving over the country roads in their auto. They were driving at fast speed when, in some way, the front tire struck a stone which punctured the tire sheering the wheel to one side, and in endeavoring to keep on the road the steering gear could not bring the machine as directed and they struck a large boulder, throwing the machine over and crushing Mrs. Olmstead so that both limbs were paralyzed and she was unconscious. She was moved to the hospital at Detroit, where her condition is very serious. Mr. Olmstead escaped more fortunately, as his injuries are not of a serious nature. DeTour has since posted a notice that the speed limit is not to exceed seven miles an hour through the village streets and it is hoped this will be a warning to all speeders throughout the country.

Walter Reinert surprised his friends last week when on returning from his weekly trip he brought back a bride. He is receiving congratulations from

his numerous friends and has bought several cigars which he passed around to his friends who were taken by surprise. We understand Mr. Reinert is going to change his position, but expects to still travel on his old territory.

The tourist season is now at its height here and the park around the locks is filled with eager sightseers who seem to enjoy the cool breezes of the locks to the fullest extent. The hotels are all crowded and they are having their hands full in getting help enough to handle the guests.

Wm. G. Tapert.

Honks From Auto City Council.

Lansing, July 21—Brother D. J. Riordan and family are visiting in Chicago this week.

Our committee on arrangements for our annual picnic has decided on Saturday, August 23, as the date. Every member of our Council should plan for this event.

Brother L. L. Colton narrowly escaped injury while riding in an automobile recently with friends at Grand Ledge. The car looked worse than the telephone pole, which stopped it.

The real value of a Ford car as a business getter is shown by the report of Brother F. H. Hastings, who says that last week he made thirty-eight towns, selling a large order to each of his old customers, as well as eight others whom he had never called on before. Saturday of this week will be spent fishing at Day Lake, near Fenton. He expects to bring his entire catch home, provided the capacity of the car will permit.

Brother Anson J. Roby reports an unusually large amount of business last week. If he is able to keep up the stride it will be necessary for his factory to work overtime.

Brother L. J. Collard, representing the Perry Barker Candy Co., spent his vacation fishing at Otsego Lake—and eating his entire catch. Upon his return to Lansing he proudly exhibited a piece of wrapping paper on which was a pencil tracing of a black bass which he claimed weighed 4½ pounds. His friends soon convinced him, however, that he had drawn the picture only half large enough for a fish of that weight.

Brother L. L. Colton spent Sunday, July 13, at Mackinac Island and was favorably impressed with both climate and scenery. He says if business continues to be good for a few weeks longer he will probably buy the whole Island and establish his summer home there.

A certain prominent member of our Council who is somewhat absent minded at times recently had his car equipped with an electric horn, with the push button in a secret place. All at once the blamed thing commenced to blow and kept it up for more than a mile, until finally a severe jolt caused the shifting of Fred's left foot. Then he remembered.

We are pleased to report continued improvement in the condition of Brother J. A. Raymond. He has gained rapidly since his operation and this morning left with his family for a few weeks outing near Ludington.

Brother R. E. Fair is home seriously ill with typhoid fever. Every member of our Council should visit this worthy brother.

S. E. Burns, formerly proprietor of the Burns Hotel, at Sunfield, has moved to his farm north of Baldwin. One of the business men of Sunfield will manage the hotel in the future.

Brother E. H. Simpkins started on his vacation yesterday. His employees claim they do not know where he is, but there is a strong suspicion that he is fishing at Houghton Lake, were they throw 'em back if they don't weigh over four pounds.

Everybody boost for the picnic!

H. D. Bullen.

Kalamazoo Scales and Measures Average Good.

Kalamazoo, July 22—Out of 869 official inspections of scales, dry measures, and wine measures made by City Sealer Larned this year, only 138 were condemned. In the eight classes of scales inspected only four of a total of 390 failed to pass the City Sealer's approval. This record is one of the best that has been reported in any city of the State.

Of the 222 computing scales, the class which is most generally used by the grocers and meat men, there were no condemnations reported. Fifteen counter platform scales were inspected without one tag being placed on them. Out of 103 counter scales tested only one was found to be unable to pass the lawful requirements.

Fifteen wagon scales inspected passed without any complaint and only three extra weights were condemned. Twenty-three platform scales were tested without any inaccuracy being discovered. One railroad scale and a butcher's beam scale were also included in the inspector's report to have passed inspection.

One-peck and one-half peck measures brought the total of "out-of-order" reports up considerably. Only forty-six one peck measures out of eighty-two tested, passed inspection. Twenty-five out of fifty-one one-half peck measures were ordered to be "laid away." Forty-nine wood boxes were inspected and found to be correct measurements for cords and half cords. Twelve half bushel measures passed inspection and thirteen out of fourteen two-quart measures were found to be O. K. Three quart measures out of thirteen were condemned.

The report of the inspection of wine measures shows 188 passing inspection against sixty-nine to be condemned. Sixty-two gallon measures out of seventy-five passed, and ninety-five two-quart measures out of a total of 120 were found O. K. The quart measures condemned totaled thirty-one against twenty-eight which passed inspection.

Of the 138 scales condemned and tagged by the City Sealer nearly all that number have later been tested and re-inspected.

Be good to your business and to your business associates, but don't forget that you owe something to your family at home.

BANKRUPTCY MATTERS.**Proceedings in Western District of Michigan.****Grand Rapids Referee.**

Grand Rapids, July 16—In the matter of Joseph Brown, bankrupt, of Holland, the first meeting of creditors was held, and Jacob Van Putten, Jr., of Holland, elected trustee, bond fixed at \$1,000. Following were appointed appraisers: Tyler Van Landegend, Robert Huntley and Chris J. Lokker, all of Holland. Meeting was then adjourned to September 9 and the bankrupt ordered to appear for examination.

July 19—A voluntary petition was filed by Vincent P. Nash, of Grand Rapids, formerly connected with the Dearborn Corporation, bankrupt, of Holland, and he was adjudged bankrupt by order of Judge Sessions and the matter referred to Referee Wicks. The bankrupt's schedules show no assets not exempt and the calling of the first meeting has been delayed until money for expenses is advanced. Liabilities aggregating \$2,605.11 are scheduled, the creditors all being located in Chicago. Contingent liabilities as endorser on notes and guaranteeing accounts of the Dearborn Corporation, aggregating \$23,950, are also scheduled.

July 21—In the matter of John A. Bauman, bankrupt, an adjourned first meeting of creditors was held. The first report and account of Louis Deutsch, trustee, was considered and allowed, and a first dividend of 5 per cent. declared and ordered paid.

July 22—In the matter of Victor Pump Co., bankrupt, of Grand Rapids, the first meeting of creditors, and Emil J. Herrman, of Grand Rapids, elected trustee; bond fixed at \$200. Meeting was then adjourned to September 12.

Sure Method of Driving Away Trade.

There is no quicker or surer way of driving away trade than by exacting prohibitive prices. It seems like a smart thing to take advantage of customers at a time when circumstances compel them to pay what you demand because there is no place else to secure the merchandise which they must have, but there is always a morning after, and reaction is certain to follow such unbusiness-like methods. Because consumers pay what you ask is no indication that they do so willingly or cheerfully. Neither can it be taken for granted that having done so they will be forgetful enough to not hold against you the fact that you took advantage of them when you had it in your power to do so. People have longer memories for wrong than they have for favors. For this reason the store-keeper who pursues the policy of treating his customers right all the time is sure to win in the long run.

In the same connection it is worthy of notice that the tendency of the times is toward placing price marks upon all merchandise where it is possible to display them. This makes each article so marked speak for itself and it becomes in fact a silent salesman. The price itself often attracts.

The customer may find upon seeing a piece of merchandise thus displayed that it is within the reach of his pocketbook when heretofore he had always supposed it was quit out of the question for him to consider buying it. Quite a few people are easily embarrassed and do not like to ask the price for fear it may be too high for them to consider purchasing. The plain figures obviate all this difficulty, for there is no point at all in concealing the amount to be asked for anything you have for sale. You will tell the buyer what it is if he asks you, and there is no reason why he should not get this information without putting himself and you to the trouble of asking and answering the question. It used to be supposed that being open with information of this kind gave the competitor an advantage, he being able to find out exactly what you were charging and regulating his own demands accordingly. This, however, is an exploded theory. If he wants to know your price all he has to do is to send somebody there to find out, so the risk is being run in this way and the advantages to be gained by showing your hand to your own trade are so very great the plain price mark is unquestionably the best method.

Joint Picnic by Several Organizations.

Battle Creek, July 22—One of the largest picnics of the season will be the grocers and butchers' picnic which will be held at Goguac Lake on August 14. This was originally planned by the merchants of Kalamazoo, but it is now expected that the Battle Creek grocers and butchers will join them, while invitations have been sent to Albion, Marshall and other nearby towns.

Committees from Battle Creek and Kalamazoo are now working on the affair and it will be brought before the Battle Creek Chamber of Commerce within a few days. It is possible that the picnic will be made the first of a series of annual affairs if it proves a success.

Kalamazoo, July 22—The annual picnic of the Kalamazoo Grocers and Butchers' Association will be held at Goguac Lake, near Battle Creek, Tuesday, August 14. This was decided at a meeting of the Executive Committee, held last night. It is expected that a large number of the grocers and butchers of the Food city will attend the big doings.

Members of the Association will go from Kalamazoo to Battle Creek in special cars over the M. U. T. lines. A special programme of sports is being arranged and this year's picnic boosters predict that the 1913 event will be the best ever held by the Association.

The Association has a large membership in this city and is rapidly growing. The picnics, which are an annual event, always result in a general all-around good time for the men and their families.

A good salesman wishing to be fair should always be willing to view the situation from his customer's standpoint.

Series of Health Institutes.

Lansing, July 22—The State Board of Health is considering the advisability of holding a series of two-day institutes in different portions of the State the coming fall and winter. At these institutes different phases of sanitation will be discussed and emphasized by persons well equipped to handle the subject assigned. These meetings will not be held for the purpose of calling together the medical profession only, but officers of municipalities, commissioners of schools, teachers of city and rural schools, ministers of the Gospel, newspaper men, members of women's clubs, fathers and mothers—all who are interested in a cleaner, more healthy Michigan. One of the great objects of these institutes will be to awaken public sentiment in sanitation and to educate the general public in health conservation. There is not a broader field of usefulness, one that needs better cultivation, than the field of sanitation. It is quite within the bounds of possibility to say that the State could save much money and suffering through a series of intelligently planned and carried out health institutes.

D. E. McClure.

Cumulative Amount of Wasted Time.

The employee who is inclined to waste time, whether by arriving late in the morning, by quitting actual work before closing time, or by unnecessary inactivity during the intermediate portions of the day, should look at the matter once in a while from the employer's standpoint.

When this is done fairly and squarely there will be less murmuring because of any strict time regulations made by the employer. And, with employees who are conscientious, there will be less disposition to waste time by tardiness or loafing.

An employer recently explained to me just how the matter looked from his point of view.

"Suppose," he said, "an employee wastes ten minutes a day. That is an hour a week, or fifty-two hours a year. A week with us has fifty working hours in it. So, you see, the man who wastes ten minutes a day, wastes a week in a year. If I only had one employee I might not mind it, but as I have over 300 it means that I have to pay for 3000 weeks' service that I don't get. Furthermore, ten minutes' waste of time is a very low estimate. Many a fellow punches his time on the clock all right, prides himself on his punctuality record and then wastes perhaps an hour a day idling around. Loafing is more or less contagious, and so the idler not only wastes his own time but unconsciously influences others to do the same."

Frank Stowell.

It takes most of us longer to make up our minds to do a thing than it does to do 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.

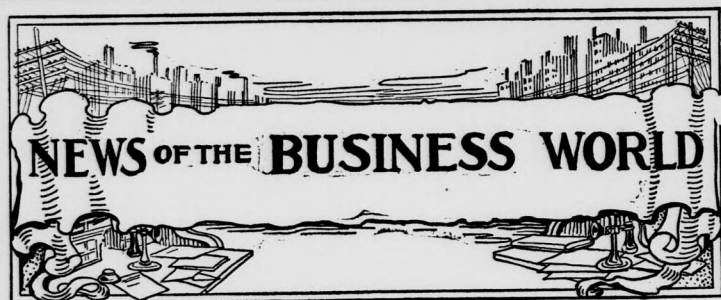
ROYAL



BAKING POWDER

Absolutely Pure

It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the grocer.



Movements of Merchants.

Berlin—W. J. Hanna has opened a general store here.

Alto—Shaw & Yeiter succeed B. S. Shaw in the furniture business.

Greenville—Ray S. Cowin, dealer in clothing, was married July 18 to Miss Grace Oliver.

Iron Mountain—The Nels Nelson bakery was damaged by fire to the extent of about \$1,000 July 16.

Ionia—The grocery stock of F. J. Heany was damaged by fire July 17. Loss about \$2,500; insurance, \$1,500.

Barryton—C. J. Cawley has sold his stock of bazaar goods to Ray St. John, who will continue the business.

Jackson—Wilbur & Johnson succeed E. D. Loomis in the undertaking business at 117 West Cortland street.

Shelby—Mrs. C. W. Fisher is closing out her stock of confectionery and cigars and will retire from business.

Grayling—Miss Lottie M. Sias has sold her millinery stock to Mrs. F. E. Gregory, who will continue the business.

Dalton—Niels Neilson lost his store building and stock of general merchandise by fire July 18. Loss about \$3,000.

Belding—A. H. Charles has sold his stock of boots and shoes to T. Will Peck, who will consolidate it with his own.

Watervliet—D. C. Ward lost his store building and general stock by fire Sunday. Loss, about \$4,000; insurance \$2,000.

Holland—Geo. P. Hummer has purchased the holdings of Frank Hadson and Fred Metz in the West Michigan Furniture Co.

Alma—Leonard Mitchell has purchased the Wheaton & Sons drug stock and will continue the business at the same location.

Northport—Martin Wagbo has purchased the Oscar Gustaff jewelry stock and will continue the business at the same location.

Vestaburg—Dr. M. C. Hubbard has purchased the J. H. Owen drug stock and will continue the business in connection with his practice.

Bay City—William Reid, dealer in ice and fuel, lost his ice sheds by fire, July 17. Loss about \$10,000, partially covered by insurance.

Gaylord—William H. Nevills has purchased the Mrs. A. F. Dyne millinery stock and will consolidate it with his stock of dry goods and notions.

Charlotte—A. J. Doyle, who recently retired from the dry goods field, is going to Joliet, Ill., to accept the managership of a large department store.

Gaylord—S. M. Jameson, recently of Wolverine, has purchased the Parmater Bros. grocery stock and will continue the business at the same location.

Fenton—O. W. Stein has purchased the A. H. Gillies grocery and dry goods stock at Byron and will continue same in connection with his Fenton store.

Cheboygan—Edward Couchois and William Pratt have formed a copartnership under the style of Couchois & Pratt and engaged in the curio business.

Saline—Erastus H. Cressy, who conducted a drug, stationery and jewelry store here since 1884, died at his home July 17 from an attack of heart trouble.

Detroit—The War Walt Supply Co. has been incorporated with an authorized capital stock of \$3,000, all of which has been subscribed and paid in property.

Cadillac—William A. Merrill, manager of the Cadillac Builders' Supply Co., has filed a trust mortgage for the benefit of the creditors and stockholders of the company.

Lowell—L. F. Chubb, grocer, was fined \$50 and costs for violation of the law requiring the posting of a sign notifying the public that oleomargarine is sold by him.

Big Rapids—A. C. Anderson has sold his interest in the H. R. Van Aukea & Co. grocery stock to Ira Mitchell and the business will be continued under the same style.

Paddy Welch, of Paw Paw, who has been undergoing treatment for a nervous breakdown at a hospital in Ann Arbor, is improving to such an extent that he will soon return home.

Lake Odessa—The Vetter Hardware Co. has been incorporated under the same style with an authorized capital stock of \$8,000, of which \$5,200 has been subscribed and paid in cash.

Kalamazoo—George Longwell, an employe of the Main cigar store of this city, will have charge of the new store to be opened in Battle Creek by the Cleenewerck company on August 1.

Kalamazoo—The Adelberg & Beriman Clothing Co., which conducts stores in several cities, will open a branch store here on North Burdick street under the management of Frank A. Sieverman.

Ionia—Frank Giddings and William Winchell have formed a copartnership under the style of Giddings & Winchell and purchased the Thomas A. Garten clothing stock and will continue the business.

Ishpeming—The J. L. Bradford Co. has engaged in the retail clothing business with an authorized capital stock of \$28,000, which has been subscribed, \$2,000 being paid in cash and \$26,000 in property.

Vestaburg—Hicks & Howard, recently engaged in general trade at Gobleville, have removed their stock here and purchased the Mrs. Walker stock of general merchandise and will consolidate it with their own.

Detroit—The Schmanky Bros. Co. has been organized to do a general tailoring business, with an authorized capital stock of \$4,000, of which \$2,000 has been subscribed, \$500 being paid in cash and \$1,500 in property.

Hopkins—DeWitt T. Henning, recently suffered the loss of his general stock and store building by fire at Hopkinsburg. He suffered a similar loss by fire while engaged in business at North Monterey about two years ago.

Willard Fleck has sold the Central Hotel, at Greenville, to Fred Froush, who has taken possession. Mr. Froush previously held the position of clerk in the hotel and has made many friends who wish him success in his new undertaking.

St. Louis—D. E. Harrison, dealer in clothing and men's furnishing goods, has merged his business into a stock company under the style of The D. E. Harrison Co., with an authorized capital stock of \$7,500, all of which has been subscribed and paid in property.

Charlotte—Jacob Summers, the West Lawrence avenue shoe dealer, fell from a tree while picking cherries and broke a shoulder bone and fractured a rib. It is believed the fractured rib has punctured a lung and it is feared Mr. Summers cannot survive the effect of his serious injuries.

Beulah—The Central State Bank has been organized with a capital stock of \$20,000 to succeed to the business of the Central County Bank, which has been conducted as a private bank for the past seven years. A new building is being constructed of reinforced concrete, 27 x 44, two stories.

Ionia—The shoe stock and fixtures of the late George L. Douglas have been purchased by George Lauster and Stanley Nead, who will continue the business at the same location under the style of Lauster & Nead. The store building was purchased by the Goodspeed Real Estate Co., of Grand Rapids.

St. Johns—To make room for a new Grand Trunk station and freight house here the grain elevator of John F. Parr will be moved bodily across the railroad tracks, and buildings owned by Charles S. Sprague, east of the Parr elevator, will be moved two blocks. The Grand Trunk has appropriated \$30,000 for the improvements.

Portland—Will H. Young, a former employe of the Maynard-Allen State Bank, in Portland, who became associated with W. W. Lung, a former local business man, in the manufacture of washing machines at Kalamazoo, several months ago, has disposed of his holdings in the company to Mr.

Lung and is undecided as to his future occupation. Mr. Young has acted as Secretary of the newly organized company, but his health recently became affected by constant attention to his work and he decided to quit.

E. H. Hicks, Michigan representative of Fields, Holmes Co., Chelsea, Mass., is confined to his home in Chicago by a bone disease centering in his foot and which, after four weeks of treatment, shows no improvement. If no change for the better is noted within a week's time Mr. Hicks will go to a hospital for an operation.

Lyons—James H. Ruel and Victor Upton who operate a private bank at Lyons under the name of Ruel & Upton, have taken charge of the Samuel W. Webber & Co., private bank, having purchased the institution since the death of Mr. Webber. Banks in Shelby, Pewamo and other towns in which Mr. Webber was a heavy stockholder are not affected.

A. H. Friend, 22 Division avenue, N., who is in charge of district 14, has been made a member of the Class 500 club of the National Cash Register Co. This is a club composed of those who have sold a certain number of Class 500 registers during the year. The local man is given credit with fifty-two sales of this class machine thus far during 1913.

Charlotte—William Bunting, dealer in wall paper and paints, has been elected Treasurer of the newly organized Charles A. P. Barrett Paint Co., of Dayton, Ohio. This company arises from the ruins of the old Barrett Paint Co., well known to painters throughout the country. Mr. Bunting will close his store here and move his goods to Dayton, where he will make his future home.

L'Anse—The retail merchants of L'Anse have organized the L'Anse Business Men's Association for the purpose of advancing the business interests of L'Anse and Baraga county and establishing a permanent credit system to protect the merchants, who in the past have been liberal in giving credit and have been defrauded by many persons so favored. The organization will also endeavor to locate industries in L'Anse and the county and encourage and foster them.

Escanaba—T. J. Martin has in use in his store a novel and useful broom rack. Mr. Martin sometime ago conceived the idea of a rack that would take up but small space and at the same time would make an attractive store fixture. He designed a drawing, presented it to the United States patent department and was informed that his device would not infringe on any rack previously patented. Accordingly, a patent right was issued to Mr. Martin. The rack is of circular shape, twenty-four inches in diameter, with a central spiral rod on which is attached cast iron and malleable iron receptacles which hold en-tact six dozen brooms—four dozen house and two dozen toy and whisk brooms. Mr. Martin has received such encouragement from wholesale houses that he has concluded to manufacture and put the racks on the market.



The Grocery Market.

Sugar—The market is unchanged at the last advance, which carried granulated to 4.60 f. o. b. New York. The buying of refined has been on a large scale, for the distributors were caught with practically bare bins, so that hot weather with the preserving demand forced them into the market. Refiners are busy, the meltings being at a record level, yet they are six days to two weeks behind in shipment. Their stocks are diminishing and should the distributors and manufacturers renew contracts soon, further purchases of raws to replenish the same would be necessary. Naturally, the grocers are not so keen to buy at 4.60c, which figure represents an advance of $\frac{1}{2}$ c from the low level, but where they delayed booking orders some of them are paying the penalty. Provided their hand is not forced, refiners will pursue a waiting policy, taking on raws only where favorable terms are offered.

Tea—Japans have assumed a stronger tone and, with the greatly reduced stocks in this country, the market is reacting to a higher level. Later reports are very firm with prices nearly, if not quite, as high as last year for second and third crop teas. Second crop Formosas are also strong. Late cables report a general advance in Ceylons, Common and low grades are $\frac{1}{4}$ @ $\frac{1}{2}$ c higher. The India market is stronger, with an upward tendency. China Congous are strong and prices are well maintained. Greens are quiet but firm, with crop reports considerably less than last year.

Coffee—Rio and Santos grades are unchanged, although some holders seem to feel as though the situation was a little firmer. Prices, however, are undoubtedly easy, with a decline from the highest point of fully 6c per pound. No one seems to feel that he has any inside knowledge as to what the future will do, but all seem to agree that there is no chance of any special advance. Easier money conditions would aid the Brazilians to sustain the market, and the slight relaxation in the worldwide stringency facilitates a holding-off in Santos. It might be noted that the crop movement to date at Rio and Santos is only 435,000 bags, as against 532,000 last year and 481,000 in 1911 for the same period. Of course, production is only one item in the situation, for consumption plays equally as important a part in fixing prices. The demand for coffee is better, but the country refuses to enthrone to the extent of anticipating the future, preferring to wait for the active crop movement in Santos, when it is hoped

that cost and freights will break sharply. Supplies are ample, for although the figures for the United States are some 600,000 bags less than in 1912 it should be borne in mind that this is all free coffee, since the valorization holdings were liquidated. Mild grades are unchanged and quiet, the market being easy out of sympathy with Brazils. Brown Javas are scarce and command a premium. Mocha is also scarce and unchanged.

Canned Fruits—Apples are steady to firm and in fair demand. California canned goods are unchanged, both spot and future; demand light for both at the moment. Small Eastern staple canned goods unchanged and in small seasonable request, except as to Baltimore string beans, which are in short pack and firmer.

Canned Vegetables—Michigan canners have had the largest run on peas they have ever experienced. Corn is quiet but generally firm for both spot or future delivery. Southern packers report a keener interest from distributors in the country at large as the curtailment of the 1913 crop becomes more evident. Much cheap corn, it is reported, has been sold of late, and a good deal of stock consequently is being carried by the distributing trade, but no doubt is felt that all of this will find its way into consumption before new goods are available. For the present such demand as exists is for the finer grades, of which the present supply is light and the ability to produce which on the present crop will depend largely upon weather conditions. There has been a great curtailment of acreage in all producing sections, and this has been one of the most potent factors in strengthening the situation generally. Advices from Southern packing points were to the effect that none of the canners was willing to shade opening prices on tomatoes. They have held firmly up to these figures so far and claim that the conditions and prospects are such as not to warrant them in making any concessions. According to prominent Southern factors, the reason for the present slack trade in futures is that buyers are still inclined to believe that they can get early deliveries, out of the new crop at least at opening prices. This, the same authority insists, is a fallacy. He declares that the new crop is at least three weeks' late, and that the quantity of tomatoes packed early will be so small as to be scarcely appreciable. From present indications he believes that deliveries in any volume will not be made before the middle to the last of September. From some sections are

already coming reports of blight and black rot, and they are said to be causing packers much alarm, because it is so early in the season for these troubles to make themselves apparent, and after their last season's experience with blight packers are naturally apprehensive. Many of the more conservative packers are said to be withdrawing offerings pending crop developments. Offerings of futures continue to be made, however, on the basis of 80c for No. 3, 60c for No. 2 and \$2.50 for No. 10 f. o. b. factory, with the Baltimore rate of freight, although the more conservative packers are holding for $\frac{2}{3}$ c a dozen more on 2s and 3s and 10c better on gallons.

Canned Fish—Pink Alaska salmon is about $\frac{2}{3}$ c higher for the week, and medium red about 5c higher. Even yet both grades are selling practically at a loss. The advance merely causes them to net a smaller loss than they have been netting. The demand for both grades is good. No prices on the 1913 pack of Alaska salmon have been made as yet, but they will be before long, and promise to be around 20c lower than last year. Domestic sardines, 1913 pack, are firmer by reason of short catch. Imported sardines are firm and high. The demand is fair.

Dried Fruits—The prune crop will be fully 30 per cent. below the original maximum estimates of 150,000,000 to 160,000,000 pounds, as a result of the heavy drop so far this month because of extra hot weather. It is now figured that the maximum output in the event of no further unfavorable influence will be about 120,000,000 pounds. Out of this quantity it is stated that something more than 30,000,000 pounds have already been sold to Europe, and of the remaining 90,000,000 pounds not a little is to be delivered on orders from the home trade. Last year domestic consumption was a little under 110,000,000 pounds, according to competent authorities, so that this year's supply on that basis would fall some 18,000,000 pounds short of meeting requirements. Therefore the tendency of prices on new crop is upward and the movement gains strength from the fact that spot stocks in Eastern markets are clearing up under an unusually good consuming demand for the season. The spot market is strong and on sizes from 50s to 70s prices are somewhat higher than a week ago, as these counts seem to have been in most demand and are not in large supply here. Peaches and apricots are steady to firm and demand is fair. Raisins are $\frac{1}{2}$ c higher in Eastern markets, due to an effort to get secondary markets on a parity with the coast. The coast is still half cent above, however. Currants are unchanged and dull.

Syrup and Molasses—Glucose is unchanged for the week, but should be lower as corn is easy on prospects of large crop. Compound syrup is unchanged and quiet. Sugar syrup dull at ruling prices, molasses in light demand and unchanged.

Cheese—The market is firm on the basis of the last two weeks. The quality is fully up to standard and

receipts are meeting with ready sale. The market is healthy and is likely to continue so for the balance of the month.

Spices—The preserving season has resulted in increased activity in many lines and the anticipation of the duty on spices has had its share in this activity.

Provisions—Smoked meats are firm and in very good consumptive demand. Prices throughout are $\frac{1}{4}$ @ $\frac{1}{2}$ c above last week. Stocks are reported short and prices will probably not recede while the consumptive demand is so good. Pure and compound lard are both firm at $\frac{1}{2}$ c advance, the latter on account of scarce and high cottonseed oil. The demand for both is very good. Dried beef is firm at 1c advance. The demand is good. Barreled pork and canned meats in usual demand and unchanged.

Salt Fish—No change has occurred in mackerel during the week. Holders of both Irish and Norway fish still seem fairly firm in their ideas. The demand is very moderate. Cod, hake and haddock unchanged and quiet.

M. L. Elgin, who has been manager of the Musselman Grocer Co. branch of the National Grocer Co. for the past fifteen years, retires from the company on August 1 to take the management of another business in the city, the identity of which he is not yet ready to disclose. Mr. Elgin has been connected with the wholesale grocery business for thirty-four years and parts company with the grocery trade with much regret. His successor will be Edward Kruisenga, who was formerly connected with the local branch, but for some years has been manager of the Cadillac branch. The vacancy created by the advancement of Mr. Kruisenga from the Cadillac branch will be filled by Judd St. Johns, who has for several years served as salesman for the Phipps, Penoyer & Co., branch of the National Grocer Co., at Saginaw.

Perry—The Perry Milling Co. has a large force of men at work remodeling its mill and installing modern new milling machinery. It is also equipping its bean-picking rooms with the latest improved hand-picking machinery which will accommodate fifty pickers.

E. J. Warren, formerly a foreman in the Hill bakery has purchased the bakery formerly owned by the Joseph Bush estate, 216 East Michigan street.

G. Battjes, of Kinney, has moved his stock of groceries and fixtures to Grand Rapids and will engage in business at 1035 Wealthy street.

Charles E. Pennell has engaged in the grocery business at 1133 Cooper avenue, the Musselman Grocer Co., furnishing the stock.

John Brouwer, grocer, at 1825 South Division avenue, has sold his stock to Max R. Birkholz of Dowagiac.

S. A. Klukoski will open a drug store at Grand avenue and Michigan street.



The Henry M. Doherty securities took a great slump last week, with the new quotations representing the old cut nearly in half. These securities are Cities Service, common and preferred, and Utilities Improvement, both holding companies for utility corporations. Whether the properties themselves have been impaired or whether it is merely a stock market episode has not yet been explained but it may be a combination of each. Doherty was at one time an officer in the American Light and Traction Co., and in his subsequent operations always mentioned this fact. Instead of remaining with the pioneer holding company, he became an operator on his own account. He acquired control of the Denver Gas Company and various other utility properties and merged them into the Cities Service Company with a capitalization that ran well up into the millions. Ambitious to conquer other worlds he bought various other properties as yet undeveloped, but which seemed to possess large possibilities, and with these he created the Utilities Improvement Company, with the purpose of financing their development and eventual sale at a profit to the Cities Service or some other company. This company had several more millions in common and preferred stock. From all accounts it took a lot more money to do the development than the company had capital and it became necessary to borrow heavily and the Cities Service securities were put up as security. What happened has not been related, but the loans fell due, the banks refused to renew and reams of the stock were thrown on the market to be sold to satisfy the loans. The Kuhns, of the First-Second National Bank of Pittsburg, which recently went into receivership, were interested in the Doherty enterprises and their collapse may have hastened the Doherty smash. Investors in this city are not greatly interested in the Doherty issues. It is stated, nearly a million dollars of these issues were held here at one time, but about a year ago the word was passed around that then was a good time to let go and nearly everybody sold and at prices to realize substantial profits. Doherty stocks and notes and participation in Doherty blind pools have been offered here since then and at attractive prices, but Grand Rapids did not respond, and now has no vain regrets.

To what extent the two companies themselves may be involved is not given out. Stock market quotations are not always a safe guide as to in-

trinsic values. It may be recalled that in 1907 American Light and Traction preferred stock dropped to 75 and the common to 80 and both issues were purchased heavily by Grand Rapids investors who had confidence in the company and its properties. After the panic the preferred returned to par or better and the common steadily mounted until it reached par and then twice par and it scored 450 before the upward movement culminated. In recent months it has sagged back to 400, and then still further downward to 320, and is now around 350. During all these fluctuations the actual intrinsic value of the stock remained the same, with no change in the earning value. The fluctuations were due entirely to demand and supply, to the desire of some to sell and of others to buy. The Doherty properties may be as sound as ever, and when a few holders of the stocks have been eliminated the stocks may again have value. But those who have followed the Doherty plan would never regard his issues as conservative investments.

The P. O. Department has made new rules regarding postal savings departments, broadening the scope and making the banking facilities easier of access to depositors. Under the old rules a depositor had to be a resident in the district in which he proposed to make a deposit. The new rule permits depositors to put their money into the Government custody by mail and to make mail withdrawals as well, and the requirement of residence is removed. This will make the postal savings available for those far removed from postal savings offices and for transients. In the course of time the postal savings may be as liberal toward its patrons as are the state and National banks.

The Eaton County Savings Bank of Charlotte evidently believes in doing every thing possible to prevent "race suicide" for it is advertising in the local newspapers to give \$1 to every baby born in the townships of Benton, Brookfield, Carmel, Chester, Eaton, Kalamo, Walton and the city of Charlotte from July 1 to January 1. The Bank will open a savings bank account in the baby's name and will give the baby \$1 to start the account with.

The blue sky law enacted by the last Legislature will go into effect with the other new laws on August 15. The law creates the Michigan Securities Commission, made up of the State Banking Commissioner, the

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

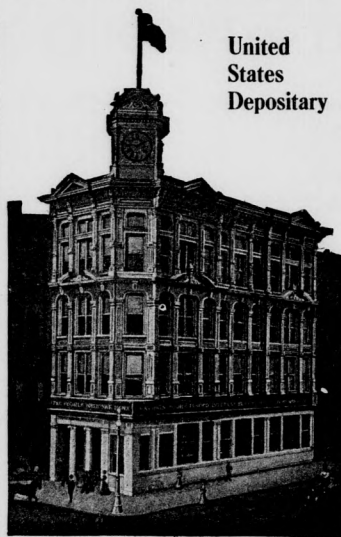
United
States
Depository

Commercial
Deposits

3½

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 3½ % if left a year.

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

State Treasurer and the Attorney General, who shall pass upon all securities to be offered for sale to Michigan investors with a view to the elimination of those of a wild cat nature. Enterprises proposing to issue stocks or bonds to be sold to investors must file statements thirty days before the securities are placed on sale. Brokers and dealers in investment securities must take out licenses and their operations are subject to the Commission's supervision. The law is patterned after the Kansas law and is admittedly crude and unsatisfactory. It will be troublesome to legitimate business enterprises in Michigan issuing stocks and bonds to dealers in such securities who are reliable and who wish honestly to observe the law. The enactment, however, has such loop holes that the peddlers of wild cat stocks and bonds will have no difficulty whatever in evading it. The attorneys of the American Investment Bankers' Association have advised that the law is unconstitutional, but whether the law is to be tested in the Supreme Court is still an open question. In this city the legitimate brokers and the banks handling securities are in favor of regulating the traffic in investment securities and putting checks on the get-rich-quick-schemes which appeal to inexperienced investors and small savings accounts, but the present law is so very crude that whether to try to get along with it until a better law can be enacted or take it to the courts for a test in the expectation that it will be set aside is a point that is still unsettled. They pointed out the defects in the measure when it was pending in the Legislature, but without results. If the brokers here do not test the law it is likely a test will be made from some other part of the State. The trouble is no legitimate dealer cares to appear as antagonistic to the law and the other kind of dealer is satisfied to let it remain as it is as the law will not hit them.

Since the bank failure at Pittsburg occurred it has been discovered that Pittsburg is one of the very few important financial centers that have not yet adopted the clearing house supervision of banks by means of a special clearing house examiner. The bankers of Pittsburg now realize, no doubt, that this additional safety for metropolitan banking might have prevented the disaster that has overtaken the First-Second National of that city. Throughout the country and wherever established, this method of keeping a closer scrutiny on banking affairs by double supervision, has worked satisfactorily. In not a single instance has a city given up this safeguard after it has once been adopted.

It is contended by many bankers that the July disbursements will have an effect upon the present situation as soon as this money is redeposited, while others feel that the strain, which has had its effect upon many individuals, will cause a further hoarding and little relief. Borrowers are having extreme difficulty in satisfying the bankers with regard to security at

this time, and in many instances gilded bonds are looked upon as being too slow for this market and money is declined. This failure to secure money has, in many instances and in many localities, been the cause of generating an unnecessary feeling of precaution, which, in turn, has circulated until many are in a much more worried state of mind than is necessary in connection with good business judgment, when all the facts are taken into consideration. Country banks are likewise resorting to close inspection on all loans, and with the greater proportion of the same maturing in the early fall there is reason to believe that the country institutions will not be obliged to call on the larger centers for funds, at least in not as large a measure as a year ago.

Quotations on Local Stocks and Bonds.

	Bid.	Asked.
Am. Gas & Elec. Co., Com.	76	79
Am. Gas & Elec. Co., Pfd.	44	46
*Am. Light & Trac. Co., Com.	340	345
*Am. Light & Trac. Co., Pfd.	104	106
Am. Public Utilities, Com.	51	55
Am. Public Utilities, Pfd.	72	74
Cities Service Co., Com.	80	85
Cities Service Co., Pfd.	60	65
Citizens' Telephone	80	85
Commercial Savings Bank	215	57
*Comw'th Pr. Ry. & Lt., Com.	55	57
*Comw'th Pr. Ry. & Lt., Pfd.	75	77
Elec. Bond Deposit, Pfd.	65	75
Fourth National Bank	212	217
Furniture City Brewing Co.	55	65
Globe Knitting Works, Com.	135	140
Globe Knitting Works, Pfd.	100	100
G. R. Brewing Co.	155	155
G. R. National City Bank	180	181
G. R. Savings Bank	225	264
Kent State Bank	260	264
Lincoln Gas & Elec. Co.	30	34
Macey Co., Com.	200	200
Macey Company, Pfd.	95	97
Michigan Sugar Co., Com.	30	30
Michigan State Tele. Co., Pfd.	90	95
National Grocer Co., Pfd.	83	86
Old National Bank	205	207
Pacific Gas & Elec. Co., Com.	41½	42½
Peoples Savings Bank	250	250
Tennessee Ry. Lt. & Pr., Com.	14	15
Tennessee Ry. Lt. & Pr., Pfd.	70¾	72¾
Utilities Improvement Co., Com.	30	35
Utilities Improvement Co., Pfd.	60	65
United Light & Ry., Com.	66	68
United Light & Ry., 1st Pfd.	75	77
United Light & Ry., 2nd Pfd.	73	75
(old)	73	75
United Light & Ry., 2nd Pfd.	71	73
(new)	71	73
Bonds.		
Chattanooga Gas Co.	1927	95 97
Denver Gas & Elec. Co.	1949	95½ 96½
Flint Gas Co.	1924	96 97½
G. R. Edison Co.	1916	98½ 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	99

July 23, 1913.

*Ex-Dividend.

Ask for our Coupon Certificates of Deposit
Assets Over Three and One-half
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.

Write for earning statement and map.

Kelsey, Brewer & Co.

Bankers
Engineers - Operators

INVEST YOUR MONEY IN STOCK OF

The National Automatic Music Company

42-50 Market Ave. N. W.

Grand Rapids, Mich.

C. F. Sweet, President
J. D. Farr, Sec'y-Treas.

Monthly dividends never
less than 1%

SEND FOR LITERATURE

Kent State Bank

Main Office Fountain St.
Facing Monroe

Grand Rapids, Mich.

Capital - - - - \$500,000

Surplus and Profits - \$300,000

Deposits

7 Million Dollars

3½ Per Cent.

Paid on Certificates

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

GRAND RAPIDS TRUST COMPANY

AUTHORIZED CAPITAL AND SURPLUS, \$450,000.00.

OFFICERS AND DIRECTORS.

William E. Elliott, President.
Adolph H. Brandt, Treasurer.
Hugh E. Wilson, Secretary.
Melville R. Bissell, Jr.
Harold C. Cornelius.
Robert D. Graham, Vice President.
Lee M. Hutchins, Vice President.
Joseph H. Brewer, Vice President.
Joseph S. Hart.
Alexander W. Hompe.
Charles R. Sligh.

Authorized to act as Administrator, Executor, Trustee under wills, Guardian, Trustee and Agent for individuals and corporations under private agreement, and Fiscal Agent for corporations and municipalities. No Charge for Examining Title. 123 Ottawa Ave., N. W. (Just north of Monroe Ave.) Both Phones 4391.

MONEY TO LOAN ON IMPROVED REAL ESTATE.

50 per cent. of all widows in this country are compelled to work

WILL YOURS?

For an average cost of 30 cents a day we will guarantee to keep your widow from being compelled to earn her living.

The Preferred Life Insurance Company of America,

Grand Rapids, Mich.

UNITED LIGHT & RAILWAYS CO.

1st Preferred Stock

A SAFE
SECURITY TO NET
EVEN AND ONE-HALF %
ALEABLE

Ask for Circular D

HOWE, CORRIGAN & COMPANY

Citizens 1122

533-535 Michigan Trust Building

Bell M 229

Grand Rapids, Mich.

Michigan Trust Co.

Resources \$2,000,000.00.

OFFICERS.

Lewis H. Withey, President.
Willard Barnhart, Vice President.
Henry Idema, Second Vice President.
F. A. Gorham, Third Vice President.
George Hefferan, Secretary.
Claude Hamilton, Assistant Secretary.

DIRECTORS.

Willard Barnhart.
Darwin D. Cody.
E. Golden Filer.
Filer City, Mich.
Wm. H. Gay.
F. A. Gorham.
Thomas Hefferan.
Thomas Hume.
Muskegon, Mich.
Henry Idema.
Wm. Judson.
James D. Lacey,
Chicago.
Edward Lowe.
W. W. Mitchell.
Cadillac, Mich.
R. E. Olds.
Lansing, Mich.
J. Boyd Pantlind.
William Savidge.
Spring Lake, Mich.
Wm. Alden Smith.
Dudley E. Waters.
T. Stewart White.
Lewis H. Withey.
James R. Wylie.

3% Every Six Months

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

\$100.00 BONDS--6% A YEAR



(Unlike any other paper.)

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by

TRADESMAN COMPANY.

Grand Rapids, Mich.

Subscription Price.

One dollar per year, if paid strictly in
advance; two dollars if not paid in ad-
vance.Five dollars for six years, payable in
advance.Canadian subscriptions, \$2.04 per year,
payable invariably in advance.

Sample copies, 5 cents each.

Extra copies of current issues, 5 cents;
issues a month or more old, 10 cents;
issues a year or more old, 25 cents.Entered at the Grand Rapids Postoffice
as Second Class Matter.

E. A. STOWE, Editor.

July 23, 1913

GRAND RAPIDS' WORST ENEMY

The Kalamazoo interurban will not reach Grand Rapids this season, and for this Grand Rapids has the aldermen of the city to thank. It was planned to have cars running early in November, but spring will be well advanced before Kalamazoo and Grand Rapids will be connected by the third rail, and for this the Common Council is largely responsible. The new interurban, running through a rich agricultural district, would have been a splendid feeder for Grand Rapids business, especially during the holiday trade and, even more important, it would have afforded greatly improved facilities for the distribution of goods handled by Grand Rapids wholesalers and manufacturers. But the aldermen have seen fit to block the way. While the business interests of the city, both retail and wholesale, have been professing their eagerness for more interurbans, the attitude of the city administration—and especially of the aldermen—has been from the beginning hostile and obstructive. The company contracted to buy the Powers estate property on the west side as a private right of way. The aldermen discovered that the city held a petty tax title against the property for \$2,500 and, instead of granting a quit claim upon the payment of the amount due, as has been the invariable custom in the past, the aldermen assumed the position of tax title sharks and for more than a year prevented the deal going through by making it impossible for the owner to give clear title. The interurban builders were put back just so long in preparing their right of way for use as intended. When it became apparent a month ago that it would be impossible to carry out the plans for the terminal on the west side in their entirety, the Council was asked to permit the company to bring in its cars over the Pearl street bridge and to occupy one of the side streets with a siding and Y, this to serve until a permanent terminal could be constructed. The company did not go into all the details as to its plans, but went far enough to show its purpose and temporary needs. Instead of promptly responding, the aldermen demanded all the details, some of them not yet arranged and for a

month they have kept the matter in the air. The company, in disgust, has made up its mind not to try to finish the line this year. The cars will be running sometime next spring or summer and the city will lose fully six months of the benefit which would come from having this very desirable interurban connection. There was no excuse for the delay in granting the necessary permission admitting the cars to the city by any route that may have been asked for. Under the State constitution franchises that may be granted by the Council, unless ratified by the popular vote, are subject to amendment or repeal at any time, with or without notice, by the Council granting such franchise or by its successors. The Council could have safely granted the franchise, for it would have been nothing more than a temporary permit, but the aldermen imagined that rights worth millions of dollars were being asked for and, once granted, never to be recalled.

While the aldermen are chiefly to blame for the failure of the interurban to reach Grand Rapids this season, the interurban people themselves are not entirely blameless. Not in a single instance have they come before the people or the city administration with a frank and open statement of what they wanted or why. They have made their requests through third parties, through J. W. Spooner for the Powers estate or through the Grand Rapids Railway Company. Technically, they have been correct, for it has been the third parties and not themselves that have needed the favors from the Council, but practically a few words of explanation from the interurban itself would have smoothed things along to a great extent. It has been one of the mistakes of the whole Commonwealth interests in the State to ignore the public. The company's publicity department has been sadly neglectful of its duties. The officers originally undertook to make unofficial disclosures to our crafty Mayor, but that faithful official seized the opportunity to make a grandstand play and invited some aldermen to the conference whose reputation for thriftiness was sufficient to freeze the blood of the men who sought to inform the Mayor as to their plans.

SQUARE DEAL NOT WANTED.

Organized labor is always in favor of arbitration, when union grievances, real or imagined, are to be considered, but when the grievances of employers are also to be submitted, that is different. The Newlands act for the arbitration of labor disputes was rushed through both houses of Congress and to President Wilson for his signature to avert the calamity of a great strike which the conductors and train hands on the Eastern railroads were threatening. This act provides for an arbitration board of six members, two to be chosen by each of the parties to the controversy, these four to choose the remaining two. If the third pair cannot be agreed upon, then they shall be chosen by the Board of Mediation and Conciliation, made up of a commissioner appointed for a

term of seven years and two members chosen by the President for indeterminate terms. This Arbitration Board shall give both sides to the labor controversy a full hearing and its decision shall be accepted as final. The Newlands act supersedes the Erdman act and differs from the latter chiefly in having six instead of three arbitrators, the smaller number being objectionable to everybody in that it placed too much responsibility on one man. The Newlands act, in describing the jurisdiction of the Arbitration Board, contains the clause "and other questions" and the railroads interpret this as giving them the right to submit grievances to be arbitrated, instead of confining it solely to the grievances which the employees may bring up. The railroad conductors and train hands demand an increase of 20 per cent in wages and various other concessions. The railroads, with their understanding of the "and other questions" clause, have also filed grievances. They ask that wages be reduced 20 per cent. in such instances as where the full train crew law compels the employment of train hands not needed in the service. They have put in seven other demands covering various points relating to the service and calculated to insure for the company a fair return for the money paid in wages. They ask that their claims be given the same consideration by the Arbitration Board as the demands of the employees for more wages. And the employees have suddenly discovered that they are not so eager for arbitration as they thought they were. Enjoying a monopoly of the grievances they had nothing to lose by arbitration and might gain something worth while. Sharing with the employers the privilege of having grievances makes it possible for them to lose instead of gain, and they are not true sports enough to be willing to take any chances. This is highly characteristic of organized labor. Organized labor does not want a square deal, fairness as between employer and employee or honesty of service. Its demands are not for what is right, but for all that it can get, regardless of justice. This is the same attitude that the highway man assumes.

The Erie Railroad has withdrawn from the association of Eastern railroads and will fight, instead of submitting to the demands of the train men or letting the question go to arbitration. The fight may be costly, but it will be worth the price if for no other reason than to determine how much of a bluff the conductors and brakemen have been putting up and how difficult it will be to fill the places of those who quit.

THE SUMMER GATHERINGS.

It may be you are one of the class that just pick up and go frequently to the summer meetings without any previous thought or preparation. If so, good! But if you are apt to find plenty of excuses for staying at home when the day comes or inclined to forget about it until you read the notice in the paper the next morning after it is over, commence planning

now. A little of this done carefully and at the right time will usually open up a way for you to get off without sacrifice in any particular.

Of course, you read the trade papers and keep up with the times in this way. That is all a necessity. But something more is needed, especially in this hot weather period. There is the stimulus of competition, more keenly realized and in the broader spirit which is above rivalry and seeks rather to widen our own work—without any wish to belittle that of another. The spirit of fellowship is fostered and the work becomes more than a mere means of gathering in the pennies. Its true value in the human plan is more clearly manifested.

Inspiration is gained through association. You may learn better methods. You are sure to learn what a great world this is and how we are, after all, more or less mutually dependent upon each other. The old friendships renewed act as a cordial and a tonic. The shifting from the daily routine of work is beneficial. It may be you will have to work a little harder to-morrow as a result of the day off to-day, but you will feel adequate to the task—and more. It is the easiest thing in the world to be a plodder, to get into a rut; that is, unless you take extra precaution to keep out of the rut. It is easier to follow in the big procession occasionally than to plod along the cut-up by-road, fancying you are perfectly independent. Rest a bit and gain new breathing space by getting out upon the main track occasionally.

THE SUGAR SUPPLY.

In these days, with the housewife canning and preserving, it is essential that an ample supply of sugar be kept on hand constantly. What if you have a new supply at the station, on the way or just ordered? This does not help the woman who has her fruit all ready for work. She must have the sugar at once and, unless you happen to be the only dealer in town, you may be sure that she will have it; and what is worse, she will hold a slight grudge against you for allowing yourself to get out of something which you know will be called for several times a day. She knows that there are certain household articles which she is supposed to look after and keep in stock. She believes it to be equally your business to have foresight in a matter so apparent.

While the granulated is for most purposes acknowledged to be cheapest and best, there are other grades which have a demand frequently. It is up to you to keep a memorandum of the probabilities along these special lines and be prepared for them; and while you may be pardoned for not always keeping a supply of all the minor grades, still there are reasons for striving to supply each at all times.

The knowledge of to-day may be the ignorance of to-morrow. Then where are you, unless you keep posted from day to-day?

Every man must cut his own wisdom teeth.

SUCCESSFUL SALESMEN.

Frank S. Ganiard, the Well-Known Jackson Traveler.

Frank S. Ganiard was born in Concord, Mich., Feb. 4, 1865. He is a son of Almond M. and Evelina C. Ganiard. He was of a family of seven children, four of whom are still living. He left school at the age of 15. His father's sickness made it necessary for the children and mother to work. He worked in a grocery store until he was 19 years of age and then went to Dakota for six months, where he worked in a general store at Groton, Brown county. He then went back to Concord and engaged in business, but subsequently sold out and started traveling for Clark, Baker & Co., wholesale grocers, Jackson, Aug. 1, 1887. He traveled for this concern two and one-half years and with the exception of three years he was engaged in business at Concord, has since traveled out of Detroit, nine and one-half years of this time with W. J. Gould & Co., going with C. Elliott & Co., when Gould quit April 1, 1902, and is still with them.

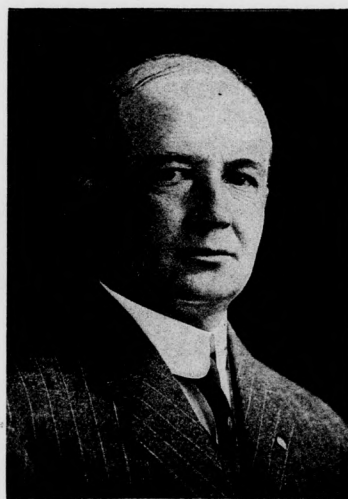
Mr. Ganiard became a charter member of Jackson Council, No. 57, U. C. T., when it was organized May 1, 1894, and holds certificate No. 3,321. He was elected Secretary-Treasurer in March, 1898, and served four years. He was elected Grand Sentinel in Detroit in May, 1903, went through the chairs and was elected Grand Counselor at Saginaw in 1907, presiding at the meeting held in Battle Creek in 1908. He was a delegate to the Supreme Council meeting in 1907 and was elected Supreme Sentinel in 1911, thus becoming Supreme Page in 1912 and Supreme Conductor in 1913. Unless some unforeseen circumstance arises, he will reach the highest office within the gift of the organization at the 1915 annual session, which is expected to be held in San Francisco—that of Supreme Counselor—an honor both to the recipient and the U. C. T. members of Michigan, who are proud of his success and of the prestige which his election will confer upon Michigan traveling men in general and U. C. T. members in particular. Mr. Ganiard was presented with a beautiful gold medal, fully inscribed and set with a diamond, by the subordinate councils in the Michigan Grand Jurisdiction at the Grand Council meeting in Bay City, 1912.

Mr. Ganiard was married to Metha M. Findley, of Concord, Dec. 20, 1889, and has two children, Florence I. and Donald F. He moved to Jackson in April, 1894. He has been on the session roll of the First Presbyterian church since 1899.

Mr. Ganiard believes it to be his duty to hold himself accountable to those in both the church and order of U. C. T. of America, who have expressed their confidence in him by placing him in offices of honor. He believes that life is not subscribing to a creed, but living up to the tenets of his faith and that with a full regard for the other man.

In every successful man's career there stands out certain constructive character traits which, more than any

other, have contributed, and continue to contribute, to his success. These traits are not in all instances alike. In one instance they may be great tenacity of purpose, coupled with untiring energy and courage to persist in face of apparent failure; in another, geniality, ability to create friendship where another would cause enmity, and gain respect and command a hearing where another would be looked upon with scorn or derision, and a host of other combinations, each one manifesting itself in the successful individual, or in the individual



Frank S. Ganiard.

who inevitably succeeds, to such an extent as to overshadow all the other traits in him and counteract the ill effects of his errors and indiscretions.

In the case of Mr. Ganiard these pre-eminent traits are as follows: A healthy restlessness, a genial disposition, steadiness and close attention to business, initiative, and the ability to deal with his customers in the new way—never losing sight of the human element that enters into the problem, getting things done by suggestion and example rather than by authoritative command, thereby getting them to work with him instead of against him.

Going the Pure Food Laws One Better.

Announcement of a new sales plan about to be presented to the consuming public has just been made by the Yours Truly Company of Chicago. The feature upon which the new campaign is based is that foods packed under this label will hereafter be guaranteed to the public as "pure foods in the strictest sense" and are to be known as "certified foods." According to a statement made by the company the plan contemplates engaging the service of the Miner Laboratories and the placing of a chemist in each factory where these foods are packed. He will be expected to watch the process of manufacture and to criticize its preparation with a view of "going the Federal Food Act one better."

The recent statement made by Dr. Carl L. Alsberg, Chief of the Bureau of Chemistry at Washington, that the "wording on labels of food products to the effect that contents are guaranteed under the Foods and Drugs

Act is no assurance that the contents of a package are pure" forms the basis of the campaign. Further emphasis was laid on the fact that "the Department of Agriculture has not the power to act in many vitally important matters which actually make it impossible for the Government to intervene in many cases that should be remedied."

In the announcement made by the company the fact is elaborated upon that the chemists who will scrutinize the methods of the different factories will be absolutely disinterested. In fact, their attitude is called "unfriendly." This is intended to give further assurance that the precautionary methods to be installed will be of the strictest nature as a result of which the quality, it is announced, "will be from 10 to 60 per cent. higher than required by law."

A radical change, it is said, is also to be made in the selling policy, where heretofore certain jobbers were given the exclusive right to sell these products, it is stated that under the new plan the co-operation of all jobbers will be sought.

One of the officials, speaking for the company, predicts that it will be but a matter of time before other manufacturers of food products will adopt a similar policy.

Announcement of the certified food products is to be made next month in some of the leading magazines.

The argument or logic which makes appeal to the selfish or acquisitive in human nature is not the kind that can be regarded as the most convincing, hence it is not the most worthy. The most reprehensible school of thought is that which throws "scares" into the people, pointing to possible calamities in the event of certain policies being adopted. With the illuminating power of printing penetrating ever cavern and dark place humanity has gradually gone forward in comprehension and in many ways has been less fearless of consequences resulting from changing old customs or adopting other methods and systems. This indicates a step of progress that is encouraging. There should always appear a saving clause to our assertions in the fact that as a people if we commit errors we can rectify them with the passing of time.

By the dismissal of the suit against the Atlanta Journal, which the United States Supreme Court did a short time ago, the Government sustained a jolt in the prosecution of zeal cases by the Postoffice Department which probably will serve as an example to the officials who now have charge of mail matters and the thing is not likely to be repeated. The newspaper was indicted for sending more sample copies through the mails than the proportion allowed, and while the sum involved was trifling the paper defended its position from principle and won in the Court of Appeals. The former Postmaster-General carried up the case to the highest court and that body threw it out, just as the American people repudiated the administration of Hitchcock and those doing his bidding.

BANKRUPTCY MATTERS.

Proceedings in Eastern District of Michigan.

Detroit, July 14—In the matter of William N. Elwood, bankrupt, salesman, Detroit. First meeting of creditors held for the filing and allowance of claims, etc. Bankrupt present and was sworn and examined by Referee Joslyn. B. J. Lincoln appointed trustee, with bond fixed at \$50. There appears to be no property excepting possible interest in two insurance policies on the life of the bankrupt.

July 15—In the matter of Grabowsky Power Wagon Co., bankrupt, Detroit. A second dividend at the rate of 10 per cent. has been declared and ordered paid. The figures are being made up and it is expected that these dividends will be paid within the next ten days on all claims duly filed and allowed. The claims allowed to date aggregate about 300 in the sum of \$398,144.78. A first dividend of 20 per cent. has already been paid.

In the matter of William Layng, bankrupt, cigar and tobacco dealer, Detroit. First meeting of creditors held. Bankrupt present and was sworn and examined by Referee Joslyn. B. J. Lincoln, custodian, reported the sale of the bankrupt's assets, which were appraised, less exemptions, at approximately \$767, for the sum of \$316 to John Stilwell, Detroit. Sale as reported confirmed and a first dividend declared and ordered paid. B. J. Lincoln, elected trustee, with bond of \$500. Under stipulation between the trustee and the bankrupt, the exemptions claimed and set apart to the bankrupt have been sold and the proceeds placed in the hands of the trustee to await the statutory period which must elapse before surrender of exemptions to the bankrupt.

In the matter of James A. MacVeigh, bankrupt, physician. First meeting of creditors held. Bankrupt present and was sworn and examined by Referee Joslyn. There appearing to be no assets for administration, order entered that no trustee be appointed. Further ordered, no creditors being present and no claims of creditors having been filed, that the exemptions claimed by the bankrupt be allowed and set apart to him.

In the matter of Kastner Coal & Cartage Co., bankrupt, Detroit. Order made and filed confirming sale of property described and known as the North yard. Order made authorizing trustee at any time within one week to sell the South yard at not less than \$40,600 at private sale. If he cannot sell at that figure on or before July 22, an order will then be entered directing another sale at public auction. Ordered that a first dividend at the rate of 10 per cent. be paid.

Back-Slap.

She finished a tirade at her friend, and ended with:

"There, I think I have made myself plain, have I not?"

"Made yourself plain, dear?" sweetly answered the once friend. "Oh, no, dear; you were born that way."

The only thing that gives weight to a fish story is the scales.



Display of Tinware and Enameled Ware Trim.

For getting good results in building a window trim of enameled ware and tinware, here is what you need:

Merchandise.

About \$20 worth shown in the window:
 One-half dozen oil cans.
 One dozen pie pans.
 One-half dozen muffin pans.
 One dozen graters.
 One-half dozen pudding pans.
 One only teakettle.
 One-half dozen coffee pots.
 One-half dozen dish pans.
 One-half dozen soap dishes.
 One-half dozen basting spoons.
 One-half dozen sauce pans.
 One dozen tin cups.
 One dozen bread pans.
 One dozen funnels.
 One-half dozen drip pans.
 One-half dozen dairy pans.
 One-half dozen teapots.
 One-third dozen Berlin kettles.
 One-half dozen preserving kettles.
 One-half dozen colanders.
 One-half dozen dust pans.
 One-half dozen dippers.

Fixtures.

Three wooden boxes.
 Two 6-inch boards, 30 inches long.
 Two semi-circular wooden fixtures.
 Five rolls of white crepe paper.
 Two rolls of red crepe paper.
 A few pails.
 A paper of pins.
 Plenty of price tickets.

A real window trim of tinware and enameled ware is a winning proposition, occasionally. Some stores use too much of this class of merchandise in their trims. It should be kept out of the average window and then featured strongly in a special trim whenever occasion seems to require. A display like this will be of material aid in pushing 5, 10 and 25-cent merchandise.

Before you begin to trim, cover the background with white crepe paper. Now let us begin at the left side of the window. Hang two colanders in the manner shown by the picture and

another one right next to these. These should be tacked to the top of the window background making them hang in the manner indicated. Then below the one colander, pin three dust pans to the background. Then arrange three colanders and three dust pans on the right side of the window in the same manner.

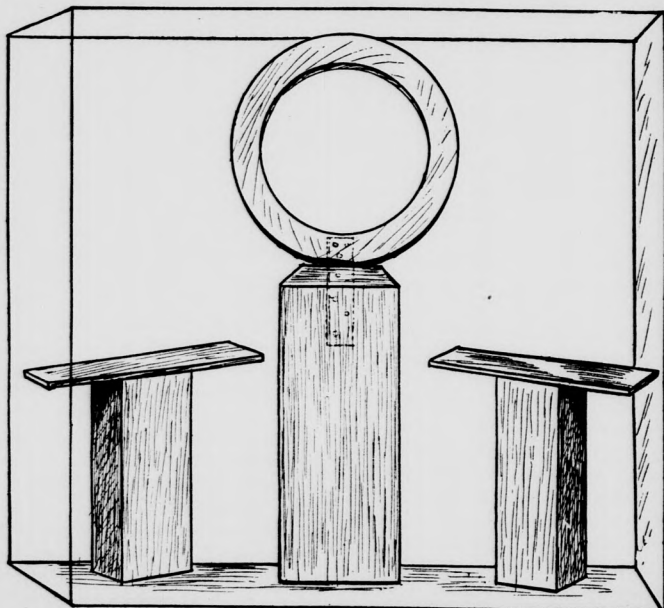
Now for the big center unit. For this you will need a box and two semi-circular wooden pieces both covered with red crepe paper. The box should be high enough to make the half circles reach to the top of the window.

Put the two half circles together to make a circle, and nail to the back of the tall box in the manner shown by the drawing. The box and the circle should be right against the background. Then pin to this circle, seven small coffee pots, seven tin cups, and seven small funnels as we have done.

Next pin to the background, seven pie pans inside the circle. Put nine preserving kettles on top of the box as we have done and pin two more to the front.

The unit to the left is made with one of the smaller boxes and one of the boards, both to be covered with red crepe paper. It should be high enough so that the merchandise can be piled up to make it reach the colander which we mentioned before.

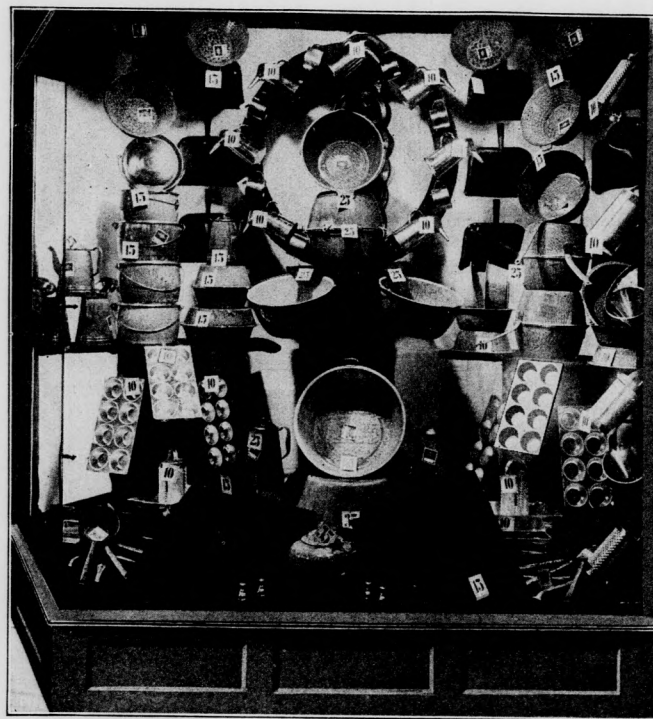
Pile five covered kettles in the center of this unit, on the left of this, three coffee pots, and on the right, two dairy pans, two pudding pans, and one tea pot. The unit then can be completed with three tin muffin pans.



Drawing of Fixtures.

The unit on the right is made largely the same as the one on the left. In this, however, we have used five sauce kettles for a center. On the left of these, put six pudding pans and on the right the same amount. The muffin pans are arranged in the front as before. You will need to stop now and be sure that you have plenty of price tickets where they belong, as you will not be able to put them in later on without interfering with the display.

Next comes the floor plan. Pile up three pans in front of the center unit as shown by the photograph and on each side of these, three coffee pots. The remainder of the floor plan is so plainly indicated by the photograph that a detailed description is not necessary.



Photograph of Window Trim.

The half-circular pieces of wood used in this trim are very useful to the trimmer in many ways. They can be made by marking out the circle in two or four pieces with dividers or a pencil and string and fastening them together with cleats. Have the carpenter make them if you consider it too much trouble. You will find them serviceable in many a trim.—Butler Way.

Equipment for the Window Trimmer.

This is about the equipment the average window trimmer needs:

A claw hammer, to be used for heavy hammering and driving nails.
 A tack hammer for driving pins.
 An ordinary saw.
 A keyhole saw.
 A screw driver.
 A pair of large shears.
 A pair of nippers.

Add to this some wooden boxes of various sizes, a few lath, some 6-inch boards, some twine, and some metal or wooden T-stands.

Form the habit of saving suitable boxes and other material for your windows. You can save enough stuff

that you usually throw away to build all your fixtures.

Keep all this window-trimming impedimenta in one place in your basement or the back of your store. It will take up very little room if it is neatly arranged. Then you'll have it handy whenever you want a board or a box in a hurry.

Use pins for fastening merchandise to the background. Pins carry a heavy enough load for almost any ordinary purpose. Two pins put together can be driven in like a nail.

Follow Up Your Work.

Submitting a detail to a superior doesn't lessen your responsibility for carrying the work through on time—unless you are specifically told to let it wait. Many a time a piece of

work is delayed by someone who does not realize that he is delaying it and who would gladly do his part quickly and allow the work to proceed if the matter were only called to his attention. Because no one says anything to him he is apt to assume that there is no hurry, even while others are waiting and wondering why he holds it so long.

A manager called one of his assistants and asked him the cause of the delay in getting some carpenter repair work done. The assistant replied: "I've been waiting for you."

"How so?" asked the manager.

"You said to show you the letter I wrote about it, and I left it on your desk several days ago."

"Why didn't you ask for it? I didn't see it," said the manager.

When a search was made for it the letter was found covered up with other things on the desk.

"I supposed you were holding it for some reason," said the man.

"No," said the manager. "I wasn't. I didn't see it and I don't hold myself responsible for the delay. It was your business to get it through."

NOT YET SATISFIED.

Avaricious Demands of the Large Catalogue Houses.

It might have been hoped that the greed of the mail order houses had been satisfied when they were granted the parcel post. Any ordinary mortals would have considered themselves as rewarded far beyond their deserts when Uncle Sam sacrificed the great majority of his business children to give to the few the benefit of the larger portion of the plum. But "increase of appetite grows by what it fed upon," and, having so much, the monopolists want more. They are evidently of the opinion that it was for their accommodation the world and all that is therein was created.

There are eight parcel post zones throughout the broad domain of the United States of America. Rates vary with those zones, and the longer the haul the greater the postage. This is as it should be, and any departure from the system spells disaster for the postal service. But what do the mail order houses care what disaster comes to the country just so long as they get what they want. They are crying for more and want the zones abolished.

By the act of August 24, 1912, the Postmaster-General, with the consent of the Interstate Commerce Commission, may change the rates or consolidate the zones when the revenue therefrom allows it to be done without increasing the cost of service.

Beware of juggling. It is possible to make a thing appear as it is not. The first step in the direction of allowing such juggling is found in the postage stamp change.

With the first of the present month parcel post stamps are done away with. It is no longer required that the special stamps be affixed to parcels. Any postage stamp of the proper value will now carry the package and the old parcel post stamps may be used for other postage purposes until they are exhausted. Here is where there is a nigger in the woodpile. The special stamps were made for the purpose of determining how many were used and whether or not the parcel post system paid. It is claimed that the experimental stage is now passed, and that it is no longer necessary. They claim to know it pays. But they do not. This is admitted upon cross-examination. It is still very much in the elemental condition, and far from knowing whether or not it pays. The indications are that it does not.

But suppose it is paying at the present time. There is grave danger in putting the knowledge of the Postmaster-General to the test by doing away with the stamps at the same time that he abolishes zones. Then there will be no way of telling what is the cost, and any old game may be put over by the mail order houses.

The abolishing of the zone system is very poor business. It can be nothing else than politics if it comes, for no level-headed business man would be guilty of so egregious a blunder. If it is good management why does not the railroad charge the same for car-

rying a passenger from New York to Chicago as from New York to Philadelphia? Why is not the freight rate the same from San Francisco to Omaha as from San Francisco and Sacramento? The very idea is absurd.

Already there is dissatisfaction with parcel post. Shippers say the carelessness of handling by postal employees results in damage to shipped merchandise, which is causing them great loss and is inducing them to return to the express companies for service except where shipments are not such as to be injured by hard usage. In its anxiety to retain the business it has gained by compromising its own judgment, the postal department is exhibiting undue anxiety to make good with its patrons by offering further inducements which will in an additional manner bring up the deficit to a startling point. But the stamps being all the same, it will not be known that parcel post is responsible for the shortage. The change in the administration does not affect the desire to make a good showing for parcel post, for Democrats and Republicans alike are responsible for the grave mistake which gave the burden to the country.

Something else demanded by the mail order houses is the increase of the weight limit. They want to have the privilege of shipping the larger and heavier articles they sell, so that they may thus mail at least 50 per cent. of their merchandise. If the postal employees are overworked now what will be the result when they have to shoulder heavier burdens? It will then be impossible to get mail service in any sort of a reasonable time. Many more men will have to be put to work, and this means a payroll that will be enormous. But it will save money for the mail order houses, and that seems to be the one aim and desire of the post-office authorities.

Finally, the desire of the catalogue houses is to do away with stamps altogether, and have bulk shipments. Simply drive up to the postoffice with a truck load of cook stoves, graphophones, silverware, dry goods and groceries, have the total tonnage weighed by the postal clerk, and have the lot shipped to various destinations. Isn't asking much, is it?

Naturally the first thought that comes to the sensible man is that the mail order houses have a plethora of that quality commonly called "nerve." But, on second thought, it is a matter of course with them. They are accustomed to getting what they ask for, so why not ask?

It had been hoped that with the granting of parcel post by Congress there would have been nothing more to do but accept the bad matter, and make the best of it. But we are being shown that it is very possible to make a bad matter worse. Here comes the mail order army with stupendous demands which no one thought would have been made or considered so soon. So it is necessary to get into the fight again. The next thing is to importune the Interstate Commerce Commission for relief from the in-

tolerable burden planned for retailers. It is hard enough to fight the catalogue house when it has the formidable weapons it already possesses by virtue of the generosity of Congress. When additional clubs are put into the hands of the enemy the retailer will face a condition in parcel post regulations worse than he ever expected.

More Exactness in Store Methods.
Written for the Tradesman.

There is one thing in business of which it may be said that there can hardly be too much and that is system. Strange to say, there are numbers of men who have no regular time for beginning the day, no appointed hour for lunch and no set time for leaving their office at the close of business. They get to the bank long after the sign "closed" is put up at the entrance. They are too late to catch the evening mail with their correspondence and they forget their business engagements until after the time set for them has come and gone. Notes and drafts go to protest because they are overlooked, and at home the wife is disappointed in not getting money, because of oversight in that direction as well as the rest.

The first thing such men should do is to buy a clock and a calendar and put them where they can be seen. The second is to look at them occasionally, taking care to square themselves to the fact that punctuality is the soul of business and that method is its prime requisite. Then proceed to overhaul the office—clean it out and have it renovated. Fix it up and put in good furniture, since the slack man is usually untidy in his surroundings. As the most of a business man's time is spent in his place of business, why should he not make it comfortable and convenient? There is, however, a mighty good business reason for doing this, since as time is money, the saving of time by being able to quickly find what is wanted is in line with realizing this maxim. Furthermore, the effect on customers and creditors, also will be salutary,

since they will note the improved conditions.

Every business man should be systematic in caring for and filing his papers—letters, invoices, receipts, bills of lading, cancelled checks and notes, insurance policies, claims, contracts, etc. Whether the business is large or small, this rule should be observed. It is proper to admit that great improvement is noticeable in this direction over the conditions that were quite general some years ago, even in small establishments.

In every business of any considerable volume there is always some accumulation of documents which do not properly belong in the regular files for which a tin box or trunk should be provided, especially if these papers are of value. Rats and mice will then not be able to make trouble.

It seems strange that a business man should send an account to a lawyer for collection without any knowledge of his responsibility; yet this is done by men who would take pains to learn what they could before giving credit to a dealer for a like amount. That they sometimes lose the debt is not to be wondered at.

A practical man once caused an account to be opened in his ledger which he termed "Blunder expense," by way of enforcing more care to be taken in doing business. It was an object lesson which did more good than scolding, when at the end of the year the loss incurred in this way was at least partially arrived at.

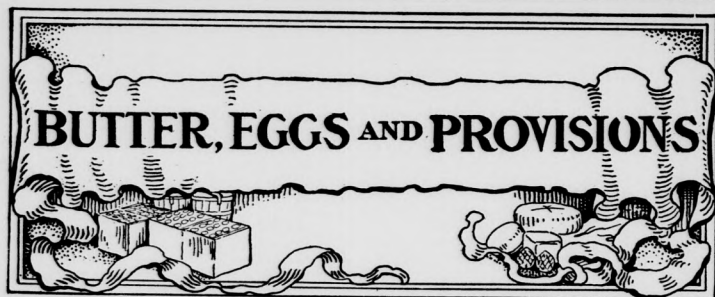
The alert, up-to-date man of affairs is continually seeking to ascertain in what way his methods may be improved and adapts his system as exactly as possible to the requirements of accuracy and dispatch.

Jacob Smith.

It there are facts about your business that you don't want anyone to tell, see that you yourself don't tell them.

When a man is drunk he forgets that he's a fool.

R A M O N A	REMEMBER THE SIGN OF GOOD SHOWS		T H E A T R E
	SEVEN BIG ACTS Of Refreshing and Entertaining Vaudeville All Week Starting Monday Matinee, July 21		
	WILLA HOLT WAKEFIELD The Lady and the Piano		
	CURZON SISTERS Original Flying Butterflies		
	Harry DeCoe The Man with the Tables and Chairs	Howard Langford Singing Comedian	
	3—OTHER BIG ACTS—3		
	Extra SPECIAL FILM International Polo Games Extra		
	Matinees at 3:00 10c and 20c. Evenings at 8:30 10c, 25c, 35c, 50c		
SEATS ON SALE AT PECK'S DRUG STORE			



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.

Cooling and Shipping Poultry for Market.

The animal heat must be removed from all poultry carcasses before they can be packed or shipped. It requires about twenty-four hours for a bird to thoroughly cool out. The best way to cool birds is to put them in a cool room allow them to cool gradually. The temperature of the room should be from 35 to 38 degrees. If a room of this kind cannot be had it is necessary to put the birds in water. The water should not be below 45 degrees when the birds are put in. They are allowed to remain in water for two hours; ice is then added, the temperature brought down to about 35 degrees and the birds allowed to remain until thoroughly cooled. Birds should not be thrown into water before their heads and feet are washed, else the water will soon become filthy, and the birds soaking in this for several hours would not be of good quality. Birds lose some of their flavor and food value when cooled in water, as these are soluble.

If the birds were put in ice water when they are warm the outside of the body would chill too quickly and the birds would not cool well on the inside. When the carcass is marketed undrawn, it is necessary to wrap the head from soiling the rest of the body when they are packed.

When the birds are shipped they should be wrapped separately in parchment paper and packed in boxes which will hold one dozen birds. They should fit in the box so snugly that there would be no chance of them getting bruised in shipment. The birds that are drawn and sold should be wrapped in parchment paper. The drawn birds spoil very rapidly, and it is necessary to be very sanitary in the methods of handling.

Some markets want a full-dressed bird. That is, one with the head off and the entrails removed, but the feet are usually left on. Birds of different sizes are dressed in different ways.

Broilers are dressed by cutting from the tail to the head along the backbone with a pair of poultry shears. The bird is then open and the entrails can be removed easily; next the head is removed. This is a very convenient way to dress broilers, and should be practiced in selling to a retail trade that demands full-dressed birds.

Roasters should be either trussed or boned. A bird is trussed in the following manner: A slit two or three inches long is cut on the back of the shanks and the tendons or white cords are loosened from the shank bone. A strong hook screwed into a wall about on the level with the elbows is a great aid in removing the tendons. Only one or two tendons should be put over at one time. With both hands on the shank a steady pull is given and the tendons come out easily; remove all of them in this way. If they are all put over the hook at one time there is danger of breaking them off instead of pulling them out. The tendons will pull out better when the bird is cold. A skewer is sometimes used in removing the tendons, but is not as satisfactory as the hook on the wall. The quality of the meat of the drumstick is greatly improved by removing the tendons. The shanks are cut off about one inch below the back joint. This keeps the meat and skin on the drumstick from drawing up when the carcass is roasted. The skin is cut on the back of the neck from a point directly between the wings and down to the base of the skull. The bony part of the neck is separated from the windpipe and gullet. The neck can be removed by cutting at the point of union of the body, and then at the base of the skull. The next operation is to remove the crop and windpipe. This is done by working the crop loose from the connective tissue and then cutting it off. The windpipe can be pulled out easily. The skin is cut off close to the head, and this way you are rid of the crop, windpipe and head. The skin is then rolled back over the breast far enough to expose the location of the wishbone. The breast muscle is scraped off of the wishbone which is fastened to the breastbone at one end and the prongs extend upward nearly to the wing joints and are connected by cartilage. Thus when the bone is exposed it is an easy matter to remove it by cutting the cartilage which holds it in place. The object in removing the wishbone is to make the slicing of the white meat easier. The bird is laid on its back, and a small circular hole is cut around the vent. Then a two or three inch cut is made crosswise of the bird, just a little back of the point of the breastbone and the entrails removed. The drumsticks are inserted in this opening and allowed to project through the small vent opening. This keeps them close to the body. The skin on the neck is folded on the back and the wings are folded over it to hold it in place.

An attractive way to prepare a bird for roasting it by removing the bones. This is done in the following manner: The head and neck and shanks are removed in the same manner as a trussed bird; then a clean cut to the bone is made, beginning between the wings and cutting along the backbone to the rump. The oil roe is left attached to the backbone. The meat is cut from the bones on the back and then down the sides. When the wing and thigh joints are reached the ligaments are cut leaving the bones in those parts for the present. The meat is cut off from the breastbone and this enables the boney frame of the bird to be lifted out. The wing bones are removed by cutting the ligaments away from the end of the bone next to the body and cutting the meat from the bone as far as the first joint; the last two joints of the wings are cut off with the poultry shears.

The meat is cut off the thigh and leg bones in a similar manner, the meat being pushed back over the leg similar to the way a glove is turned

Watson-Higgins Milling Co.

Merchant Millers

Grand Rapids :: Michigan

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

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

Huckleberries and Blueberries

Want Regular Shippers

Good Prices Guaranteed for Fancy Berries

M. O. BAKER & CO.

:::

TOLEDO, OHIO

wrong side out. Cut the drumsticks off about one inch above the hock joint. After the meat has been removed from both bones the legs are turned right side out and the meat is in its proper place. This leaves the carcass without the bones. After filling is put in and the skin sewed, the carcass has its natural shape.

The High Cost of Butter.

No item that figures in the cost of living has been more conspicuously high in price during the last two or three years than butter, and in no case could there be a more widespread effect, as butter is an article of diet for all classes of consumers whether rich or poor.

It is stated on seemingly good authority that the constantly advancing tendency to butter prices is due to the fact that the production of butter has not increased as rapidly as has the population.

During the same period there has been a continuous cry in certain quarters for more legislation restricting the sale of oleomargarine, which seems to us ill-advised and uncalled for. Many consumers cannot afford to pay the constantly increasing prices of butter, and they should have an opportunity to buy oleomargarine colored in its most attractive form whenever they desire to.

A great deal of prejudice regarding this product has been dispelled during the last few years, and it is now conceded by everyone that it is a wholesome, healthful and nutritious food product. It is manufactured under the watchful eye of the Government, an inspector being present in every factory, whose duty it is to see that only proper materials are used, that the factory and utensils are clean and on sanitary lines. What better guaranty of cleanliness and wholesomeness could be used? How many of our food products are so well safeguarded?

The Healthologist, published by the Milwaukee Health Department in December, 1912, says: "Practically oleomargarine is just as nutritious, just as wholesome and just as cleanly as the average butter."

No taxes should be levied which would add to the cost of oleomargarine or further penalize that class of consumers who desire to use it. It would seem as though there was room enough for both the butter and oleomargarine interests side by side without any preferential legislation for either.

Determining the Age of Poultry.

The pigeon is usually considered young until the attainment of sexual maturity; but mostly unfledged birds (five or six weeks) are sold as young. In very young squabs the breast appears as white. Very soon it changes to a bluish red, until it finally becomes blue red. In very young pigeons the entire breastbone is flexible; in young ones only the posterior end, while in other pigeons it cannot be flexed at all. A young pigeon possesses long yellowish down, and the tail feathers appear stemmed; that is, the shift of same on the lower end does not

contain any feathers; an older unfledged pigeon has red feet and no down.

In very young domestic fowls the back portion of the breastbone can easily be bent outward; in young fowls, it breaks easily and in the old fowls only when considerable force is applied. The breastbone keel bends sideways readily in young birds; in old ones it remains stable. Old cocks have long spurs, while in the young they are correspondingly shorter. Occasionally spurs will also be met with in hens. Older hens have hard spurs and scales on their legs; the lower half of the bill cannot be bent at all with the fingers, as is the case with young hens.

In young guinea hens the feather flag of the outside quill feather is pointed; in the old birds it is more or less rounded.

In turkeys the age is determined by the spur and also by the appearance of the first quill feather. This is also decisive in turkey hens, in which the rectum of the old animals is also surrounded by a red ring. In a young domestic goose or a domestic duck the trachea at the entrance of the thorax can be easily dented; in the old it resists pressure. If a goose still possesses yellow down it is then at the most not more than ten weeks old.

What About Consumers' Leagues?

Written for the Tradesman.

Being much interested in the outcome of the consumers' league movement which has been inaugurated in some of our large cities I desire to obtain further information as to its workings: Has it reduced prices to consumers? Has it in any degree helped to solve the problem of the high cost of living? But most of all we want to know: Has it helped the working class—the wage earners?

Last January the Detroit Consumers' League was seeking to secure a manager for its store. A building had been secured for that purpose for which no rent was asked for the first few months. The manager would have to buy produce, hire clerks, furnish necessary fixtures, and would receive a commission on goods sold. The league then had about 1,500 members, mostly wealthy people, who had ready money to buy produce in large quantities. These wealthy people would go in their autos and carry home goods for themselves and friends.

There would be no expense to the manager for advertising. He would not have to build up a trade. The league would guarantee plenty of customers.

The man to whom the position of manager was at that time offered had had quite extensive experience in buying and selling produce. He estimated his earning capacity at \$10 a day. He visited Detroit to investigate the matter. He did not take the position as manager, but agreed to act as a country buyer, being in touch with stores and dealers so that he could furnish carload lots of produce if wanted.

Perhaps some of the Tradesman

readers are fully informed as to what the Detroit Consumers' League is doing and what it is accomplishing, but I am wondering if with a country buyer who would not be content with less than \$50 a week, a store manager who must be equally well qualified to handle his department, clerks to be paid, freight, rent and other expenses, if the consumer is saving any more than he would by buying of the stores carried on as individual enterprises, provided he did his own delivering and bought in quantities as he (mostly she) does at the league store?

Of course newspaper advertising is eliminated, but the members of the league are expected to orally advertise their store, and to spend time keeping up interest in the enterprise.

They can carry home their goods when they know that delivery is not gratuitous, that it must be reckoned in the expenses along with manager's salary, etc. Why could not all consumers plan to help the merchants reduce the enormous and largely unnecessary expense of delivering instead of trying to get all the favors and service possible and count that the cost comes mostly out of some one else?

Many a grocer, butcher, baker, dry goods merchant, and other dealer would be very glad to co-operate with his customers to help reduce the cost of living. But too many of the latter are unwilling to make an effort in their own behalf. They don't care to tax their minds to study better methods of buying or try to find out how much they themselves are to blame for the high cost of living.

E. E. Whitney.

The Grocer.

At the corner, under a scraggly tree,
The little grocery stands;
The grocer, a frail little man is he,
With nimble feet and hands.
And he travels all day with willing feet
To answer our many calls
From early morn while others sleep,
Until night and darkness falls.

Send flour here; send sugar there;
The phone rings sharp and clear;
He charges them all and takes good care
Not to show his gloomy fear.
But often at noon and night and morn.
When the agent calls for pay,
He wishes he had the good old coin
For the goods he charged that day.

He may count his cash, when Saturday comes;
Tom Jones forgot to pay,
And Smith had coal to get this time
Will pay all up in May.
The grocer's the closest friend in need,
The last to get his due;
His profits are small; hard work indeed
To keep stock fresh and new.

And when the cost of living we count,
We'll find if we look aright;
That the grocery man has the least amount
Of the scale that is his by right.
And when after years of this turmoil
He lays his apron aside,
He has little to show for struggle and toil;

He's in luck if he stems the tide
George W. Roup.

There is less fun in gambling if you can afford to lose.

We want Butter, Eggs, Veal and Poultry

STROUP & WIERSUM

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



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

All Kinds of

Feeds in Carlots Mixed Cars a Specialty

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

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.

Potato Bags

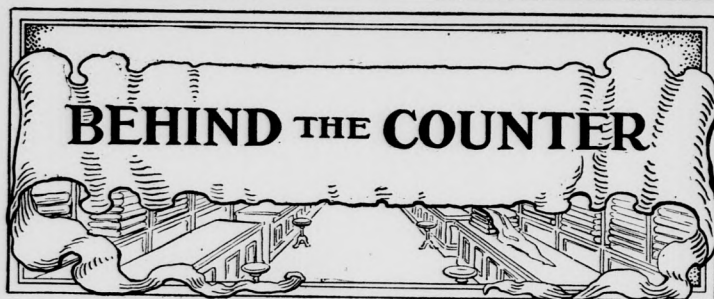
New and second-hand, also bean bags, flour bags, etc.

Quick Shipments Our Pride

ROY BAKER

Wm. Alden Smith Bldg.

Grand Rapids, Mich.



Salesmen Who Are Not Posted.

Kalamazoo, July 22—I wish to offer a little suggestion. I am a clerk, and in reading articles on salesmanship and articles for clerks written by the editor and subscribers, I notice that they all suggest and advise that the clerks determine the life history or the making and manufacturing processes and differences in quality of the goods which we have to handle and sell, by enquiries through agents and salesmen of the said goods. I have tried this but seldom received satisfactory and reliable information.

Can't you suggest that some of your readers give us a few papers on this subject, something that can be relied upon? I hope you can set this matter before your readers in a satisfactory way, and I guarantee you the appreciation of the clerks and salesmen in general. Frank A. Smith.

Mr. Smith has evidently encountered a number of salesmen who are not posted on their own goods. They were all too common in years gone by, and they are not altogether a rarity now, as evidenced by his letter. It used to be an axiom among traveling salesmen of a certain class (and a large class) that a salesman ought to be able to sell anything, plug tobacco, or furniture, or drugs, or groceries, or anything that came to hand.

It was frequently said in an admiring way: "So-and-so is a salesman. He could sell fans in Greenland or snow shoes in India." In those days a salesman would be out with drugs one year, the next year he would be selling shoes. In neither case did he ever penetrate further into the factory than the business office. He could "sell," that is, he was fluent and persuasive, but he seldom knew anything about the merits of his own goods beyond what was embodied in his set speech of "talking points." This sort of salesman used to bluff a good deal. When a customer brought up a point that he wasn't posted on, the salesman had to bluff. There wasn't anything else to do. Sometimes he got away with it, but it was a very poor way to go through life, and we are glad to say that the new school of traveling salesmen is breaking away from it.

It is discouraging to a clerk who is trying to post up on goods to meet with a traveling salesman who has nothing better to give him than a lot of vague generalities. We advise the clerk who meets such a salesman to write direct to the factory for information. Certainly any live manufacturer will be only too glad to furnish

information which may be the means of increasing his sales. A few years ago manufacturers began to establish schools of salesmanship for their traveling agents. Some of these schools are quite elaborate. Every detail of manufacture is taken up, every possible objection is raised and a means of answering it is found. The salesman is thoroughly posted on the history of the product he is supposed to sell, and frequent meetings of salesmen are held for the exchange of profitable ideas.

The clerk, to be a good floor salesman, should know something about the various lines, and when he appeals to the traveling salesman for help, the latter should be in a position to give him all the information he wants. We believe that traveling salesmen are realizing this more and more every year. Certainly when a traveling salesman is working for a house which has no regular school of instruction, he should make it a point to go through the factory thoroughly on his own hook, and thus prepare himself to post his customers intelligently.

Speeding up the Sales Force.

It was the Tail Ender of the sales force who approached the Star Salesman of the organization one day and asked, "How do you manage to make such big sales, while I can't seem to sell enough goods to pay expenses?"

"Well," said the holder of many medals, "There's a secret about it. I've been in the business a good many years, and I've finally solved the selling puzzle. You are a new man, and I'm willing to give you a pointer. But remember that it's a secret."

"I will," said the Tail Ender, beaming with eager anticipation. "Now for the answer. How do you manage to be so successful?"

The Star Salesman dropped his voice to an impressive whisper, "I'll tell you," he said. "I always make it a point to wear out the soles of my shoes instead of the seat of my trousers."

In selling goods, as in every other line of human activity, nine-tenths of the prescription for success consists of plain everyday honest hard work.

Some salesmen seem unable to absorb this simple truth. A good many never make this attempt. Philosophers long ago gave up seeking for the principle of perpetual motion, but there are a lot of salesmen who are still hoping to discover some principle of perpetual rest. Every sales force has its complement of floaters, drifters, waiters and dreamers—luck-seek-

ers who hope to ride into the harbor of success on the crest of some fortunate wave that will relieve them of the necessity for effort.

They forget that the current runs always out of that harbor, not into it. If a salesman wants to get his boat past the frowning headlands at the entrance he's got to settle down to a long spell of hard rowing. He's bound to have blistered hands, a tired back, before he can step ashore on the golden sands, and he might as well make up his mind to it first as last.

No amount of talent will free a man from the necessity for hard work. Daniel Webster said: "I have worked twelve hours a day for fifty years." Humboldt rose at four o'clock in the morning for thirty years. During most of his life, into which were crowded the achievements of a hundred men of giant intellect, Napoleon slept only four hours a night. Cornelius Vanderbilt, who made two hundred million dollars, was asked the secret of success. "There's no secret to it," he answered. "It's just dig, dig, dig." When some one said to Edison, "Don't you believe that genius is inspiration?" the man who has taken out more patents than any other inventor who ever lived replied: "No, genius is perspiration." In this world a man can't get something for nothing. He may do it once, but if he attempts to make a living on that principle he's bound to land eventually in the morgue, the poor house or the jail. You can have as much success as you like, but you've got to be willing to pay its price in the only coin that passes current in the market where it is sold—hard work.

There's only one way to make luck come your way, and that is to go out after it with a sand bag, as a hold-up man goes out after victims. No one is going to besiege your house at night in a frantic effort to get in and force orders on you. There are bunches of money hanging on every tree in the Forest of Prospective Customers, but whistling won't entice any of it into your pockets. You've got to climb a tall trunk for every dollar, and be willing to skin your knees and bark your shins all the way up.

A salesman's territory is like a corn field; it won't yield a harvest without cultivation. Weeds are the only crop that will come up of themselves. The Indian squaw who used to scratch over the soil in the tribal corn patch with a stick, drop a few casual grains of corn here and there and go off in the wake of a hunting expedition until harvest time, never needed any towering granaries to contain the crop she raised. If her pack of starveling papooses got a dozen square meals all around as a result of her entire season's farming they could count themselves lucky above the ordinary lot of red-skinned youngsters.

It is the same way with a salesman's cultivation of his territory. The man who expects to secure results in his field must get out into it promptly at sun-up, and stay until sun-set. He

must be willing to work on occasion by the light of the moon. He must do a lot of preparatory plowing and harrowing among his prospective customers. He must have the right kind of argument for seed, and throw it out with both hands. He must coax the reluctant soil with daily caressing touches of an ingratiating and vigorously wielded hoe. When he gets his crop started he must sprint all over the field early and late to keep the weeds down. The amount and quality of the harvest he gathers will depend entirely on the amount and quality of the effort he expends in bringing it up. There is absolutely no other factor that counts in the result.

I say quality of effort. It isn't enough for a salesman merely to keep busy; he must keep busy in the right way. He must use system and method in his work. It isn't enough to be always doing something. You've got to get something done.

Some salesmen are like nothing so much as a switch engine in a freight yard. No matter how much they puff up and down they never get anywhere in particular. The wheels go around all right and the bell rings, and the whistle is blowing all the time, but there is never any progress towards a definite destination. These men are always snowed under in a drift of unfinished effort—lost in a wilderness of loose ends and criss-cross purposes—swamped in a mire of rag-tag and bob-tail. Selling goods is no catch-as-catch can game. It is high art based on distinct scientific principles, and the first rule of the game after you learn the various holds is to work out a definite plan of strategy in using them. How many salesmen go at their work in life backwards, as a woman gets off a moving street car? It is not strange when you think of it that both meet with sudden and unexpected disaster. A little forethought and planning will save a lot of running about. A little clear seeing will save a whole lot of locking.

A great railroad recently did three hundred thousand dollars of increased business one month, and used but six more freight cars in doing it. Why? Because the cars were handled so that side-tracking was reduced to a minimum; because they were loaded with an ingenuity that increased the carrying capacity of each car; because the traffic campaign was so planned that no car moved a mile either way without a full load.

It is moving empty cars that cuts down a railroad's profits. And it is effort mechanically expended in unintelligent activity that cheats a salesman out of high commissions.

The June bug is the only thing with wings that never picks a course before he starts to fly. That's the reason he brings up against so many obstacles with such thundering hard bumps. You are under no moral obligation to imitate the June bug. When you get a-going, go as hard as you are able; but first be sure that you are headed in the right direction.

W. C. Holman.

Chirpings From the Crickets.

Battle Creek, July 21—Quite a few of the local boys gave me some pleasant remarks about my letter last week. My work has kept me in one county for some little time and I do not see many of the local boys while I am about my duties during the week, so I have been unable to keep in touch with local affairs and events.

I am pretty well acquainted with general conditions around Ionia and cannot speak too highly of the Hotel Callow, at Ionia. Mr. and Mrs. Callow give the hotel their undivided attention and make the boys feel at home. Dandy, clean, well furnished rooms and an excellent table. Mr. Callow caters to the commercial man and he is well equipped to take care of you. "Ted," as he is known to the boys, has the nicest little hotel between Grand Rapids and Lansing.

Louis Zacharias, of St. Johns, with DeWitt & Son, and a member of Auto City Council, No. 305, Lansing, has the heartfelt sympathy of his brother U. C. T.'s and his wide circle of friends. Brother Zacharias recently lost his only child, a young lady 23 years of age. The blow was a hard one for the father and mother and leaves a vacancy in the house that will never be filled.

Brother Peddie, of Cadillac, No. 143, was an Ionia county visitor last week. Brother Peddie sells Stimpson computing scales out of Detroit and works under a former Battle Creek boy, Graham Wells. Brother Peddie is well known in Battle Creek, making this territory for a number of years for W. J. Gould & Co., Detroit. Some ten years ago he married Miss Bessie Caldwell, of this city.

Clayton Spaulding, formerly of Battle Creek, Albion and Michigan City, Indiana, has gone on the road for a prominent suspender house. Stretch your samples and sales. Clayt., but not your expense account.

Sunny Jim said last week that the absence of the letters from Traverse City, Muskegon, Kalamazoo and Battle Creek was very noticeable, but the fellows were represented last week with good long articles.

Our Council met last Saturday night with all the officers at their respective stations and a goodly number of counselors on hand. A brother from Denver, Colo., honored us with his presence. Brother Steele read a letter from Charles H. Dorman, at Indianapolis, stating that he and the Mrs. would be in Battle Creek for the home coming and was anxious to see the boys.

Past Grand Counselor Adams told the Council about his visit to the Supreme Council and gave us some facts regarding the inside workings of the Supreme body.

Our annual picnic will be held at Gull Lake, Saturday, August 9, and will be in charge of the entertainment committee. We want all the people to be on hand, for we are planning on our usual good time.

Brother Chas. C. Bronaugh and Ed. McGee attended the meeting Saturday night and we hope to see them up more often in the future.

The Council started work on lining

up the boys for the big parade to be pulled off fraternal day during the home coming in August.

E. A. Stowe, publisher and editor-in-chief of this prosperous trade journal, was in Battle Creek on business Saturday night and called on the writer and his family. He was truly welcome, but he did not give us a chance to begin to half pay him for the good time he showed us at the convention. Mr. Stowe was delighted with the recent addition to the Post Tavern and stated no Grand Rapids hotel had a room as richly appointed as the room he had at the Tavern. We had a dandy visit and I was glad to learn the circulation of the Tradesman is the largest it has ever been and is steadily climbing.

Orin J. Wright did not show up at Council meeting, but we will have our ball game at the picnic all right and Orin will be placed behind the bat. He will not be allowed to count the scores he makes after his ten home runs.

A. C. Pfander has just returned from Brantford, Ont. He says the people are so slow over there that it is Thursday there when it is Friday in Detroit.

Attend the picnic August 9.

Be sure and read your Sample Case next issue. Important news.

Carry a blank application. Boost the order and your own council especially.

Send your local correspondent items you would like to read in these columns.

Read the Tradesman.

Guy Pfander.

What Some Michigan Cities are Doing.

Written for the Tradesman.

The Rumley plant, at Battle Creek, will close down for five months, affecting 400 men.

Reports from Flint indicate that the dull period in the automobile business is over and that prospects for the coming season are better than last year.

Signs point to a big season at the Battle Creek "San." This institution already has over 1,000 guests and the number increases every day, with high tide in August and low tide about Christmas.

The Muskegon Chamber of Commerce has issued a resort booklet called "Summertime Amid Muskegon's Lakes" with pictures showing beauty spots in and around the city.

Lansing's homecoming celebration will be held the first week in September.

Kalamazoo is preparing for the grand circuit races August 4 to 8.

Port Huron will try the near-stop car crossing plan, which recently came to an early death in Grand Rapids. The plan will work, no doubt, provided Port Huron has no mud in its streets and no lawns to be trampled on by people standing round in the middle of the block waiting for cars.

Otsego will hold another home coming and street fair this fall, under the auspices of the Commercial Club. The doll parade will be repeated, this feature being in charge of the ladies.

F. M. Sterner has sold his thirty year electric lighting contract at Watervliet to the Benton Harbor interurban road, which is building a spur to that village.

The Au Sable & Northwestern Railroad, a narrow gauge logging road with fifty-eight miles of track reaching from Au Sable into Iosco, Alcona and Oscoda counties, will be rebuilt into a standard gauge road by the Detroit & Mackinac, its present owners.

Merchants on Western avenue, Muskegon, who have signs that will impair the appearance of the proposed boulevard lighting system, have been asked to remove them.

The swimming pool at the Central high school, Kalamazoo, has been opened to the public, with certain regulations and a 5 cent fee.

The Gile Boat and Engine Co. is enlarging its plant at Ludington.

Fourteen cities of the State will be represented at the meeting of Board of Trade secretaries, to be held at Ludington August 8 and 9. Immigration and "a farmer for every forty" will be the chief topic.

Grand Ledge business men have arranged for a farmers' picnic, to be held in that city August 7.

St. Joseph will open its first public playground soon. It will be located on the beach, near the pumping station.

School gardens have been tried at the Francis street school, Jackson, this year with complete success.

George H. Reader has formed the Reader Glove Co., at Scottville, for the manufacture of working gloves and the industry gives promise of success.

Postal receipts at Otsego for the past year are sufficient to entitle the village to free mail delivery and ap-

plication will be made for this service.

The city hall at Allegan will be enlarged by a two-story addition.

Coldwater's Chautauqua will be held at Waterworks Park August 9 to 17.

Completion of present work on the Michigan Central shops at Jackson will mean an increase of the working force to 1,000 men. Surveys have been made for a new passenger station there and for separation of grades at street crossings.

The Acme Belting Co. has let the contract for a new factory at Niles, to cost \$5,500.

The Hillsdale Business Men's Association has secured a milk condensary for that city and is talking of club rooms and a paid secretary.

August 7 will be home coming day in Ann Arbor, with balloon ascensions, pie eating contests and all the rest.

Almond Griffen.

Aesop Up to Date.

A merchant met a farmer carrying an express package from a Chicago mail order house. "Why didn't you buy that bill of goods from me?" he asked, "I could have saved you the express charges, and, besides, you would have been patronizing a home store."

The farmer looked at the merchant for a full minute and then said: "Why don't you patronize your home paper and advertise? I read them and did not know you had this particular line."

In lieu of moral, this comment is made:

The retailer thinks that the business of his territory belongs to him, and so it does, but the same kind of support you expect the farmers to give you, you should be willing to extend to your local publisher.

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.

TO REACH YOUR PATRONS AND FRIENDS
USE A MICHIGAN STATE TELEPHONE

Mayer
HONORBLT SHOES
Secure the Trade and Hold It

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

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

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



**Cool, Comfortable, Inviting—Summer
Ideal for a Store.**

Written for the Tradesman.

You aim to have your store a Store Beautiful, and a considerable amount of energy, directed by your good taste and judgment, is wisely expended for that end. During the hot sultry days of July and August, try to have your place of business not only a beautiful store but a cool store, cool and clean, and inviting because of its coolness and cleanliness.

By the exercise of a little care and effort a comfortable coolness—grateful alike to customers and employees—may be achieved in most stores.

The first essential is proper ventilation. A close, stuffy store may not register any more degrees of heat than one that is airy, but the close place seems hotter and lacks entirely the comfortable feeling of the other.

The ventilation of a very large store is, of course, a problem for architect and builder. Electric fans and any other means possible under the conditions must be employed to secure a proper circulation of pure air. But for the small store a little gumption on the part of the proprietor is usually all that is necessary. Have it so that the air can pull through freely between the open front door and an open door or window at the back. There are few small stores in which this simple arrangement will not furnish about all the warm weather ventilation that is required. There are, however, very many in which it is not in use. The rear is closed up tight and every one swelters in consequence.

Where, as is commonly the case, there is a ware room behind the store proper, a window or door or both at the back of this should be left open, and then the door between ware room and store kept open also. Only a moment is required to open these rear windows and doors in the morning and close them at night, and the effect is magical.

With proper ventilation the unpleasant odors that infest some dry goods stores generally will vanish. Moth balls more often than anything else are the cause of these bad smells. If goods in which it is necessary to use the balls are placed in tight drawers or boxes, or even are well wrapped in paper, and fresh air has access to every part of the store, there commonly will be little trouble with foul odors.

The dry goods merchant whose store faces the north may count himself fortunate. But of course all stores can not front toward the Pole Star, and one that has an east, west,

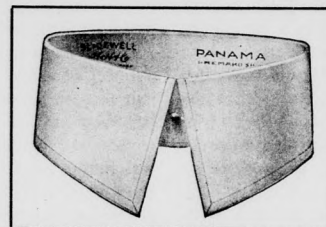
or south exposure must be equipped with an awning.

Sprinkling the walk in front and also the floor of the store on very hot days aids in keeping down the temperature, for the scientific reason that the evaporation of water is a cooling process. A store that stands alone by itself may be perceptibly cooled by being drenched with the hose. For one of these isolated stores, if the long side of the building is exposed to the merciless rays of the afternoon sun, a little ingenuity on the part of the owner may make practicable a shade of vines or even of boards that will not be unsightly and will add greatly to the comfort of the interior. If of boards and painted, it may be left the year round and will act as a wind-break in winter. In one case observed, a double row of quick-growing trees (Carolina poplars) serves as an admirable protection from the heat.

A fly has no place in a dry goods store. There is or should be nothing about the store or the stock to draw flies or to afford them sustenance. A moderate amount of swatting, a few sheets of sticky paper judiciously placed, a little shooing out as they gather on the screen doors in front, and, of course, the proper use of screens, should have the effect of making a store delightfully flyless, and save the great damage to articles of delicate texture that results when flies are numerous. If the means mentioned above do not practically rid the place of the pests, look to the surroundings—there must be breeding places near by, or possibly refuse of some kind that furnishes special attraction.

Finally, to render your store inviting during the hot weather, do not neglect to keep the windows clear and shining and free from dust and fly-specks, and the floor clean. Thorough cleanliness not only delights the eye of every fastidious customer, but it adds greatly to the seeming coolness of the place. Hot and dirty are adjectives that seem to be as inseparable as cool and clean. Fabrix.

Air slacked lime is a convenient thing to have about a cold storage plant. If brine or water is spilled on the floor, a quantity of lime swept into the wet spot will absorb it, and at the same time prevent danger of mold. Any considerable quantity of water should be absorbed by means of dry sawdust or shavings first, and then powdered air slacked lime thrown on the floor, and allowed to remain for a day or so will dry it up nicely.



We carry in stock a full line of the celebrated

Slidewell Collars

in the following styles:

Panama	Oakley
Newtowne	Salamis
Shoreham	Fairfax
Ornatis	Minoca
Colimas	Selborne
Saxamon	

MAIL ORDERS SOLICITED

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

Grain and Bean Bags

WE HAVE THEM IN STOCK

16-oz. Stark
16-oz. American
12-oz. Royal
12-oz. Giant

ASK FOR PRICES

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.

Single Impression not Weakened by Suitable Accessories.

More than once in these columns has the folly of trying to produce too many impressions by one window display been emphatically shown up. Unity of effect, one sharp, clean-cut impression that the passer-by who bestows a single glance can not help but retain—this is the most and the best that can be achieved by any one display.

However, there is a fine art of adding little accessories that serve to complete the picture—that in no wise detract from the unity of effect, but instead, give increased satisfaction to the eye of the beholder and impart suggestions that aid the sale of goods.

An instance in which this was carried out with rare taste and discrimination deserves a brief description.

The window, which was both broad and deep, was given over to a display of French bordered challies—the fine wool goods. Seven or eight different patterns were shown, some being draped on full-height figures, others on short stands. One of the accessories shown was buttons. On one or two of the short stand displays there was simply a card of buttons laid on top. On some of the full-length displays a row of buttons was lightly fastened down the front of the simulated gown. Two or three pairs of dainty silk gloves were scattered about to good advantage, while a gray summer parasol added just the touch of smartness that otherwise might have been lacking.

With one pattern the suggestive idea was carried a little further and with especially happy results. The goods had a cream ground covered with fairly small dots of the beautiful grayish shade of green that old-fashioned people call sage green. The border was three or four inches wide—plain sage green on the outside and a row of pale lavender flowers next. The goods was draped artistically on a full-length figure and a very handsome piece of cream band lace was arranged down the front. The last exquisite touch was added by a length of velvet ribbon. One end of this, made into a tiny bow, was fastened at the shoulder with a Rhinestone ornament. It was caught in beneath the lace near the waist line, thence falling gracefully to the floor. This ribbon was a little less than an inch wide, satin-backed and rich and heavy, and of a shade to match the green of the goods except that the pile of the velvet gave a richness of tint that had the effect of contrast. This pattern, displayed as it was, would make any lover of beautiful dress feel for her purse or check book.

The impression carried away by any observer of this window display was that of unity—the main idea was of the beauty of the goods and the gracefulness with which it can be draped—there was no distraction of the mind as where a variety of unrelated articles are placed in juxtaposition. Without in the least weakening the singleness of impression, the artist—for such this window trimmer was—had cleverly suggested delight-

ful possibilities in the way of accessories and making up—possibilities that the unaided imagination of the average observer would not have been likely to supply. Fabrix.

To Raise the Quality of American Sardines.

To re-establish the very important American sardine industry and improve the quality of the American fish product, the Department of Agriculture has established a special sardine laboratory at Eastport, Me. This field experiment station, which is in charge of Dr. F. C. Weber of the animal physiological laboratory of the Bureau of Chemistry will make a thorough study of the fish caught in the Maine sardine waters and the methods of packing them employed by the Maine canners. The object is to improve the quality and reputation of American sardines, which of late, with few exceptions, have been of inferior quality and often packed when unfit for packing or else so packed as to be a very poor article of diet. The attention of the Department was brought to the situation very forcibly when it was found necessary to order the seizure of about 90,000 cans of American sardines in Pittsburgh and 2,000 cases, or nearly 150,000 quarter and half cans, in Norfolk.

The American sardine industry at present, the canners themselves admit, is in a deplorable condition. What was once a flourishing and money-making sea food industry has through destructive competition been brought to a stage where many canneries are no longer packing, and where those which do pack are compelled to sell their product at less than cost. Competing packers have cut the prices of their products to a point where it is practically impossible to put up first class sardines in a proper manner. The whole aim is to pack quantity and give no thought to the quality of the product. There are of course a few packers who maintain quality, but many, it is found, pack "feedy" fish—a condition resulting from the decomposition of certain food that the fish eat—or are packing soft fish or discards from other factories. These are unfit for food and absolutely ruin the reputation of the American sardine. For some years back everyone in the Maine industry has been fighting everyone else. The wealthy packers are selling their sardines at a loss and meeting this loss from former profits. Those who have no capital behind them either have to quit or else pack inferior fish in the cheapest possible way, so that they could continue to sell at prevailing prices.

The Maine sardine canners now realize that their policy is self-destructive, but heretofore they have been unable to get together to save the industry. These men have welcomed the coming of the representatives of the Department and already are showing signs and getting together, stopping cut-throat competition and restoring the industry to a place where they can afford to make a really superior brand of sardines which will compete in quality and flavor with the French, Norwegian and

English sardines. Some of the packers have volunteered to allow the Government specialists to use their factories for complete experiments and have expressed their desire to co-operate in all possible ways with the Department of Agriculture to restore the American product to favor.

The new laboratory has already discovered one important point in the packing process which causes a loss. The Maine packers pack as large fish as they are able to get into a box; fish from seven inches to eight inches are packed in so-called three-fourths mustard sizes. The smaller fish are packed in the small one-fourth size cans, and many of these are too large for good sardine size. To make the fish fit the cans the head, a small part of the tail and from one-seventh to one-fourth of the best part of the fish is cut off with a pair of scissors. By actual determination, 42 per cent. of the fish goes to waste, and of this 53 per cent. is good edible meat.

The newly established laboratory will at once begin a thorough investigation into the best possible method of packing American sardines in oil and mustard and will give particular attention to determining the sizes of fish best adapted for canning in the small oil sizes and in the mustard three-fourth size. It will begin at once an investigation of ways and means for overcoming the destructive "red feed" condition, which is a troublesome factor at certain seasons of the year in the packing of American sardines. It is believed that if the fish that have been feeding on the "red feed" are left in weirs until they have digested this "red feed," they can then be packed perfectly and will not deteriorate if properly processed. If they are worked while the "red feed" still remains in their stomachs, however, they decompose rapidly before being put into the cans and make a very inferior product when they are canned.

The Department of Agriculture has no direct power to compel local manufacturers to follow any method it may suggest as far as any product made for sale within the State is concerned. Its power over sardines is limited to shipments in interstate commerce. In such cases the Department can recommend the seizure of misbranded and adulterated goods or those containing products unfit for human consumption. Many manufacturers because of the light catch have already closed down, and many others which are still packing are operating at considerable financial loss. Reports from the sardine packers centers abroad indicate that the catches in these foreign waters also are below normal.

Why He Wouldn't Say It.

The president of a small college was visiting the little town that had been his former home and had been asked to address an audience of his former neighbors. In order to assure them that his career had not caused him to put on airs he began his address thus:

"My dear friends—I won't call you ladies and gentlemen—I know you too well to say that."

A. T. KNOWLSON COMPANY

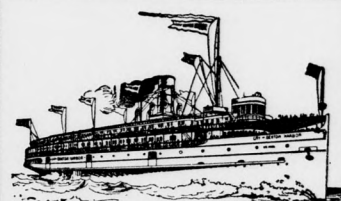
Wholesale Gas and Electric Supplies

Michigan Distributors for
Welsbach Company

99-103 Congress St. East, Detroit

Telephone, Main 5846

Catalogue or quotations on request

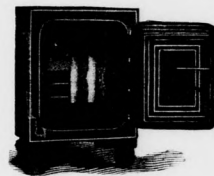


CHICAGO BOATS

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

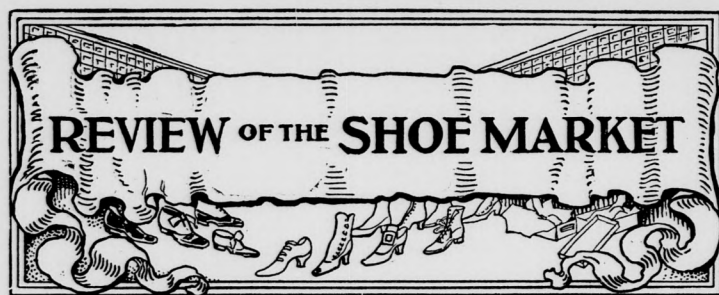
Steam and Water Heating
Iron Pipe

Fittings and Brass Goods
Electrical and Gas Fixtures
Galvanized Iron Work

THE WEATHERLY CO.

218 Pearl Street

Grand Rapids, Mich.



Shoe Workers Denounce Tariff Bill.

Rochester, July 7.—A monster petition, originating in Rochester and signed by thousands of boot and shoe workers representing every large shoe center in the United States, was sent from this city by American Express to Senator F. M. Simmons, chairman of the Senate Finance Committee. The petition protests against the abolition of the tariff on boots and shoes, as provided in the Underwood bill, now pending in the Senate. The petition is the result of the efforts of William J. Erb and John J. Hanlon, of Rochester, who, after the shoe manufacturers' protest against the proposed change on the duty of shoes was disregarded in the House of Representatives, circulated their petition in every large shoe manufacturing center. When the same had been returned with the signatures of those in favor of the project, they were put together in one large roll and sent on to Washington. More than twenty thousand signatures were obtained to the petition.

Accompanying the petition was a letter addressed to the Finance Committee of the Senate, and to the Senate of the United States, explaining that the petition was sent by those whose livelihood and the support of their families depend on the shoe manufacturing industry. In presenting their cause, the shoe workers stated that as they to-day are receiving no more than they consider their just wage as the reward of their labor, they are opposed to any change in the tariff which will affect their condition. Their standard of living, it was pointed out, is not extravagantly high and is in keeping with the present wage received, and, with due regard to the consuming public, they have no desire to see the goods which they produce placed upon the free list.

The petition further states that it was signed by workers in the states of Minnesota, Indiana, Missouri, Iowa, Wisconsin, Illinois, Ohio, Michigan, Pennsylvania, New York, Massachusetts, Maine, New Hampshire, California and Connecticut, and that the signers realize that owing to the fact that the Democratic party is pledged to a tariff for revenue only and not for protection, and that but a small importation of foreign shoes into this country is made annually, while our exports of shoes are large, the danger of an ill effect upon the wages of American workmen, should the tariff be removed, has possibly been overlooked.

Calling attention to the fact that this country produces a diversity of styles of shoes, the petition mentions

the need of a tariff for certain of these lines, and expresses the belief that failing this protection, these shoes will be imported. This being the case, a decrease in the number of shoe workers required will naturally result, thus throwing many now employed at shoemaking into other trades for which they have not been prepared or forcing them to accept such wages as the manufacturers see fit to offer.

Having only labor to sell and having a sale for this only when there is a demand for it, the shoe workers resent having to compete with a product of labor receiving one-half, or less, in wages as American employees. European manufacturers are beginning to use American machinery in large quantities, are copying American lasts and patterns, hiring American superintendents and instructors, and, in the opinion of those sending the petition to Congress, will soon be able to produce goods equal to the product of many of the factories of this country, which, when admitted to America without duty, will certainly precipitate a decrease in wages.

It is interesting to note that the petition states that owing to practically the same wages being paid by shoe manufacturers throughout the country on similar lines or grades, shoes are placed on the home market at a lower proportion of profit than practically any other article of wearing apparel. Naturally, if it comes to a question of a cut in profits or a cut in wages, the manufacturers will make the reduction in wages, it is stated.

The New Science of Shoe Retailing. Written for the Tradesman.

Second Paper.

The successful retail shoe dealer knows his merchandise—shoes, rubbers, findings, subsidiary stock and accessories usually found in the more progressive shops. He prides himself—and rightly so—on his knowledge of shoes. He realizes that the man who invests real money in footwear ought to be able to know what he's getting, and if he's going to be a real man in the midst of salespeople and customers, he must be able to speak authoritatively.

Therefore he seeks to find out what goes into shoes, how they are made, and why they are made thuswise instead of somehow else. This fundamental study of shoes as merchandise has many interesting ramifications. It involves leather and tannage, lasts and last making, and finally the various stages and steps in that essentially modern, highly complicated process of converting raw materials into finish-

ed shoes—present-day shoemaking.

The average customer of to-day is a very inquisitive person. He wants to know—or at all events he wants to know what you are in a position to give him detailed, technical knowledge. He may not have time to hear your explanation, and it is more than likely that he couldn't quite comprehend it if you explained it in detail;

but it gives him substantial confidence in you as a merchant if he knows that you know shoes. Of course there are many elementary matters about the nature, limitations and proper care of footwear that the customer can understand, and for his own good, ought to know; and efficient shoe retailing requires the imparting of this information both in the verbal sales-

The "Bertsch" Shoes Are the Rightly Made Medium Priced Shoes for Men

The BERTSCH shoe is so honestly made and so sensible and practical in design and character, that it insures the dealer against loss. IT IS A SELLER, and when sold its qualities so impress the wearer that he will want no other.

Have you seen the line lately? If not, send card for salesman with samples. BECOME A BERTSCH DEALER THIS YEAR.

THEY WEAR LIKE IRON

HEROLD-BERTSCH SHOE CO.
GRAND RAPIDS, MICH.



The Record of Our Shoes

In the retail stores of Michigan and in twenty-one other states where they are sold is one that spells satisfaction and profits to all dealers, and wear satisfaction and style and foot comfort to their customers.

We go everywhere for business.

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

manship that goes forward in the store and in the printed literature sent forth by the store. General brilliancy of intellect and charm of personality cannot atone for the lack of a bona fide knowledge of shoes and shoe store accessories, for the successful merchandising of footwear requires that a man know the wares he handles.

There is no royal road to a knowledge of shoes; and I am not even aware that any of our numerous and self-laudatory universities of absent-treatment proclivities are offering a correspondence leading to a finished education in leather, lasts and shoemaking. The man who acquires a dependable fund of information about shoes must follow the established methods of learning. He must not be too proud to avail himself of ordinary sources of information, and he must avoid the mistake of confusing sheer conceit with actual knowledge. He should develop an acquisitive spirit and keep his mind open to new facts that are coming to light every day. There is a world of difference between cock-sureness and enlightened positiveness. The man who really knows his merchandise is not apt to pose as a know-it-all.

Take them as a class shoe retailers of to-day are far better posted on shoes, leather, lasts, shoemaking, the proper care of footwear, and all related themes than were the shoe merchants of a generation ago. They have to cater to a more intelligent class of trade. Shoe store patrons are developing that show-me spirit, and some of the questions they are asking about shoes, if put to the old-time shoe dealer, would make him sit up and look abused.

Knowledge of footwear as merchandise is both essential to judicious buying, on the one hand, and to clean-cut salesmanship and educational advertising, on the other hand. In view of the upward trend of prices the successful shoe merchant of to-morrow will more and more make his appeal to the intrinsic value of the shoe rather than its inexpensiveness as a personality-commodity; but this intrinsic worth cannot be set forth unless a man knows rather intimately the merits of the thing he is talking about.

Knowing his merchandise as he should, the retail shoe dealer will find it comparatively easy to key up his selling force to greater efficiency. And this fundamental knowledge of the goods will also arm him with selling arguments wherewith he can make his advertising copy bristle; for shoe store advertisements with real punch in them are turned out by men who know the goods. Cid McKay.

"Powder Shoes."

"Powder Shoes" are made in a factory in Beverly, Mass. They are a lace shoe of leather throughout, but without a particle of metal in them, not even a lasting tack or an eyelet. They are worn by men who work in powder factories. The use of metal in the shoes is avoided for fear the metal might strike a spark and cause an explosion.

Making Shoe Salesmen More Efficient.

"I find it a very hard matter," said a shoe dealer, "to interest many of my clerks in other than their routine duties. It does not seem to occur to them that their status is but the equivalent of machines and that more than the mere automatic serving of our customers is required if the business is to be carried on in a prosperous manner. In looking for a solution of this problem I have tried many schemes and several I am still using.

"A floorman is started out at a certain salary and a commission is held out to him on all business done in excess of a certain stated amount. At the end of his first year he is given an increase in salary commensurate with his earnings for the store, and the limit above which he gets a commission is raised. The rules of the store prohibit the forcing of goods upon a customer and that ill-fitting shoes shall never be sold. The clerks are apt to become over-zealous in their efforts to win prize money and thus we have to be on the alert to prevent indiscriminate selling with its resultant ill-effects. We find that by this little scheme more high-grade shoes are sold, and under this system findings and hosiery, for we carry both, move well.

"When a man is found to be falling behind in his sales he is called upon to make an explanation, not for the purpose of 'calling him down,' but with a view to solving any difficulties that may beset him. Foolish questions are, of course, discouraged, but we never refuse to discuss legitimate matters pertaining to the selling of goods with the clerks in an impersonal way.

"I think every proprietor and clerk should read his trade journals. These books are edited by men thoroughly equipped with a knowledge of the business which their journals represent and the articles contained in them many times furnish information that aids in eliminating an abuse or righting a wrong condition. Although it sometimes takes a few minutes when a clerk's services could be well used in straightening out stock or on other store duties, I send around among them clippings from the journals which I think will benefit them in their work.

"The reading of these clippings is in a way compulsory, but I find that any clerk anxious to serve his employer in a proper manner and to benefit his own condition will not side-step an opportunity to learn. These clippings have pasted to them a slip bearing each man's name and a space for the insertion of his initials to show that he has read the article. The clippings are all filed for future reference so that they may be handy when needed.

"Strange as it may seem, the majority of clerks fail to read the advertisements of the store in which they are employed and to overcome this copies of every advertisement are circulated in the same manner as are the business-getting articles above referred to."

3 Attractive Vici Shoes

Seasonable
Specialties

Goodyear Welts

Compare Them
Carefully with
Any or All



This is No 450 1/2 D. S. E only for \$2.50.

No. 151 is the same in single sole. E only for \$2.50.

No. 150 is the same style, but made from fine Patna skins, with "Mooney" flexible oak cut sole. C-D-E for \$3.00.

All subject to our special 10% discount in 10 days.

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

A Rouge Rex Winner

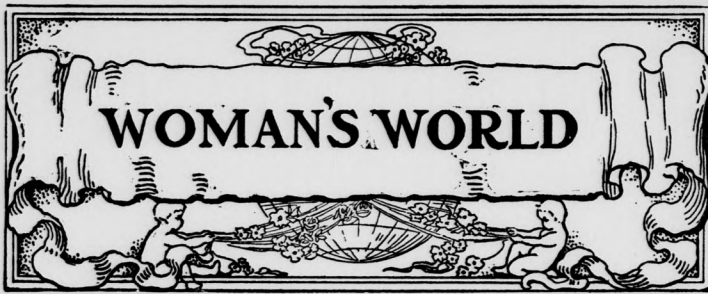
No. 449



An ideal shoe for the farmer. Made from our chocolate colored "re-tanned" stock. Full and roomy, full vamp under toe cap two full soles, standard screw—a long service shoe in every particular. You will want the agency for the entire line if you try a case of this number.

HIRTH-KRAUSE CO.

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



Difficulties in the Way of Ma's Vacation.

Everyone who makes the least pretension to being progressive and seeking the higher things indorses the vacation idea. Taking a vacation is getting out of the rut in which one has been slowly and laborously plodding with leaden feet, onto the smooth, level track where one speeds along with joyous freedom. It is shedding off the carking cares that have been carried wearily for weeks and months and taking on fresh enthusiasm and sprightly buoyancy of spirits. It is adding breadth to one's view and depth to one's sympathies. It is gaining strength for the muscles, tranquility for the nerves, ideas for the mind. It is renewing youth and vigor and staving off old age. It is dropping a routine that has become a monotonous grind of toil, and entering into real life.

If anyone needs a vacation, certainly Ma does. Her work is noble—none is more so—but long continued it becomes narrowing. Inevitably she spends most of her time within the four walls of her own home. She needs to refresh her sight with outside scenes. The fountain that is constantly giving forth must be itself replenished. To all this and much more there is not one of us but can most heartily say Amen and Amen! Of all persons Ma is the one that ought to have a vacation. The question is, how is she going to get it?

The sort of person we have in mind as Ma is not the woman whose husband's circumstances make it the regular thing for the family (Mamma and the children) to go to the lake-shore or the mountains or the seaside or the country to spend the summer, living in a cottage or a resort hotel with servants in attendance. Of course there are thousands and tens of thousands of these women of wealth, to whom the whole hot weather season is a vacation, a delightful change from the round of social functions or club duties that fill up the cooler months.

But Ma is not one of them. She belongs with the hundreds of thousands—nay, millions—of women who do their own work or employ but one maid, to whom a whole summer away is an utter impossibility, who can at best afford only a little trip of two or three weeks from home.

Perhaps Ma is young and her children are small—a toddler or two just big enough to get into all kinds of mischief and a baby in her arms. Now it is hard to conceive of any steadier or more wearing night-and-day job

than that of the mother who is trying to keep house and give to two or three little ones the constant care that their well-being demands. She becomes exhausted and needs a change. But how can she get away? Leave the children with some responsible person? And be haunted by every specter of illness and accident that a morbidly active maternal imagination can conjure up. No rest nor pleasure in that. Take the children along and let the little folks enjoy the outing with mamma? This sounds well but doesn't work out so feasibly when actually tried. To quote the words of a devoted young father who had had experience, "If you take children traveling—well, you generally wish you hadn't."

Maybe Ma is older and her children are grown or half grown. Still her duties seem to have increased rather than lessened. Earl and Emma graduated from high school the middle of June. A week later Maude was married. Uncle Silas and Aunt Martha are expected for a visit in August. The son and daughter who have just finished high school must have their wardrobes made ready for going away to college in September. All comings and goings and every kind of event in the family life mean added care and labor for Ma. Daily and hourly there are so many demands. The young people are going with some friends for a picnic; who but Ma can attend to making the sandwiches and packing the ice cream properly? Ten-year-old Henry, who belongs to the Junior Wild Cat baseball team, has saved up eighty-three cents and invested it in material for a ball suit. Ma must make this on Friday, for on Saturday the Junior Wild Cats are to play against the Infants terrible of a neighboring town. And so on and so on.

It is hard enough for a working woman who has just herself to look after, a stenographer or a book-keeper or a clerk, who puts in only about nine hours a day for her employer—hard enough for her to get her clothes ready and get off on a vacation. How is Ma to find time to make one new waist and repair two skirts herself, make from two to six trips to the dressmaker for the trying on and fitting of a whole new dress, go over all her clothes and put in little alterations and take a few stitches here and there—how is Ma ever to do all this, when she is working fifteen hours every day for those she loves?

It is difficult for Pa to get away. There is such a multitude of details that he understands and nobody else does. There are so many cranky cus-

tomers whom he knows just how to handle but who are likely to fly the track if he turns things all over to the hired help for ten days; there are such important things coming up unexpectedly that no one but himself knows just how to decide—it is hard indeed for Pa to pull himself loose. But when the pinch comes Pa can 'phone home to Ma to pack his suitcase with a supply of clean shirts, stockings and handkerchiefs; rush down to a clothing store himself and select a suit, even taking time to persuade the salesman to throw in a pair of suspenders and a necktie; wait for the trousers to be shortened an inch, which is done in five minutes with mending tissue and a hot iron; stop on the way back at the barber shop and have a shave; go home, take a bath, get into his clothes, bid goodbye to the family and make his train—all in an hour and a half. These lightning-speed processes are not for Ma when she tries to get away.

Maybe Pa is a rather thoughtless, not to say selfish kind of man, who prefers to take his vacation with some of his men friends in true masculine fashion. In that case all Ma has to do is to help him get off, and very likely attend to a number of his duties in his absence. But perhaps

Pa isn't that kind of man at all, but instead is a very considerate and devoted husband. In which case he is likely to map out a trip that he thinks she will enjoy and insist that Ma go along with him, making the plan some weeks in advance so as to give her plenty of time in which to get ready. Of course Ma is greatly pleased and gratified, but the chances are that she will have to work herself to a frazzle to make the needful preparations.

Ready-made clothes never have taken—perhaps they never will take—the place in a woman's wardrobe that they do in a man's. The most that can be said for them is that they help some. Then a woman has to have so many more items than a man in order to make herself presentable and comfortable on a trip, and so many things must be adjusted to herself individually, and it takes so much time and labor to adjust them—is it any wonder that Ma is thrown into despair at the mere thought of it all?

Of course in theory every woman ought to replenish her wardrobe in the spring, buying or having made all the suits, dresses, blouses, kimonos, lingerie and the like that she will want before late fall or early winter. This is the way the magazines recom-

Increasing Retail Sales

INTENSIVE retailing presupposes the elimination of waste sales-effort. It does away with the lost time and lost sales resulting from old-time erroneous ideas of selling something that customers do not want.

The modern idea—the efficiency selling-plan—is to sell customers just what they ask for. The public knows, has confidence in, asks for and buys advertised goods.

National Biscuit Company products have become the standard the country over. People have confidence in them—know them, like them, buy them by the millions of packages.

N. B. C. products increase retail-sales-efficiency—they simplify sales-effort—they make business good for every grocer who sells them.

NATIONAL BISCUIT COMPANY

mend. Then when vacation time comes all she needs to do is to pack her things in a leisurely manner and go off and wear them.

But Ma can't do that way. No one in her shoes could. She never can harden her heart so as to get up a single dress for herself any time at all before she actually requires it to wear. Why? Because, whenever a dressmaker can be had, the girls always are all out of clothes. They must have something right away, very likely for some special occasion in which they will figure prominently. While Ma—she can get on a little longer with what she has. So it goes, and Ma never has anything until she just has to.

"Why not the whole family go camping on the shore of some stream or pretty little lake, and wear their old clothes?" does some one ask?

Camping has been tried. Pa enjoyed the fishing, and the young people liked the swimming and the bathing and the boat rides, and every one had a good time excepting just—Ma. Of course all tried to help, but there were so many little pleasurable things on hand all the time that the bulk of the cooking fell on her. A camp is the hardest, slowest, dirtiest place in which to do a little work. It was close and smudgy and puttering in the tent with the oil stove; the fire outside was simply impossible when the wind was high. The family being socially very popular, there was a good deal of company, and the outdoor life caused voracious appetites. After two weeks of camping, even patient, long-suffering, self-effacing Ma pronounced a dictum of "Never again!"

The summing up of the whole matter is just this: Ma is the one to whom every other member of the family is constantly turning for the little extra help and sympathy which each needs for his or her own comfort and good time. It is Ma's glory and happiness that this is so. Because it is so she sorely needs a vacation; but, as was remarked in the beginning, how is she going to get it? Quillo.

Do You Like Your Job?

There are to-day any number of men who do not like their jobs. Yet it is no fault of the job. It is no fault of the man who provided the job. It is the fault of the job owner—you. You're disgruntled and sour and indifferent because you don't go to work. You'd like your job all right if you let yourself out. You're in the hum-drum stage. Day after day you do the same things and think the same thoughts. You arrive on the minute maybe, but you surely quit on the minute. These are your troubles, sir. Just as soon as you start something, just as soon as you pull yourself together, make some noise and clear out of your old rut—you'll like your job. You see, you want the firm to take some notice of you, but don't do anything to command notice. If you want to get talked about and consulted with and advanced, throw your whole heart and energy into your work and you'll love it in spite of yourself.

Displaying Goods So They Will Sell.

Summer is the time that special attention should be given to various kinds of displays.

Trade is hard to get any way when a store is spick and span and everything tuned up to the very highest point.

Try to outdo yourself in showing your summer goods.

The sale of soaps and other toilet goods can be promoted by using catchy displays. A large center piece for a showing of soaps can be made by building up flat cakes of soap in the form of a bath tub.

For this purpose soap in wrappers should be used as unwrapped soap is likely to slip.

First decide just about which size you wish to make the tub. Then get a large board about thirty inches long and ten inches wide. Lay four cakes on the floor for the feet of the bath tub. Then place the board on top of these. Cover this completely with soap like brick work. A bath mat on the uoor and a towel over the side

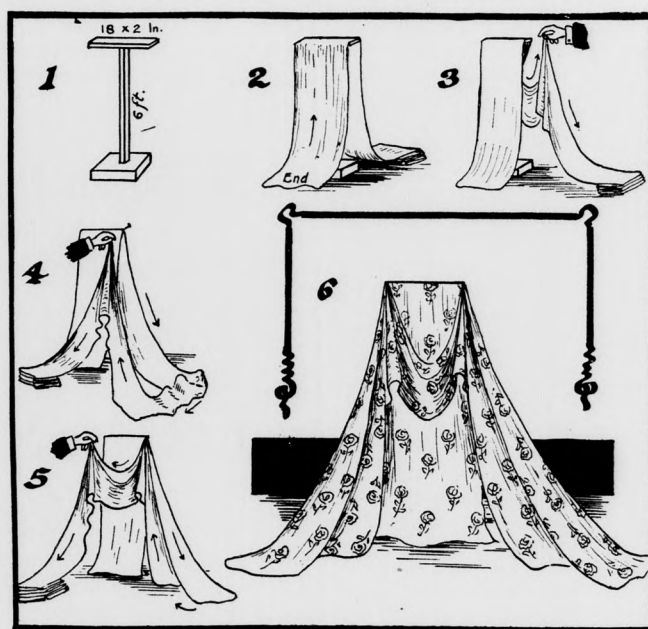
of the T-stand as shown in Figure 4. Pin the goods here and drape across the front of the stand in a loop the other end of the cross piece as shown in Figure 5. Then extend the goods down to the floor and form another loop returning the goods to the top, making double sweeps on this side the same as on the other.

To obtain the finished effect as shown in the drawing go over the whole thing carefully, straighten out all the folds and place the surplus goods neatly underneath so as to give the effect as shown in Figure 6.—Butler Way.

Colors That Harmonize.

In decorating window displays or for decorations of any nature, a great part of the effectiveness depends upon selecting harmonious color schemes. Perhaps the following suggestion of colors that go well together will help:

Blue and white.
Blue and gold.
Blue and orange.



Drape for Summer Wash Goods.

of the tub helps to carry out the idea.

Instead of an exclusive soap trim a complete line of bathroom accessories can be shown on the background or attached to boards in upright positions. A sign can be put on reading "Everything For the Bath."

To make the pipes of the bath tub use shaving sticks.

A good window unit of summer wash goods can be made from the T-stand drape on this page.

Use a stand about six feet high, a cross piece about 18x12 inches as shown by Figure No. 1 of the drawing. Bring the goods over the top of the stand with the end just reaching the floor in front as shown by Figure No. 2.

Allow about a yard for a loop in the back and catch up the selvage to the end of the cross arm as shown in Figure 3. Drape this down in a long sweep to the floor and then carry around the front in a loop and return in second sweep up to the same end

Blue and maize.
Blue and brown.
Blue and black.
Blue, scarlet and black.
Blue, orange and black.
Blue, brown, crimson and gold.
Blue, orange, black and white.
Red and gold.
Red, gold and black.
Scarlet, black and white.
Black with white, or yellow and crimson.
Crimson and orange.
Yellow and purple.
Green and gold.
Green, crimson, turquoise and gold.
Green, orange and red.
Purple and gold.
Purple, scarlet and gold.
Lilac and gold.
Lilac, scarlet, and white or black.
Lilac, gold, scarlet and white.
Lilac and black.
Pink and black.

Many things are well done that are not worth doing.

History of Zinc.

Zinc was introduced into Europe in the seventeenth or eighteenth century by men from India. It was known then as calaem, splauter or tuttanego, and was the same metal which the famous alchemist, Andreas Lebavius, described in 1606, and which he declared consisted of silver, cadmia, mercury and arsenic.

Late in the sixteenth century keen competition was going on between the Portuguese and the Dutch in the Indian seas, and a Portuguese ship having been captured by the Dutch, her cargo of calaem or "Indian tin" found its way into Europe. Nobody at that time knew what it was, and it was a piece of this cargo that became the subject of analysis by Lebavius.

Zinc, it seems, was first produced in India, but soon became an important industry in China. The first Chinese book which mentions zinc, calling it yayuen, according to the Engineering and Mining Journal, is the Tienkonggaou, or Technical Encyclopedia. China was the sole producer of zinc until the middle of the eighteenth century, disregarding a minute quantity of that metal which was occasionally obtained as a by-product in the lead furnaces of Goslar in the Harz mountains.

Crudely Stated.

"Let's see; you live in a flat, don't you?"

"N-not exactly; we occupy a suite of apartments."

"What's the difference?"

"About \$35 a month."

Lowest

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

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

We sell to merchants only.

Ask for current catalogue.

Butler Brothers

New York Chicago
St. Louis Minneapolis
Dallas



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.

Why the Farmer Buys From Mail Order Houses.

So much has been said and written about the farmer as a business prospect in recent years that most manipulators of large business feel that they know the farmer and his needs pretty well.

They realize his importance and his conservative temperament, but they know him better as a class than as an individual. Comparatively few of the men who are anxious to interest the farmer in their wares have lived in close touch with him since they have become engaged in angling for his trade.

The only way to understand the farmer completely is to do business with him in person and discover the various angles from which he views each proposition, and the objection he raises to it. The retailer who sells to the farmer across the counter knows the farmer as no manufacturer can know him. He understands him better than the cleverest advertiser or the brightest claim adjuster in the mail order house. To him the farming class is a group of individuals whose peculiarities and characteristics are as well known as that of his neighbor.

What the retailer fails to realize is the advantage he possesses over the mail order house; the advantage of being able to show the goods to the customer; to deliver them right at the time of the purchase; to back them with a guarantee for himself; to adjust claims with a perfect knowledge of the conditions; to give time when it is wanted for payment.

The dealer is fond of saying that the farmer sends to the mail order house because he would rather send away from home for goods than buy them at home, that the farmer buys by mail because he is just pig-headed enough to want to spite the local merchants. The dealer proclaims the mail order people as more or less infamous. He states that they sell only inferior goods and that their policy is one of dishonesty. More dealers than most manufacturers realize take this attitude. Of course it is largely wrong. Success cannot be built up that way. But there is nothing to be gained by antagonizing the retailers by telling them that they are all wrong. Get under their belt by the use of tact and then show them that they can get more business from the

farmers with agreeable methods than with antagonistic ones.

The real reason why the farmer in nine cases in ten buys from the mail order house is because he is asked to do so. He is asked not once, but a hundred times; not occasionally but all the while. A steady stream of offers and catalogues and special price lists is kept flowing toward him. He is not allowed to forget between catalogues. He buys many things from the mail order because he sees the advertising about them and develops from it a desire to have them, while if he had not received that advertising, very likely he would never have even known that the goods existed. Mail order development demonstrates more than almost any other form of advertising the success of keeping at it.

There are hundreds of manufacturers who would like the business of the dealers who sell to farmers, hundreds whose goods are not carried in stock by mail order houses. Very few of these hundreds are taking pains to make capital of that fact. The listing of a well-known and generally advertised article in a mail order catalogue is a red rag to every dealer who finds out about it. Why should not every manufacturer who can take advantage of this fact and if his goods are not in the hands of mail order houses, advertise it to the dealers and thus get the benefit of this policy and place the disadvantage upon those of his competitors who do sell to mail order concerns?

To carry this further, are there not many manufacturers whose goods are carried by mail order houses and sold by them in small quantity who would find that to take an anti-mail order house attitude would make them enough stronger with the retailers to more than make up for the loss of the little mail order house trade they are getting?

The farmer buys from the mail order house very largely because he is lured into sending an order by the fact that he sees some well-known article advertised there at a cut rate. The farmer is the original Missourian. He is the last man in the world to send money for a pig-in-a-poke. A catalogue six inches thick, if it contained not a single item that he knew was a good value, would not extract a dollar from his pocket, no matter what prices it might quote on its unknown goods. It is the general advertising of standard goods that makes the mail order success possible.

You, then, Mr. Big Advertiser, are making it possible for the great mail order house to succeed. Are you get-

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.

H. Eikenhout & Sons Jobbers of Roofing Material

GRAND RAPIDS, MICH.

ROOFING UNDER OUR OWN BRAND
 NO FANCY PRICES
 GOOD GOODS FOR LITTLE MONEY

Use Tradesman Coupons

ting a fair return from that concern for your help? If not, see that it increases its orders to a point where they will compensate you for the certain loss of trade through the retail store distributing division.

The dealers are sore at the mail order houses. They are sore at the manufacturers that help those houses. You cannot hope for the co-operation of the dealers to any great extent unless you show yourself upon their side in this matter as well as in others which are of vital interest to them.

In order to help the dealer to hold his own with this competition there is now a golden opportunity in the advent of the parcel post. The dealer is wondering what this system is going to do to him. It is for the manufacturer to show the dealer how he can use parcel post to develop his own trade and to hold the farmers' business at home.

There is a present chance for the manufacturer to get closer to the dealer, to side with him, to make friends with him. This cannot be done by argument. It must be done by practical helps.

This is the time for the manufacturer to offer to supply the dealer with literature to be distributed to the farming trade from the store or in whatever way may seem best. It is the time for the manufacturer whose policy it is to mail advertising direct over the retailer's imprint, to offer to mail out a new lot of circulars with an inserted clause telling the recipient how he can get the goods by mail from his home dealer.

The retailers have fought the parcel post hard, but now that it has come they are inclined to take it as an accepted fact and give it a chance to work for them. Whether they continue to fight its further developments or not is largely contingent upon whether it hurts their trade much or little, or whether it helps them.

Special stress may well be placed in advertising mediums going to the farmer upon the desirability of the consumer purchasing from the local dealer. There are a good many advantages which may be mentioned by the advertiser and if it is the policy of the house it will not be out of place to say "Our goods are never sold by mail order houses." The particular value of this sort of talk will lie in its effect upon the dealer, in making him an interested agent rather than a mere slot machine to hand out certain goods when compelled to do so.

If a manufacturer sees fit to take the anti-mail order house attitude, it ought to get the benefit of all the publicity that can come from mention of that position in the trade papers. When a house does take such a stand it is a matter of sufficient news interest so that the trade papers in general will be glad to give it space. The trade papers and the merchants are very close together and they are a unit in their attitude upon the mail order house question.

Frank Farrington.

Occasionally you meet men as intelligent as yourself.

COMING CONVENTIONS TO BE HELD IN MICHIGAN.

July.
Association of Probate Judges of Michigan, Grand Rapids, 22-23-24.
Grand Circuit Races, Grand Rapids, 23-31.
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 Stationary 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.
Electrical Workers of Michigan, Saginaw, 22-23.

Michigan Blacksmiths' and Horseshoers' Association, Saginaw, 25-26.
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, 1-6.

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.

Michigan Postmasters' Association, Traverse City, 3-5.
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.

League of Michigan Municipalities, Jackson, 17-19.
Re-union Ninth Regiment Michigan Veterans, Detroit, 19-20.
American Portland Cement Manufacturers' Association, Detroit, 23-25.

American Road Congress, Detroit, 29-Oct. 4.
American Automobile Association, Detroit, 30-Oct. 3.
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.
Michigan Good Roads Association, Detroit, 1-3.

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.

Michigan Retail Hardware Dealers' Association, Kalamazoo, 17-20.
March.
Michigan Association of Master Plumbers, Grand Rapids.

July.
Michigan State Barbers' Association, Flint.
Michigan Retail Jewelers' Association, Grand Rapids.

Give the devil his dues. But don't hang around afterwards getting points from him how to spend 'em.

Dealer Must Register Gun Purchasers.

People who wish to purchase guns, will have considerable difficulty in obtaining the necessary weapons after August 15, as every person purchasing fire arms after that date must register with the dealer from whom the weapons are bought. This is one of the laws enacted by the last Legislature.

Every man or woman buying rifles, pistols, silencers or other instruments of destruction will be required to leave name, age, occupation and residence. A description of the weapon purchased must also be left with the dealer.

In Eastern states, where such laws have been passed, persons who wanted to harm others evaded any inconvenience by stealing weapons or

merely exchanging instruments of death, substituting for bullets, daggers, razors and poniards.

How Could She Tell?

A prominent society woman recently advertised for a cook and a waitress, "German or Scandinavian sisters preferred." Shortly after the time for the arrival of the applicants a well-dressed young colored girl appeared.

"I came in answer to the advertisement, ma'am," she said. "I'd like to do chamber work or waiting."

"I advertised for Germans or Scandinavians," replied the mistress.

"Yes, I know, ma'am," said the colored girl, "but you didn't say whether white or black, ma'am."

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



"SUN-BEAM" SUMMER GOODS

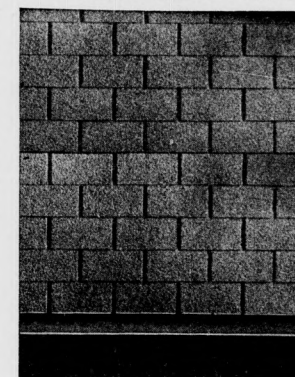
THE SUMMER SEASON IS HERE AND WITH IT COMES THE STEADY DEMAND FOR SUMMER GOODS.

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

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.



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. Devreaux, 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.

News and Gossip of the Grand Rapids Boys.

Grand Rapids, July 21—J. H. Schumacher, who has been with the Brooks Candy Co. for several years, has resigned and accepted a similar position with Gottmann & Kretschman, Chicago. We wish Brother Schumacher success in his new position.

One of the boys started to give me an item on Fred Richter, but I did not get all the particulars. It will keep until some later date.

Mrs. B. A. Hudson, of 517 Giddings avenue, is resting nicely after a slight operation. She is at her home.

The Executive Committee passed on two claims this week—those of Jas. L. Murray and Wm. E. Lovelace.

Should anyone know of a traveling position, kindly correspond with Wm. E. Lovelace, Sheldon avenue.

Here are a few reasons why everyone should buy near home:

Because my interests are here.

Because the community that is good enough for me to live in is good enough for me to buy in.

Because I believe in transacting business with my friends.

Because I want to get what I buy when I pay for it.

Because my home dealer "carries" me when I am short.

Because every dollar I spend at home stays at home and works for the welfare of my community.

Because the man I buy from stands back of the goods.

Because I sell what I produce here at home.

Because the man I buy from pays his part of the town and county taxes.

Because the man I buy from gives value received always.

Because the man I buy from helps to support my school, my church, my lodge, my home.

Because when ill luck, misfortune or bereavement comes, the man I buy



Donnell Thurston Stark, Age 8 months son of Mr. and Mrs. O. W. Stark, 1470 Lake Drive.

from is here with the kindly greeting, his words of cheer and his pocket book, if need be. Here I live and here I buy.

Remember, boys, August 2 is meeting night. Did you get that application filled out? Do it now.

Wm. D. Bosman.

Wafted Down From Grand Traverse Bay.

Traverse City, July 21—Senior Counselor, William F. Murphy has appointed as chairman of the entertainment committee this year one Sam Taylor and from all reports there is going to be something doing at our next annual picnic which will be held at Sutton's Bay Saturday August 16. With the Tradesman's kind permission, we beg leave to slip this one over on you:

We will leave our cares behind us,
 And in the spirit of the day,
 We will join in this our picnic
 In the good old fashioned way.
 We will have our fill of melons
 And temperance lemonade,
 There will be no stick put in it,
 For we know how it is made.
 If dancing is provided,
 We will mix up in that, too.
 For every respectable kind of dance
 We will be allowed to do,
 Germany may boast her William,
 And of her conquests sing,
 But Traverse Council's William,
 Is certainly a king.
 Good night, Murphy.

The P. M. R. R. again has made a slight change in the departure of some

of the trains leaving here. The early morning train for the south leaves at 5:30 and the one going north at 5:15 a. m.

The Hotel Whiting has changed hands. Joe Oberlin will succeed Harry Ohmer, and it is needless to state that Joe will give us one of the best hostelrys in the North. Mr. Oberlin has been connected with hotels in the past and really needs no introduction, for he has a host of friends and certainly a capable manager. Mr. Ohmer will be greatly missed among the boys, for he was always accommodating and it was his management that placed this hotel on its high standard. We are informed that he intends to spend some time in the West. Mr. Ohmer has made a great many friends while in our city and was always one of the boys. Best wishes for Harry and Joe.

Herman Hoffman, now holds the sales records for goods sold the past week.

Will some one favor the landlady of the hotel at Freesoil with the address of one Jim Goldstein. For some reason or another Jim did not settle for the last meal he ate in the house on his last trip in 1912. We hope this was only an oversight.

Don't forget that we will have regular meeting next Saturday evening and some imitations, too. We do hope Adrian Oole will be kind enough to bring the flag up to the Council Chamber. This flag was offered by John Quincy Adams, who was our Grand Counselor of Michigan last year, as a prize and, of course, Traverse City Council copped it. It is a beauty, too. All silk.

Mrs. B. J. Reynolds has returned from an extended visit to Dublin, Mich.

Grover Mapel, Marshall Field & Company's representative, and family have returned from a visit to Liepsic, Ohio, and report a fine time. While down in that section Grover took a spin over to Chicago and paid the house a visit.

Those hotels which still maintain roller towels would confer a great favor on the boys if they would change film oftener.

A. F. Churchill, formerly merchant of Harlan, who recently engaged in the livery business at Tustin, met with a serious accident July 3, when the automobile in which he was riding turned turtle and a piece of the wind shield cut a gash in his leg, after which blood poisoning set in. He is now confined in the Cadillac hospital in a critical condition, but we hope for a speedy recovery.

John Cheney has been passing out some cigars. John is married.

Isadore Jacobs, manager of the local branch of the National Cash Register Co., is attending a convention of all the salesmen at the factory's headquarters at Dayton, Ohio. We think, too, that possibly he will look for a photo of our pitcher, Holmquist, while in those parts.

Sam Taylor has been added to the selling force of the Hannah & Lay Milling Co. and will cover this territory in its interest. Sam is a good fellow and the milling company is to

be congratulated on obtaining his services.
 Fred C. Richter.

Et tu, Brute! Fred Richter has been accused—and duly vindicated—of nearly every crime in the calendar, but when he "drops" into poetry—or thinks he does—he certainly commits the unpardonable sin. The Tradesman has pleaded with its contributors with all the energy at its command to refrain from being tempted to indulge in the "fine frenzy rolling," but its honor list is gradually dwindling until now it includes only:

Frank S. Gainard.

J. H. Lee.

R. L. Hopkins.

Wm. D. Bosman.

On the other hand, see the list of culprits:

James M. Goldstein.

Guy Pfander.

T. F. Folis.

Fred C. Richter.

Chas. R. Foster.

The Tradesman hopes this disease is not contagious. If it is, the present members of the honor roll should be inoculated with anti-poetry vaccine without another moment's delay.

Jaunty Jottings From Jackson.

Jackson, July 21—Master Thomas Hanlon, son of Mr. and Mrs. T. J. Hanlon, met with a serious accident Thursday morning, while watching the Hagenback-Wallace show unload. In some way Thomas got under the wheels of a moving train and both feet were badly crushed. Mr. Hanlon, who was away, was located at Bay City and drove in an automobile to Lansing in order to get home Thursday evening. Mr. and Mrs. Hanlon's many friends in this city and throughout the State will truly sympathize with them at this time.

Jas. W. McKee and wife had a delightful boat trip through the Georgian Bay and the Thousand Islands during vacation week.

Mr. and Mrs. A. W. Stitt, of Monroe, recently spent a few days in Jackson, calling on their many old friends and neighbors. Mr. Stitt is Secretary of the paper mills at Monroe.

Geo. S. Hawes and family are spending a few weeks at Clark's Lake. Of course, George will have a supply of fish stories that will last until next summer.

Chas. F. Binder, the veteran meat dealer of Jackson, has always run an up-to-date market and enjoyed a large patronage. He has lately added to this up-to-date reputation of his by rebuilding and re-arranging office, counters and racks, all done in oak and richly finished.

John Harris, of the Henry H. Fenn Co., Chelsea, does not hurry back from dinner nowadays. You see, it is like this, he has a daughter and it is the first child.

"Partnership is a hard ship to sail in" is an old saying and is, undoubtedly, often true, but not always. There are some model partnerships. Take the firm of Kyer & Whitker, grocers, Ann Arbor. A partnership was formed about four years ago, after careful

consideration and planning by both parties. Each man assumed responsibility for certain departments of the business and each seemed adapted to his department. Mr. Kyer has charge of the office and he likes to talk about "system" in carrying out this end of the business and it is systematically conducted, too. He also buys the groceries, leaving the fruit and vegetable end to Mr. Whitker, which seems to keep him busy. Since taking hold of the business they have rebuilt the store building which they own and made improvements until they have a model store in every respect. It is understood by those who ought to know that their trade is certainly growing.

Since receiving the above letter, the Tradesman has been informed by Mr. Ganiard that the accident to the Hanlon had resulted in his untimely death on Saturday evening.

Manufacturing Matters.

Saginaw—The Strable Manufacturing Co. is building an addition to its plant.

Evart—The American Logging Tool Co. is building an addition to its plant.

Detroit—Fire destroyed the I. L. Scheinman & Co. plant and stock, July 16. Loss about \$10,000.

Burr Oak—Fire completely destroyed the plant of the Burr Oak Creamery Co. July 17. Loss about \$2,000, partially covered by insurance.

Traverse City—The Michigan Wood Preserving Co. has increased its capital stock from \$5,000 to \$150,000 and changed its principal office to Reed City.

Detroit—The Acme Cigar Co. has been organized with an authorized capital stock of \$5,000, all of which has been subscribed, \$1,000 being paid in in cash.

Saginaw—The Huron Timber Co. has been incorporated with an authorized capital stock of \$45,000, all of which has been subscribed and paid in in cash.

Detroit—The Utility Compressor Co. has been incorporated with an authorized capital stock of \$100,000, of which \$55,100 has been subscribed \$100 being paid in in cash and \$15,000 in property.

Detroit—The Universal Sand & Gravel Co. has been incorporated with an authorized capital stock of \$30,000 of which \$21,000 has been subscribed \$6,500 being paid in in cash and \$14,500 in property.

Detroit—The Barnes Wire Fence Co. has been incorporated under the same style, with an authorized capitalization of \$10,000, of which \$7,500 has been subscribed, \$2,500 being paid in in cash and \$5,000 in property.

Detroit—The Olympia Candy Co. has been merged into a stock company under the style of the Olimpia Candy Works, with an authorized capital stock of \$5,000, which has been subscribed, \$1,000 being paid in in cash and \$4,000 in property.

Battle Creek—The Castle Lamp Co., which has maintained a factory here for nearly two years, employing 300 men, will within the next two or three weeks move to Toledo, according to

announcement by officials of the company. The Willis-Overland Co., of Toledo, has purchased the assets of the lamp company, hence the removal of the machinery and stock to that city.

Howell—The new milk factory was so far completed that milk was received and condensed there exactly sixty days after the big fire that destroyed the plant. Only the machinery for condensing has been placed and the product will be sent to Lansing to be canned. The north end of the factory has been enclosed and completed but the larger part of the main building is yet to be built.

Masonville—Announcement is made that the Escanaba Lumber Co., whose factory was destroyed by fire last year, will build a double band saw-mill, with all its accessories, at Pike Lake, on the Soo line, at which station it will erect a large boarding house and 50 cottages. This location is convenient to the company's timber supply. The decision of the company appears to mark the final decay of old Masonville, once the seat of Delta county government, but now practically a deserted village.

Newberry—William Horner, a manufacturer possessing ample capital and long experience in the business, will engage in the hardwood flooring business here. Mr. Horner for years operated a flooring factory at Reed City, where he built up a large trade. The plant at Newberry will be even larger and more modern than the one at Reed City. The building will be made fireproof, constructed of steel and concrete, and the machinery will be driven by electricity generated in its own power plant. The growing scarcity of hardwood timber in the lower part of the State and the constantly increasing demand for hardwood flooring has induced Mr. Horner to seek a new field where there is an abundant supply of raw material.

Why Travelers Like Grand Rapids.

Detroit, July 17—While in Grand Rapids, that busy furniture town, this week, I was greatly surprised to have a porter at one of the leading hotels there refuse to take a tip when he took my baggage from my room. I asked for an explanation and he bristled right up and said that he was getting living wages and was above such kind of business. Traveler.

After being closed since the local option was voted, four years ago, the hotel in Springport will be re-opened. Samuel McClellen, administrator of the Ferris estate, has leased the building to Lloyd Carpenter, who has conducted a pool and billiard room. The building is being put in good shape and a good hotel is expected. It will open about August first.

Industry doesn't mean working one's head off while the boss is looking and then jollying the stenographer as soon as his back is turned.

The meek shall inherit the earth after the trusts are through with it.

The man who hitches his wagon to a star is liable to get his bumps.

CLOVERLAND

Zephyrs from the Upper Peninsula of Michigan

July 21—Wilbur S. Burns, of Grand Rapids, representing Oak Leaf soap, is on the territory "cleaning it up" with his old time vigor, and the fellow who has an order lying round anywhere will have "to go some" to get by Wilbur. We are always glad to see "Windy Wilbur" and we always catch a little of his enthusiasm and we generally leave him with a little greater inspiration to sell goods.

We met the happiest traveling men who ever carried a grip, this morning, the ever jolly, ever good natured Martin Behner, looking not a bit worse for his recent automobile accident. He was on his way to the copper country on one of his regular monthly trips, a territory he has been making for nearly forty years, and where every man, woman and child is his friend and where his name is a household word, as he is the personification of mirth and jollity. He paused long enough between trains to inform us that he had enriched the coffers of the Tradesman just a dollar's worth. He knows a good thing when he sees it.

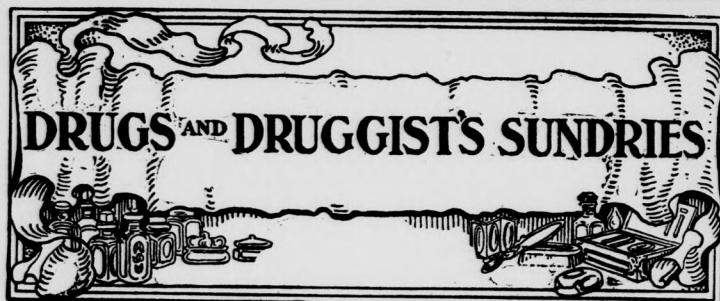
We regret to announce that Ed Betts has resigned his position as book-keeper at the fine general store of W. H. Oakley, at Covington, to accept a position as general clerk with the Kenton Store Co., at Kenton. He is to be replaced by Mrs. Hansky, a former valued employee of Mr. Oakley, who resumes the position after a lapse of three years.

The Chicago & Northwestern Railroad Co. has recognized the advantages that Cloverland possesses as a coming agricultural proposition by the issuance of a neat 38 page pamphlet exploiting the resources of the region. The pamphlet is most interesting, containing reproductions of harvest scenes, growing crops, prize dairy cattle, trunk highways, orchards, small fruits, exhibits of vegetables, truck farms, poultry, fine farm barns, creameries, cozy farm houses, etc. The five branches of Cloverland's farming industry are treated in a very thorough manner, which are fruit growing, dairy farming, truck farming, sugar beet raising, and potato growing. It brings out Cloverland's close proximity—only 300 miles—to a market of 8,000,000 of people and shows what a splendid point of vantage Cloverland possesses in this respect. Her unequalled roads, her colleges, her school system—as good as there is in the land—are all taken proper cognizance of. Her advantages afforded by her splendid and various water powers, both developed and under process of development, are also pointed out.

The old legend that the great Calumet & Hecla mine, probably the most famous copper mine in the United States, was discovered through the accidental rootings of a hog, has been verified recently by Paul P. Roehm, probably now Calumet's oldest resident, having come here before Calumet had any mine, and when it was nothing more than a stopping

place between Houghton and Eagle Harbor. This was previous to the days of the philanthropic mining company, which has provided for its 45,000 population free libraries, hospitals, almost free modern bath houses and every other convenience to make its community both happy and contented. Prior to 1856, says Mr. Roehm, there was not a single building in Calumet and the place wasn't thought of. Edwin J. Hulbert, seemingly a natural born geologist and explorer, was agent of the Huron mine. He devoted his time and energies to the study of new formations, with a view to ascertaining their commercial value. He numbered among his friends "Bill" Royal, Amos Scott and Richard Pascoe, who were men who delighted in the outdoor life and their friendship for Hulbert led them to report any unusual rock formation to him. Near the site of what is now known as No. 4 Calumet shaft was an immense pine tree which designated the forks in the road. The site seemed an ideal one for a road house, and Mr. Hulbert assisted his friend, Bill Royal, to secure a tract of land, 200 feet square, which included the present No. 4 shaft, upon which to build such a road house. This was in 1865. He had his residence ready for occupancy that fall. His family being large and the spot isolated and business not yet established, he had to figure to live close to nature, so a part of the equipment was a supply of pigs to fatten and kill for pork for the winter. By December only one pig remained, having all given up the ghost via the butcher's knife. This pig had become almost as wild as a deer, and having an intuition of what Mr. Royal's designs upon his life were, he refused to be caught. One day Dr. Ashweyler, then of the old Delaware mine, happened along and while the meal was being prepared, volunteered to shoot the hog. The offer was accepted, but the hog withstood the first shot and sought safety in a brush heap. The hunter and Royal followed it and, pulling away the brush, discovered that the pig had in its rooting uncovered a solid rock formation of a peculiar greenish color. This was, of course, reported to Hulbert and, after investigation, it proved to be the outcropping of the now world-famous Calumet conglomerate and the Calumet & Hecla mine, the greatest copper mine in the world had been discovered by a hog.

The Ontonagon strawberry crop this year was very far below the average of other years, much to our personal humiliation and disappointment, as for the past year we had planned to demonstrate to some outside parties that the Upper Peninsula could and did raise strawberries of a superior quality and possessing a distinctive flavor. Unfortunately, we carried out our plan before we had any knowledge that the crop this year was an off one. It is simply an off season, we humbly admit, and we will yet "make good" on the demonstration. Ura Donald Laird.



Michigan Board of Pharmacy.
 President—John J. Campbell, Pigeon.
 Secretary—W. E. Collins, Owosso.
 Treasurer—Edwin T. Boden, Bay City.
 Other Members—E. E. Faulkner, Delton; Charles S. Koon, Muskegon.

Michigan State Pharmaceutical Association.

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

Michigan Pharmaceutical Travelers' Association.

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

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

Holding the Mirror Up to the Druggist.

How does my store look from up and down and across the street? Would a stranger instantly spy it out as a drug store? If so, does it give a first impression of cleanliness, thrift, and up-to-dateness? Can not the outside appearance perhaps be greatly improved at small labor and expense? A little paint might well be applied and a few faded, rusty, torn or broken signs be taken away, etc. Are my window displays attractive, seasonable and frequently changing, or have the same displays been there for weeks, probably toppled over now and adorned with dead flies and dirt? You know the inside of a store is very often guessed at by its outside appearance. Does my store look pleasing from the street? Does it have that power to make people want to come inside?

Step inside of my store! What is the first impression? Does it have the appearance of a crowded and confused junk shop with a stuffy, stale odor, accumulations of dirt and disorderly arrangement of furniture and stock? Or does the visitor find a bright, clean, cheery store with pleasing distribution of fixtures and a clean stock in attractive display? Can I not keep the stock cleaner and display it better, take down a lot of ancient signs and decorations, dig the dirt out of the corners, etc.? Can I not make my store so attractive and display my stock so forcibly that many a customer will go away with more than his or her intended purchase? Something else that is needed may be called to his mind or a new desire created by the prominent display of goods not before noticed by the customer. Frequent changes of displays inside the

store keep alive in customers a spirit of interest and curiosity.

How About Service?

How are customers met in my store? A very vital point, that point of service. Does the clerk go to meet the customer or does the customer have to hunt the clerk? Is a quiet word of welcome accorded the customer and a pleasant enquiry made as to his or her wants? Or is the attitude apt to be one of indifference? Is a spirit of annoyance shown if the customer asks questions, ponders a while and then does not buy? If a special brand of article (which I have) is definitely asked for, do I run the risk of dissatisfying and possibly disgusting by trying to force off something else? If the brand asked for is not in stock, do I let the customer go without showing a desire and perhaps without making an effort to show other brands of similar goods? Do I take occasion, when possible, to call attention to special displays of goods about my store and thus build up and sustain in the customer's mind a knowledge of my stock? Do I handle all customers exactly alike or do I try to study and know the characteristics of the individual that I may be better able to serve? Do I send every customer away with the pleasant recollection that, although I did not have what was wanted, pleasing courtesy and prompt attention was accorded?

How About the Stock?

How does my stock reflect? Take a bird's eye view. Is the stock on display or largely tucked away out of sight? Study the stock in detail. Is it moulded to fit as closely as possible the classes of people I serve or does it show too prominently the influence of my personal likes and dislikes? Does the stock show a maximum of live goods or is it waterlogged with dead stuff unsuited to my trade? Do I go over the different departments at regular intervals to weed out the dead stuff and plan for unloading it? Do I make careful note of standard goods moving slowly and plan to stimulate the demand? Is the stock quite complete in variety and up-to-dateness? Are new lines judiciously added from time to time to keep up with the changing life of the people and to create new desires? How often does my stock fail to contain the wish of a customer? To properly keep a druggist's stock complete, up-to-date and out of a rut, a systematic method of keeping tab on it is absolutely demanded. The system can be very simple, too. Are quantities in my stock kept trimmed close to trade demands and to turning periods of profitable length? Or am

I overstocked in many lines because I was blinded by a salesman's large quantity talk and was unmindful of my present and probable trade on the goods, the probable length of turning period, perishability of the goods, etc? Am I not inclined occasionally to buy some useless stuff or overstock even in standard lines because I hate to let the salesman go away without an order? My customers very seldom buy what they don't want or need, just to help me out. And, by the way, do I know my stock so I can talk about it intelligently? Do I look over the different lines as much as I should or could, to learn the strong selling points? Do my clerks try to learn about the goods or do they just know where to find them? Salesmen and the firms they represent are only too glad to give all the information they can about the goods they make.

How About the Advertising?

Selling points bring to mind the advertising department, the purpose of which is to make my store seem wide awake and alive, to continually attract attention to my stock by store display, store service and printer's ink. Returning to window displays. Attractive store windows are valuable salesmen. They are silent salesmen that sell the goods they display and by their constant attractiveness draw people to their store. Do I get the excellent pulling window displays many manufacturers will furnish me? Do I thoughtfully work up special displays of my own, especially of goods that are slow to move? Do I change the displays frequently? Am I making as much use of printer's ink as I should? This is an age of printed advertising, printed advertising that sells. There is the judicious use of neat, forceful and timely cards about the store, the occasional mailing of seasonable literature and letters to a well-selected list of customers, the enclosing of literature in packages and the regular intelligent use of the local newspapers. Am I taking full and intelligent advantage of manufacturer's co-operation in this direction? The word "intelligent" is used because some of the literature offered for distribution would kill the game. Much of it is very good, however, and should be used. How about my newspaper advertisements? Am I running them just to help the paper or to get me business? Newspaper advertising pays the druggist. That is, if he says something in his advertisements. If a customer came into my store and I wanted to interest him in talcum powder, I would not just shout, talcum powder! I would talk about the soft, smooth texture, the purity, the delicate odor, the convenience of the shaker can, the price, etc. Do the same in your printed advertisements. At least tell the name of the article and the price. Make the advertisements alive, seasonable and distinctive. Change copy every week at least, and oftener if possible. The best thing a druggist can do, especially the smaller druggist, is to subscribe to the service of one of the good retail druggists' advertising companies. At a nominal monthly cost

they give invaluable assistance in any branch of retail advertising.

How About the Prescription Dept.?

Wander into my prescription department. Is the mirror clean or befogged? Is the compounding room neat, bright and clean, or is it guarding the dirt and rubbish of ages and from daily drippings and droppings shrouded in an impenetrable and filthy chemical crust? Am I going after the prescription business as hard as I should? Am I doing anything to keep fairly well abreast of modern progress in pharmacy or did I stop studying pharmacy when I left the pharmacy school? Am I faithful to that confidence which the medical profession and the public have in my pharmaceutical work? Am I using the purest ingredients obtainable or does price come before quality in my buying of drugs? Do I insist on and check up accuracy in compounding? In short, am I giving the prescription and general medical supply department the proper attention? My store is called a drug store.

Again, the doing that makes a successful retail drug business is the thinking that makes scholars. The thinking that analyzes and constructs. The thinking which, in the mirror of the past and present, analyzes a business and builds it stronger. Every druggist can, by applying such thought to his business in an unprejudiced manner, make this his banner year. Many are doing it. Many more will do it. Be one of them.

A. W. Ferguson.

"Motorist" Liquid Soap.

The following recipe for a liquid soap, though originally intended for the use of those who have to do with the "working parts" of motor cars, will be welcomed also in the pharmacy, where one often has to "soil one's hands." It can be readily prepared, at a nominal cost, and should prove very useful. Three pounds soft soap and one pint of turpentine, are the proportions given, and the manner of making it is quite simple. The soap is melted, and removed from the fire, and the turpentine is added little by little, stirring it well after each addition. When cold it is ready for use. A small piece well rubbed into the hands, and a rinse in warm water, will be found to remove the most obstinate stains.

Formaldehyde Solution to Destroy Flies.

The investigation of Profs. Trillat and Legendre confirm the statements of Delamere that formaldehyde solutions are useful fly poisons. It is not the vapor which is active, but the solution itself when ingested. They find that a mixture of commercial formaldehyde solution, 3; milk, 4; and water, 13; exposed in flat, shallow dishes, is the best poison. The dead flies are found not in the liquid, but scattered round about the containing vessel for a considerable distance. They recommend watering stables, dairies, and similar fly-infested places with a solution of skim milk containing 10 per cent. of formaldehyde solution.

WHOLESALE DRUG PRICE CURRENT

Acids		Cubeb	@ 4 50	Digitalis	@ 60
Acetic	6 @ 8	Erigeron	@ 2 50	Gentian	@ 95
Boric	10 @ 15	Eucalyptus	75 @ 85	Ginger	@ 35
Carbolic	23 @ 27	Hemlock, pure	@ 1 00	Guaiac	@ 1 05
Citric	52 @ 60	Juniper Berries	@ 1 25	Guaiac Ammon.	@ 80
Muriatic	1 1/2 @ 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 1/2 @ 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, Deodor'd	@ 2 25
Chloride	12 @ 15	Mustard, true	4 50 @ 6 00	Rhubarb	@ 70
Balsams		Mustard, artif'l	2 75 @ 3 00		
Copaiba	75 @ 1 00	Neatsfoot	80 @ 85		
Fir (Canada)	1 75 @ 2 00	Olive, Malaga,	2 50 @ 3 50		
Fir (Oregon)	.40 @ 50	yellow	1 60 @ 1 75		
Peru	2 25 @ 2 50	Olive, Malaga,			
Tolu	1 25 @ 1 40	green	1 50 @ 1 65		
Berries		Orange, sweet	4 75 @ 5 00		
Cubeb	65 @ 75	Organum, pure	1 25 @ 1 50		
Fish	15 @ 20	Organum, com'l	50 @ 75		
Juniper	6 @ 10	Pennyroyal	2 25 @ 2 50		
Prickley Ash	@ 50	Peppermint	4 @ 7 50		
Barks		Rose, pure	16 00 @ 18 00		
Cassia (ordinary)	25	Rosemary Flowers	90 @ 1 00		
Cassia (Saigon)	65 @ 75	Sandalwood, E. I.	6 25 @ 6 50		
Elm (powd. 25c)	25 @ 30	Sassafras, true	80 @ 90		
Sassafras (pow. 30c)	@ 25	Sassafras, artif'l	45 @ 50		
Soap (powd. 25c)	@ 15	Spearment	6 00 @ 6 50		
Extracts		Sperm	90 @ 1 00		
Licorice	24 @ 28	Tansy	4 75 @ 5 00		
Licorice powdered	25 @ 30	Tar, USP	25 @ 35		
Flowers		Turpentine, bbls.	@ 49 1/2		
Arnica	18 @ 25	Turpentine, less	55 @ 60		
Chamomile (Ger.)	25 @ 35	Wintergreen, true	@ 50		
Chamomile (Rom.)	40 @ 50	Wintergreen, sweet			
Gums		birch	2 00 @ 2 25		
Acacia, 1st	40 @ 50	Wintergreen, art'l	50 @ 60		
Acacia, 2nd	35 @ 40	Wormseed	@ 60		
Acacia, 3d	30 @ 35	Wormwood	@ 8 00		
Acacia, Sorts	@ 20				
Acacia Powdered	35 @ 40	Potassium			
Aloes (Barb. Pow)	22 @ 25	Bicarbonate	15 @ 18		
Aloes (Cape Pow)	20 @ 25	Bichromate	13 @ 16		
Aloes (Soc. Powd.)	40 @ 50	Bromide	45 @ 55		
Asafoetida	1 00 @ 1 25	Carbonate	12 @ 15		
Asafoetida, Powd.		Chlorate, xtal and			
Pure	@ 1 00	powdered	12 @ 16		
U. S. P. Powd.	@ 1 50	Chlorate, granular	16 @ 20		
Camphor	55 @ 60	Cyanide	30 @ 40		
Guaiac	35 @ 40	Iodide	85 @ 2 30		
Guaiac, Powdered	40 @ 50	Permanganate	15 @ 30		
Kino	@ 40	Prussiate yellow	30 @ 35		
Kino, Powdered	@ 45	Prussiate, red	50 @ 60		
Myrrh	@ 40	Sulphate	15 @ 20		
Myrrh, Powdered	@ 50	Alkanet	15 @ 20		
Opium	7 25 @ 7 50	Blood, powdered	20 @ 25		
Opium, Powd.	9 15 @ 9 35	Calamus	35 @ 40		
Opium, Gran.	9 25 @ 9 50	Elecampane, pwd.	15 @ 20		
Shellac	25 @ 30	Gentian, powd.	12 @ 16		
Shellac, Bleached	30 @ 35	Ginger, African,			
Tragacanth No. 1	40 @ 1 50	powdered	15 @ 20		
Tragacanth, Pow	60 @ 75	Ginger, Jamaica,	20 @ 25		
Turpentine	10 @ 15	Ginger, Malaga,	22 @ 28		
Leaves		powdered	22 @ 28		
Buchu	1 85 @ 2 00	Goldenseal, powd.	@ 6 00		
Buchu, Powd.	2 00 @ 2 25	Ipecac, powd.	2 75 @ 3 00		
Sage, bulk	18 @ 25	Licorice	14 @ 16		
Sage, 1/2s Loose	20 @ 25	Licorice, powd.	12 @ 15		
Sage, Powdered	25 @ 30	Orris, powdered	25 @ 30		
Sassa, Alex	25 @ 30	Poke, powdered	20 @ 25		
Senna, Tinn.	15 @ 20	Rhubarb	75 @ 1 00		
Senna, Tinn, Pow.	20 @ 25	Rhubarb, powd.	75 @ 1 25		
Uva Ursi	10 @ 15	Rosinwood, powd.	25 @ 30		
Oils		Sarsaparilla, Hond.	@ 50		
Almonds, Bitter,		ground			
true	6 00 @ 6 50	Sarsaparilla Mexican,	25 @ 30		
Almond, Bitter,		ground	20 @ 35		
artificial	@ 1 00	Aquils	12 @ 15		
Almonds, Sweet,		Squills, powdered	40 @ 60		
true	90 @ 1 00	Tumeric, powd.	12 @ 15		
Almond, Sweet,		Valerian, powd.	25 @ 30		
imitation	40 @ 50	Seeds			
Amber, crude	40 @ 50	Anise	15 @ 20		
Amber, rectified	40 @ 50	Anise, powdered	22 @ 25		
Anise	2 25 @ 2 50	Bird, is	7 @ 8		
Bergamont	@ 8 00	Canary	7 @ 10		
Cajeput	75 @ 85	Caraway	12 @ 18		
Cassia	1 50 @ 1 75	Cardamon	1 75 @ 2 00		
Castor, bbls. and		Celery	55 @ 60		
cans	12 1/2 @ 15	Lobelia	10 @ 15		
Cedar Leaf	@ 85	Dill	18 @ 20		
Citronella	@ 60	Fennel	@ 30		
Cloves	1 75 @ 2 00	Flax	4 @ 8		
Cocunut	18 @ 20	Flax, ground	4 @ 8		
Cod Liver	1 25 @ 1 50	Foenugreek, pow.	6 @ 10		
Cotton Seed	70 @ 85	Hemp	5 @ 7		
Croton	@ 1 60	Mustard, yellow	@ 50		
Potassium		Mustard, black	9 @ 12		
Bicarbonate	15 @ 18	Mustard, powd.	20 @ 25		
Bichromate	13 @ 16	Poppy	15 @ 20		
Bromide	45 @ 55	Quince	@ 1 00		
Carbonate	12 @ 15	Rape	6 @ 10		
Chlorate, xtal and		Sabadilla	25 @ 30		
powdered	12 @ 16	Sabadilla, powd.	35 @ 45		
Chlorate, granular	16 @ 20	Sassafras	80 @ 90		
Cyanide	30 @ 40	Worm American	15 @ 20		
Iodide	85 @ 2 30	Worm Levant	40 @ 50		
Permanganate	15 @ 30	Tinctures			
Prussiate yellow	30 @ 35	Aconite	@ 75		
Prussiate, red	50 @ 60	Aloes	@ 65		
Sulphate	15 @ 20	Arnica	@ 60		
Roots		Asafoetida	@ 1 00		
Alkanet	15 @ 20	Belladonna	@ 60		
Blood, powdered	20 @ 25	Benzoin	@ 90		
Calamus	35 @ 40	Benzoin Compound	@ 90		
Elecampane, pwd.	15 @ 20	Buchu	@ 1 00		
Gentian, powd.	12 @ 16	Cantharides	@ 1 00		
Ginger, African,		Capsicum	@ 90		
powdered	15 @ 20	Cardamon	@ 95		
Ginger, Jamaica,	20 @ 25	Catechu	@ 65		
Ginger, Malaga,	22 @ 28	Cinchona	@ 1 05		
powdered	22 @ 28	Colchicum	@ 60		
Goldenseal, powd.	@ 6 00	Cubebs	@ 1 20		
Ipecac, powd.	2 75 @ 3 00	Digitalis	@ 60		
Licorice	14 @ 16	Gentian	@ 95		
Licorice, powd.	12 @ 15	Ginger	@ 35		
Orris, powdered	25 @ 30	Guaiac	@ 1 05		
Poke, powdered	20 @ 25	Guaiac Ammon.	@ 80		
Rhubarb	75 @ 1 00	Iodine	@ 1 25		
Rhubarb, powd.	75 @ 1 25	Iodine, Colorless	@ 1 25		
Rosinwood, powd.	25 @ 30	Ipecac	@ 75		
Sarsaparilla, Hond.	@ 50	Iron, clo.	@ 60		
ground		Kino	@ 80		
Sarsaparilla Mexican,	25 @ 30	Myrrh	@ 1 05		
ground	25 @ 30	Nux Vomica	@ 70		
Aquils	12 @ 15	Opium	@ 2 00		
Squills, powdered	40 @ 60	Opium Camph.	@ 65		
Tumeric, powd.	12 @ 15	Opium, Deodor'd	@ 2 25		
Valerian, powd.	25 @ 30	Rhubarb	@ 70		
Seeds		Paints			
Anise	15 @ 20	Lead, red dry	7 @ 10		
Anise, powdered	22 @ 25	Lead, white dry	7 @ 10		
Bird, is	7 @ 8	Lead, white oil	7 @ 10		
Canary	7 @ 10	Ochre, yellow bbl.	1 @ 1 1/2		
Caraway	12 @ 18	Ochre, yellow less	2 @ 5		
Cardamon	1 75 @ 2 00	Putty	2 1/2 @ 5		
Celery	55 @ 60	Red Venetian bbl.	1 @ 1 1/2		
Coriander	10 @ 15	Red Venet'n, less	2 @ 5		
Dill	18 @ 20	Shaker, Prepared	1 40 @ 1 50		
Fennel	@ 30	Vermillion, Eng.	90 @ 1 00		
Flax	4 @ 8	Vermillion, Amer.	15 @ 20		
Flax, ground	4 @ 8	Whiting, bbl.	1 @ 1 1/2		
Foenugreek, pow.	6 @ 10	Whiting	2 @ 5		
Hemp	5 @ 7	Insecticides			
Mustard, yellow	@ 50	Arsenic	6 @ 10		
Mustard, black	9 @ 12	Blue Vitrol, bbl.	@ 6 1/2		
Mustard, powd.	20 @ 25	Blue Vitrol, less	7 @ 10		
Poppy	15 @ 20	Bordeaux Mix Pst	8 @ 15		
Quince	@ 1 00	Hellebore, White			
Rape	6 @ 10	powdered	15 @ 20		
Sabadilla	25 @ 30	Insect Powder	20 @ 35		
Sabadilla, powd.	35 @ 45	Lead Arsenate	8 @ 16		
Sassafras	80 @ 90	Lime & Sulphur			
Worm American	15 @ 20	Solution, gal.	15 @ 25		
Worm Levant	40 @ 50	Paris Green	15 @ 20		
Tinctures		Miscellaneous			
Aconite	@ 75	Acetanilid	30 @ 35		
Aloes	@ 65	Alum	2 @ 5		
Arnica	@ 60	Alum, powdered and			
Asafoetida	@ 1 00	ground	5 @ 7		
Belladonna	@ 60	Bismuth, Subni-			
Benzoin	@ 90	trate	2 10 @ 2 25		
Benzoin Compound	@ 90	Borax xtal or			
Buchu	@ 1 00	powdered	6 @ 12		
Cantharides	@ 1 00	Cantharidies po.	1 30 @ 1 50		
Capsicum	@ 90	Calomel	1 20 @ 1 30		
Cardamon	@ 95	Capsicum	20 @ 25		
Catechu	@ 65	Carmin	@ 3 50		
Cinchona	@ 1 05	Cassia Buds	@ 40		
Cinchona	@ 1 05	Cloves	30 @ 35		
Colchicum	@ 60	Chalk Prepared	6 @ 8 1/2		
Cubebs	@ 1 20	Chalk Precipitated	7 @ 10		
Digitalis	@ 60	Chloroform	38 @ 48		
Gentian	@ 95	Chloral Hydrate	1 00 @ 1 15		
Ginger	@ 35	Cocaine	3 70 @ 3 90		
Guaiac	@ 1 05	Cocoa Butter	50 @ 60		
Guaiac Ammon.	@ 80	Corks, list, less 70%	@ 85		
Iodine	@ 1 25	Copperas bbls. cwt	@ 5		
Iodine, Colorless	@ 1 25	Copperas, less	2 @ 5		
Ipecac	@ 75	Copperas, Powd.	4 @ 6		
Iron, clo.	@ 60	Corrosive Sublim.	1 20 @ 1 30		
Kino	@ 80	Cream Tartar	28 @ 35		
Myrrh	@ 1 05	Cuttlebone	25 @ 35		
Nux Vomica	@ 70	Dextrine	@ 10		
Opium	@ 2 00	Dover's Powder	2 00 @ 2 25		
Opium Camph.	@ 65	Emery, all Nos.	6 @ 10		
Opium, Deodor'd	@ 2 25	Emery, powdered	5 @ 8		
Rhubarb	@ 70	Epsom Salts, bbls	@ 1 1/2		
		Epsom Salts, less 2 1/2	@ 3		
		Ergot	1 50 @ 1 75		
		Ergot, powdered	1 80 @ 2 00		
		Flake White	12 @ 15		
		Formaldehyde lb.	10 @ 15		
		Gambier	6 @ 10		
		Gelatine	35 @ 45		
		Glassware, full cases	80 %		
		Glassware, less 70 & 10%	@ 1		
		Glauber Salts bbl.	2 @ 5		
		Glauber Salts less	11 @ 15		
		Glue, brown	11 @ 15		
		Glue, brown grd	10 @ 15		
		Glue, white	15 @ 25		
		Glue, white grd	15 @ 20		
		Glycerine	23 @ 30		
		Hops	50 @ 80		
		Indigo	85 @ 1 00		
		Iodine	3 75 @ 4 00		
		Iodoform	4 80 @ 5 00		
		Lead Acetate	12 @ 18		
		Lycopodium	60 @ 75		
		Mace	80 @ 90		
		Mace, powdered	90 @ 1 00		
		Menthol	9 75 @ 10 00		
		Mercury	75 @ 85		
		Morphine, all brd	4		

GROCERY PRICE CURRENT

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

ADVANCED

Corn
Hay

DECLINED

Flour, Ceresota
Paraffine Candles

Index to Markets

By Columns

		Col.	12 oz. evals 2 doz. box	75	AMMONIA	Doz
A			AXLE GREASE			
Ammonia		1	Frazier's			
Axle Grease		1	1lb. wood boxes, 4 doz.		3 00	
			1lb tin boxes, 3 doz.		2 35	
			3 1/2 lb tin boxes, 2 doz.		4 25	
B			10lb. pails, per doz.		6 00	
Baked Beans		1	15lb. pails, per doz.		7 20	
Bath Brick		1	25lb. pails, per doz.		12 00	
Bluing		1	BAKED BEANS			
Breakfast Food		1	No. 1, per doz.		45 @ 90	
Brooms		1	No. 2, per doz.		75 @ 1 40	
Brushes		1	No. 3, per doz.		85 @ 1 75	
Butter Color		1	BATH BRICK			
			English		95	
C			BLUING			
Candles		1	Jennings'			
Canned Goods		1-2	Condensed Pearl Bluing			
Carbon Oils		2	Small C P Bluing, doz.		45	
Catsup		2	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		2 50	
Clothes Lines		3	Cream of Wheat, 36-2		4 50	
Cocoa		3	Cream of Rye, 24-2		3 00	
Coconut		3	Posts Toasties, T.			
Coffee		3	No. 2		2 80	
Confections		4	Posts Toasties, T.		2 80	
Cracked Wheat		5	No. 3		2 80	
Crackers		5, 6	Farinose, 24-2		2 70	
Cream Tartar		6	Grape Nuts		2 70	
D		6	Grape Sugar Flakes		2 50	
			Sugar Corn Flakes		2 50	
F			Hardy Wheat Food		2 25	
Farinaceous Goods		6	Postma's Dutch Cook		2 75	
Fishing Tackle		6	Holland Rusk		3 20	
Flavoring Extracts		7	Kellogg's Toasted Rice		3 30	
Flour and Feed		7	Biscuit		3 30	
Fruit Jars		7	Kellogg's Toasted Rice		2 80	
			Kellogg's Toasted Wheat		3 30	
G		7	Biscuit		3 30	
Gelatin		7	Krinkle Corn Flake		1 75	
Grain Bags		7	Maple-Wheat Flakes,		2 doz.	
H		7	2 doz.		2 70	
Herbs		7	Maple-Wheat Flakes,		3 doz.	
Hides and Pelts		8	Maple-Corn Flakes		2 80	
Horse Radish		8	Minn. Wheat Cereal		3 75	
J		8	Algrain Food		4 25	
Jelly		8	Ralston Wheat Food		4 50	
Jelly Glasses		8	Ralston Wht Food 10c		1 45	
M		8	Saxon Wheat Food		2 50	
Mapleline		8	Shred Wheat Biscuit		3 60	
Mince Meat		8	Triscuit, 18		1 80	
Molasses		8	Pillsbury's Best Cer'l		4 25	
Mustard		8	Post Tavern Special		2 80	
N		8	Quaker Puffed Rice		4 25	
Nuts		4	Quaker Puffed Wheat		2 85	
			Quaker Brkfst Biscuit		1 90	
O		8	Quaker Corn Flakes		1 75	
Olives		8	Victor Corn Flakes		2 20	
			Washington Crisps		1 85	
P		8	Wheat Hearts		1 90	
Pickles		8	Wheatena		4 50	
Pipes		8	Evapor'd. Sugar Corn		90	
Playing Cards		8	BROOMS			
Potash		8	Parlor		3 00	
Provisions		8	Jewel		3 70	
R		9	Winner		4 25	
Rice		9	Whittier Special		4 55	
Rolled Oats		9	Parlor Gem		3 75	
			Common Whisk		1 00	
S		10	Fancy Whisk		1 25	
Salad Dressing		9	Warehouse		4 00	
Saleratus		9	BRUSHES			
Sal Soda		9	Scrub			
Salt		10	Solid Back, 8 in.		75	
Salt Fish		10	Solid Back, 11 in.		95	
Seeds		10	Pointed Ends		85	
Shoe Blacking		10	Stove			
Snuff		10	No. 3		99	
Soda		10	No. 2		1 25	
Soda		10	No. 1		1 75	
Spices		10	Sho		1 75	
Starch		10	No. 3		1 00	
Syrups		10	No. 7		1 30	
			No. 4		1 70	
			No. 3		1 90	
T			BUTTER COLOR			
Table Sauces		10	Dandelion, 25c size		2 00	
Tea		10	CANDLES			
Tobacco		11, 12, 13	Paraffine, 6s		7 1/2	
Twine		13	Paraffine, 12s		8	
			Wicking		20	
V		13	CANNED GOODS			
Vinegar		13	Apples			
W		13	3 lb. Standards		@ 90	
Wicking		13	Gallon		2 50 @ 2 75	
Woodenware		13	Blackberries		1 50 @ 1 90	
Wrapping Paper		14	Standards, gallons		25 00	
Y						
Yeast Cake		14				

3

CHEESE

Acme	@15 1/2
Bloomington	@16
Carson City	@15 1/2
Hopkins	@15 1/2
Brick	@15 1/2
Leiden	@15 1/2
Limburger	@17 1/2
Pineapple	40 @ 60
Edam	@85
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
Eagle	7
Frank's	5
Scheuer's	6
Red Standards	1 60
White	1 60

CHOCOLATE

Walter Baker & Co.	22
German's Sweet	22
Premium	22
Caracas	23
Hershey's Almond 5c	85
Hershey's Milk, 5c	85
Walter M. Lowney Co.	29
Premium, 1/4s	29
Premium, 1/2s	29

CLOTHES LINE

No. 40 Twisted Cotton	95
No. 50 Twisted Cotton	1 30
No. 60 Twisted Cotton	1 70
No. 80 Twisted Cotton	2 00
No. 50 Braided Cotton	1 00
No. 60 Braided Cotton	1 25
No. 80 Braided Cotton	1 85
No. 50 Sash Cord	1 75
No. 60 Sash Cord	2 00
No. 60 Jute	80
No. 72 Jute	1 00
No. 60 Sisal	85

Galvanized Wire

No. 20, each 100ft. long	1 90
No. 19, each 100ft. long	2 10

COCOA

Baker's	37
Cleveland	41
Colonial, 1/4s	35
Colonial, 1/2s	33
Epss	42
Hershey's, 1/4s	38
Hershey's, 1/2s	30
Huxley	33
Lowney, 1/4s	33
Lowney, 1/2s	33
Lowney, 5 lb. cans	33
Van Houten, 1/4s	12
Van Houten, 1/2s	18
Van Houten, 1s	36
Van-Elta	36
Webb	33
Wilber, 1/4s	33
Wilber, 1/2s	32

COCOANUT

Dunham's per lb.	
1/4s, 6lb. case	29
1/4s, 6lb. case	29
1/4s, 15lb. case	29
1/4s, 15lb. case	29
1s, 15lb. case	27
1/4s & 1/2s 15lb. case	28
Scalloped Gems	10
1/4s & 1/2s pails	16
Bulk, pails	13 1/2
Bulk, barrels	12 1/2

COFFEES, ROASTED

Common	19
Fair	19 1/2
Choice	20
Fancy	21
Peaberry	23

Santos

Common	20
Fair	20 1/2
Choice	21
Fancy	23
Peaberry	23

Maracabo

Fair	24
Choice	25
Choice	25
Fancy	26

Guatemala

Fair	25
Fancy	26

Java

Private Growth	26 @ 30
Mandling	31 @ 35
Aukola	30 @ 32

4

Mocha

Short Bean	25 @ 27
Long Bean	24 @ 25
H. L. O. G.	26 @ 28

Bogota

Fair	24
Fancy	26
Exchange Market, Steady	
Spot Market, Strong	

Package

New York Basis	
Arbuckle	21 50
Lion	23 50

McLaughlin's XXXX	
McLaughlin's XXXX sold	
to retailers only. Mail all	
orders direct to W. F.	
McLaughlin & Co., Chic-	
ago.	

Extract

Holland, 1/2 gro boxes	95
Felix, 1/4 gross	1 15
Hummel's foil, 1/2 gro.	85
Hummel's tin, 1/2 gro.	1 43

CONFECTIONERY

Stick Candy	
Horehound	8
Standard	8 1/2
Standard, small	8 1/2
Twist, small	9

Cases

Jumbo	8
Jumbo, small	8 1/2
Big Stick	8 1/2
Boston Cream	13

Mixed Candy

Broken	8
Cameo	12
Cut Loaf	9
Fancy	10 1/2
French Cream	9
Cocers	6 1/2
Kindergarten	11

Leader

Leader	8 1/2
Majestic	9
Monarch	8 1/2
Novelty	10
Paris Creams	10
Premio Creams	14
Royal	7 1/2
Special	8 1/2
Valley Creams	12
X L O	

Specialties

Auto Kisses (baskets)	13
Bonnie Butter Bites	16
Butter Cream Corn	16
Candy Crackers (bskt)	15
Caramel Dice	13
Cocoanut Kraut	14
Cocoanut Waffles	14
Coco Macaroons	16
Coffy Toffy	14
Cream Marshmallows	14
Dainty Mints 7 lb. tin	15
Empire Fudge	14
Fudge, Pineappl.	13
Fudge, Walnut	13
Fudge, Filbert	13
Fudge, Chocolate	12
Fudge, Honey Moon	13
Fudge, Toasted Cocoa-	
nut	13
Fudge, Cherry	14
Fudge, Cocoanut	13
Honeycomb Candy	15
Kokays	14
Iced Gems	14
Iced Orange Jellies	13
Italian Bon Bons	13
Macchus	15
Molasses Kisses, 10	
1b. box	13
Nut Butter Puffs	13
Salted Peanuts	15

Pails

Assorted Choc.	15
Amazon Caramels	15
Champion	11
Choc. Chips, Eureka	18
Climax	13
Eclipse, Assorted	15
Eureka Chocolates	16
Favorite	16
Ideal Chocolates	13
Klondike Chocolates	18
Nabobs	17
Nibble Sticks	25
Nut Wafers	17
Ocoro Choc. Caramels	17
Peanut Clusters	20
Pyramids	14
Quintette	16
Regina	10
Star Chocolates	13
Superior Choc. (light)	18

Pop Corn

Cracker Jack	3 25
Giggles, 5c pkg. cs.	3 50
Oh My 100s	3 50

Cough Drops

Putnam Mental	1 00
Cal. No. 1	1 25

NUTS—Whole

Almonds, Tarragona	18
Almonds, Drake	17
Almonds, California	
soft shell	
Brazils	@15
Filberts	@15

Walnuts sft shell

Walnuts sft shell	@18
Walnuts, Marbot	@16
Table nuts, fancy	@16
Pecans, medium	@15
Pecans, ex. large	@16
Hickory Nuts, per bu.	
Ohio	2 00

Cocoanuts

Cocoanuts	
Chestnuts, New York	
State, per bu.	

5

6

Graham Crackers Red	1 00
Label 10c size	50
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
Uneda Biscuit	50
Uneda 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	
Currents	15
Imported 1 lb. pkg.	8 1/2
Imported, bulk	8 1/2

Peaches	
Mulrs—Choice, 25lb.	9
Mulrs—Fancy, 25lb.	10
Fancy, peeled, 25lb.	13

Peeled	
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 1 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	50
Imported, 25 lb. box	2 50

Pearl Barley	
Chester	2 75
Empire	

Peas	
Green, Wisconsin, bu.	2 00
Split, lb.	5

Sago	
East India	4 1/2
German, sacks	4 1/2
German, broken pkg.	4 1/2

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

Cotton Lines	
No. 1, 10 feet	5
No. 2, 15 feet	7
No. 3, 15 feet	9
No. 4, 15 feet	10
No. 5, 15 feet	11
No. 6, 15 feet	12
No. 7, 15 feet	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.	80

7

FLAVORING EXTRACTS

Jennings D C Brand	
Terpeneless Extract Lemon	
No. 1 F box, per doz.	75
No. 2 F box, per doz.	90
No. 4 F box, per doz.	1 75
No. 2 Taper, per doz.	1 75
2 oz. Flat F M per doz.	1 50

Jennings D C Brand	
Extract Mexican Vanilla	
No. 1 F box, per doz.	90
No. 2 F box, per doz.	1 25
No. 4 F box, per doz.	2 25
No. 3 Taper, per doz.	2 00
2 oz. Flat F M per doz.	2 00

FLOUR AND FEED	
Grand Rapids Grain	
Milling Co.	

Winter Wheat	
Purity Patent	5 40
Seal of Minnesota	5 00
Sunburst	5 00
Wizard Flour	5 20
Wizard Graham	5 20
Wizard Meal	4 00
Wizard Buckwheat	6 00
Rye	4 40

Valley City Milling Co.	
Lily White	5 60
Light Loaf	5 10
Graham	2 30
Granma Health	2 40
Gran. Meal	1 75
Boiled Med.	1 65

Volgt Milling Co.	
Graham	4 60
Volgt's Crescent	5 40
Volgt's Flour	5 40
Volgt's Hygienic	5 80
Volgt's Royal	5 80

Columbian	
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

Warden Grocer Co.	
Quaker, paper	5 30
Quaker, cloth	5 40
Quaker Buckwheat bbl	5 50

Kansas Hard Wheat	
Warden Grocer Co.	
American Eagle, 1/2s	5 35
American Eagle, 1/4s	5 25
American Eagle, 1/8s	5 15

Spring Wheat	
Roy Baker	
Golden Horn, family	5 10
Golden Horn, bakers	5 00
Wisconsin Rye	3 60

Judson Grocer Co.	
Ceresota, 1/2s	5 80
Ceresota, 1/4s	5 90
Ceresota, 1/8s	6 00

Warden Grocer Co.	
Wingold, 1/2s cloth	5 80
Wingold, 1/4s cloth	5 70
Wingold, 1/8s cloth	5 60
Wingold, 1/2s paper	5 65
Wingold, 1/4s paper	5 80
Bakers' Patent	5 45

Wykes & Co.	
Sleepy Eye, 1/2s cloth	5 60
Sleepy Eye, 1/4s cloth	5 50
Sleepy Eye, 1/8s cloth	5 40
Sleepy Eye, 1/2s paper	5 40
Sleepy Eye, 1/4s paper	5 40

Meal	
Boiled	3 80 @ 4 00
Golden Granul'd	3 80 @ 4 00

Wheat	
New Red	80
New White	79

Oats	
Michigan carlots	45
Less than carlots	47

Corn	
Carlots	68
Less than carlots	70

Hay	
Carlots	17 00
Less than carlots	18 00

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

FRUIT JARS	
Mason, pts., per gro.	4 55
Mason, qts., per gro.	4 95
Mason, 1/2 gal. per gro.	7 30
Mason, can tops, gro.	1 65

GELATINE	
Cox's, 1 doz. large	1 45
Cox's, 1 doz. small	90
Knox's Sparkling, doz.	1 25
Knox's Sparkling gr.	14 00
Knox's Acidu'd. doz.	1 25
Nelson's	1 50
Oxford	75
Plymouth Rock, Phos.	1 25
Plymouth Rock, Plain	90

GRAIN BAGS	
Broad Gauge	18
Amoskeag	19

Herbs	
Sage	15
Hops	15
Laurel Leaves	15
Senna Leaves	25

8

HIDES AND PELTS

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

Pelts	
Old Wool	60 @ 1 25
Lambs	10 @ 25
Shearings	10 @ 20

Tallow	
No. 1	@ 5
No. 2	@ 4

Wool	
Unwashed, med.	@ 13
Unwashed, fine	@ 13

HORSE RADISH	
Per doz.	90

Jelly	
5 lb. pails, per doz.	2 20
15 lb. pails, per pail	48
30 lb. 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.	3 00

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

Mustard	
Red Hen, No. 2 1/2	1 75
Red Hen, No. 5	1 75
Red Hen, No. 10	1 65

OLIVES	
Bulk, 1 gal. kegs 1 1/2	25
Bulk, 2 gal. kegs 1 1/2	20
Bulk, 5 gal. kegs 1 00	15
Stuffed, 5 oz.	1 25
Stuffed, 10 oz.	2 25
Pitted (not stuffed)	14
14 oz.	2 25

PICKLES	
Manzanilla, 8 oz.	90
Lunch, 10 oz.	1 35
Lunch, 16 oz.	2 25
Queen, Mammoth, 18	4 25
Queen, Mammoth, 28	5 75
Olive Chow, 2 doz. cs.	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	2 25

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 25
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, Tourist	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
Pig	23 00
Clear Family	26 00

Dry Salt Meats	
S P Bellies	14 1/2 @ 15

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

9

Smoked Meats

Hams, 12 lb. av.	19 1/2 @ 20
Hams, 12 lb. av.	19 1/2 @ 19 1/2
Hams, 16 lb. av.	18 @ 19
Hams, 18 lb. av.	18 @ 18 1/2
Ham, dried beef	
sets	23 @ 24
California Hams	12 @ 12 1/2
Plum Balled	
Hams	19 1/2 @ 20
Boiled Hams	27 1/2 @ 28
Minced Ham	13 @ 13 1/2
Bacon	18 @ 26

Sausages	
----------	--

SPECIAL PRICE CURRENT

12

Scrapple, 5c pkgs. 48
 Sure Shot, 5c 1-6 doz. 56
 Yankee Girl Scrap, 2 oz 5 76
 Pan Handle Scrap 1/4 gr. 5 76
 Peachy Scrap, 5c 57
 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 11 52
 Badger, 3 oz. 5 04
 Badger, 7 oz. 11 52
 Banner, 5c 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 85
 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 50
 Bob White, 5c 6 00
 Brotherhood, 5c 6 00
 Brotherhood, 10c 11 10
 Brotherhood, 16 oz. 5 65
 Carnival, 5c 5 70
 Carnival, 1/2 oz. 39
 Carnival, 16 oz. 40
 Cigar Clip Johnson 30
 Cigar Clip Seymour 30
 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 4 70
 Cuban Star, 5c foil 5 76
 Cuban Star, 16 oz pails 3 72
 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 5 76
 Duke's Mix, 10c 11 52
 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 52
 Five cent cut Plug 29
 F O B 10c 11 52
 Four Roses, 10c 95
 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
 Hand Made, 2 1/2 oz. 5 76
 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, 10c 6 00
 Just Suits, 25c 12 00
 Kill 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 6 00
 Nigger Hair, 10c 10 70
 Nigger Head, 5c 5 48
 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 20
 P. S., 8 oz. 30 lb. cs. 19
 P. S., 3 oz. 63
 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 2 04
 Peerless, 40c 4 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 94
 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, 10c 10 50
 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 1 00
 Sweet Tip Top, 10c 1 00
 Sweet Tips, 1/4 gro. 10 08
 Sun Cured, 10c 98
 Summer Time, 5c 5 76
 Summer Time, 7 oz. 3 50
 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. 63
 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 48
 Tuxedo, 2 oz. tins 96
 Tuxedo, 20c 1 90
 Tuxedo, 80c tins 7 45
 Twin Oaks, 10c 96
 Union Leader, 50c 5 10
 Union Leader, 25c 2 00
 Union Leader, 10c 11 52
 Union Leader, 5c 5 95
 Union Workman, 1 1/4 5 76
 Uncle Sam, 10c 10 80
 Uncle Sam, 8 oz. 2 20
 U. S. Marine, 5c 6 00
 Van Bibber, 2 oz. tin .. 88
 Velvet, 5c pouch 48
 Velvet, 8 oz. tin 3 84
 Velvet, 16 oz. can 7 68
 Velvet, combination cs. 5 75
 War Path, 5c 6 00
 War Path, 8 oz. 1 60
 Wave Line, 3 oz. 40
 Wave Line, 16 oz. 40
 Way up, 2 1/2 oz. 5 75
 Way up, 16 oz. pails .. 31
 Wild Fruit, 5c 5 76
 Wild Fruit, 10c 11 52
 Yum Yum, 5c 6 00
 Yum Yum, 10c 11 52
 Yum Yum, 1 lb., doz. 4 80

TWINE

Cotton, 3 ply 22
 Cotton, 4 ply 22
 Jute, 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 12
 Oakland Vinegar & Pickle
 Co.'s Brands.
 Highland apple cider .. 13
 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 40
 Splint, large 3 50
 Splint, medium 3 00
 Splint, small 75
 Willow, Clothes, large 25
 Willow, Clothes, small 6 75
 Willow, Clothes, me'm 7 50

Butter Plates

Ovals
 1 1/2 lb., 250 in crate 30
 1 1/2 lb., 250 in crate 30
 1 lb., 250 in crate 45
 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 9 25
 No. 3 Fibre 8 25
 Large Galvanized 5 75
 Medium 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 75
 Single Peerless 3 25
 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 6 00
 Assorted, 13-15-17 3 00
 Assorted, 15-17-19 4 25

WRAPPING PAPER

Common Straw 2
 Fibre Manila, white 3
 Fibre Manila, colored 4
 No. 1 Manila 4
 Cream Manila 3
 Butchers' Manila 2 1/2
 Wax Butter, short cut 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, 3 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 1/2 lb. cans 1 35
 6 oz. cans 1 90
 1 1/2 lb. cans 2 50
 3 1/2 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
 Ben Hur

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. 40

THE BOUR CO.,
 TOLEDO, O.

COFFEE

Roasted
 Dwinell-Wright Co.'s B'ds



White House, 1 lb.
 White House, 2lb
 Excelsior, Blend, 1lb
 Excelsior, Blend, 2lb
 Tip Top, Blend, 1lb
 Royal Blend
 Superior Blend
 Full line of fire and bur-
 glar proof safes kept in

16

Boston Combination
 Distributed by Judson
 Grocer Co., Grand Rapids;
 Lee & Cady, Detroit; Sy-
 mons Bros. & Co., Sagin-
 aw; Brown Davis & War-
 ner, Jackson; Godsmark,
 Durand & Co., Battle
 Creek; Fleibach Co., To-
 ledo.

COCOANUT
 Baker's Brazil Shredded

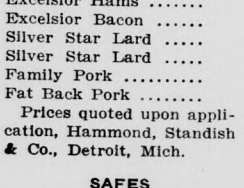


10 5c pkgs., per case 2 60
 26 10c pkg., per case 2 60
 16 10c and 33 5c pkgs.,
 per case 2 60



Apex Hams
 Opex Bacon
 Apex Lard
 Excelsior Hams
 Excelsior Bacon
 Silver Star Lard
 Silver Star Lard
 Family Pork
 Fat Back Pork
 Prices quoted upon appli-
 cation, 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, 75 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 ck 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
 Kirkland, 24 4lb. 2 80
 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 XXXX 4 25
 Rub-No-More 3 85
 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 re-
 quirements 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—Established dry goods store, doing a strictly cash business. Best town in Northern Indiana. Have other business and cannot devote time to the store. Invoice \$6,000 to \$7,000. \$3,000 required, balance easy terms or will keep interest. Address Wm. J. Grieger, Michigan City, Ind. 303

For Sale—Stock of general merchandise in Sault Ste. Marie. The Detroit of Upper Michigan. Good location, good business. Am moving. Apply to W. E. Donegan. 293

For Sale—For \$100, second-hand elevator, lift 1,500 pounds. Platform car 4x7 feet, 16 inch drum geared for electric motor with belt attachment. Hawkins Hardware, Fulton, N. Y. 292

Timber Lands For Sale—We have for sale 250,000,000 feet L. L. Y. pine located in South Miss. Logging conditions first-class; low freight rate to tide water; also a tract of hardwood of 8,000 acres located in North La., which will cut 36,000,000 feet oak, 5,000,000 hickory, 1,000,000 gum and 5,000,000 pine. For further information address W. J. Loughridge, Whitney Bank Bldg., New Orleans, La. 291

For Sale—\$1,500 stock general merchandise (mostly new), in inland town, fine farming section. Sales \$10,000. No trades. L. E. Quivey, Fulton, Mich. 262

For Sale—A \$2,500 stock of groceries in a good town of 3,500. Stock is clean, priced right for cash. Address J., care Michigan Tradesman. 301

For Rent—At Elmira, Michigan, large light double store, \$15 month, with gas, furnace, shelving, tables, living rooms. A. W. Stein, Fenton, Mich. 302

For Sale or Trade—Hotel and furnishings at Baldwin, Michigan. Free and clear for stock of groceries up to \$1,500. Might consider Grand Rapids real estate. Robt. Adamson, Saranac, Michigan. 300

For Sale—Cash only, well assorted drug stock and fixtures, growing business. Located on good business street in Grand Rapids. Good location. Inventories about \$3,000. Average daily cash sales, about \$33. Want to retire. Address No. 1753, care Michigan Tradesman. 299

For Sale Cheap—80 horse power boiler and 40 horse power engine in good condition. Also feed mill with Field gasoline engine. W. Purchase, Corning, Mich., P. O. Moline. 298

For Sale at a Bargain—Fourteen light F. P. gasoline lighting machine, new. Beeman automatic gasoline tank, forty feet counter show cases. Wanted, typewriter and electric coffee mill. Address A. W. Brown, Stockbridge, Mich. 297

Cleanest stock dry goods, cloaks, carpets. Prompt action will secure the liveliest business in best Michigan town of 3,500. Doing \$43,000 business and increasing fast, big profits, no competition. Best location. Invoices \$15,000. Must sell at once for best reasons. If possible, personal and immediate inspection urged. No speculators wanted. Address No. 296, care Tradesman. 296

For Sale—Tuft soda fountain, counter, etc. Bargain at \$100. Photograph sent on application. C. E. Bechtel, Shelby, Michigan. Enquire of any representative of H. & P. Drug Co. 294

Sale or Exchange—Good 100 acre Allen Co. Indiana farm; well tilled and fenced. Improvements fair. Price \$100 acre. \$4,000 incumbrance. Exchange equity for general stock or hardware. Box 17, Grabbill, Ind. 304

Sale or Exchange—Two-story business room, value \$6,000. Rental 6 per cent. Exchange for stock general merchandise, prefer small town. Deal with owner. Address 305, care Tradesman. 305

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

Bakery, Black Diamond oven, clearing \$100 monthly. Invoice about \$300. 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

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—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

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—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—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. Thatcher, Republic, Washington. 267

Good established bakery in city of 35,000 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

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. 256

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. 257

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. 258

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

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 650, Lowell, Mich. 255

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

\$30,250 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. 104

For Sale—Shoe stock at less than invoice. Inventory about two hundred and fifty dollars. Address Box 347, Saranac, Mich. 263

Drug stock and building for sale or exchange for residence. Stock invoices about \$2,000, building and lot about \$800. Located in Millburg, one of the best fruit shipping towns in Michigan. Address Dr. O. A. Eaton, Benton Harbor, Mich. 253

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

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, \$30,000. Address Box 217, Turlock, Cal. 29

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. Shelving, fixtures, everything needed. Business established 27 years. Always prosperous. Reason for selling, wish to retire. Address A. J. Wilhelm, Traverse City, Mich. 130

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

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. 259

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. 287

For Sale—Cash. Good, clean stock of general merchandise in good farming territory; fast growing business. No trade. Address Box 44, Montgomery, Iowa. 290

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

HELP WANTED.

Clothing salesman at once. Young man 25 to 30 years old. Single preferred, to work in hustling town of 6,000. Bert Lampkin, Ionia, Mich. 295

Knowledge consists of having a stenographer who knows where to find things.

Extract equity from justice and it leaves injustice.

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

DETROIT DETONATIONS.

(Continued from page one.)

on one of the traveling men's wives. While the story is positively true, we promised not to mention any names. The traveling man's wife's father is a farmer and the young lady went home to spend a couple of weeks with her parents early this month. One day, while her father was away, one of the neighbors came over and, spying Mrs.—, asked her if he could borrow their brace and bit. "I'm sorry," said Mrs.—, "but father went to town and he used it on the horse." The neighbor stared blankly at her for a few moments, then something seemed to flash through his mind. He repeated what he wanted, then went through the motions of using a brace and bit, to further enlighten her. After some gesticulating and with the aid of her younger brother, the neighbor received what he went in quest of and father still drove the horse with the bit in its mouth.

Some traveling men are full of lies. They lie in bed at night and in their expense books during the day.

Sunday the writer and wife celebrated the tenth anniversary of their marriage. The writer feels that he deserves many congratulations—for having stood it so long. For which we expect an adverse comment from Muskegon.

Detroit Council, No. 9, members, remember the date of the big doings Saturday night, October 18. Mark it down in your note book and bring in one application for a new member to be initiated on the big night.

What some little fellows lack in size they make up in importance.

It may be of interest to those traveling men who carry samples to know that it is illegal to sell and deliver samples from their trunks. They may, however, sell the samples and, by paying the regular tariff, slip them to the customer from the original starting point. This is an interstate commerce ruling and the violation is punishable by a fine or imprisonment, or both. Of course, this lies with discretion of the court.

The Hotel Norton, of Detroit, deserves special mention for the splendid service it has given the traveling men. To say nothing of the cleanliness and popular rates, the Norton is one of the few hotels that manage to reserve rooms for the traveling men, regardless of the number of conventions in the city. That the boys appreciate this is shown by their patronage of the hotel.

One way of keeping from owing grocery bills is to pay them.

Henry Norman, who formerly lived in Grand Rapids, the hub of Kent county, and now a resident of Detroit, has started out on a three weeks' trip through Northern Michigan—adn Cloverland. 'Enery represents H. Andrew Jergens hand Co., perfumers.

F. E. Bogart, Vice-President of Farrand, Williams & Clark, is spending his vacation in the East.

One reason they can't capture all the hold-up men in Detroit is because they would close up too many manufacturing plants and business places—

and there would be no place to pay the rent, as the landlord would be among the many.

Even then, no cares to move away, and 5,000 per month are glad to get in the city.

Miss Gladys Proper, the daughter of H. L. Proper, manager for the Michigan Trust Co. stores at East Lake, was removed to her home from the hospital this week. She was operated on for appendicitis and is doing nicely at this writing.

Nearly got cross-eyed lookin' for the Grand Rapids column last week. Either the Tradesman is growing larger or Bill's column is growing smaller. Whichisit?

No traveling man poet ever reaches the pinnacle of fame (?) until he has written a poem entitled The Traveling Man's Dream.

Gotta stop or we'll be sloppin' over o nanother page.

Full page is going some.

Where is Bill Pohlman of Cloverland.

James M. Goldstein.

Wholesale Grocer Hit by Train.

Lansing, July 23—Struck on the back by the eastbound morning Pere Marquette passenger train, No. 2, and hurled against a car of a freight train standing on parallel track, Frank E. Elliott, manager of the Lansing branch of the National Grocer Co., sustained serious injuries Tuesday morning as he was returning to his office from the inspection of a carload of groceries at the north end of the yard.

A preliminary examination showed that Elliott was suffering from internal injuries. A severe gash and bruise across his forehead was caused by his head striking the wheel of a box car. He was hurried to Edward W. Sparrow hospital in the police ambulance.

As Mr. Elliott was struck by the pilot of the engine, he attempted to leap clear of the train. Mr. Elliott, whose hearing is slightly impaired, was unaware of the train's approach until the instant before it struck him. His leap to the side of the track undoubtedly saved him from instant death.

A few minutes previous to the accident, Mr. Elliott went to the north end of the yards to look over a carload of stock just received by the grocery company. He was returning up the tracks alone at the time the accident occurred.

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

Buffalo, July 23—Creamery butter, fresh, 24@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@21c.

Poultry (live)—Turkeys, 13@14c; cox, 12c; fowls, 16@17c; springs, 21@23c; ducks, 14@16c.

Beans—Red kidney, \$2@2.35; white kidney, new \$3@3.25; medium, \$2.40; narrow new \$3@3.40; pea, new \$2.25.

Potatoes—New \$2.50@2.75 per bbl.

Rea & Witzig.

Politicians are as jealous of each other as girls.

The Produce Market.

Apples—Duches and Red Ostrachans command \$2 per bu.

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

Blackberries—\$2.25 per 16 qt. crate. The crop promises to be large.

Butter—Receipt continue normal for the season, and the market is firm at the present range. The quality of the receipts is better than a week ago, owing to more favorable weather. The receipts are in part going into cold storage, notwithstanding an increased consumptive demand. No change of consequence seems in sight, but if there is any change it will probably be a slight advance. Fancy creamery commands 27@28c in tubs and 29@30c in cartons. Local dealers pay 21c for No. 1 dairy and 19c for packing stock.

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

Carrots—25c per doz. bunches.

Celery—Home grown 20c 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—60c per doz. for home grown.

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

Eggs—Receipts continue fairly liberal, but the bulk is showing seasonable heat defects and have to be sold at concessions. Local dealers pay 16½c, loss off.

Egg Plant—\$1.75 per box for Southern.

Gooseberries—\$1.50 per 16 qt. crate.

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

Green Peppers—\$1.50 per bu.

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

Lemons—Messinas have declined to \$8 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 size.

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 per box.

Peas—\$1.75 per bu. for Telephones.

Pieplant—\$1.75 per bu. for home grown.

Pasley—30c per dozen.

Potatoes—White stock from Virginia is in good demand at \$3 per bbl.

Poultry—Local dealers pay 18c 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—\$2.50 per 16 qt. for red and \$2.25 for black.

Spinach—65c per bu.

Tomatoes—\$1.75 per crate of 4 baskets, Texas grown; 90c per 8 lb. basket of home grown.

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

Watermelons—\$3 per bbl. for Georgia.

Whortleberries—\$2 per 16 qt. crate. The crop is expected to be large in quantity and good in quality.

Detroit—The Hemmeter Cigar Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$750,000 common and \$250,000 preferred, all of which has been subscribed, \$50,000 being paid in cash and \$950,000 in property.

BUSINESS CHANCES.

An opportunity for a young man with dry goods experience to purchase a going business at a great bargain. Located in north end of city. If interested address H. A. K., care Michigan Tradesman. 309

Will sell to the highest bidder on Saturday, August 9, 1913, at 2 o'clock p. m., the electric plant, franchise and equipment of the G. G. Williams Woodenware Company at Boyne Falls, Michigan. Write A. G. Urquhart, Trustee, Boyne City, Mich. 307

Salesman—Attractive proposition for the general trade, experience unnecessary. All around hustling specialty man can net \$3,000 annually. American Standard Jewelry Co., Detroit, Mich. 308

For Sale—A good clean stock of general merchandise, invoicing \$2,000. Doing good business. Located in Southern Michigan. Address No. 306, care Michigan Tradesman. 306

Commonwealth Convertible 6% Bonds

Net 6.60% and return your principal in 5 years.

Citizens Telephone 6% Bonds

Net 6% and are secured by assets of ten times the outstanding issue.

HOWE, CORRIGAN & CO.

5th floor Michigan Trust Bldg.—as far as you can go to the right of the elevator.

GRAND RAPIDS, MICH.

SUMMER TIME
IS TEA TIME
TETLEY'S
INDIA
CEYLON
TEAS

Are good for that tired feeling



Fragrant
Delicious
Invigorating

Hot or Iced

Call and see our Tea Tree growing from a seed from the Imperial Gardens.

THE TEA HOUSE

Judson Grocer Co.
The Pure Foods House
GRAND RAPIDS, MICHIGAN

Modern Plant
Complete Stock
Competent Organization
Location

These advantages enable us to guarantee prompt and satisfactory shipment of all orders intrusted to our care. Special attention to mail and telephone orders. *o o o o o*

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo

The Prompt Shippers



The Karo Demand is Increasing Everywhere

Karo sales are jumping. Effective advertising in the magazines, newspapers, bill-boards and street cars is proving a powerful sales maker. It is influencing millions of housewives to use more Karo than ever—telling them about the great food value of Karo, its purity, its nourishment, the energy it supplies and what's all important, its economy.

With the cost of living so high, these Karo facts strike home with double force, they are increasing sales quickly.

Karo is the great household syrup—the syrup of known quality and purity—specially wholesome and delicious, and of highest food value.

Your customers know it—they know that the Karo label stands for highest quality, best flavor, and full net weight. Stock generously with Karo. It sells quickly, is easy to handle and pays a good profit.

Corn Products Refining Company
New York

Business Culture

You can't make a plant grow.

You can, however, place it in the right kind of soil, in the sunshine, give it sufficient moisture and—*nature* will do the rest. So it is with your business plant. The public is the soil. You must supply the nutrition of an advertising appropriation, the moisture of printer's ink, and the sunshine of attention-compelling booklets and catalogues.

We will supply sunshine and moisture and the nutrition may not be as much as you think

TRADESMAN COMPANY
Grand Rapids



Won Its Favor Without a Flavor

Next to the fact that it is made of the whole wheat and in biscuit form the strongest talking point about

Shredded Wheat Biscuit

is the fact that it is not flavored, seasoned, treated or compounded with anything. It is a natural, elemental food, made in such a way that the consumer may flavor it or season it to suit his own taste. Flavored cereals usually deteriorate in the market. Being made of nothing but the whole wheat grain, nothing added, nothing taken away, Shredded Wheat will keep fresh in any clime any length of time.



Shredded Wheat is packed in neat, substantial wooden cases. The empty cases are sold by enterprising grocers for 10 or 15 cents each, thereby adding to their profits on Shredded Wheat.

MADE ONLY BY
The Shredded Wheat Company
NIAGARA FALLS, N. Y.



Too Late

Better a little kindness while living than a floral display at the grave.—*W. L. Brownell.*

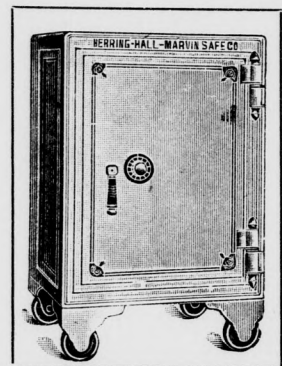
If we could bring ourselves up to the point of doing the things we know we ought to do to-day, we would chase away many of our to-morrow's regrets.

Think Carefully Than Act Promptly

It makes no difference how large or how small your business may be, it is your business and it is your business also to protect it. How long would you do business with a bank who would leave its books in which your account with it was registered lying around in its office unprotected at night. If you are not the owner of a good reliable safe this is just what you are doing with your own accounts.

THINK IT OVER

Write us to-day and we will name you a low price on a dependable safe.



GRAND RAPIDS SAFE CO. *Tradesman Bldg., Grand Rapids, Mich.*