

MICHIGAN TRADESMAN

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Thirty-First Year

GRAND RAPIDS, WEDNESDAY, AUGUST 20, 1913

Number 1561

Unseen Spirits

The shadows lay along Broadway—
 'Twas near the twilight tide—
 And slowly there a lady fair
 Was walking in her pride.
 Alone walked she; but viewlessly
 Walked spirits at her side.

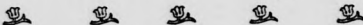
Peace charmed the street beneath her feet,
 And honor charmed the air;
 And all astir looked kind on her,
 And called her good as fair;
 For all God ever gave to her
 She kept with chary care.

She kept with care her beauties rare
 From lovers warm and true;
 For her heart was cold to all but gold,
 And the rich came not to woo—
 But honored well are charms to sell
 If priests the selling do.

Now walking there was one more fair—
 A slight girl, lily-pale;
 And she had unseen company
 To make the spirit quail—
 'Twixt Want and Scorn she walked forlorn,
 And nothing could avail.

No mercy now can clear her brow
 For this world's peace to pray;
 For as love's wild prayer dissolved in air,
 Her woman's heart gave way;
 But the sin forgiven by Christ in Heaven
 By man is cursed away!

Nathaniel Parker Willis.

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

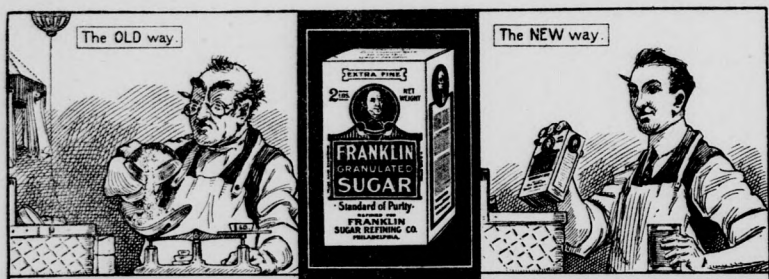
WHEN YOU SEE

THE  GOOD
SIGN OF CANDY

"DOUBLE A"

Remember it came from

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



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 CO.
PHILADELPHIA

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



Facts Not Fancies

White House Coffee

Whenever fine coffees are wanted this splendid coffee finds a quick sale and a welcome such as has not been accorded to any other brand. Its praises are sounded from coast to coast.

Most people prefer to buy things that are GENUINE. That's why so many folks are buying "White House"—because there's no doubt about ITS honest purity.

Distributed at Wholesale by

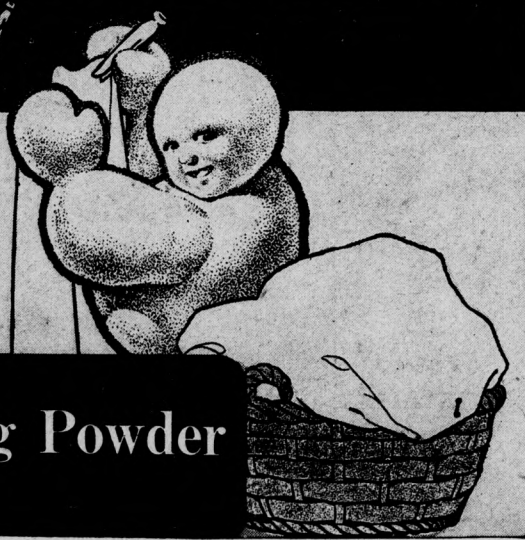
Judson Grocer Company
Grand Rapids, Mich.

next time

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

Lautz Snow Boy Washing Powder

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





MICHIGAN TRADESMAN

Thirty-First Year **156642** GRAND RAPIDS, WEDNESDAY, AUGUST 20, 1913

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SPECIAL FEATURES. **GIFT**

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CLOVERLAND.

Zephyrs From the Upper Peninsula of Michigan.

Marquette, Aug. 18—Karl Kraft, of this city, who for the last three years has represented Burnham, Stoepel & Co., of Detroit, in the Upper Peninsula, has resigned his position with that firm and left Saturday for Cleveland, to accept a position with a well-known Cleveland cloak and suit house, which he will represent in Michigan and Wisconsin.

L. C. Johnson, the veteran representative of L. Gould & Co., was in the city last week, accompanied by Mrs. Johnson, who is making a trip over his territory with him. Mr. Johnson, has been traveling in the Upper Peninsula, Minnesota and Northern Wisconsin continually for some forty years.

Alpha, a thriving little town just six weeks old, has sprung up in Iron township six miles from Crystal Falls. Already the town is blossoming into what will be a model little city, as graded streets, sewers and electric lights are now under construction. The school system will be equal to any in the State and plans have been drafted for the building of a \$20,000 schoolhouse to be situated in the most centralized portion of the town. Mercantile buildings and residences are now being built and it has been reported by reputable mining authorities that Alpha will be one of the best industrial towns of the Iron county, being surrounded by large deposits of ore.

T. W. Barry and M. Garland of Alston, Houghton county, recently sold to F. Horner & Son, of Reed City, 1,810 acres of timber land in Sections 15, 16, 17 and 21, 56-36. The timber is all hardwood with the exception of one section of basswood, considered to be one of the finest tracts of its kind in the Upper Peninsula. Herbert Clausen has the management of the logging for the Horners and he already has a small mill in operation and will either replace it with a large mill or set up two additional small

mills. He already has begun the construction of a logging road to connect with the Mineral Range at Alston. The tract is expected to cut 18,000,000 feet of lumber and it is tributary to an additional tract of 30,000,000 feet, which the Horners eventually expect to procure.

Arntzen Bros., of Escanaba, have completed plans for the excelsior plant to be constructed by the Oshkosh Excelsior Co., at Maple Ridge. The building will be of fire-proof construction throughout, concrete and steel. A large amount of material is available about Maple Ridge for the manufacture of excelsior and the promoters of the company have arranged for a stock that will keep the plant in operation for a number of years.

Swen Johnson, the pioneer shoe and clothing merchant of Ishpeming, died one day last week. He had been in poor health for several years and for the last month had been confined to his house. Last spring Mr. Johnson submitted to a surgical operation at Augustana hospital, Chicago. Mr. Johnson was aged 65 years. He is survived by his wife, two sons and two daughters.

Sanford & Treadway, of Menominee, have shipped to New York a carload of basswood molding, which will be used for interior decoration. The shipment comprised 5,400,000 lineal feet of molding of this lumber alone, measuring over 1,000 miles. The planing mill of Sanford & Treadway is enjoying now one of the busiest seasons and Manager Walter C. Mansfield stated that the outlook for continued activity was particularly bright. The mill makes a specialty of basswood and piano key stock. Last month alone it shipped 226,000 feet of stock to the piano key manufacturers in Connecticut. It is said that Sanford & Treadway handle more basswood lumber than any of the northern milling firms and their stock is in constant demand by users of basswood in the East.

The D. A. Stratton Co., which moved its factory to Atlantic from Tower last spring, has been operating steadily this summer. Its principal output is broom handles. The extra material is worked up into chair stock and other mill stuff for manufacturers of small articles of hardwood. The company has received a Shay engine. This will be used to haul logs on a spur running out from the Copper Range railroad. The company will continue logging operations the year around. Its logs will be hauled on its own tracks to the Copper Range and by the latter delivered at Atlantic. Thus far one and one-half miles of track for this logging road have been built. The line

will be extended gradually for several miles this winter. The company is cutting about one-half million feet of logs in its mill each month, and this will be increased when the logging operations have been expanded. All soft woods encountered on the tracts now being logged will be cut into lumber.

Select pine lumber, valued at \$35,000, was burned at Goodman's mill, Little Lake, early Friday morning, according to a statement made Saturday by a member of the firm. The first report of the fire placed the loss at a much lower figure. Its cause has not yet been determined, but it has been learned that it started somewhere near the center of the lumber yard. Two hundred and fifty-six piles of lumber were destroyed. The lumber was insured for 90 per cent of its full value.

Work on the new Keckonen block, being erected on North Fifth street, Red Jacket, has been practically completed by Contractor Paul P. Roehm. The building is one of the most substantial and imposing in the district. The Keckonen Hardware Co. will move into the structure about the first of next month.

Taking the lock from the rear door of the Boston Candy Kitchen at 1002 Ludington street, Escanaba, robbers entered the place and, procuring \$50 in silver, made their escape with the booty. It is a certainty that the robber was some person thoroughly acquainted with the place, as the cash register was not touched, but a cigar box kept under the candy counter, containing over \$50 in silver, was taken to the rear of the building, where the contents, with the exception of two Canadian nickels, were removed. The box was left as a "clue."

The Twin City Packing Co., of Menominee, whose business has in six years grown from a small home-made sausage enterprise to an industry representing an investment of \$50,000, more than doubled last month its output July, 1912. This was made possible by \$20,000 in improvements which were started last fall and were completed in April.

BRIGHT BUSINESS OUTLOOK.

Is it not time for business men to take courage and proceed with vigor to work out our manifest destiny? Among the reasons for this viewpoint are the following:

The public mind, which periodically has been disturbed by fear of a Democratic administration, has become convinced of the wisdom and quiet strength of President Wilson, and his ability to handle his party on some matters of great concern and secure the enactment of laws which for one or two decades have been as in-

evitable as was some years ago the emancipation of the slaves.

The bountiful crops of 1912 have been a source of great financial strength during the past year, and those about to be harvested are almost as large. These have enabled us to absorb the great mass of securities sold to us because of the necessities of Europe.

The settlement of the Balkan War without disturbing the concert of action of the Powers will cause the hoarded gold to be speedily returned to the channels of trade. The production of gold throughout the world is at its maximum so far.

The preparedness of every one for a tight money market will, in all probability, prevent the expected happening. The desire of the administration is to aid in moving the crops, not after a crisis, but before one.

It is possible that a lessened tariff will lead to greater efficiency in manufacturing, and consequently to larger exports, as well as to larger imports. The \$4,250,000,000 foreign trade of this year is likely to be largely exceeded.

The railroad returns give evidence of an enormous volume of business done while every one has been afraid of his shadow.

The price of pig iron apparently struck bottom about two months ago. The stock market looks as if it, too, had struck bottom at about the same time, and it has an almost invariable way of discounting the future by six or eight months before the change is apparent to the individual observer.

With the elimination of most of the evils that have beset us and the vanishing of those of the imagination, the restless spirit of the American people should break forth in renewed activity.

The greatest menace to business at this time is the arrogant demands of union labor, which seeks to humiliate the employer and reduce the worker to the level of serfs and slaves, making him a mere tool in the hands of the union official.

The large question to what extent the floating capital of the world has become fixed is one most difficult to gauge, as we have but so lately entered the present era of colossal commercialism, as well as that of extravagance—extravagance, not alone of the few who can afford it, but of the masses who cannot. The reserve strength with us has not the subdivision of the soil and the stocking of the French, nor yet their untiring industry, but we are alert, intent, and ready of resource.

Here's a good motto for married men: "Be sure you're right, then ask your wife."

Snapshots Taken at the Traverse City Picnic.

The Tradesman artist was so fortunate as to secure a few snapshots at the annual picnic of Traverse City Council, U. C. T., last Saturday afternoon.

The first one was Secretary Richter and his youngest boy—he is the father of three bright hopefuls—drinking ginger ale from a bottle.



The next picture represents the long and the short of it. In other words, Adrian Oole, of the Musselman Grocer Co., and his first, last and only child. Anyone can see by looking at Oole that he is as proud of the infant as a captain is of a ship.



The last snapshot is of a bright lot of children, who were willing to be snapped for the pleasure of Tradesman readers—and themselves.

News Items From the Soo.

Sault Ste. Marie, Aug. 18—Jacob Schupp, for a number of years chief clerk for the firm of Highstone, Lewis & Co., DeTour, has a record in that part of the country for putting in the longest hours without a vacation of any man in the business. However, Mr. Schupp is contemplating taking in the very next circus

coming to the Soo and the boys on the road are keeping him posted as to the dates and other information. It is Mr. Schupp's intention to visit the Soo in the near future and spend a few days sightseeing so as to break the monotony and we are sure the rest and change will be appreciated by Mr. Schupp.

Lewis & Co., of DeTour, are beginning to put in their winter supplies earlier this year than usual and are receiving shipments almost daily.

Prof. F. Warner, of Cincinnati, who is spending the summer at DeTour, had an experience recently which his friends will not forget for sometime. Mr. Warner had out a party of friends in his touring car, but covered more territory than they had anticipated when starting and got safely back within eight miles of DeTour, when the auto refused to continue on its course towards home. After going through the usual examination Mr. Warner decided to let the passengers walk to town and ordered a team sent back to pull him in. It was well near morning before the machine was brought to DeTour. After a thorough going over, it was discover-

cupants thrown in the water. Two of the boys managed to cling to the boat until rescued, while Mr. McLachlan's body has not as yet been found. Mr. McLachlan was a popular young man in this city, being Assistant Cashier of the Central Savings Bank, and his death cast a gloom over this community.

A. J. McKenzie, formerly traveling salesman for the Petoskey Grocer Co., has resigned his position to accept a similar position with Carpenter-Cook Co., taking over the territory covered by Mr. Commander, who has been transferred to Wisconsin territory.

The many friends of Mr. and Mrs. Russel A. Norton were pleased to learn that they returned from their summer home at Manistique and are back at Grand Rapids, where Mr. Norton is editor of the magazine issued by the Preferred Life Insurance Co. A copy of the first issue was received by some of his friends and it is predicted that he will make a grand success of the paper, as the articles are very spicy and full of good humor, which shows the marked ability of the new editor.



ed there was no gasoline in the tank, but the Professor was not long in having the tank refilled and has had no further trouble since.

Cap. A. Roberts, wife and family, paid the Soo a visit here Sunday, stopping over to see the locks and enjoyed the boat trip from Mackinac City. Cap. is in the best of health and reports the biggest increase in business this year he has had since taking charge of the soap department of Swift & Company. Cap. Roberts has a cozy summer home at Mackinac City on the beach and, while he is working harder than ever, he is enjoying life more than ever before. The boys on the road are pleased to know that Cap has made such wonderful progress. He is now known, as the "man made famous by Swift's Soaps."

Dewitt McLachlan, son of Mr. and Mrs. Wm. McLachlan here, met a sad death Sunday afternoon. Mr. McLachlan, in company with two other companions, was out in a canoe on the St. Mary's River and as the Str. Chippewa passed for Mackinac Island, raising her usual swells, the canoe was capsized and the three oc-

A large force of men are at work widening and repaving Ashmun street, the principal business street in the city, and if no delays are encountered, it will not be long before the job is finished, which will add much to the beauty of the city and the delight of the auto owners. There is an unusual amount of work being done by the city this year.

W. G. Tapert.

Chirpings From the Crickets.

Battle Creek, Aug. 18—Brother Milton Loomis, one of the star performers in the employ of J. F. Halladay & Son, wholesale grocers of this city, acted as a pilot for some stranded horse traders into Battle Creek one afternoon early last week. This piloting into the city by Milt. met its reward, for our friend was allowed to drive a Shetland pony harnessed to a trim little rig. Yours truly had the pleasure of seeing the layout and would bet that Milt. weighed more than his motive power. There was hardly enough room between the dash board and the seat for the driver's big grip and his knees. The result was that Milton's knees had

to go up to his chin. Oh! you camera fiends, where could you all have been? Milt. got home all right and we wish he could have driven his outfit to his home and presented it to his little daughter.

Norm. Riste has a double at one of the Gull Lake landings. A lady from Detroit who was presented to Mrs. Riste had seen Mr. and Mrs. Riste together previous to meeting Mrs. Riste. One word brought on another and the lady from Detroit asked Mrs. Riste if her husband (Mr. Riste) was a jolly, fleshy, short-nosed traveling man. Mrs. Riste said Norm. tallied to that description. The lady said: "Sure! I was sure I knew him. We used to buy angle worms of him."

Sixty-five U. C. T.'s and their families took the M. U. T. special for our annual picnic at Gull Lake Saturday morning. One swell dinner and then the ball game. Orin J. Wright and Guy Pfander were made competing captains and Wm. Masters acted as umpire. The features of the game were a home run by Richard Mitchell, a three base hit by Chas. Dye, a stumbling semi-glide to home by Norm. and a close escape from the cruel waters of Gull by Bill. Bill made a decision that did not meet with the approval of the side at bat and Orin and his huskies proceeded to throw Bill into the lake. For fear it could be proven an accidental death and our order would be out \$6,300, we decided that Mrs. Masters and we fellows would rather have Bill with us than to spend the money. The final score was 13-12 in favor of the hard slugging, panting Pfander bunch. After the game we all had a ride around the lake and came back to the Allendale pavilion, where Brother Ireland sang several beautiful solos. Special left resort at 6:30. All tired, but happy. Stunts were pulled off coming home and other things.

Our regular Council meeting was held the same night. Steele arrived at Council chamber at 7 p. m., Pfander showed up at 8:10 p. m., Adams joined us at 9, Mitchell at 9:15. All dug out at 9:30. Bunch dead to the world. Too much base ball.

Harry DeKalb is now with the Ligonier Carriage Co., of Ligonier, Indiana.

L. D. Johnson, who has traveled thirteen years for the Jackson Grocery Co., goes into the Redner & Cortright organization Sept. 1.

Elmer E. Mills goes with Redner & Cortright Sept. 1.

The wife of Henry E. Green, a former merchant at Olivet, died in Battle Creek Friday. The burial took place at Olivet on Monday. Mr. Green and family have the heartfelt sympathy of his host of friends and acquaintances.

The Bellevue Home Coming was a big success.

Battle Creek's Home Coming started Tuesday and runs through the 25th. This city is sure all dolled up. Looks like an inauguration display!

Am anxious to read how Mr. Stowe

came out with his base ball decisions Saturday.

Next Saturday night we help celebrate Fraternal night at our Home Coming. We have gone to considerable expense to put up a nice display.

Bro. M. L. Blakeslee is taking his annual vacation.

If a street car conductor, making \$2.85 per day, can own a \$1,800 automobile, do you think it's fair?

Come over to the Home Coming. Forget the hot weather.

Read the Tradesman.

Guy Pfander.

Accepting the Inevitable With Good Grace.

Written for the Tradesman.

When the father of Madame De Stael, a poor country boy, went to the city to seek his fortune, he found a place as porter in a bank and was soon promoted to clerk. Shortly after a letter came from a correspondent asking for a large loan and presenting a complicated financial scheme in which the bank was invited to join. M. Vernet, at the head of the house, was away; but young Necker took the matter in hand, made a detailed statement of the proposition, reckoned probable losses, weighed the pros and cons, and when the employed returned this plan was all ready in concise form upon his desk, with the advice of the young man that the loan be made.

"You seem to know all about banking," was the sarcasm which awaited his pains and interest.

"I do," was the proud reply.

"You know too much; I'll just put you back as porter."

Here most young men would have bolted. No doubt Necker would have soon found something better and taken it; but until this stage was reached he had sense enough to fill the more menial duties well and to await what would come next.

"It was none of his business," was Vernet's excuse to his partner to which the latter reminded him of how gracefully he had "accepted the inevitable." And then Vernet volunteered, "Ah! true, he has two qualities that are only the property of strong men: confidence and resignation—I think—I think I was too hasty!"

Young Necker was re-instated. In six months he was cashier and in three years a partner. He might have bolted on the spot, but he took things as they came when they were beyond his control and kept his eyes open and his mouth closed, firm in the belief that he had done only right, and that best service is in the end recognized; if not where proffered, then elsewhere.

Bessie L. Putnam.

The Real Happiness of Life.

Miss Agnes Hart Wilson, daughter of William B. Wilson of Pennsylvania, Secretary of Labor in the Cabinet, has attracted a world of attention by an interview in which she is quoted as saying that she would far rather be back at her work as a stenographer than be active in Washington society. "Unfortunately," she says, "I had to quit work as my father's secretary

when he received his portfolio. My mother is unable to perform the duties of hostess, and I must serve in her place."

We sometimes pity the world's workers without stopping to think of the other side of the picture, humanity's "great, deep, ocean-like joy" in its work. Dr. Crane has recently put it in these stirring words in a call for someone to put it into poetry or fiction:

There is the joy of being a railway engineer, of laying brick, of sawing boards, of plowing corn, of housekeeping, of cooking, of manufacturing—the joy of work. The whole atmosphere of our day is vibrant with it. And not a soul to speak it. The "top-notchers" of literature are too busy describing the adulteries of the upper ten, the silly freaks of idleness, the sillier games of the rich.

No one can question the pleasure men take in business. Taken from their life work by wealth, age or the demands of the others of the family, they pine away and die from ennui. Men long to get back to the old farm and earn their bread by the sweat of their faces. An Edison puts in eighteen hours a day and sleeps curled up on his desk so as to be on the spot. When a man has found his work he is happy in it, and there is no blessing like it. Stevenson sings of the workmen who

Sow gladness on the peopled lands,
And still with laughter, song and shout
Spin the great wheel of earth about.

Work is the greatest sport there is. If you do not understand this, look around you and see what the trouble is.

Quotations on Local Stocks and Bonds.		Bid.	Asked.
Am. Gas & Elec. Co., Com.	76	78	
Am. Gas & Elec. Co., Pfd.	46	48	
Am. Light & Trac. Co., Com.	358	365	
Am. Light & Trac. Co., Pfd.	104	106	
Am. Public Utilities, Com.	50	53	
Am. Public Utilities, Pfd.	70	72	
Cities Service Co., Com.	80	82	
Cities Service Co., Pfd.	73	75	
Citizens' Telephone	80	83	
Commercial Savings Bank	215		
Comw'th Pr. Ry. & Lt., Com.	56½	58	
Comw'th Pr. Ry. & Lt., Pfd.	76	77	
Elec. Bond Deposit, Pfd.	65	75	
Fourth National Bank	212		
Furniture City Brewing Co.	59	61	
Globe Knitting Works, Com.	125	135	
Globe Knitting Works, Pfd.	95	99	
G. R. Brewing Co.	125	150	
G. R. National City Bank	180	181	
G. R. Savings Bank	225		
Kent State Bank	260	264	
Lincoln Gas & Elec. Co.	25	30	
Macey Co., Com.	200		
Macey Company, Pfd.	95	97	
Michigan Sugar Co., Com.	30	36	
Michigan State Tele. Co., Pfd.	90	95	
National Grocer Co., Pfd.	83	86	
Old National Bank	205	207	
Pacific Gas & Elec. Co., Com.	40	42	
Peoples Savings Bank	250		
Tennessee Ry. Lt. & Pr., Com.	15	17	
Tennessee Ry. Lt. & Pr., Pfd.	70	72	
Utilities Improvement Co., Com.	48	50	
Utilities Improvement Co., Pfd.	70	72	
United Light & Ry., Com.	72	75	
United Light & Ry., 1st Pfd.	74	76	
United Light & Ry., 2nd Pfd.	73	75	
(old)			
United Light & Ry., 2nd Pfd.	68	70	
(new)			
Bonds.			
Chattanooga Gas Co.	1927	95	97
Citizens Tele. Co., 6s	1923	100	
Com. Power Ry. & Lt. Co., 6s			97½
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

August 20, 1913.

Out of millions of oyster spawned only a negligible percentage survives. The young oysters are allowed to remain on the beds after transfer until two or three years old, if the beds were thinly planted. If the beds are thickly "shelled," when the oysters are a year old they are moved elsewhere to have room to breathe and grow.

Anyway, it doesn't take nine tailors to make a self-made man.

NEW YORK MARKET.

Special Features in the Grocery and Produce Market.

Special Correspondence.

New York, Aug. 18—The intensely hot weather takes the life out of almost all markets and is, perhaps, one factor that makes spot coffee languish, for languish it certainly does. Rates in Brazil are said to be too high and buyers here are taking only enough to keep the wheels of business turning. In an invoice way Rio No. 7 is held at 9½c and Santos 4s at 12@12½c. In store and afloat there are 1,573,708 bags of Brazilian coffee, against 2,383,347 bags at the same time last year. Milds are quiet and steady on the basis of last report.

Sugar is steady. There is an average business going forward, but no boom and quotations seem well held. Granulated, 4.70c by all refiners.

The tea market retains its firmness. Supplies here are not especially large, nor is the outlook for new crop very satisfactory, as the row in China is tending to curtail supplies. Prices are practically unchanged.

New crop rice, a little of which has been received, shows a quality not first-class. Later supplies, however, will, perhaps, be satisfactory. Quotations show absolutely no change, good to prime being quoted at 5¼ @ 5½c.

In spices, pepper is the center of interest, as advices from abroad indicate light supplies and the market here closes very firm. Supplies are not excessive and the situation is in

favor of sellers. Other spices move in the usual midsummer channel, with prices firm.

Little is doing in molasses, either grocery grades or black strap. Good to prime centrifugal, 35@40c. Black strap, 10½@12c.

Tomato stories are coming in. The last is that the pack in Maryland this month, August, will hardly be one tenth what it was in August last year. A light pack is prophesied by those whose business it is to prophesy. Standar 3s, 80c f. o. b. No change in corn. Light pack expected. The supply of really desirable stock on hand is light and quotations are well sustained. Peas are unchanged. The supply of first class stock is very moderate, while of the lower grades there is plenty. Other lines are quiet and practically unchanged.

Butter has shown some advance within the week and closes firm, especially for top grades. Creamery specials, 27¼@28c; firsts, 26@27c; imitation creamery, 24@24½c; process 24½@25c; factory, 23@24c.

Cheese is very firm, with whole milk selling at 14½c.

Eggs are scarce for the better grades and quotations show upward tendency. Best white Western, 26@28c; storage, 24@25c. The tremendous heat is having a bad effect.

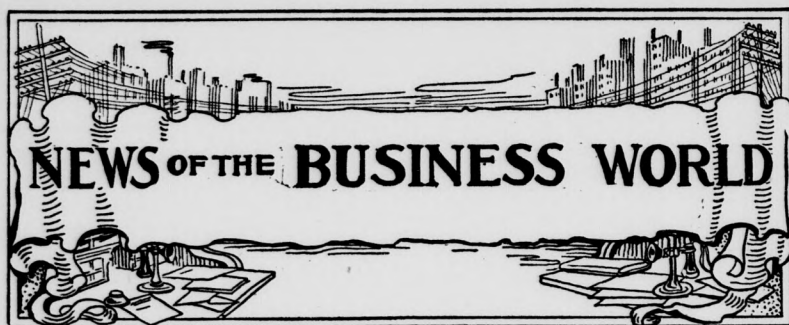
Dandelion Vegetable Butter Color

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.



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



Movements of Merchants.

Lowell—Jesse Hurley succeeds M. Gazella in the cigar business.

Otsego—Gordon Nelson succeeds C. D. Mosher in the jewelry business.

Bagnall—L. B. Bellaire has engaged in the grocery business here.

Detroit—The Lyon Clothing Co. has changed its name to The Lyon Co.

Butternut—George E. King succeeds R. S. Fuller in the harness business.

Three Rivers—Fred Castle will engage in the poultry and egg business here Sept. 1.

Bear Lake—Henry Ringelberg has taken a position in James McGuire's store as general manager.

Orleans—The Orleans Elevator Co. has leased its grain elevator to Post Bros. who will continue the business.

Calumet—Gately-Wiggins Co., dealers in installment goods, has increased its capital stock from \$10,000 to \$100,000.

Jackson—J. H. Lourim & Co., dealers in drygoods at 167 West Main street, have doubled the capacity of their store space.

Kalamazoo—S. O. Bennett, who lost his grocery stock by fire, has engaged in a similar business at 220 North Burdick street.

Niles—Simeon Belknap has sold his stock of jewelry to Gus Klawiter, recently of LaPorte, Ind., who will continue the business.

Shelby—E. L. Stevenson, who conducts a branch drug store at Custer, is closing out the stock and will discontinue the business.

Cadillac—H. W. Nordhouse & Co., who conduct a cash and credit general store at Manistee, will open a branch store here Sept. 1.

Hubbell—C. Fink has sold his stock of confectionery and cigars to Chester Sampson who will continue the business at the same location.

Lansing—Arthur B. Campbell, of Campbell & Darling, druggists, was married to Miss Blanche Mae Benedict, at her home in Pontiac, August 11.

Petoskey—Fire damaged the grocery stock of Austin Thompson Aug. 19 to the extent of about \$10,000. The loss was partially covered by insurance.

Sheridan—Smoke from a smoldering fire damaged the Lower & Taylor stock of general merchandise to the extent of several thousand dollars Aug. 18.

Manistee—F. C. Larsen has leased his meat market to Charles E. Schewe, who will continue the business under the management of Ewald Krempel.

Port Huron—The R. C. Davis Co., dealer in builders' supplies, etc., has increased its capital stock from \$8,000 to \$15,000 and changed its name to Jarvis Co.

Manistee—Fred Noble, who conducts a grocery store at 333 Washington street, is remodeling his store building by putting in a modern front.

Laingsburg—The Laingsburg Elevator Co. has leased the Platt & Son flour mill and will continue the business under the management of Seymour Platt.

Detroit—The Michigan Brokerage Co. has been incorporated with an authorized capital stock of \$3,000, all of which has been subscribed and paid in in cash.

Fowlerville—Burglars entered the S. T. Blackmer clothing store Aug. 16, and carried away considerable of the stock as well as the contents of the cash drawer.

Lansing—Frank J. Christopher, who conducts a grocery store on South Washington street, has sold his stock to Kirk VanWinkle who will continue the business at the same location.

Saginaw—Miss Violet Boergert, who has had much experience in the millinery business in Saginaw has assumed the position of manager and buyer of the millinery department of the Wm. Barie Dry Goods Co.

Ypsilanti—George B. Dunlap, a prominent grocer, was arrested on complaint of a State pure food inspector. The complaint charged Mr. Dunlap with selling adulterated lard without labeling it as such. Mr. Dunlap pleaded not guilty.

Detroit—William Liebig & Co., machinist, has merged its business into a stock company under the same style with an authorized capital stock of \$60,000, of which \$30,000 has been subscribed, \$904.76 paid in in cash and \$26,595.24 in property.

Eaton Rapids—Seth Tubbs, a prominent Eaton Rapids business man, and a member of the firm of Minnie & Tubbs of this city, is recovering from a partial stroke of paralysis which came upon him while he was driving his automobile from Alma to Eaton Rapids. Mr. Tubbs was stricken while driving the machine but succeeded in stopping the car in time to avoid any accident. Another driver was secured to complete the trip to Eaton Rapids.

Lansing—At least one Lansing baker will contest the city charter requirement of 16 or 32 ounces to a loaf of bread, according to a statement made by Alderman Oscar McKinley at the last session of the Com-

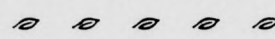
mon Council. The announcement was made following the first step taken by City Sealer of Weights and Measures Arthur P. Rogers to enforce the bread provision. Loaves from ten different bread makers were weighed by the city official and found, with three exceptions, to be under weight. The next step to be taken by the Sealer of Weights and Measures will be the compelling of manufacturers in Lansing to meet with the weights required.

Detroit—The directors of the Detroit Savings Bank have recommended an increase of capital stock from \$400,000 to \$750,000 and of surplus from \$400,000 to \$750,000. A special meeting of stockholders to act on the recommendations has been called by President D. C. Delamater for October 2. It is proposed to offer to the present stockholders \$300,000 par value of the new issue at \$150 a share, the remaining \$50,000 par value to be sold at not less than \$225 to purchasers whom they shall select who are not already stockholders of the bank. Not more than forty-seven shares will be sold to the directors, so that each director will own at least fifty shares of the Bank's stock.

Ann Arbor—Three weeks ago Vernon McCrumb, a grocer, set out to collect \$13.75 from Homer Millen, a wealthy business man and owner of a splendid home on Hill street, in the exclusive residence section. McCrumb declared that the wealthy Mr. Millen had owed him \$13.75 for three years, and Mr. McCrumb and his wife

began calling at intervals in an auto delivery wagon to obtain settlement. While Mr. McCrumb would rap loudly on the front door Mrs. McCrumb would sit in the auto and toot the horn three times. Then they would drive away. Last week they increased the frequency of their visits to one a day. The Millen front door remained impassive. The \$13.75 was still unpaid. Mr. McCrumb then notified Mrs. Millen that thereafter he would call once an hour. "For twenty years, if necessary," added Mr. McCrumb. An hour later up drove the McCrumb. Mr. McCrumb rapped while Mrs. McCrumb tooted and the neighbors snickered. Mrs. Millen waited until the McCrumb auto had chugged around a corner, then she sought Attorney A. J. Sawyers. "You can't stop his coming—by law," said the lawyer. "Try strategy." Mrs. Millen put some strategy in a bucket and hid behind the door. When the persistent Mr. McCrumb stepped jauntily up and knocked, to the accompaniment of a tooting auto horn, he got so much strategy down his shirt front that it took him the rest of the day to dry off. He did part of the drying off in a justice's court, getting a warrant for assault and battery. A jury acquitted Mrs. Millen. McCrumb is expected to appeal. The Millens several years ago figured in a number of sensational suits involving W. J. White, the Cleveland chewing gum king. They are prominent socially in this city.

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. 

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo

The Prompt Shippers



The Produce Market.

Apples—Duchess and Red Astrachans command 75c per bu., and \$2 @2.25 per bbl.

Blackberries—\$1@1.25 per 16 qt. crate.

Butter—The consumptive demand for all grades of butter is very good. The market is showing the effect of the hot weather and is lighter than was expected. The market is firm on the present basis, and if there is any change it will probably be a slight advance. Fancy creamery commands 29@30c in tubs and 30@31c in cartons. Local dealers pay 22c for No. 1 dairy and 19c for packing stock.

Cabbage—75c per bu. for home grown.

Carrots—25c per doz. bunches.

Celery—Home grown 18c per bunch.

Cocoanuts—\$4.75 per sack containing 100.

Cucumbers—35c per doz. for home grown.

Eggs—There is a very good consumptive demand and the market is ruling firm at 1@1½c advance. Cold storage eggs have also advanced 1c in sympathy. No radical change seems in sight. Local dealers pay 18@19c, loss off.

Egg Plant—\$1.75 per box of home grown.

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—Verdellis, \$7 per box.

Lettuce—Home grown head, \$1 per bu.; home grown leaf, 75c per bu.

Musk Melons—Osage are in ample supply, moving at the rate of \$1@ \$1.50 per crate of 12. Arizona Rockfords command \$2.25 per crate for 54s and \$2.75 for the other sizes.

Onions—\$2 per 70 lb. sack of home-grown.

Oranges—\$5.25 for Valencias.

Peas—\$1.75 per bu. for Telephone.

Parsley—30c per dozen.

Peaches—Missouri Elbertas, \$2.25 per bu. Home grown Deweys command \$1.25@1.50.

Potatoes—White stock from Virginia is in good demand at \$3 per bbl. Home grown is in good demand at 50@60c per bu.

Poultry—Local dealers pay 13@14c for broilers; 11@12c for fowls; 6c for old roosters; 8c for geese; 10c for ducks; 12c for turkeys. These prices are live-weight.

Radishes—10c per dozen.

Spinach—65c per bu.

Tomatoes—\$1 per ½ bu. basket.

Veal—Buyers pay 6@12½c, according to quality.

Watermelons—\$2.75 per bbl. for Missouri.

Whortleberries—\$2.25 per 16 qt. crate.

The Grocery Market.

Sugar—The refined market has offered no sensation, being quiet and steady at the 4.70c basis quoted by all interested. Though the withdrawals are light, it is argued that they will pick up soon, as the country is using up sugar right along and must replenish. In fact, the brokers say that new contracting will be in order soon; for the September melting must be taken care of.

Tea—The second crop of Japans are in short supply, on account of the dry weather and farmers realize that extensive picking would have an adverse effect on values and so have curtailed the offerings. Suitable leaf for basket fired has been particularly scarce. There is a steady demand for later pickings and prices are firm at a slightly lower price than last season. Prices for Formosa Oolong summer teas are higher this year than for several years past. The quality is decidedly better than last year in both leaf and crop and buying has been very keen, the "fine" grade being 3@4c higher than last year, "finest," 7@8c higher and "choicest," 10@12c higher, according to the report of Consul Reat of Tam-sui. Indias and Ceylons are very firm for good cup teas.

Coffee—There have been some fluctuations, both in options and actual Rio and Santos coffee, but they have been slight. Fine old crop Santos is not abundant and is wanted at steady to firm prices. Mild coffees show no change for the week. Java and Mocha are unchanged and firm.

Canned Fruits—Apples for future delivery are high and dull at the moment. California canned goods are quiet, with prices unchanged. Small Eastern staple canned goods show no change and quiet demand.

Canned Vegetables—Both spot tomatoes and futures have been sold during the week on the basis of 77½c in a large way f. o. b. The weather still looks fairly favorable for the coming crop, although in spots the growers are complaining either of too little or too much rain. Corn and peas are both unchanged, on last week's basis, both spot and future. Southern packers will begin to ship new corn in a very few days.

Canned Fish—Sardines are unchanged, both foreign and domestic. Salmon is fairly active on spot. No prices have been named on new Alaska salmon.

Dried Fruits—Apricots are unchanged and dull. Futures are firm and high. Spot raisins are unchanged and dull, being still below the coast parity. Prices of new crop raisins were issued during the week, on the basis of 6¼c per pound, in a large way, f. o. b. coast. This is equivalent to 8c in Michigan, whereas old spot goods have been selling at 6½c. The naming of new prices on so much higher basis will stiffen up spot prices somewhat. Prunes are rather quiet, but prices are steadily maintained. Peaches are fairly active at steady prices.

Starch—Muzzy bulk and Best bulk and package have been advanced 10c per 100 lb.

Cheese—The consumptive demand is very good. Stocks in storage are lighter than last year, and the near future may bring a slight advance.

Syrup and Molasses—Glucose has advanced another five points, and the total advance within the last month has been twenty points. Sugar syrup and molasses are dull at ruling prices.

Salt Fish—Cod, hake and haddock show no change and quiet demand. The mackerel situation shows no change for the week; Norways are scarce and steady to firm; general demand for mackerel fair.

Provisions—Smoked meats are steady and unchanged, with a seasonable consumptive demand. Pure and compound lard are unchanged and steady, with trading not so active as during the last two weeks. Dried beef is still scarce and firm, consumptive demand good. Barreled pork and canned meats are both unchanged and quiet.

Manufacturing Matters

Grand Haven—The Fountain Specialty Co. has increased its capital stock from \$50,000 to \$250,000.

Ludington—The Carrom-Archarena Co., manufacturer of games, etc., has increased its capital stock from \$225,000 to \$325,000.

Detroit—R. A. Carmichael & Co., manufacturer of toilet preparations, has increased its capital stock from \$50,000 to \$200,000.

Detroit—The Schermack Co., manufacturer of vending machines and office accessories, has increased its capital stock from \$100,000 to \$150,000.

Mancelona—D. A. Foote purchased the property of the Mancelona Milling Co. at foreclosure sale and will continue the business in his own name.

Detroit—The Internal Gear Drive Co. has been organized with an authorized capital stock of \$6,000, of which \$3,000 has been subscribed and paid in in cash.

Adrian—The Dr. Lape Veterinary Co. has been incorporated with an authorized capital stock of \$50,000, of which \$25,000 has been subscribed and paid in in property.

Vanderbilt—A. W. Morford and Robert Menzies have formed a co-partnership and leased the creamery building and are installing therein a still for extracting the oil from worm-wood.

Detroit—The Detroit Dr. A. Reed Cushion Shoe House has been organized

with an authorized capital stock of \$15,000, which has been subscribed, \$1,145.12 paid in in cash and \$5,645.88 in property.

Flushing—The Flushing Cement Products Co. has engaged in business with an authorized capital stock of \$5,000, all of which has been subscribed, \$3,500 being paid in in cash and \$1,500 in property.

Detroit—The Blumenthal-Prager Tire & Rubber Co. has engaged in business with an authorized capital stock of \$1,000, which has been subscribed, \$500 being paid in in cash and \$500 in property.

St. Ignace—The Beveridge Cedar Co. has engaged in business to cut and manufacture all kinds of wood products, with an authorized capital stock of \$60,000, all of which has been subscribed and paid in in property.

Mt. Clemons—William Sawn, manufacturer of threshers, has merged his business into a stock company under the style of the Mt. Clemons Manufacturing Co., with an authorized capital stock of \$50,000, of which \$25,000 has been subscribed and \$10,000 paid in in property.

Detroit—The Gemmer Manufacturing Co. has merged its business into a stock company under the style of the Gemmer-Detroit Starter Co., with an authorized capital stock of \$200,000, of which \$117,500 has been subscribed, \$6,500 paid in in cash and \$15,000 in property.

Jackson—The assets of the Cutting Motor Car Co. were sold to the highest bidder Aug. 19 for \$30,000. The purchaser was W. M. Thompson President of the Jackson City Bank. As the assets were appraised at \$173,155, the Security Trust Co., of Detroit will oppose the confirmation of the sale on the ground that it would be unjust to the creditors.

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

Buffalo, Aug. 20—Creamery butter, fresh, 24@28c; dairy, 22@25c; poor to good, all kinds 19@21c.

Cheese—New fancy 15½c; choice 14½@15c; poor to common, 6@13c.

Egg—Choice, fresh candled, 23@25c, at mark 21@22c.

Poultry (live)—Turkeys, 13@14c; cox, 12c; fowls, 16@18c; springs, 17@20c; ducks, 15@16c.

Beans—Red Kidney, \$1.75@2; white kidney, new \$3@3.25; medium, \$2.20@2.25; narrow new \$3.40; pea, new, \$2.00@2.10.

Potatoes—New, \$2.25@2.55 per sack. Rea & Witzig.

Lansing—Oscar Powell has sold his grocery and meat stock to G. F. Armistead, formerly engaged in the dry goods business at Holland, who will continue the business at the same location.

Guy W. Rouse, President of the Worden Grocer Co., will spend the first week of September in Colorado, inspecting his extensive business interests in that State.

Kalamazoo—E. H. Priddy, who conducts a grocery store on North West street, has built an addition to his store building.



The bank statements published last week, showing conditions at the close of business August 9, indicate that the tendency is still to keep close to shore. Instead of an expansion in the loans and discounts, as compared with the last statement of June 4 there has been a further curtailment to the extent of \$336,000, and the total now is the lowest of the year. The date of the statement may have had something to do with it. Business is usually at about its lowest level for the year the first half of August, and this will especially apply this year on account of the extreme warm weather that has prevailed. The weather has pretty effectually taken the tuck and ambition out of nearly everybody, and more than the usual number of business men have been off on vacations or at the summer resorts waiting for the hot wave to pass. An early revival of business may be looked for and if a statement could be made the middle of September it is likely the showing would be of a marked improvement. The impression among business men is that the fall awakening will come early and, while it may not reach such proportions as in some former years, it will nevertheless be very satisfactory.

The deposits subject to check show an increase of \$231,000 since June 4 and a fair interpretation of this, taken in connection with the curtailment in the loans and discounts, is that the business men are conserving their resources and getting ready for the fall business. They have been paying up at the banks and depositing their surplus to have it ready when the demands of business call for it.

Since the first of the year there has been a steady shrinkage in the savings and certificates deposits. The first statement showed a total of \$17,789,071.95 and now the total is \$17,125,020.20, or \$664,051.65 less. One statement showing a shrinkage, as compared with the preceding statement, would not be specially remarkable, but this shrinkage has been going on through three statements, representing a period long enough to indicate a tendency and to warrant enquiry. One reason for the shrinkage may be found in the industrial conditions. It is true there has been little idle labor in town this summer, but many of the factories have been running on a five day basis instead of six, and this makes a material difference in monthly wage disbursements. The Pere Mar-

quette boiler makers, mechanics and blacksmiths and the Commonwealth linemen—all high wage workmen—are still on their fool strike, which means several hundred workmen out of employment and drawing on their reserves for living expenses, instead of putting money into the bank. The cost of living thus far this year has been out of sight, with potatoes around the dollar mark, meats higher than ever before and fruits of all kinds almost prohibitive. All this represents one reason or set of reasons why the savings deposits have been going the other way. Another reason will be found in the farming conditions. The small fruits were all short, either because of frost or drouth. The early potatoes were late and short. The farmers have not had much money to put into the bank thus far and the farm money is usually an important factor in the certificate showing. The largest reason for the shrinkage in savings and certificates, however, has been the withdrawals for investment purposes. The banks allow only 3 per cent. on book deposits and 3½ per cent. on certificates. Since the beginning of the year there have been several very attractive offerings of bond and other investments to yield 6 per cent. or better and there is every reason to believe that a large amount of money has been diverted from the savings accounts to investments that will double the income return. One of these offerings was the \$400,000 6 per cent. bonds of the Citizens' Telephone Company. This was brought out in July and before the end of the month the entire issue had been absorbed, taken very largely by local investors. It may be a coincidence that since June 4 there has been a shrinkage of \$288,000 in the certificates and savings deposits. How

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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

Fourth National Bank

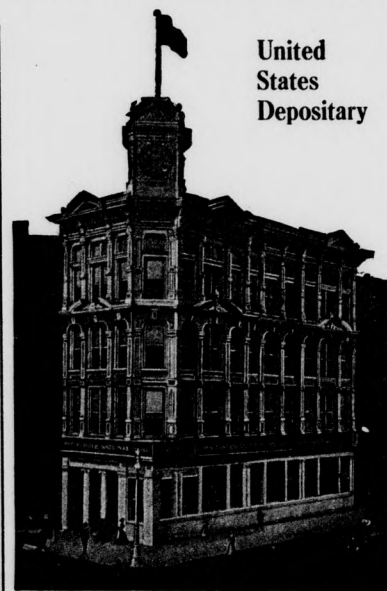
Savings Deposits

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

much of this shrinkage went into telephone bonds is a matter of conjecture, but in banking circles the impression is strong that most of it went in that direction. If it is desired to carry the enquiry still further an explanation for the shrinkage may be found in the building records. For the first seven months of the year building permits were issued to a total of \$1,690,000 and a very large proportion of the 1,083 permits issued were in amounts of \$2,500 and less. There have been more than the usual number of real estate "sales" this season on the dollar down and dollar a week plan and, no doubt, payments on building lots have diverted large amounts from the savings deposits. Summarizing the situation the reasons for the shrinkage are reduced industrial earnings and the high cost of living, shortage in the early farm crops, diversion of funds into investments yielding better income returns than the banks allow and the putting of money into real estate and building. The first two conditions are not desirable, the others are natural and wholesome and will bring added prosperity to the city. How long the downward tendency will last, however, is a question that the future only can answer.

The Government seems to have changed its policy in the matter of deposits in this city. The Fourth National for a long time carried a Government account of around \$150,000 and only occasionally did the other banks have any. The Government funds now carried here show a total of about \$180,000 and of this money the Fourth has \$60,000, the Grand Rapids National City \$70,153.51 and the Old National \$50,000. The Fourth still carries the account of the United States disbursing officer and has enough more to make the total as given. Why the change should have been made is not explained, but some guessing might be done. Dudley E. Waters and Chas. H. Bender, of the Grand Rapids National City, used to be tolerably good Democrats and may have recalled the fact to the Democratic administration. Senator William Alden Smith is a director in the Old National and a friendly word from him might help direct where the funds should be placed. These are guesses only and may be taken for what they are worth. It may be said, however, that the Government deposit is not the soft snap it used to be. The banks have to put up Government bonds or something equally as good as collateral for the deposit and then must pay 2 per cent. interest on the amount carried. Under such terms there is not much velvet left.

The bond issue of the Citizens' Telephone Company was one of the most successful flotations this market has ever known. The amount of bonds issued was \$400,000, 6 per cent., ten years, and in less than a month after the issue was made the last bond had been placed. A large proportion of the bonds went to local

investors in small amounts. It was essentially a popular issue for investment and not for speculation. One reason for the success of the issue was the high character of the security offered. With assets of over \$4,000,000 the total amount of bonds authorized is only \$750,000 and the company's net earnings are nearly ten times the interest charges. Under such circumstances the telephone bonds are gilt edged, and, recognizing the fact, investors grabbed them. There has been no further talk lately of plans for a telephone merger or for a division of the territory for the elimination of competition. Financial conditions are not favorable at this time for a deal that might involve several millions of dollars. Besides, there is still uncertainty as to the Government's attitude toward mergers, even when they are made with the sanction and under the auspices of the State authorities.

At the annual meeting of the American Public Utilities Co. this week the directorate was increased from seven to sixteen members and thirteen were elected, leaving three yet to be named. The new board is made up of Chas. B. Kelsey, Jos. H. Brewer, Warren H. Snow, Blaine Gavett, George G. Whitworth, Jos. S. Hart and Chas. H. McPherson, of this city; W. B. Parsons, Winona, Minn.; C. A. Boalt, St. Paul; W. J. Malone, Wilmington, Del.; Henry S. Morris and E. Clarence Miller, Philadelphia; H. J. Nason, Boston.

Changes were made in the by-laws creating the office of chairman of the Board and making it possible for any other officer beside the Vice-President being General Manager, but no change was made in the officers at this time. It is understood to be Mr. Kelsey's desire to lead a less strenuous business life and that he may take the chairmanship of the Board, relinquishing the presidency to Mr. Brewer, who will continue as General Manager. This change may not take place immediately, but is said to be under consideration. The company's dividend policy will remain unchanged, the disbursement will continue at 6 per cent. on the preferred and 2 per cent. on the common stock.

The worst deceived man is the one who cheats himself.

A Word of Advice

Fundamental Business Conditions are sound.

Prices of good securities are on rock bottom, but they will not stay there.

It would be wise to take advantage of the opportunity and buy NOW.

The 6% Preferred Stock of the

**American
Public Utilities Co.**

will yield 8%

Send for Earning Statements and Maps.

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Million

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Main Office Fountain St.
Facing Monroe

Grand Rapids, Mich.

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

Deposits
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3½ Per Cent.

Paid on Certificates

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

First Preferred Stock

Means that stock of this character is next to a first mortgage bond as a lien on the property on which it is issued.

The First Preferred
Stock of

**United
Light & Railways
Company**

Is as amply secured as the bonds of that Company, for the conservative value of the properties on which it is issued, is greater than the total of the First Mortgage Bonds, and the Preferred Stock combined.

We should be pleased to give detailed information to investors on this subject.

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Investments
Mich. Trust Bldg. Grand Rapids, Mich.

The Compensation of an Executor or Administrator is Fixed by Law

The services of this company, through its skilled, competent and experienced officers, costs no more than the services of one without experience or familiarity in the handling of estates.

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Resources \$2,000,000.00.

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

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(Unlike any other paper.)

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OF BUSINESS MEN.

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Grand Rapids, Mich.

Subscription Price.

One dollar per year, if paid strictly in advance; two dollars if not paid in advance.

Five dollars for six years, payable in advance.

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Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

August 20, 1913

NOT SO BAD AFTER ALL.

The formal written decree of Judge Grubb, of the Federal District Court for the Northern District of Alabama, in the recent contempt action against the Southern Wholesale Grocers' Association—which action resulted in an apparent victory for the Government and the fining of the Association and its officials heavily—tends to present the actual outcome as a very material victory for the Association, rather than for the prosecution. In fact, on all the issues which were of general importance to business associations, the contention of the prosecution appears to have fallen, and the only one on which the Association was fined was decidedly on technical grounds.

A careful reading of the decree will convince anyone that, instead of dealing the activity of trade associations a severe blow, the Court actually sustains practically all the fundamental work which the Southern Association has indulged in since the re-organization, save that of indiscriminate letter writing. In convicting President McLaurin and two of the members, the Court confines its findings of their misconduct entirely to coercion and that implied, rather than expressed. On the main points of association activity and principle, the decision goes far to declare it quite regular and to be expected if associated effort is to have any influence.

Even the letter writing of President McLaurin does not appear to have been in itself a very serious matter, except that it might have—and the Court opined that it did have—a deeper meaning in the light of the practices of the old association, of which J. A. Van Hoose was president. In other words, the Association was less in contempt for anything it has itself done, than because certain letters suggested that the old order of things—which no one denies were illegal and coercive—had not entirely disappeared from its policies; wherefore, if the old was coercive, the impression on manufacturers would be that the present Association stood for the same things.

In the light of the Court's logic, it is inevitable to conclude that, had the trial come on the merits of recent Association policies, rather than on

letters referring to past policies and written subsequent to an injunction, the outcome would have been far different and perhaps that no ground for injunction would have been found. In fact Judge Grubb said so.

Although the Federal action for contempt was based on no less than fifty-one specifications, Judge Grubb reduced them all to five classifications and on four of these appears to favor the contention of the organization. The first of these has to do with the right to maintain the Association at all, since the filing of the decree on October 17, 1911. The second challenges the right to have continued the issuance of the "Green Book" after the decree; the third claims that the Association has no right to exact from its members and prospective members a promise not to sell goods to consumers; the fourth, the undue persuasion by the Association and its officials to induce manufacturers not to sell retailers, in favor of the policy of selling exclusively through jobbers, and the fifth, claiming that the Association's officers tried to persuade disobedience and create disparagement of the decree of itself.

The coercive count appears to be the only one which the court based the "conviction" and that was decidedly technical. On all the others, the contention of the Government was quite clearly repudiated and as these are the issues which interested vitally all other trade organizations, the "victory" will be alike rejoiced in by members of the Southern and all other grocery organizations. It tremendously clears away the doubts as to what association may and may not do.

The court holds that the former decree did not prohibit the continuance of the Association at all, but specifically said that its "officers and members are not restrained for maintaining" it for social or any "other purposes than those herein prohibited," which meant that its activities had already been examined and practically approved, with the exception of those specifically enumerated. On this logical ground the Court held the prohibition to refer solely to violations of the Sherman law.

The Court's findings with reference to the "Green Book" are illuminating. The Government contended that this was in effect a "white list," and that manufacturers were made to understand that only those whose names appeared in it as strict jobbers and construed as "working in harmony with the Association" might be sold as jobbers. The Court refuses to hold that this was synonymous with "members of the Association." Judge Grubb held that if the names were those of firms which "worked in harmony" to the extent of persuading manufacturers to sell only through wholesalers the book might come within the prohibition of the decree, but, in view of the impossibility of deciding whether the book itself or the attendant circumstances were the real influence on manufacturers, the Court did not find that as a list its publication in itself

was a violation of the decree.

Probably the finding which will be of chief interest to associations generally is that which has to do with the Association's right to exact promises from members not to sell consumers, such exaction being either specific or implied. On this, the Court emphatically sustained the Association holding that, as it was fundamentally an organization of strict jobbers, it had a right to make sure before admitting firms that they were wholesalers and to also make their continuing membership dependent on their continuing to be strict jobbers. In exact terms, the Court holds that "there can be no impropriety for the purpose of determining present and future eligibility to ask and receive assurances from the member" on those points. In fact the Court holds that there could be "no other feasible way." But such promise did not operate to restrain the member from selling consumers, if he chose to do so, but he would cease to be a jobber. In the language of the Court—and this comes pretty nearly measuring up to a definition of that much debated question: What Is a Wholesaler?—"he could not sell direct to consumers and remain a wholesaler. He must either give up the one or the other * * * because the two things were incompatible with each other, as much so as are black and white."

It is on the fourth count that the Court found Mr. McLaurin and his associates guilty—and only two of them out of about sixty at that, the others all being acquitted. As the Court says, there was little evidence in the record of new acts of coercion, since the date of the decree, but many disclaimers by McLaurin of any disposition to interfere with manufacturers' policies. The Court says "The records would not sustain a conviction upon these specifications, if the Association had had no previous history of coercion." Even if the Association had merely written manufacturers certain helpful information as to whether certain people were jobbers or not, it would not, in the absence of the past history of coercion, be a violation of the decree. But, it appeared, in the mind of the Court, that the Association could not escape the history of the Van Hoose policies.

In the light of that history, well known to all manufacturers, the Court found that the continued publication of the "Green Book," and the letter which McLaurin wrote on October 31, a few days after the decree was entered, saying that "the decree will in no wise affect the activities or rules of practice of the Association," operated as a contempt. This was made the more emphatic because McLaurin used the words "Rules of Practice"—he says in no specific sense—and the prosecution raked out a 19-year-old copy of the constitution of the organization in which certain regulations of the Van Hoose regime (now clearly illegal) had been printed as "Rules of Practice." The Court held that the McLaurin letter might create contemptuous impres-

sion in the minds of manufacturers hence his conviction.

Although the defense produced copies of the "Green Book" containing the following preface, the Court held that manufacturers generally disregarded it and relied rather on another construction of the McLaurin letter of October 31, 1911, and the past record of the organization:

The presence of any name upon this list constitutes no recommendation or guarantee as to commercial credit, nor does the absence therefrom of the name of any wholesale merchant in the Southern States imply any doubt as to the credit or standing of such party, nor is the furnishing of this list intended as an intimation that any manufacturer or importer may not sell to such party or any other person whomsoever on such terms as may be satisfactory to such manufacturer or importer.

Judge Grubb held that the efforts of the organization to eliminate the practice of such trade evils as free deals by manufacturers appeared to be "only legitimate arguments to support the contentions of the Association" and even then, they failed to bring the practices to an end. The Court holds that if such efforts were to be considered as violations of the Sherman law, "it would work the extinction of all trade organizations, except for purely social purposes;" whereas their most "valuable function is to redress trade grievances by legal methods." If persuasion by argument, made in good faith and without coercion, express or implied, is not open to them for that purpose, their usefulness is at an end. And, in concluding this argument, the Court frankly expresses the opinion that "it would be an unfortunate construction of the Sherman law that would deprive individuals of the benefit and protection to be obtained from co-operation."

The city of Grand Rapids is to be commended on having taken the club out of the hands of the traffic policemen who are stationed at the principal corners on the main business streets of the city. The men thus deprived of their long-time weapon find that uplifted fingers answers every purpose. The policeman's club harks back to the days of the cave dwellers, when a man slept with a club by his side to ward off the advance of wild animals. There is no place for the club in this day and age of the world and the sooner the remainder of the policemen are deprived of this weapon the better it will be for all concerned.

A New York man charged with "drunkenness, dishonesty and im-providence" denies the accusations and one of his witnesses said he had seen the accused at times when he would call him intoxicated but not drunk. He explained by saying that "a man is drunk when he can't navigate, but when he can look out for himself he's just intoxicated." His definition does not agree with that given in the dictionary, for according to the Century, to be drunk is to be intoxicated, inebriated, overcome or stupefied by alcoholic liquor.

MEN OF MARK.

Edward Kruizenga, Manager Musselman Grocer Co.

Though no man's life is fully complete until the last breath has departed, and happily the acme of a successful career is generally reached in later years, many times as a basis of measuring success the age "just turned 37" affords the best period upon which to make safe deductions. So it is indeed fortunate to have a life to portray of one who has traveled the rough highway long enough so as to determine with a degree of certainty that the traveler has not only not been forced to falter or quit but is in shape to continue the journey with warranted confidence and in a creditable way not only but a way highly successful.

Many young men start their business careers with ability, energy and quite frequently a good common sense training. Many such young men succeed at the start, and continue that success uninterruptedly; others succeed at first, then falter, and many times are lost in the mazes of commercial life; while still others for various reasons frequently inexplicable make little or no satisfactory headway in their chosen business or profession.

However, it can be safely said that the "acid test" comes in every life; squalls loom and storms arrive, and the navigator, no matter what his natural advantages may be, finds that even brains, energy and judgment must co-operate every moment, like shipmates, if a port of recognized success is to be reached.

It is quite fair to assume that the decade between 30 and 40 in a man's life affords the great test. This period generally finds the primary stages of any business passed, with enough big problems met and threshed out in such a manner that larger affairs ahead for solution can be approached with confidence, broad vision and sound judgment.

To tell in a logical way any life story it is always well to start at the beginning, and this is especially true in narrating the events of a business career. Edward Kruizenga was born at Holland, Aug. 4, 1876. His father was a native of Holland. His mother was of Irish descent. His father, John K. Kruizenga, was engaged in general trade at Holland for about forty years and Edward was initiated into the mysteries of the mercantile business at an early age.

It was in Holland that Mr. Kruizenga spent his school years and reached that period in the life of every youth when much thought is given as to what vocation or profession shall be chosen as his path to a niche in the hall of fame. Many thought Edward would follow in the footsteps of his father and become a retail merchant, but it developed that he had different plans for the trend of a life's career.

Just before graduating from the high school he took a commercial course at the Holland Business College. February 14, 1897, he entered the employ of the Musselman Grocer

Co., of this city, as office boy. He was promoted from one position to another until he became assistant to General Manager Elgin. Dec. 16, 1910, he was promoted to the management of the Cadillac branch, where he remained until August 1 of this year, when he became Manager of the local branch, succeeding M. D. Elgin, who retired to engage in the coal business.

Mr. Kruizenga was married Nov. 25, 1903, to Miss Inez Hadden, of Holland. They have one child—a daughter 18 months old. They reside at 208 Crescent street.

Mr. Kruizenga is a member of all of the Masonic orders up to the Shrine. He is also an Elk and a Woodman. He is a member of the Highland Golf Club. He is also an enthusiastic baseballist and is exceptionally well versed in the rudiments of the game.



Edward Kruizenga.

Mr. Kruizenga attributes his success to hard work. He considers his ability in this line to be his greatest asset. He comes to Grand Rapids with the best wishes of hundreds of friends, all of whom will do their level best to make his new position a pleasant one for him and a profitable one for his employers.

Depended Upon the Tribe.

One of the men in the office returned recently from a western trip and was telling his associates that he visited a big Indian reservation and had a talk with one of the "squawks."

"You mean squaws," interrupted a listener.

"No, I mean squawks," insisted the traveler. "You see, these were Crow Indians."

Some Cogent Reasons for Local Organization.

Written for the Tradesman.

I have just returned from New York City, where I attended the annual convention of the National Home Furnishers' Association.

I sat through several of the speeches made by men who have grown gray in the retail trade and it was a source of great inspiration and enthusiasm to hear what they had to say about practical business problems and their solution.

In Pennsylvania to-day the credit man in any line is standing in a dangerous position, as any dealer will vouch for. If a man extends credit in Pennsylvania he is taking a long chance for the courts offer little or no protection in the matter. This deplorable condition of affairs arises from the fact that the trade has been asleep at the switch and laws which

Baltimore, who was asked to look up the party, with the information that the party was living in Baltimore, and was employed as a buyer in a large department store. Being familiar with the buyers of the local stores, the Baltimore dealer made enquiries, got in touch with the store where the man had been employed in Boston and found that the man was still in Boston and employed there. It was a case of a Boston man finding out from a Baltimore man about a man in Boston. The account was settled after the debtor was located.

The removal of parties who owe bills is a source of constant loss and annoyance. There are certain individuals whose sole purpose in life seems to be to defraud the dealers. A local organization means that if a new party asks credit of a dealer, a phone call to a central office will give information regarding the party, and where one man has lost, all others are protected from farther loss by means of the organized efforts made and the fact that the dealers have banded together to protect themselves from the "powers that prey."

This is the age of keen commercial rivalry, but suspicion of your fellow dealer, mud-slinging, knocking, price cutting and slurs will only redound to your own downfall. It is an age of progression and the wise dealers in every city and town are those who will get together in a spirit of business friendship, bury the hatchet and do business along the right lines.

It is sometimes uphill business to get together, for each man has a sneaking idea the "other fellow" is going to get more out of the deal than he is. There may have been organizations which have failed. All of these things are stones in the pathway of business progress, but when dealers come to realize that real success in business depends upon unity, brotherhood and harmony, there will be no question as to the logical results which will result from the get together spirit.

Organization is the modern keystone of success for the retail trade and the sooner every dealer in every line gets in the band wagon, just that much quicker will trade evils and unnecessary business losses become a thing of the past.

Dealers who lurk in the shadows of fancied security, self-satisfied and complacent, will one day awake to find themselves handed a blow which will relegate them to the dump heap of oblivion and failure. It is vitally important to join a trade association, for on such organizations depend the very bread and butter of your family.

Give this matter serious, careful consideration and talk it over with your business competitors and see if you cannot get together and adjust credit matters, advertising and sales problems, so that instead of losses you can figure on a clean slate and real profits for all time to come.

Hugh King Harris.

No man can keep up with the improvements in business ways unless he reads his trade journal regularly and thoughtfully.

should have been killed have been allowed to go on the books, so that now the dealers face a serious and dangerous condition of affairs.

The United States is to-day a Nation of credits in all lines; groceries, furniture, hardware, home furnishings of all kinds are sold on credit and the dealer is the people's banker, with no more security than the good faith of the wage earner to back up thousands of millions of dollars of extended credit.

To protect this credit means that organization must be effected. I cite one instance of organization, which tells graphically how organization works to the benefit of all concerned.

In one of the large associations a member had an account forwarded by a member in Boston to a member in

BANKRUPTCY MATTERS.

Proceedings in Eastern District of Michigan.

Detroit, August 12.—In the matter of Lemuel S. Siliphant, bankrupt, Detroit. Adjourned hearing on offer of composition. Continued to August 26.

In the matter of Moses Wohlgenuth and Mortimer Wohlgenuth, copartners as M. Wohlgenuth & Son, bankrupts, Detroit. First meeting of creditors held. Mortimer Wohlgenuth sworn and examined by the referee and Attorney Klein. Ivin E. Kerr unanimously elected trustee with bond fixed at \$2,000. Continued to August 19, and in the meantime the trustee may solicit bids at private sale and report them at that time. The trustee duly accepted his trust and filed required bond approved by the referee.

In the matter of William P. Fisher, bankrupt, Detroit. Final meeting of creditors held. The final report of the trustee showed total receipts of \$33.74, with disbursements of \$8, leaving balance on hand of \$25.74. This amount will be used to pay trustee's fees and administration expenses. After such payments are made in accordance with the order of the court, the trustee will be released and discharged and the estate closed.

In the matter of William Konen, bankrupt, Detroit. Hearing on offer of composition held. The total number of unsecured claims filed and allowed in said cause amounted to thirty-five claims in the aggregate sum of \$3,050.25; of this number eighteen claims in the total sum of \$2,382.63 voted in favor of the acceptance of the offer of composition, while seventeen claims in the sum of \$667.65 stood mute and not voting. Referee Joslyn has duly forwarded to the Judge his report recommending the issuance of an order to show cause why the composition should not be confirmed, the bankrupt having filed his petition therefor.

In the matter of the petition to Davidson-Wonsey Co., salt manufacturers at Marine City, to be adjudicated a bankrupt. The voluntary petition and schedules of this company was duly filed with the District Clerk on August 11 and, in the absence of the Judge from the District, the same was duly referred to Referee Joslyn, who entered an order on the same day adjudicating the company bankrupt. The referee has called a first meeting of creditors to be held at the United States Court rooms, Port Huron, on August 25, at which time the creditors may attend, file their claims, examine the officers of the bankrupt company, elect a trustee and determine at what time and in what manner the property of the bankrupt shall be sold. Referee Joslyn has also appointed William H. Jones, Detroit, receiver of the assets of the bankrupt with a bond in the sum of \$10,000 and with authority to take possession of and hold all the assets of the bankrupt pending the election of a trustee. The bankrupt schedules owing the sum of \$1,095.86 to about fifty laborers and employees. The secured debts are shown as follows:

Marine Sav. Bank, Marine City \$18,118.00
Ohio-Mich. Coal Co., Detroit .. 8,136.71
Marine City Savings Bank, Marine City .. 750.00
J. R. Snook, Marine City .. 424.00
The unsecured debts are listed as follows:

Kenneth Anderson Mfg Co., Detroit .. \$ 171.00
Baltimore & Ohio Coal Co., .. 878.72
Columbus .. 581.50
Bemis-Indianapolis Bag Co., Ind. .. 207.71
W. Bingham & Co., Cleveland .. 11.76
Blake & Knowles Pump. Mfg., N. Y. City .. 300.00
Power & Co., Marine City .. 175.00
Buhl Sons & Co., Detroit .. 261.89
Capitol Coalage Co., Ft. Wayne .. 452.93
Cleveland-Akron Bag Co., Cleveland .. 13.50
Clough & Witt, Cleveland .. 440.00
Detroit Barrel Co., Detroit .. 6.00
Dolman & Cooper Sup. Co., Fond du Lac .. 1.77
Fairfield & Heath, Marine City .. 12.70
C. F. Farman, Marine City .. 3,974.21
M. A. Hanna & Co., Cleveland .. 223.68
Indiana Coalage Co., Marion .. 482.74
Jewett Bigelow & Brooke, Detroit .. 810.25
Macomb Trans. Co., Marine City .. 45.82
Marine City News, Marine City .. 2,135.55
Ohio & Mich. Coal Co., Detroit .. 14.55
Richmond & Backus Co., Detroit .. 45.82
Scott Bros., Marine City .. 2,256.48
John R. Snook, Mt. Clemens .. 1.90
Squires Drug Store, Marine City .. 23.75
Standard Oil Co., Detroit .. 3.50
C. A. Strelinger & Co., Detroit .. 3.00
Tuller Envelope Co., Detroit .. 21.12
Western Refining Co., Marine City .. 505.25
J. T. Wylie & Co., Bay City .. 7,056.75
Marine Sav. Bank, Marine City .. 2,818.45
Paul Dinsmore, Bay City .. 22,754.65
Harry Leach, Detroit .. 23,640.39
Security Trust Co., Detroit .. 331.66
C. G. Easley, Detroit ..

All liabilities secured by assignment of accounts receivable are secured by an assignment to J. P. Cummins as trustee of the salt, coal and stock on hand and accounts receivable of said company to secure him and J. R. Snook for endorsements and advancements made by them to enable the business to be continued as per resolution of the said bankrupt company.

The assets of the company are set forth as follows:
Real estate (being the manufacturing plant of the bankrupt, upon which

is a mortgage of \$17,500) .. \$35,000.00
Cash on hand .. \$ 633.31
Coal on hand .. 2,959.54
Salt and coopersage on hand .. 4,146.11
Debts due petitioner .. 9,688.83
Unliquidated claims .. 743.32

August 13.—In the matter of Mary L. Ward, bankrupt, Sandusky. Voluntary petitions and schedules filed and, in the absence of the Judge, referred to Referee Joslyn, who entered an order of adjudication. The bankrupt schedules the following claims:

State Bank of Sandusky, Sandusky \$485.00
Sandusky Grain Co., Sandusky .. 35.00
M. W. Moore, Sandusky .. 37.00
Sommer & Reno, Detroit .. 269.67
A. E. Wood & Co., Detroit .. 31.15
Hart & Company, Cleveland .. 10.63
M. & K. Corset Co., Jackson .. 21.35
D. E. Kellogg, Detroit .. 194.66
J. Floorsheim, Chicago .. 3.85
Progressive Trimmed Hat Co., N. Y. City .. 1.75
Belding Bros. Co., .. 6.27
Total .. \$1,096.33

Her assets are shown as:
Stock of millinery and fixtures \$ 250.00
Household goods .. 100.00
Choses in action .. 90.38
Petitioner claims exemptions. The first meeting of creditors has not as yet been set.

August 15.—In the matter of Jesse D. Patterson, doing business as R. S. & J. D. Patterson, bankrupt jewelers at Port Huron. Final meeting of creditors held. The final account of the trustee shows total receipts of \$12,148.39, with disbursements of \$5,540.90, leaving a balance on hand of \$6,607.49. J. F. Wilson has filed a claim for services to trustee in the sum of \$1,240. Aside from charges suggested of \$100 and \$75, his account is allowed, the amount allowed being \$1,065. In computing final dividend, there is ordered to be deducted from the claim of Mrs. E. Patterson the sum of \$233.25 for costs which she has not actually paid to the trustee. James A. Muir, attorney for petitioning creditors, is allowed the sum of \$193.06. After payment of the foregoing amounts, balance of administration expenses, the balance will be disbursed as a supplemental first and a second and final dividend, and on such disbursement being made, the estate will be closed the trustee discharged and his bond cancelled and discharged.

In the matter of Jacob F. Meier Co., bankrupt, Detroit. Final meeting of creditors held. The final account of the trustee shows total receipts of \$1,330.26, to which is to be added interest and also the sum of \$438 since collected. The total disbursements to date amount to \$8,930.24. The account of the trustee is allowed and he is allowed \$1.10 expenses since his last report and the maximum statutory fees as trustee. Clark Lockwood Bryant and Klein are allowed the sum of \$100 for the services to trustee. After payment of these amounts and balance of administration expenses, the balance on hand will be paid as a supplemental first and a second and final dividend and the estate closed, the trustee and surety on his bond released and discharged. The trustee is further ordered to assign to Clark Lockwood Bryant and Klein any unpaid accounts and any amount that may be collected on the accounts receivable may be retained by them for further compensation.

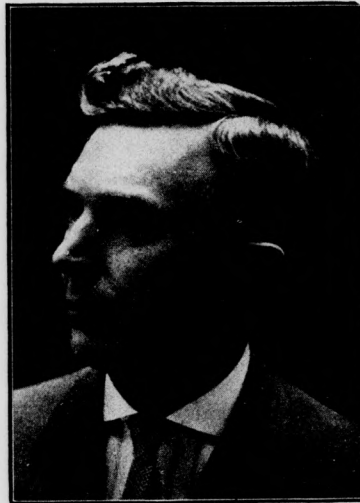
Trees and Sand.

An agricultural colony in Palestine has just applied to the United States Forest Service for help in planting trees, to bind the drifting sands of the Mediterranean. The colony is near Jaffa, or Yafa, the ancient Joppa of the Bible, and there is being developed in connection with it a seaside resort, with hotel, villas, bath-houses and gardens. The experts of the service point out that the reclamation of sand dunes is not a serious problem in the eastern United States because the prevailing winds are from the land, and the sand is blown into the sea. On the west coast the situation is more serious. The most notable example of reclaimed sand areas there is furnished by Golden Gate Park, San Francisco, where grasses, acacias, and, later, trees and shrubs, have converted sand wastes into pleasure-grounds of great beauty. The attention of the Palestine colony is called to the wonderful reclamation of the Landes, France, where a wealth-producing forest of maritime pine—the source of the French turpentine—has been grown to take the place of shifting dunes.

Annual Meeting of Federation at Lansing.

Buchanan, Aug. 19.—The Michigan Federation of Retail Merchants is a comparatively young organization in our State, and in the two years of its existence has been grossly misunderstood and its objects misinterpreted and misapplied.

If you have studied the subject and taken the trouble to read the by-laws and press comments which have



E. S. Roe, President.

been made from time to time, you would see that its objects are worthy and its motives the best. Every aim and object is to promote the general welfare of all retail merchants in whatever line they may be engaged. However, this movement has met with comparatively little response at the hands of the retailers in Michigan and it is my firm belief that the reason for this is a lack of understanding of its objects and motives.

The next annual meeting will be held in Lansing Sept. 17, and it will be my pleasure at that time to go over this matter thoroughly, but briefly, so that each one may understand exactly the situation and conditions, and it is my hope that those who attend will be sufficiently interested to put a shoulder to the wheel and help us along in this worthy cause.

E. S. Roe, Pres.

COMING CONVENTIONS TO BE HELD IN MICHIGAN.

August.
Grand Chapter Royal Arch Masons, Ann Arbor, 18-22.
Electrical Workers of Michigan, Saginaw, 22-23.

Michigan Blacksmiths' and Horse-shoers' 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.
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 Jobbers' Association, Grand Rapids, 10-11.
Michigan State Fair, Detroit, 15-20.
Grand Circuit Races, Detroit, 15-20.
Michigan Federation of Labor, Kalamazoo, 16-19.
Michigan Association of Local Fire Insurance Agents, Detroit, 17-18.
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, 23-October 4.
American Automobile Association, Detroit, 30-October 3.
Eastman Kodak Exposition, Grand Rapids, 29-October 4.

October.

Michigan Association of Builders and Traders' Exchanges, Grand Rapids.
Michigan State Pharmaceutical Association, Grand Rapids, 1-2.
Michigan Pharmaceutical Travelers' Association, Grand Rapids, 1-2.
Michigan Good Roads Association, Detroit, 1-3.
Michigan Branch of the International Order of the King's Daughters and Sons, Mt. Clemens, 1-2-3.
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 Association of Commercial Secretaries, Bay City, 6-7.
Michigan Retail Implement and Vehicle Dealers' Association, Grand Rapids, 11-12-13.
National Baptist Congress, Grand Rapids.

December.

Michigan State Grange, Flint.
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.
Michigan Association of Police Chiefs, Sheriffs and Prosecuting Attorneys, Alpena.

The Meanest Man in Town.

There is a man in our town,
You'll never find a meaner,
He borrows once a week, he does,
His neighbor's vacuum cleaner,
He uses it for a shampoo.
The cost, he says, is lower,
He's trying now some way to cut
His hair with a lawn mower.

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

What Some Michigan Cities Are Doing.

Written for the Tradesman.

Bay City is making great preparations for the Northeastern Michigan fair, to be held there Sept. 1-5.

H. W. Johnson has resigned his position as Secretary of the Battle Creek Chamber of Commerce and goes to Detroit to engage in other business.

The Battle Creek "San" is feeding 1,600 people and is housing 1,400 guests. Another addition is being planned.

Grand Haven has a new furniture factory, the Welch Manufacturing Co., making parlor tables, writing desks, etc.

The North Side Improvement Association of Kalamazoo has started a campaign for more factories for that section of the city.

Jackson's Chautauqua will be held Aug. 27 to Sept. 1.

The Hudson Business Men's Association has re-elected the following officers: President, Wm. O'Riley; Secretary and Treasurer, M. E. Power. The annual picnic will be held at Devil's Lake Labor Day.

Pentwater and Ludington have another steamship line connecting with Milwaukee, beginning this week. The Hill company has put the steamers Mackinac and Maywood on this run, largely for the benefit of the fruit growers of Mason and Oceana counties.

Negaunee has adopted an ordinance relating to care and disposal of garbage.

The Saginaw Board of Trade has renewed its request of the railroads for a union ticket office.

The Saginaw Valley Development Co. will not sink any more wells in search of oil for the present. Ten wells have been drilled at a cost of \$100,000 and in six wells oil was found, but not in paying quantities.

Bay City is loyal to its baseball team, even though the boys are far from the top of the column, and the Chamber of Commerce is planning a Boosters' day for Aug. 26.

The Otsego Commercial Club has selected Oct. 8, 9 and 10 as dates for the annual home coming and street fair. J. S. Brock is chairman of the committee on arrangements.

Business men of Grand Ledge have organized with Geo. E. Stokes as President and H. D. Towner as Secretary and Treasurer. George B. Watson is chairman of the Executive Committee and arrangements are being made to boost Grand Ledge.

In the future all school supplies used in the public schools of Hancock will be sold by the city itself. The margin of profit allowed dealers by the recent legislative enactment is 10 per cent., which the dealers consider is too small.

A new auto police patrol has been purchased for the use of Saginaw, east side.

Pontiac has opened its first public playground.

The Hanchett Swage Works, Big Rapids, is erecting a new office building.

Kalamazoo will build about twenty miles of new road this year.

The Common Council of Flint has adopted a resolution to the effect that the time of payment of July taxes without penalty be extended to Sept. 10.

Lansing's charter requirements of 16 and 32 ounce bread loaves will be tested in the courts.

Kalamazoo has permitted insurance policies covering its fire stations to lapse, deeming such protection uncalled for.

The Marquette Council has appropriated \$600 for playgrounds.

The Escanaba Council has done the sane and sensible thing in approving the petition of business men that carnivals be shut out now and forever from that town.

Mercy hospital, at Bay City, is being improved and twenty rooms have been added.

The recent Chautauqua held at Charlotte netted the Commercial Club of that city nearly \$300. Season tickets sold this year reached 1,100, as against 600 last year.

The Commercial Club of Kalamazoo has been incorporated.

Jackson will entertain the League of Michigan Municipalities Sept. 17-19.

The Battle Creek Chamber of Commerce closes its first year with \$1,100 in the treasury and more than 400 active members. Officers have been re-elected as follows: President, Wm. H. Mason; Vice-President, L. E. Stewart; Treasurer, E. R. Morton. A Secretary will be chosen later to succeed H. W. Johnson, resigned.

The Castle Lamp Co. has completed the removal of its machinery and business to Toledo.

Battle Creek expects to entertain 50,000 visitors this week during the home coming celebration. The affair will cost the city about \$7,000.

Freight traffic has opened over the Grand Trunk to its new East side terminal at Bay City, and passenger service will start Sept. 1.

Almond Griffen.

The Same Eighty Years Ago.

There are persons who constantly clamor. They complain of oppression, speculation and pernicious influence of accumulated wealth. They cry out loudly against all banks and corporations and all means by which small capitalists become united in order to produce important and beneficial results. They carry on mad hostility against all established institutions. They would choke the fountain of industry and dry all streams. In a country of unbounded liberty, they clamor against oppression. In a country of perfect equality, they would move heaven and earth against privilege and monopoly. In a country where property is more evenly divided than anywhere else, they rend the air shouting about agrarian doctrines. In a country where wages of labor are high beyond parallel, they would teach the laborer that he is but an oppressed slave.—Daniel Webster in the Senate in 1833.

Remove the obstacles if you want things to come your way.

We have available about 2,000
COMMONWEALTH
Pr. Ry. & Lt. Co. 6% 5 year
CONVERTIBLE BONDS to Net 6.60%

HOWE, CORRIGAN & CO.

Investment Securities

Fifth Floor Michigan Trust Bldg.

GRAND RAPIDS, MICH.

RAMONA THEATRE

ALL THIS WEEK

Seven Big Acts of Remarkable Vaudeville

THE AMERICAN FLORENCE TROUPE

World's Greatest Acrobats

CHARLES OLCOTT

10 minutes of Comic Opera

BURNS & FULTON

Sensational Dancers

MAKARENKO PLAYERS

"A Romance of the Harem"

FRANK BUSH

The Story Teller

LINK & ROBINSON

Advanced Vaudevillians

TETSUWARI TROUPE

Japanese Entertainers

Matinees at 3.00 10c and 20c.

Evenings at 8.30 10c, 25c, 35c, 50c

DOWN TOWN SEAT SALE AT PECK'S DRUG STORE

REMEMBER—ONLY TWO MORE WEEKS

Summertime Is Tea Time

Nothing so Refreshing, Invigorating and
Bloodcooling as Delicious Iced Tea.

We recommend our

PEERLESS



ICE TEA BLEND

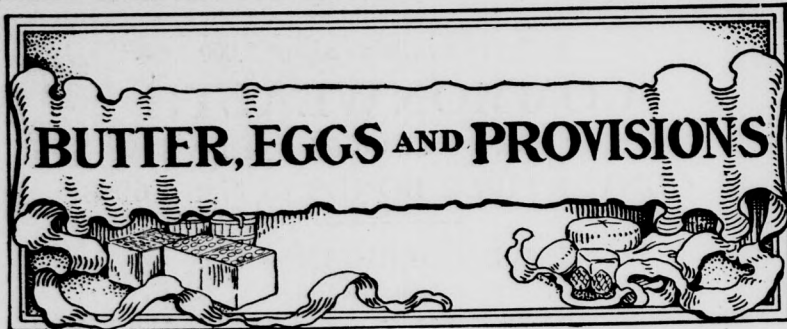
As the acme of perfection. Scientifically blended specially for Iced Tea, from the choicest growths of Ceylon and India. Put up in handsome 10 lb. caddies.

THE TEA HOUSE

JUDSON GROCER COMPANY

The Pure Foods House

Grand Rapids, Mich.



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.

Oysters Will Cut Cost of Living.

The fear that the oyster is a source of disease and is not a safe food undoubtedly is one of the factors that adds to the pressure of the high cost of living. In very rare cases oysters from a bad bed have caused sickness and in many cases local authorities have sought to escape responsibility for polluted water or milk supply by placing the blame upon wholly innocent and silent oysters.

It follows that as people stop eating oysters they eat more meat—possibly more expensive meat. And, the more meat is eaten, the greater the demand and the higher the price.

As a general proposition, it is fair to state that people run less risk of contracting typhoid fever from oysters than they do from drinking raw milk, or the water supplied in many communities. The great bulk of the oysters sold are wholesome. The number of oyster beds where pollution is even possible is relatively small. I could wish that the number of dangerous sources of milk supply was as small and that the percentage of pure wholesome milk was as great as the proposition of wholesome safe oysters that reach our tables.

Whether the owners of polluted sources market their dangerous product in ignorance of their criminality or with a criminal indifference matters little. The result is the same—they have put under suspicion all oysters. As a result our oyster production has not developed as much as our increase in population warrants.

Possibly one may think offhand that the Department of Agriculture has little to do with oysters, but its concern in oysters is almost as direct as in oysterplant. While the exploitation of our waters as a source of food is mainly a function of the Bureau of Fisheries, sea food as soon as it passes into interstate commerce, comes directly under the control of the Department of Agriculture.

There is a further economic reason for the interest of this Department. Every pound of food taken from the sea relieves the land of producing a corresponding amount of meat and so releases so many acres for the production of grain and fruit. Every pound of food produced on land uses up some of our soil fertility. Seafood is a net gain to the land and, moreover, furnishes fertilizer to the land

and directly enriches the soil. It is but natural that the Department of Agriculture wants to stimulate the production of seafood, and especially oysters. Thousands of acres of shallow waters are available for oyster beds all along our seaboard and the oyster producing possibilities of the Gulf States have scarcely been touched. The oyster grower of the shallow reaches of the sea is as much a producer of wealth as the breaker of new prairie land. Need for developing these new beds will come when, and only when, the present distrust of the oyster is overcome and it is restored to the confidence its food value warrants. Carl L. Alsberg.

The Economy of Oysters.

Of all foods oysters probably show less waste than any other; in fact, there is no waste, even the shells are valuable as chicken feed, in road-making, as fertilizer and as the raw material out of which buttons, etc., are made, to say nothing of the pearls they produce.

But it is as an article of food that the oyster shines. Having practically the same food value as meat, it is even more easily digested and therefore an important part of the invalid's diet. Owing to the improved methods of packing and shipping, an "R" is being put into every month of the year, for it is now possible to enjoy oysters in almost every month. In the East they are eaten every day in the year.

In buying beef, mutton, poultry or fish, by the pound, there is always a good deal of waste in the form of bones, inedible portions, feathers, etc. In a cut of steak, for instance, the waste often runs as high as 30 and 60 per cent. In poultry it is often greater. In the oyster there are no bones, no feathers and no inedible portions; it is all meat and particularly rich in those elements which go to repair over-worked brains and nervous systems.

Oysters are readily prepared in a chafing dish; more so than other foods. If the average housewife only knew of the many delicious dishes she could make in a chafing dish, the consumption of oysters would increase by leaps and bounds.

The flavor of oysters is affected more or less by the locality in which they have grown, those from certain regions being regarded as of very superior quality. The season of the year affects the market value of oysters, although it is noticeable that as methods of transportation and preservation improve, the oyster season becomes longer.

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



Formacone Sanitary Products

EVERY GROCER
SHOULD
SELL THEM

Get them from your jobber

NOTE THE LIST

Formacone Liquid
Formacone Sanitary Dust-Layer
Formacone Roach Powder
Formacone Insect Exterminator
Sanoc—The General Cleaner

FREE coupons entitling your customer to a Famous
Formacone Air Purifier with every package.

The Vinkemulder Company

JOBBERS AND SHIPPERS OF EVERYTHING IN

FRUITS AND PRODUCE

Grand Rapids, Mich.

Canadian Live Geese for New England.

From 10,000 to 12,000 live geese are shipped by express from Prince Edward Island to Boston early in October of each year. For the past two seasons the price of these geese on Prince Edward Island has been 90 cents to \$1 for domestic fowls and \$1.25 to \$1.35 for so-called mongrels, or birds produced by cross-breeding wild geese with domestic.

The trade is handled by two American buyers stationed at Summerside, Prince Edward Island. The local agents of these buyers receive 10 cents per bird for each goose secured and delivered at Summerside. The geese are collected in small carload lots at way stations on the island in crates holding twelve to fifteen birds. In Summerside they are pastured in an open field and given food and water. When a shipment is ready, they are re-crated and sent by steamer to Point Duchene, New Brunswick, where they are taken from the crates and loaded into specially prepared cars. The crates, which are the property of the shippers, are returned to the island for further use. The cars, which have apparatus for ventilation and cleaning, contain 600 to 1,000 geese and go straight through to towns near Boston.

The present American duty on live poultry is 3 cents per pound, and the payment of this duty, together with the freight, brings the cost of each bird landed in Massachusetts up to \$1.40 or \$1.50. The buyers state that at present prices they are securing all the geese they can dispose of, especially in view of the fact that the birds must be fattened for some weeks after their arrival before they can be marketed. Island farmers hold a good proportion of their geese for the Canadian Christmas market.

The number of geese on Prince Edward Island in 1911 was stated by the Dominion census at 42,752, as compared with 36,826 in 1900. The geese invoiced from American consular offices on the island to the United States in 1912 had a total value of \$10,515, and it is said that each of the two buyers shipped about five carloads in all. The keeping of poultry upon the island is on the increase at present and it seems possible that the trade may be somewhat increased. The total live poultry exportations from Canada to the United States during the year ended March 31, 1913, were valued at \$67,095.

Oysters Very Nutritious.

The various kinds of shellfish resemble meat and food fishes in general composition. They contain, however, an appreciable amount of carbohydrates. Oysters are the most important of the shellfish, judging by the relative amount consumed. Speaking roughly, a quart of oysters contains on an average about the same quantity of actual nutritive substance as a quart of milk, or three-fourths of a pound of beef, or two pounds of fresh codfish, or a pound of bread; but, while the weight of actual nutriment in the different quantities of food materials named is

very nearly the same, the kind is widely different. That of the lean meat or codfish consists mostly of protein, the substance whose principal function is to make or repair blood, muscle, tendon, bone, brain, and other nitrogenous tissues. That of bread contains considerable protein, but a much larger proportion of starch, with a little fat and other compounds which supply the body with heat and muscular power. The nutritive substance of oysters contains considerable protein and energy-yielding ingredients. Oysters come nearer to milk than almost any other common food material as regards both the amounts and the relative proportions of nutrients.

Apparently as the oyster grows older, at least up to a certain time, not only do the proportions of flesh and liquids increase more rapidly than the shells, but the proportion of nutrients in the edible portion increase also; that is to say, 100 pounds of young oysters in the shell appear to contain less of flesh and of liquids than 100 pounds of older ones, and when both have been shucked a pound of shell contents from the older oysters would contain more nutriment than a pound from the younger.

Green Oysters Esteemed.

Frequently oysters become more or less green in color. There is a widespread opinion that "greening" is injurious. The color has been attributed to disease, to parasites, and to the presence of copper.

Experiments have shown that quite commonly the green color of American oysters at least is due to the fact that they have fed on green plants of very simple structure which are sometimes found to be abundant in salt or brackish waters. The green coloring matter of the plants is dissolved by the oyster juices and colors the tissues. The opinion of those who have investigated the matter carefully is that such green color is harmless. It may be removed, if desired, by placing the live oyster for a time in water where the green plants are not abundant. In Europe similar green oysters, called "groenbarden" or "Marennnes," are especially prized, and to meet the demand oysters are greened by placing them as soon as captured in sea water, where they are kept for months and fed on a species of seaweed which imparts the coloring matter to the gills.

Probably the greatest change in the oyster industry, second only to the modern method of cultivation by artificial means in "beds" far removed from all danger of sewage contamination, is in the method of packing and shipping. Formerly, oysters were shipped with ice directly upon them, the ice melting and diluting the "liquid." To-day, after the oysters have been shucked and carefully graded, they are put into cans, sealed and ice packed around. No salt or other preservative is used. The result is, the oysters reach their destination, no matter how far inland, in perfect condition.

An Oyster Week.

Oysters! Everything is having its day. The South and the West have their Corn Palaces, the Pacific Coast its Floral Festivals, Colorado its Melon Day, the State of Washington its Apple Day, and California its Prune Day. The canners have had a Canners' Week and now the oystermen are proposing to hold in October an Oyster Week. Good idea! We have been living in such a time of fads, conceits, misunderstandings and misapprehensions, we have listened so long to those who think that every drop of water, every bit of food and every taste of candy has its perils to the consumer, that we are in a state of fear and trembling. The oyster has suffered with everything else. Now it is to have its day, or rather its week. Of all the palatable, healthy, strengthening and easily digested foods the oyster ranks first. Raw, fried, broiled, stewed, served in any way from the half shell to the chafing dish, no greater delicacy appears on the tables of our epicures. In other countries it is reserved for epicures because of its high price. Here it is one of the cheapest of our foods. We are glad we are to have an Oyster Week. It is a good thing not only for the oystermen, but for the American people who are the greatest consumers of oysters in all the world. Let the people rule! Let the oyster stew!

Thirty-six years ago one firm in the East shipped 3,250 barrels of "seed" oysters to California for planting purposes. Thirty-two years later the same concern shipped to the same state 66,000 barrels.

We want Butter, Eggs, Veal and Poultry

STROUP & WIERSUM

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

Watson-Higgins Milling Co.

Merchant Millers

Grand Rapids :: Michigan

Want to Buy Winter Apples

Write us what you expect to have

M. O. BAKER & CO. :: TOLEDO, OHIO

BUY SEEDS NOW FOR FALL SEEDING

Can fill orders

CLOVER AND TIMOTHY

RED TOP, ORCHARD GRASS, BLUE GRASS, SEEDS. CALL OR WRITE.

Both Phones 1217 MOSELEY BROTHERS Grand Rapids, Mich.

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.

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.

All Kinds of

Feeds in Carlots

Mixed Cars a Specialty

Wykes & Co., Grand Rapids Mich.

State Agents Hammond Dairy Feed

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

HART BRAND CANNED GOODS

Packed by

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

Michigan People Want Michigan Products

Satisfy and Multiply

Flour Trade with

"Purity Patent" Flour

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



Shoe Departments in Clothing Stores.

There can be no doubt that retail clothing merchants in many places are either considering carefully the addition of a shoe department to their establishments, or have already concluded arrangements to do so.

Proprietors of large clothing and outfitting shops in many cities, large and small, are finding more and more how advisable it is to serve their customers completely from head to foot with articles of wearing apparel, instead of offering them only the articles familiarly known as "men's furnishings" with the suits and overcoats.

The progressive retail clothing merchant of to-day is finding it necessary to add a hat department and a shoe department. He has discovered that if he can offer his customers complete outfits, from head to foot, without any exceptions, he is far more apt to get the entire trade of men in all articles of wearing apparel from head to foot which they require.

The clothing store in a small city, with an established reputation for fair dealing, occupies an honorable place in the esteem of the townsmen. If the proprietors are known as men who are constantly on the alert to be a "little ahead of the calendar," then the store becomes firmly founded in the good will of men.

Apart from this broad reason why a shoe department is a valuable adjunct to a retail clothing store, another point is worth the consideration of any clothing merchant.

A shoe department decreases the ratio of overhead expense of all other departments. The additional investment necessary to install a "going" shoe department is, in these present days, comparatively small, due to the fact that nearly all manufacturers of trade-marked shoes maintain a stock department (in connection with the factories) for the immediate delivery of certain shoes in all sizes and widths.

This relieves the shoe retailer from the necessity of buying his entire season's supply of shoes months in advance and allows him to place with the traveling shoe salesman only a limited order for the next season.

During the actual season the retailer finds it a great convenience both to his service and his pocket book to be able to "size up" on a certain style shoe by telegraph, telephone or mail.

Most progressive manufacturers of trade-marked shoes publish each season a catalogue showing a selected line of shoes which are constantly "kept in stock" in all sizes and widths for instant shipment to retailers on receipt of order. Such catalogues are

furnished free to retailers and they become veritable guide books to success in the shoe business. In such a stock catalogue it is invariably the rule of the manufacturer to select for illustration and for carrying in stock the finest "lasts" they make. Thus the retailer, who depends almost entirely upon the manufacturers' stock catalogue for his supply of shoes, finds that he is not placed at a disadvantage in procuring the best and the fastest selling shoe models.

The stock department of the manufacturer is undoubtedly the greatest forward step that has ever been made in the shoe world. Many retail clothing merchants and many "general" storekeepers in small towns distant from cities and trading centers, would long ago have been glad to carry shoes, but the initial cost of buying a sufficient stock, the danger of overstocking, the lack of exact knowledge as to what constituted "good shoe style," either scared them away from the proposition or put a brake on their desires. But the retail merchant, in justice to the shoe manufacturer, who maintains a stock department, should not fail to appreciate the privilege which the manufacturer now offers him of buying shoes, a few pairs at a time, at the time he needs them.

The amount of money which the manufacturer must invest (and which is thus inactive until the shoes representing the investment have been sold and paid for) is large, and the investment is made by the manufacturer for the sole purpose of co-operating to the very furthest limit with the retailer who is the final distributor of his line.

It is a fact that most well-known trade-marked shoes have become well known through persistent advertising by the manufacturer. A merchant contemplating the installation of a shoe department will act wisely if he chooses a line of shoes that is "Nationally known because Nationally advertised." Manufacturers of advertised lines not only maintain stock departments for the purpose cited in this article, but they provide a generous supply of local advertising and sales helps to retailers of record. Thus the merchant who includes in his establishment a shoe department, has placed within his hands the ammunition for making a sure hit and for "bringing down the game," and the ammunition costs him practically nothing except the willingness to use it.

Hundreds of retail clothing merchants have already introduced with great success shoe departments in their stores, and there are also

many other clothing retailers seriously contemplating such a move. Any shoe manufacturer of a trade-marked line will be glad to co-operate with retail clothing merchants who are considering the establishment of a shoe department. They will, we believe, be found very willing and eager to place before retailers all the facts known to them as to the success of shoe departments in retail clothing stores and such other information as retailers may request along these special lines.

What Happened to Smith.

Written for the Tradesman.

Smith's store had stood on one spot for forty-five years—stood there without moving—lines no different than the ones his father sold twenty-five years ago, stood on the shelves and the methods used to push these goods were popular twenty-five years ago if not now. Smith came to the writer of this article a few months ago and told a tale of woe. Old fashioned methods used by Smith were unable to do any good. We diagnosed Smith's case and came to the conclusion that there was at least one remedy that would prove powerful and so we suggested the storepaper to him. Smith refused to accept this suggestion, saying that he had tried a storepaper more than twenty years ago and found it useless. Despite his statement we continued to emphasize the storepaper to him until he left and then bombarded him with letters telling in every possible way of the success other merchants had with this little advertising medium.

Smith's store is in a Michigan town of 1,100 people. To the west of him is a city of 40,000, close enough for Smith's townpeople to drive in every day if they so desired. His situation was really precarious and required the most careful attention if he intended to keep in the game. Finally he grabbed at the storepaper like a drowning man grabs at a straw and put it out in sheer desperation. The little publication did everything claimed for it and no one is more surprised than Smith.

Where his business formerly seldom totalled \$500 a month, his business to-day exceeds \$20,000 a year. Smith pays \$15 a month for twelve hundred copies of his storepaper which he mails out to a mailing list covering his own town and the surrounding country. Smith tells us that about three hundred of his paper go around the town where he lives and that the remainder are sent out over all the rural districts.

We take pleasure in giving here an illustration of a successful storepaper so that "doubting Thomases," seeing the stunt that has pulled more profits for Smith may be convinced of the power of a form of advertising that hundreds of merchants declare to be the best ever devised.

Anderson Pace.

Sick people seldom know any more about the medicine they swallow than the doctors who prescribe it.

Co-operation, not competition, is the lie of business.

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.

OFFICE OUTFITTERS
LOOSE LEAF SPECIALISTS

THE Tisch-Hine Co.

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

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

G. J. Johnson Cigar Co.

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

TO REACH YOUR PATRONS AND FRIENDS
USE A MICHIGAN STATE TELEPHONE

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

HARVEST SALE.

Event Adapted for September or Early October.

Written for the Tradesman.

In most localities, the "clearance sale" is inextricably woven into the texture of the dry goods business. Often the business merely jumps from one sale to the other. The "slaughter sale" is the normal condition of the dry goods business; the brief interval when there is no sale is the exception. The sale, properly conducted, has a legitimate place in modern merchandizing, and is an immense help to the retailer. But, to secure the best effects, the retailer should not play continuously on the "heavy pedal." The slaughter-going-out-of-business-cut-to-the-bone process can be overdone. Hence the shrewd dealer varies the programme by occasionally introducing a softer strain.

Thus, in early September and on into October, the Harvest Sale gives the merchant, particularly in a small city or town, an opportunity to appeal to the farmers' trade. Even in the big city the harvest sale appeals to folks who witness the garnering of the golden grain only through the mind's eye. The close of harvest is an opportune moment to appeal to the farmer, when the greater part of the results of his year's work are realized, and when, with a good crop, he feels particularly in the mood to spend liberally.

It is judicious to wait until near the close of the harvest—September or October, varying according to the locality. In the meantime, the merchant should lay his plans.

A week's sale will be ample, possibly running over into a second week if deemed advisable. The Harvest Sale serves a double purpose—to clear out such of the stock as the merchant may not wish to carry over, and to make a good "lead" for the fall season. Incidentally, an opportunity is offered to sell at a profit lines of goods which may be purchased for the occasion at special prices, and which are manifestly good value at the figures quoted. A personal visit to the markets will often serve to put the merchant in touch with lines adaptable to his particular locality and which will be likely to appeal strongly to his patrons.

In planning for the Harvest Sale, the merchant should select a few "leaders"—goods of known value, staples bought to sell at a low price. Here the visit to the wholesalers will be helpful in making a selection. A line of flannelette blankets at an attractive price will usually prove a strong and seasonable "puller" for the sale. On these leaders it is out of the question to make a big profit, but there is no need to sell below actual cost, and usually, if they are bought right, a fair margin can be secured. The merchant should aim to make up for his special prices beforehand by care at the buying end of the deal.

An important factor in making a selection is a thorough knowledge of local conditions. The merchant who

is well posted regarding the peculiarities and limitations of his customers, and particularly of the adjacent farming community, will be able to work out in the most effective fashion the details of such a sale.

Incidentally, a splendid opportunity is afforded for tactfully introducing the new fall goods. Such goods should be well displayed, ticketed with prices, and clerks instructed to call attention to the subject of fall goods wherever opportunity presents itself of tactfully doing so. They should not, however, be forced upon the customer; to create the best and most favorable impression of the store, references to fall goods should be worked in very judiciously.

A Harvest Sale offers excellent opportunities for the introduction of original effects in advertising and window display. Here, again, intimate knowledge of local conditions is helpful.

The sheaf of wheat is a familiar feature of harvest displays. In fact, it has been a trifle overdone. An element of interest can be added, however, by making a genuine prize harvest exhibit—the best sheaf of wheat, the largest pumpkin, the biggest squash, the best looking potatoes, the largest sugar beet. Have these ticketed with the name of the grower, and see that the growers are pretty generally selected, so as to cover pretty thoroughly the territory adjacent from which the merchant draws his business. It is not essential to have absolutely the best of each article; but good samples can be secured from farmers who specialize, of course, be featured; and agricultural novelties are of interest. Into this prize exhibit can be worked the dry goods display. Price cards and catchy epigrams should be freely used. For another year the merchant can, well ahead of time, offer prizes for the best agricultural products in various lines; and make the Harvest Exhibit and Sale an annual feature. This, however, is a matter of individual preference and policy.

Newspaper advertising can be effectively used. The Harvest Sale, if properly worked, will appeal almost as strongly to the townspeople as to the farmers.

One small town merchant secured a full page space in the local weeklies and announced the sale to start the Saturday after the first advertisement appeared. He had 2,000 bills struck off, facsimiles of the advertisement, and with men in rigs covered the territory within a radius of ten miles or so of the town, placing a bill in every house the same day that the advertisement appeared. As a result, every possible customer within reach was informed of the sale, so that the moment the sale prices went into effect the store was crowded. The sale started with a genuine rush—which is a very essential item to the success of such an undertaking.

Such a sale requires careful planning, and, as stated, an intimate knowledge of local conditions, to produce the best results. Above all things, the merchant should not be

content with a stereotyped copy of other sales. Novelty is worth dollars and cents. Every catchy variation that the merchant can devise and introduce is just so much added help to the pulling power of the sale. The merchant who, not satisfied with working, devotes a good share of his time to thinking will pick up many valuable hints likely to prove helpful in such a case.

William Edward Park.

Doings in the Buckeye State.

Written for the Tradesman.

The Ohio State Medical Association will meet at Cedar Point Sept. 2-4. Among health problems affecting the State to be taken up will be a report on infantile paralysis and the experiments that the State has been conducting on African monkeys in an effort to know more about the disease.

All State employees must now be paid at least twice a month under the new law. The Attorney General rules that the law does not apply to municipal corporations.

Under the law now in effect no girl under 16 years and no boy under 15 can leave school and many boys and girls are affected. In Akron alone it is estimated that more than 2,000 must leave the factories and return to school.

The city of Youngstown will vote in November on the question of a bond issue of \$800,000 for the elimination of Erie railroad grade crossings and the crossing at Oak street, Himrod avenue and Northwest avenue.

Youngstown has passed an ordinance granting a lighting franchise to the Youngstown Steam Heating Co.

The Weygant legislative committee is making a survey of the canal systems of the State and will recommend a definite canal policy at the special session of the Legislature next winter. Mayor Baker, of Cleveland, who appeared before the committee, says the time is near when the State will control and operate intra-state railways and that the canal beds will make a nucleus for the beginning of such a system.

The Lake Shore Railroad is spending over a million dollars for new shops and other improvements in Toledo.

The State health department has recently investigated conditions at Canton and finds that the present disposal plant is wholly inadequate. The city has just completed the excavation of more trenches for sewage, which is made necessary because of the inadequacy of the present system.

Employees of the Phillips Sheet and Tin Plate Co., at Stubenville, walked out on strike June 30, since which time repeated acts of violence have been committed by the dupes of the union organizers and their sympathizers. The company made appeal to the Federal Court and Judge Sater, of Columbus, has issued an injunction to restrain further rioting by the strikers. The court says: "A man has a right to operate an open shop. He cannot force men to work for him. The workmen have

the right to organize unions, but they cannot force employers to hire only union men. Employers may conduct a lockout or may threaten to do so. Union men may strike or may threaten to do so. But neither side can resort to violence. Men have the right to refuse to work and to quit work, but they have no right to restrain other men. The labor leaders should see that the men under them and their sympathizers should not make threats or use violence to gain their end. They may use persuasion, but not coercion. The company has the right to use persuasion in getting the men to return to work. They may also lock out men. But neither the strikers nor the company has a right to use any means contrary to law."

By a vote of more than two to one Dayton has ratified its new charter and has joined the ranks of commission-governed cities.

Toledo dealers who continued to sell by measure instead of by weight, on the ground that the new law is in restraint of trade and unconstitutional, were not sustained by the courts. Cases are pending against several dealers of Columbus on a charge of similar violations of the law.

The National Association of the Deaf will meet in Cleveland Aug. 20-27.

The Sheet and Tube plant, at Youngstown, will distribute \$300,000 among its men next pay day, in addition to regular wages, this sum being the annual profit sharing dividend, which is figured at 6 per cent of the total earnings during the year. Many of the men will receive \$50 and more in addition to their wages, while some of them will receive more than \$250.

Dayton officials have visited Columbus and other cities in quest of ideas to help them in construction of the new plant in their home city.

Team owners in Cincinnati refuse to give an inch in the union teamsters' strike, which has been on there for a long time, and say: "When our men come to us as free men—and are no longer the slaves and dupes of union grafters and union sluggers—and ask for their jobs, they will get them, but not before. We estimate that this strike has already cost the city more than half a million dollars. It is a bad thing for business of every kind. It will be worse if we give in, but there is no danger of that."

Almond Griffen.

Discovered.

Little Johnny, who is of an enquiring turn, was having a quiet talk with his mother. Johnny wanted to know why Mr. Juggins married Mrs. Juggins. His mother wasn't able to tell very clearly. Johnny thought a while and then asked:

"Mother, why did you marry my dad?"

"Johnny, I married your father because he saved me from drowning," replied his mother.

"I'll bet that's why pop's always tellin' me not to go in swimmin'," said Johnny.



Get the Full Benefit of Distinctive Merits.

Written for the Tradesman.

The show card placed with a fine display of wash silks shown earlier in the season in one window of a shop noted for its up-to-date advertising and business methods, read: 36 inch Tub Silks 89 cents. Two ladies were animatedly discussing the relative beauties of the different patterns and figuring out just how many yards each would need for a dress. It was evident from their conversation that the width and the plain statement of the width were a help in selling them the goods. Soon both went in, walked to the silk counter, each picked out a piece like the one in the window she liked best, stated the number of yards she wanted, and made her purchase taking only a few moments of the salesman's time.

Now of course there is nothing new about putting the width of the goods on the show card. It is however, often omitted, particularly with goods that are nearly always of the same width; but it is better to have it mentioned with materials that are wide enough that the width will be an attraction to the prospective buyer. Many women have a great dread of bothering salespeople. They do not like to stand in front of a counter taking a clerk's time while they decide on how much material will be required.

Passing inside the shop mentioned above you soon discovered that it is the rule there to state the width of all goods 30 inches or more wide. With one piece of serge being offered at a great bargain, the width, 54 inches, was "featured" — that is, brought out in large characters. You may be sure the extra trouble it took to do this was not wasted, when hundreds of sharp eyed economists who know all the twists and turns of advantageous cutting visit the store every day.

A further study of show cards and price tickets in this shop made it plain that it is a common practice there to make brief, striking mention with each article or piece of goods displayed of its special distinctive merit. A well-known make of reliable gingham were labelled "Fast Colors;" the wearing qualities of a certain kind of hosiery were brought to notice by an ingenious use of the trade-marked adjective that belongs to the brand. The goods of a famous firm of silk manufacturers were placarded "Genuine — Bros. Foulards."

These few examples will give the idea, which was being carried out

with remarkable thoroughness and cleverness. The matter on the show cards never was lengthy—the mind of the passer-by indolently fails to grasp the meaning of a card that has too much on it. Better to state one fact sharply and clearly and in a way the observer will take in, than attempt to load the weary receiving brain with a dozen facts.

Isn't it a good idea, this one of emphasizing the distinctive merit of each article? If a certain kind of gingham really has fast colors, why not say so? If a thing is handmade, tell that it is. As to whatever goods you handle that are unequivocally "moneyback"—the term meaning that you stand behind the goods and the manufacturer stands behind you—be sure to get the full selling benefit to be derived from a reliable guaranty.

A glance through your store likely will bring to your mind dozens of articles whose genuine and indisputable merits you have failed to let the public know about. If a thing is all wool, or a yard wide, or a foot thick, or so well made that it truly can't "rip, ravel nor run down at the heel," why not say so?

Not only in regard to kinds and makes of goods, but as regards your store in general, whatever of distinctive merits it may possess, don't be bashful about telling of them.

Perhaps you deliver purchases, and make a special point of being prompt. Brag a little about it. Maybe you have been spending time and money having the walls of your store freshly tinted, the woodwork newly painted and in fixing up all around. Speak of these improvements in your advertising, and tactfully call attention to them when customers are in. Possibly reliability and always giving "value received" are your special points of excellence. Then come out strong about your square deal.

A very successful religious worker gave this advice to young Christians: "Don't profess more than you believe, but profess all that you believe." The principle that underlies this bit of wisdom is very applicable to storekeeping. Don't claim to have merits that you don't have, but compel attention to all those you really possess.

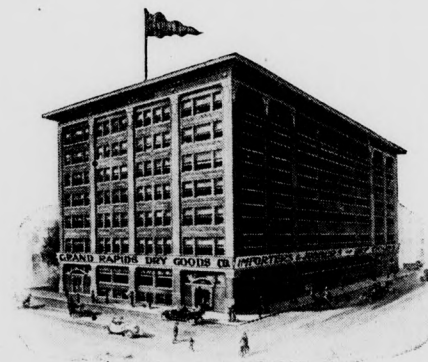
By a psychological law, the public profession of any desirable trait strengthens that trait. There is a natural tendency to try to live up to a reputation. As opportunity offers, praise the courtesy of your employes, not only to the employes themselves but to outsiders as well; it will tend to make your clerks and sales people even more polite and affable.

You Are Invited

To inspect our Enlarged Wholesale Building and to examine our Fall Lines of Dry Goods and Notions.

Paul Steketee & Sons

Wholesale Dry Goods
GRAND RAPIDS, MICHIGAN



A Chance to Buy Toys at Cost Prices

We desire to close out our entire stock of toys this season—don't want to carry over a single item. To do this we are offering to prospective buyers an opportunity to buy at cost and in some instances below. Our samples are now on display in our Notions and Fancy Goods Department, and a cordial invitation is extended to customers to look over the line.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

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.

Emerson says, in substance: "If you desire a virtue that is not already yours, assume it." It will hardly answer for the merchant to go so far as this. But if you can get a little start in a virtue that you earnestly want to possess, then assume it and watch it grow.

Fabrix.

The Retailer Should Appreciate the Jobber More.

It is a common complaint among jobbers that the average retailer has no clear realization of the convenience which the jobber represents to the retailer, and particularly that he has no appreciation of the favors which the jobber extends to the retailer, especially in the way of granting him extended credit and carrying him over dull, slow times. There are many jobbers who make this a favorite subject of conversation, and get very sore about it.

It is certain that the average retailer would have a good deal harder time to get along without the jobber than he has to get along with him, and it is probable that if jobbers could bring themselves to be more independent toward the retailers whom they are befriending the most, the latter's sense of appreciation might increase.

All this is inspired by reading a copy of a letter which has come into the possession of this journal. It was written by a jobber to a country store-keeper and explains itself:

Dear Sir—After having made three unsuccessful attempts to interview you, relative to our shipments of November, 1912, we are at last gratified in noting that you have settled your account with our Mr. Balderson in full.

You will remember several years ago when we had an account with you, we placed the same in the hands of our attorney for collection and when we finally received our money it took all the profit on the goods to pay his fee and we had nothing to show for our trouble. This account has been a losing proposition since January 8th, as we price our goods with the understanding that the money is to be here in our office not later than sixty days after shipment.

You will not pay drafts, neither do you answer any kindly business communications addressed to your office. This is, indeed, a very unsatisfactory way of doing business. You, no doubt, have adopted this policy with other houses and they may be satisfied to do business with you on these terms, but we simply cannot do it. The profit on our goods is too small and our expenses are too heavy to justify us in even trying to meet your requirements along this line.

If we can locate any line of factories who will sell us the different kinds of goods you order and which you use in your business from time to time who are willing to ship these goods to us and allow us to place them in our warehouse until we sell them and then remit for the same when we get good and ready, or if you will permit the slang phrase, "any old time," we might be able to do a profitable business with you.

Again, you are an inland town buyer and this necessitates an expenditure of \$1.50 each time our salesman calls on you, and this in itself, counting the number of times he has called on you, has used up our profits over and over again, so that the receipt of the money gives us no relief. We have lost money in every way you look at it and we believe the most satisfactory way for us to do business with you is on a cash basis.

Your order of the 16th to our Mr. J. H. Balderson amounts to \$4.76 and the net profit to us in this transaction would be \$1. You can very readily see we cannot do business in this way and we shall have to ask you to remit the money in advance and we will allow you the usual 2 per cent. cash discount and return to you from time to time what amounts you may overpay in making rough estimates. If you underpay the amount, we shall have to send the goods C. O. D., and you can pay for them upon receipt of same, less cash discount.

We have advised our Mr. Balderson that this is our policy with you from now on and we have no doubt but that he will pass up your town, as it is very expensive for us to call on you and then have you treat us in the way you have been doing in the past few years.

We trust, however, you will look at this matter in a frank and fair way and we feel sure that you will be impelled to change your business policy, as it is a policy which will not work very successfully in the twentieth century, and sooner or later will prove very disastrous in your business. Other houses have adopted the same policy that we have, and you may not be able to buy the goods which you need in the proper carrying on of your business. However, this is simply a suggestion, as you are the architect of your own fortunes and you must settle these questions for yourself. So far as we are concerned, this is final.

We trust you will appreciate the kindly spirit in which our letter is written and accept the suggestions for what they are worth. This is not a financial question in any way, as you are amply able to meet all of your obligations. It is simply a question of method.

We thank you for your past favors and feel quite sure we can be friends if we do not have any other business relations, and that you will appreciate the fact that we have the goods and our prices are right and when we are asking you to pay cash in advance we will give you value received for your money, and we are sure we can make our dealings on that basis both mutually pleasant and profitable. We have adopted this policy with others and we are selling them large quantities of goods and they seem to be quite satisfied with the treatment they are receiving at our hands.

There is no information as to the feelings of the retailer who received this letter. Possibly he was angry and raged about it, but if the letter told the truth about his past transactions, he deserved everything in it.

The Cost of Doing Business.

It is generally agreed among jobbers that the cost of doing business averages around 8 per cent. but it varies so widely that there is room for much profitable study through the comparison of notes as to methods.

A recent test was made among retailers in California to determine the variation in the cost of doing business. The following results are worth considering, but probably no less profitable than would be similar comparisons among jobbers:

Cash and credit business. Approximate yearly volume of business, \$250,000. Regular deliveries made to all points within three miles of store.

Total cost of doing business, 14 1/2 per cent. which is divided as follows:	
Delivery expense	3.75%
Soliciting expense	1.00%
Rent	1.25%
Salaries	7.50%
Taxes and insurance (.01% included in miscellaneous).	
Credit losses25%
Spoiled merchandise (fractional, included in miscellaneous).	
Depreciation (fractional, included in miscellaneous).	
Water, light, fuel and phones25%
Miscellaneous50%

Total 14.50%
Here's the report of a store in a wealthy farming community. Does credit business. Approximate yearly volume of sales, \$90,000. Deliveries made within a radius of five miles.

Total cost of doing business, 13.95 per cent. divided as follows:	
Delivery expense	2.00%
Soliciting expense	1.85%
Rent	1.70%
Salaries	5.50%
Taxes and insurance	1.00%
Credit losses40%
Spoiled merchandise15%
Depreciation65%
Water, light, fuel and phones30%
Miscellaneous40%

Total 13.95%
A store in a town of 8,000 figures an expense of only 13 per cent., as follows: Does 65 per cent. cash and 35 per cent. credit business. Make deliveries a distance of ten blocks. Does a total business of approximately \$42,000 annually, or \$3,500 a month.

Expense is divided as follows:	
Delivery	1.00%
Soliciting	1.00%
Rent	2.00%
Salaries	8.00%
Taxes and insurance25%
Credit losses25%
Spoiled merchandise (no record).	
Depreciation25%
Water, light, fuel and phones25%
Miscellaneous (no record).	

Total 13.00%

The difference between the average young woman and a suffragette is generally about twenty years.

Making Use of a Waste Corner.

Written for the Tradesman.

and corners which serve no useful

It is often the case that in a poorly designed store there are odd nooks purpose and merely accumulate rubbish—to the detriment of the business and the injury of the stock. Yet a shrewd eye, looking at the matter from a fresh and original view point, will see in such odd corners possibilities not discerned before.

Thus, a short time ago a new proprietor took hold of a dry goods store in a small city. His predecessor, after many financial ups and downs, had failed in business. The new proprietor was dissatisfied with the store arrangements, which, he felt, did not give the goods a fair chance to sell themselves.

At the rear of the store was a little room or annex, placed some five steps below the ground floor level—a sort of half way house between the store and the basement. The floor above, half way between the ground floor and first floor of the main building, served for the millinery department; but the place below, always considered too small and too dark for any practical purpose, had served for years as a storehouse for odds and ends. Naturally, it added nothing to the attractiveness of the store.

The new proprietor summoned his head clerk, a man who had spent many years with his predecessor.

"George," he remarked, "I think I'll clean this place up and use it for our linen department."

George was shocked—very much so.

"Why, you'll just kill our linen trade if you do that," he declared, bluntly. "That place is too small, for one thing, and the customers will never go down those steps to reach it. I wouldn't do it if I were you, sir," he added earnestly. "If it could have been done, Mr. Jones would surely have done it while he was here."

The merchant pondered the problem very carefully. "We'll try it, anyway," he decided.

He immediately had the store house cleaned out, re-papered and renovated at trifling expense. A few prisms were put in to give a better and more thoroughly diffused light by day, and tungstens were installed for evening use. The linen stock was then shifted from its crowded quarters in the front part of the store, and conducted for the first time as a separate department.

The result was the speedy doubling of the merchant's linen trade, through his ability to display the linen goods by themselves, thus showing them to the best advantage. A certain depreciation in appearance and salability, inevitable where linens and colored goods are kept together, was quite eliminated. Furthermore, the merchant found room in one conspicuous corner of the little downstairs section for his private desk. The lessened pressure on the main store, resulting from the transfer of the linens to a separate department, also had a beneficial effect on other lines of trade.

As for the difficulty that the customers would not trouble to descend

the necessary five steps—the merchant scarcely had occasion to remember the objection. The novelty of a downstairs linen department, boldly featured in the merchant's advertising as a new and attractive thing, drew far more business than it repelled.

Yet the previous proprietor had been satisfied for many years to absolutely waste this space—space which the new man, with a new view point, turned to good advantage practically the moment he set eyes upon it.

William Edward Park.

Decided to Compromise.

"Here's a nickel," said a thrifty housewife to a tramp at her door. "Now, what are you going to do with it?"

"Well, mum," replied the hungry man, "if I buy a touring car, I shan't have enough left to pay my chauffeur; if I purchase a steam yacht there won't be enough left to defray the cost of manning her; so I guess, mum, I'll get a schooner and handle it myself."

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.

A. T. KNOWLSON COMPANY

Wholesale Gas and Electric Supplies

Michigan Distributors for

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99-103 Congress St. East, Detroit

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Catalogue or quotations on request



Like Every Success

Mapleine

has been followed by imitations and would-be substitutes, but remains pre-eminent as

An Original Flavor

It won't cook or freeze out.

Order from your jobber or

Louis Hilfer Co.

4 Dock St., Chicago, Ill.

Crescent Mfg. Co., Seattle, Wash.



New Science of Shoe Retailing— Salesmanship

Written for the Tradesman.

Somebody has called salesmanship the connecting link between the store and its patrons. The shoe merchant cannot afford to tolerate lax salesmanship in his store. An incompetent clerk in most any kind of a store is a losing proposition, but an incompetent retail shoe salesman is the very limit of losingness.

Did you ever hear somebody or other say: "Oh, I don't like such and such a shoe store—the clerks there are such dubs"—or such something else highly expressive of disgust? I suspect you have. I have, many a time. And the reason people talk that way is because they have gotten sore over treatment accorded them in the store to which they refer. Maybe been inveigled into buying a last they didn't like or one totally unsuited to their requirements; or maybe they've been the victim of poor fitting. The list of transgressions committed by poor and indifferent shoe clerks is too long to be tabulated.

The efficiency of its salesmanship is, to a very large extent, the measure of the store's popularity; and consequently the secret of its success. Of course there are other things that combine to produce the successful shoe store; but in order to bring this subject of salesmanship right up close to us so we can see it graphically, let us forget all about these other matters for the time being. Courteous treatment draws trade. Wise, considerate, gentlemanly manners and an accommodating spirit on the part of shoe clerks, promote sales. Some people are under a sort of tension in the shoe store. And they are—perhaps unconsciously to themselves—inclined to be a bit capitious. Therefore the clerk should be tactful. And it requires patience to lead certain types of people up to the buying point. Others must be dealt with more positively. They all require—and many of them are frank enough openly to appreciate—solid facts about shoes, styles, leathers, good shoemaking and kindred topics. All of which suggests that the shoe clerk ought to have "a full mind" when it comes to matters directly in his line. He mustn't make the mistake of thinking he can speil off a lot of hot air, and get away with it. Many people with even a limited knowledge of shoes are nevertheless able to differentiate sense and sound. And then the shoe clerk ought to be honest with his customer and the house in the matter of fitting.

When one comes to analyze the various qualities that combine to produce the really capable shoe salesman, he is almost astounded by the formidable array of attributes, and is inclined to say: "Well, where under the blue dome of heaven, are you going to find fellows like this at from \$9 to \$20 a week?" And this brings us right up against a troublesome problem that has been a problem since the earliest days of shoe retailing. It would be extremely nice to weed out the unfit and employ only the highest available types of retail salesmanship, but where withal shall we dig up the money to pay this splendid talent? Five thousand dollar men don't clerk on a salary of ten per. The best way I know of for manning the store with good salesmen is to offer the best price you can afford to pay, and the most promising people you can get to accept the position at the price stipulated. And, of course, in selecting your salesmen you will try to get people with real, in-born selling ability. The ability to sell is, after all, a sort of mysterious quality. Some people have it, naturally; others haven't a bit of it in their make-up. And I am very doubtful about anybody's being able to acquire selling ability by any sort of training, if he hasn't something of it to start with.

Unless the shoe dealer is financially able to employ experienced salesmen, he ought to be always on the outlook for young men of steady habits and ambitious qualities, who appear to possess, in an undeveloped form, the ability to sell merchandise. The alert dealer is apt to make a valuable find in any locality; for the fellows are right there at your very door, if you have the knack of seeing them.

It's one thing to hire a clerk. It's another thing to train him. A trained salesforce should be the ideal of every shoe merchant. The time demands it. Often a poor salesman is made a poor salesman just because of wrong handling. With the right sort of treatment he might very shortly be developed into a valuable man. Clerks are marred in the making; and clerks are discouraged for lack of the proper incentive. The big stunt of to-day in the commercial world is to develop the salesforce of the retailing establishment right up to the highest point of efficiency—to make of every clerk the very best clerk he can become, both for his own sake and for the sake of the business.

a flesh-and-blood man, not a center of abstract authority nor a grim driver with no sympathy for his employees. Salesmen are human, and they appreciate the fine little amenities and courtesies of life. They enjoy a kindly word of appreciation now and then. They should have a decent wage, and they ought to have a vacation during the summer, and

every one of them ought to be spurred on by the tangible prospect of promotion as the business grows and his ability merits.

Surround yourself with a set of enthusiastic, loyal and resourceful clerks, and your shoe store will not lack for patronage. Cid McKay.

"It's no trouble at all," says a bill collector "to find people out."



Tradewinners 1913

Built for Service Wear Like Iron

In Stock
Ready for
Shipment

Mail Orders
Solicited and
Promptly
Attended to

No. 979—Men's Gun Metal Calf. Button, Goodyear Welt, $\frac{1}{2}$ Double Sole, up-to-date, perfect fitting last . . . Price **\$2.35**
No. 960—As above. Blucher . . . Price **\$2.35**

HEROLD-BERTSCH SHOE CO. Mfrs. of Serviceable Footwear
Grand Rapids, Michigan

The MICHIGAN DAIRYMAN'S Shoe



For the Man Who Works

Will build up your trade on work shoes.

Try a sample case of this shoe of sterling worth. A strong, solid and comfortable work shoe.

Get in Line

Either Standard Screw
or Goodyear Welts



No. 2260 is an Extra Quality Choc Chrome Waterproof Blucher, Full Double Goodyear Welt Sole at \$3.25.

Less 10% in 10 days.

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

Tact Always Essential in Shoe Selling.

Tact is just as essential in handling customers at a bargain sale of shoes as in every-day selling. Indeed, with the customary rush and the consequent danger of bad temper and misunderstanding, it may be a little more essential. Though low prices may form the chief drawing card, larger sales are made, and sales are closed far more quickly when the salesman is tactful and obliging.

A little experience at a recent clearance sale in a Middle West store illustrates this point. Among the customers one afternoon was a lady who, as a rule, was very careful in the choice of her shoes. She found herself amid a fair-sized crowd, just enough to keep the large staff busy. The stock was spread on long tables to facilitate selection.

The lady picked over some shoes, and selected a pair. The size number was blurred.

"Is that a 3?" she asked one salesman.

"That's a 4," he returned, without troubling to examine the shoe.

He looked on while she continued her search. A moment later she found a 3.

"This looks rather narrow," she added. Then, glancing about for a seat, "How am I to be sure that this will fit?"

"Oh, you'll be able to squeeze your foot into that," returned the salesman, jocularly.

The lady warmed perceptibly, partly at the tactless intimation that her feet needed "squeezing," partly at the further intimation that a bargain-price would compensate her for a poor fit.

The salesman made no further attempt to persuade her. But just as she was going out, a young clerk, about 20 or thereabouts, came up to her.

"Did you see anything you liked in these shoes?" he enquired.

She rejoined that she had seen something she liked, but did not know whether the shoe would fit.

"Was the shoe tried on?"

"I didn't see any place to try them on," she explained; when, very politely, the new clerk directed her to another part of the store. "Here's a chair," he added. Then, after trying on one pair of shoes, "Wait a minute," he remarked. "There are more 3's at this other table." He brought her a couple of other sizes, but none proved a fit.

"Come down here and see if there's anything will suit you better," pursued the salesman. "We have some shoes at a higher price at this table."

The upshot was that he sold two pairs of shoes to a customer who, a few moments earlier, was quitting the store in disgust.

With a certain class of male customers the first salesman's jocular-ity would doubtless go and possibly be good business, though customers as a rule, prefer the salesman who devotes all his thought to selling and has no time for jollying. Naturally, a lady resented the familiarity.

It is fairly easy to understand why, after a good many years in the business, the man was working on an even plane with a mere lad; but it is a pretty safe wager that before long the lad will outstrip the older man, who let his mistaken sense of humor run away with his regard for the best interests of the store.—Shoe Retailer.

Honks From Auto City Council.

Lansing, Aug. 18.—Mrs. E. H. Simpkins and Mrs. Lee Stabler will visit friends and relatives at Alpena and Cheboygan this week.

Our Senior Counselor, D. J. Mahoney, will enjoy a well earned vacation, commencing next week. Aside from taking a good rest on his own vine covered porch, he will visit his aged mother near Greenville.

We enjoyed a very pleasant ride about the city of Kalamazoo last Saturday morning in company with Brother R. S. Hopkins, the popular salesman for Lee & Cady. Brother Hopkins covers his territory with an automobile and drives eighty miles every day, rain or shine. Besides being a first-class business man, he is an all around good fellow and extends the glad hand to everybody.

Mrs. F. D. Engle has returned from the Sanitarium at Port Austin, much improved in health. The many friends of Brother and Mrs. Engle are pleased to know of her recovery.

Several members of our Council have promised us some very newsy items for next week. Each of those who fail will be heavily fined.

The Ivory block, on the corner of Michigan and Pennsylvania avenues, is nearly completed. This block, which has been under construction since last October, is a valuable improvement to the East Side, and consists of three stores with living rooms above.

Remember the U. C. T. picnic at Pine Lake next Saturday. Past Counselor Hastings, assisted by other members of the committee, will have something doing every minute. Several genuine surprises will be sprung in quick succession. It is expected that Mr. E. A. Stowe, Editor of the Michigan Tradesman, will be present and favor us with a short but interesting sermon. He will not, however, be allowed to sing.

Just as the mucilage is "licked" which seals this letter, the automobile stands waiting, and we start immediately on the first real vacation we have had in ten years. Of course, we expect the large one will get away with the hook, just the same as ever.

H. D. Bullen.

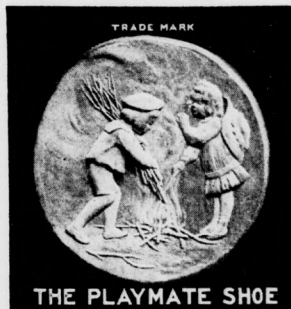
There are some stores that pay more attention to developing a big advertising campaign than they do to getting a stock together that will be worth advertising.



School Days Are Near at Hand

How is your stock of

School Shoes



No. 2315—Gun metal calf, button, welt.

"Playmate" Shoes for Misses and Children fit the foot, and please in comfort and service.

Let us send you samples of No. 2315.

HIRTH-KRAUSE CO.

Tanners and Shoe Manufacturers
Grand Rapids, Mich.

Our Shoes

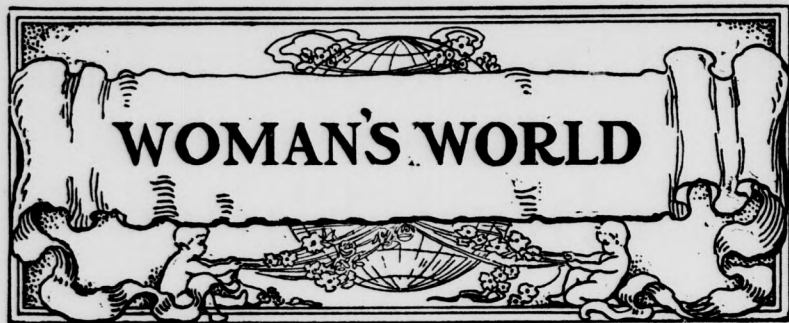


Keep your customers coming back for another pair of the same and get you a profit on every pair you sell.

Our youth of forty-nine years has taught us what to sell and how to make it so we can sell both you and your customers all the shoe satisfaction their money can buy at any given price.

CAN YOU BEAT IT?

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



So-Called Dependants Who Earn Their Own Living.

Written for the Tradesman.

The other day an old acquaintance dropped in at the Adams general store, sauntered back to the office, and commenting good-naturedly upon Mrs. Adams' facility in the use of the typewriter, remarked that if anything should happen to Mr. Adams, she would be perfectly capable of earning her own living as a stenographer and typist. Of course the old acquaintance intended to be complimentary.

A mere glance at Mrs. Adams' comely person and a very slight knowledge of her capability would convince any discerning observer that as a widow she would be well able to take care of herself, whether she should elect in due time to supply with another the place in her life left vacant by her present devoted husband, or should prefer to play out the game of this mortal life with a lone hand.

A ready-reasoning spinster chanced to overhear the prediction of the old acquaintance as to Mrs. Adams' ability to earn her living in the event that death should deprive her of her excellent husband, and this question quickly arose in the spinster's mind: "Isn't Mrs. Adams earning her own living now?"

Mrs. Adams reaches the store by eight o'clock every morning—often as early as half past seven. She seldom leaves before six at night and on the two evenings in the week when the store keeps open she always is at her post. She keeps the books, pays the bills, sends out the statements, attends to the correspondence, writes the advertisements, assists about the buying, and in busy times lends a most welcome and efficient hand at waiting on customers. She is especially good at detail and keeps within her mental grasp a thousand little odds and ends that Mr. Adams, good business man though he is, would let get away from him. She is invaluable in selecting and training the help. With a few months' work and now and then a suggestion from Mrs. Adams the inexperienced girl becomes the tactful, persuasive saleswoman. Every day and every hour in the day Mrs. Adams is doing the innumerable little things that check waste, that keep business coming, and that make the whole machinery of the store run smoothly and without needless friction. Where they are located it would cost from \$8 to \$12 a week to employ a young lady to attend to the strictly clerical part of Mrs.

Adams' work, the book-keeping, correspondence, etc. It would be practically impossible to secure anyone at any price who could in any sense take her place in an all-around way. It should be explained that Mr. and Mrs. Adams have no children and her mother, who is a very capable housekeeper, attends to the home affairs. So Mrs. Adams has been able to devote her energies almost entirely to the business.

Her husband is very appreciative of her efforts. Indeed, his opinion of the value of his wife's services is much like that of another merchant about whom a little story is told which will bear repeating without any serious disparagement of that indispensable mechanical contrivance, the cash register:

"A commercial traveler remarked the other day to a store-keeper:

"Make yourself a Christmas present of a cash register. It will keep strict and accurate account of all you receive and all you disburse. It will show you what you save and what you squander, what you spend foolishly and what you spend wisely, where you should spread out and where you should retrench, what you waste and how you waste it—"

"But," said the storekeeper, "I've already got a cash register which does all that and more."

"Whose make is it?" asked the salesman, frowning.

"God's make," the storekeeper replied; and with a smile at once reverent and grateful he nodded toward his handsome wife seated in the cashier's cage."

But of course Mr. Adams is legally at the head of things, it is his name that is on the sign over the door; her work, valuable as it is goes right in—it does not stand out by itself as an individual success but is merged in the success of the business as a whole; besides there is an old and well-nigh ineradicable belief that the woman who has a husband is a dependant, that she is supported by his efforts and earnings no matter what her own activities may be. And so it not unnaturally came about that, in spite of the fact that she already is earning her living two or three times over, the old acquaintance let fall the remark that in case anything should happen to her husband, Mrs. Adams would be able to make her own living.

The absurdity of the remark struck the spinster who is a ready reasoner forcibly. Then she fell to thinking. Of course Mrs. Adams earns her own living just as much as Mr. Adams earns his. She performs a part in

what the political economists call the great work of distribution. Whoever supplies a good article to the user of it performs a service hardly less important than production itself.

The ready-reasoning spinster went on with her reflections. "How about Mrs. Orman who happens to be Mrs. Adams' nearest neighbor?" she asked herself. "Does Mrs. Orman earn her own living?"

Mrs. Orman is a typical wife and mother. She devotes all her time and strength to supplying, as only a good wife and mother can, the innumerable wants of her family. No penny of income is produced directly by her efforts. She belongs to that great class of women whom the statisticians swiftly and unhesitatingly class as dependants.

True, she prepares with her own hands all of Mr. Orman's meals, making a wise selection of proper food materials so that his body is well nourished and he is kept in health for performing his very useful work as a brick layer. She keeps his clothes clean and in order and makes his home a place of rest and comfort for his leisure hours. She cooks and washes and irons and bakes and sews for three bright little Ormans and gives them a mother's tender care and watchful training.

The children are a credit to their parents and bid fair to become in a few years' time a valuable asset to the state. It is no figment of the imagination to say that Mr. Orman is just as dependent upon her as she is upon him. If anything should happen to her the children might have to go to an orphan asylum or become subjects for adoption in private families. Mr. Orman, good father though he is, would find it extremely difficult to keep the three little ones together in his own home. But indispensable as is Mrs. Orman's work, it does not bring in any money and no one considers her as earning anything.

By the way, isn't one of the deepest seated objections that bright women entertain to what has been aptly termed "the business" of being a woman, the fact that it furnishes no tangible rewards? The hand that rocks the cradle may rule the world but often it does not realize a nickel an hour for its labor. Weak human nature covets something to show for its efforts. Even as the children of Israel on their weary journey through the Wilderness craved to partake again of the fleshpots of Egypt, so the married woman who enjoyed a lucrative position in her girlhood, though blessed with a very

The Folly of Substitution

ADVERTISED goods are sounding the death-knell of substitution. The dealer who still insists upon offering something "just as good" or "better" than the advertised article called for, is on the down-grade. His competitor, who pushes advertised goods saves time, argument, effort, and sells more goods.

Today the progressive retailer gets the most valuable co-operation from the manufacturer. National advertising is a selling-help that no dealer can afford to ignore.

N. B. C. products were made famous through national advertising. N. B. C. products are today standard. It is folly to try to substitute for N. B. C. products—the buyer is pre-convinced in their favor.

Stock up with N. B. C. products in the In-er-seal Trade-Mark packages and familiar glass-front cans. They will quickly prove the sales-power of advertised goods.

NATIONAL BISCUIT COMPANY

generous husband, sometimes longs for the comforting feeling that comes on receiving one's very own pay envelope on Saturday night.

The mothers' pension laws that have recently been passed by some of the states are an official recognition of the fact that the mother in the home earns her living, and of that other fact that when she loses her natural protector it is better for the state and for all concerned to keep her at home earning her living in comparative comfort than to compel her to go out as a bread winner, putting the children into the day nursery or upon the street.

There are some women who really are dependants, or to use a stronger term, parasites. Some of these are independently rich, holding property in their own names. But any woman who wears costly clothing and rare gems, who eats dainty foods and indulges herself in every luxury that extravagance can devise and renders no adequate return to society for what she enjoys, either in the way of useful labor, thoughtful benevolence, or intelligent social service, is in the deep meaning of things a parasite. She lives on the efforts of others, though she may have millions of dollars at her command.

Instead of classing women either as dependent or self-supporting as we now do, drawing the line loosely so that most who have husbands are considered as belonging to the one and most who have not as belonging to the other category, wouldn't it be

well to divide the members of the sex frankly into producers and parasites. Isn't it true that we have this more accurate and expressive classification? The ready-reasoning spinster thinks it is. And when we have this new classification, such women as Mrs. Orman will be ranked as the best producers of all, for the woman who is a good housemother is the one who most fully and completely earns her own living.

Quillo.

Brief Business Maxims.

Faith is as necessary in business as in religion; confidence is the foundation of credit.

It is not always the customer who buys most who best profits the dealer.

It is a rare man, indeed, who is admired by his associates; respect is often a matter of distance.

There is no trade so difficult and so arduous as our own.

The purchasing power of a dollar is not measured by the cents it contains, but rather by the sense of its possessor.

It is better to work to-day than to worry about to-morrow.

All things may be remedied but discontent.

The dime of to-morrow looks larger than the dollar of to-day.

No great success was ever achieved without the force of enthusiasm.

There would be little business if nothing was destroyed.

D. T. Mallett.

The Growth of the English Language.

Four new words are added to the English language every day, if we may accept the dictionaries as a standard of measurement. During the last three centuries the rate of growth of the dictionaries has been 1,500 words a year. In 1616 John Bullokar, the first English lexicographer, published his "Compleat English Dictionary," with 5,080 words. Edward Phillips in 1658 was able to find 13,000 words for his "New World of English Words," and his effort was in turn surpassed by the publication in 1720 of Nathan Bailey's dictionary, with a vocabulary of 45,000. Twenty-five years later appeared Dr. Johnson's famous lexicon, which was not supplanted till 1828, when its vocabulary of 50,000 words was more than tripled by Noah Webster's "American Dictionary." That the inventiveness of English writers did not abate during the later nineteenth century was evidenced by the publication of the "Imperial Dictionary," with 200,000 words, and the "Century Dictionary," with a still larger number, followed in 1894 by Dr. Isaac Funk's "Standard Dictionary," containing 318,000. There have been several editions of this, but the one soon to appear will eclipse them all. This will contain 450,000 words. Its editor, Dr. Frank Vizetelly, says that much of the apparent expansion of the language is due to improved means of compilation; but that while dictionaries do not furnish an exact measure of word increase,

they do give us an approximation of what development to expect in the future. This authority points out that all tongues have been materially enriched by recent advances in chemistry, botany, aviation, wireless telegraphy and other sciences. There are now in fact 600,000 English words, but about one-quarter of this number are rare scientific terms or words that are obsolete or obsolescent.

"Not more than 25,000 are of Anglo-Saxon origin," says the editor of the "Standard Dictionary." "It is noteworthy," he adds, "that Americans are adopting the pronunciation used in England, and that such usages as 'Eyetalian' (for Italian) and 'sofay' (for sofa) are disappearing. Thank Heaven, though, we haven't adopted all the faults of this pronunciation. We don't yet say 'Miden Line.'" It is interesting to observe that an American, Mr. Gifford Pinchot, is one of the most prolific of recent word inventors. He has introduced some thirty terms, most of them relating to forestry and logging. Mr. Roosevelt has added a number of terms to the vocabulary of natural history, and Sir Ernest Shackleton, the explorer, is another whose word coinage has been approved by the etymologists. English continues to be the most widely used language. There are now 160,000,000 persons who speak the tongue of Shakespeare. —Outlook.

With riches some men imagine that they can gild a lot of vices until they look like virtues.

MICHIGAN'S BEST The West Michigan State Fair

AT GRAND RAPIDS

SEPTEMBER 1-2-3-4-5

Open Day and Evening
Splendid Fire Works Display
Pain's Battle of the Clouds

Grounds, Buildings and
Exhibits Brilliantly
Illuminated

Best of Racing Programs

Fastest Race Track in the Country

New Management

New Grandstand

New Features



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.

Right and Wrong Way to Sell Enamelled Ware.

The man who is a good buyer and the man who is a good seller are in most cases diametrically opposed to each other in character. Sometimes you find both a good buyer and a good seller in the same man—then you have a man who probably will make a success of any kind of a store of which he takes hold.

Stop to think of the stores in your town—won't you admit that some of the owners of out-of-date back-number places are known as good buyers; on the other hand, do you know of an owner of a pushing, up-to-date store who does not have a reputation for his selling ability?

Take for an example the case of two Illinois stores. Jones, the father-in-law of Smith ran a hardware store in a small town in the coal belt. He owned another store in a nearby town, and this his son-in-law managed.

One day he bought a lot of enamelled ware at a flat price of \$1.25 a dozen. It was a low price considering the grade of the goods, and Jones must be given credit for being a good buyer.

Half of this purchase he shipped to the store he himself managed, and the other half to the store his son-in-law looked after. But the two merchants used different methods in selling the goods.

Jones made a uniform price of 15 cents for any article in the lot. This price was much below the usual figure for most of the articles in this collection, therefore the customer was fairly treated. It promised a good profit, therefore it would seem that the purchase ought to be called a clever transaction. To the store to buy these goods came many people, quite a number of whom were new customers, so that one would think this plan would prove a success.

But here are some of the results: The customers who came the first day cleaned out the more valuable items in the stock; on the second day there were fewer buyers, and on the third day dissatisfied bargain seekers picked at the left-overs in disgust. Part of the stock was sold, one must admit, but it was the part that usually brought a much higher figure than 15 cents, and Jones was left with the remainder, a veritable white elephant, on his hands. The customers were not satisfied. Mrs. White came on

the third day and couldn't find anything she wanted—she thought this much-advertised bargain sale was a snare and a delusion and she had no further faith in the announcements of that store. Mrs. Green bought an article that was a bargain at the price, but not quite such a good bargain as the article Mrs. Brown had bought, so she was angry with Jones. Mrs. Brown envied Mrs. Black, who had bought the best bargain of all, but Mrs. Black was dissatisfied because she didn't get exactly what she wanted, the article she had been looking for having been snatched away from her under her very nose.

Meanwhile Smith had marked his allotment at 4, 9, 14, 19, 24 and 29 cents, each price being below the usual selling price of similar articles. He had an article for all classes of trade. His bargain seekers were satisfied. He cleaned out all of his stock and he made more money. He made an average profit of about 6 cents per article; Jones about 4½ cents on what he sold. Supposing Jones to be the better buyer, Smith could have paid 1½ cents apiece more for the goods and still make as much, besides selling all his goods and satisfying his customers—to say nothing of the fact that his lower prices would have made a much stronger impression.—American Artisan.

Selling Fishing Tackle.

Dealers have learned that the ardent fisherman will continue to purchase new supplies throughout the summer, if he is only brought in contact with those new supplies from time to time. The problem, then, in the tackle department is that of getting the angler into the store. Successful dealers keep him coming, and always get him just as he is setting out on a trip, the one time of all times when his presence is most profitable. For instance, Piper & Taft, extensive wholesale and retail dealers in sporting goods in Seattle, Wash., keep the anglers coming by a simple and inexpensive system of accurate bulletins on fishing conditions throughout their territory. The conditions of sport on all streams and at various points is reported frequently at the store, together with the flies or baits which are being used with the best results. The company keeps guides or sportsmen at the various good fishing spots supplied with these cards, one report being sent in to the store at least once a week. The cards are printed so that all that is necessary is that the guide cross out the words not wanted, and fill in the most satisfactory bait at the bottom. For ex-

Foster, Stevens & Co.

Wholesale Hardware

157-159 Monroe Ave. :: 151 to 161 Louis N. W.
 Grand Rapids, Mich.

Stock up on Guns and Ammunition

Be prepared for
Hunting Season

We carry
Remington and U. M. C.
Fire Arms and Ammunition
Winchester
Fire Arms and Ammunition
Stevens' Guns

Michigan Hardware Company

Exclusively Wholesale
 Cor. Oakes and Ellsworth GRAND RAPIDS, MICH.

H. Eikenhout & Sons

Jobbers of Roofing Material

GRAND RAPIDS, MICH.

Save money by buying now for the
Fall Trade.

Use Tradesman Coupons

ample, if the water is high and clear, the guide will run his pencil through the words "low, medium and muddy." If the fishing is fair he will cross out "good" and "poor." The cards are posted on a bulletin board in the store, where anglers can readily refer to them. Piper & Taft report that these cards attract much attention throughout the summer and that hundreds enter the store every day to look them over. These visits fairly bristle with sales possibilities. The cards give the place and date, then "water: clear, muddy, high, medium, low." Next line: "Fishing is: good, fair, poor." Next line: "what bait and fly is best." Then the signature of the man sending the information.

How to Build Up the Small Town.

Every little town ought to have a Board of Trade. If the town is too small for a Board of Trade, an organization of some kind should be effected. If the other business men won't combine, the merchants at least ought to get together. Men who have never looked into the ques-

tising. The idea of a small town mailing advertising matter to a big city seems odd, but the automobile craze has made such advertising possible and profitable.

If you have no Board of Trade, it will pay you to write to the secretary of the nearest organization for literature on the subject. It will pay you to examine every bit of literature the big Board of Trade is sending out. It would be an excellent idea for all the druggists in your town to get together and visit the headquarters of the nearest Board of Trade. These organizations are always glad to tell what they are doing. They are "boosters," and if they can get your town aroused, they figure that it will help their town in the long run.

Get together. There are many things to be done to enliven the town. Cleaning crusades are good things. Prizes for the prettiest back yards have been offered in many towns with excellent results. Fly-swating crusades were all the go last



Cramer & Oom, hardware dealers at the corner of Eastern avenue and Franklin street, Grand Rapids, have been displaying in their show window an automobile made up from articles peculiar to the hardware trade. The effect is quite striking and the appearance of the window was so novel that it attracted much attention.

tion have no idea what good an organization can do a town. Do not think that the Board of Trade is useful only in a large city. Sometimes the proposition works better in a small town, for there you can often see results and enthusiasm is maintained at a high pitch, which is not always the case in a big city.

The day of petty jealousies ought to be over. We all remember conditions which have prevailed in the past. In a town with four or five druggists they would, perhaps, all be scrapping with one another. Get together. You can do things that way that you might not be able to do alone. There is plenty of prosperity to go around.

Automobile trade ought to help the smaller towns. Road maps are good things to distribute. Some of the big city dailies publish routes for automobile runs. Get your town on the route.

If you have a pretty town with some scenic features, it will pay you to raise a fund and do some adver-

summer. Camera contests go well, prizes being offered for local views. Something to get the people interested is what you want.

The Boards of Trade in towns located in summer resort regions are always prepared to mail literature about roads and rates and accommodations. This system brings thousands of visitors every summer, and every visitor spends a number of dollars. No one man could do this sort of work. It takes organization to do it. There are opportunities to be worked up in every town however small. Organization is what counts. Get together.

His Inference.

Robert had been dutifully listening to the conversation of his parents. They were discussing a certain Mrs. Smith who was tagged in their talk as a grass-widow.

"I say, pa," said Robert after some reflection, "is a grass-widow a woman whose husband died of bay fever?"



"Sun-Beam" Harness ARE MADE TO WEAR

Sun-Beam Harness are cut from carefully selected stock, and are guaranteed to give the best of satisfaction.

We have just gotten up several new numbers and feel sure that it will pay you to consider the matter. Send to-day for catalogue No. 8.

Brown & Sehler Co.

Home of "Sun-Beam" Goods

Grand Rapids, Mich

Reynolds Flexible Asphalt Shingles

HAVE ENDORSEMENT OF LEADING ARCHITECTS



Reynolds Slate Shingles After Five Years Wear



Wood Shingles After Five Years Wear

Fire Resisting

Fully Guaranteed

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

Detroit
Saginaw
Lansing
Jackson

Kalamazoo
Battle Creek
Flint
Toledo

Columbus
Cleveland
Cincinnati
Dayton

Youngstown
Buffalo
Rochester
Syracuse
And NEW YORK CITY

Utica
Scranton
Boston
Worcester

Milwaukee
St. Paul
Lincoln, Neb.
Chicago

H. M. REYNOLDS ASPHALT SHINGLE CO.

Original Manufacturer, GRAND RAPIDS, MICH.

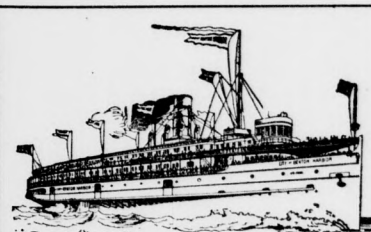
Klingman's Sample Furniture Co.

The Largest Exclusive Retailers of
Furniture in America

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

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

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

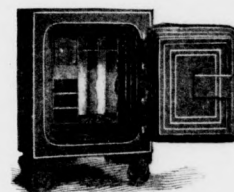


**CHICAGO
BOATS**

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



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. Thompson, Jackson.

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

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

Wafted Down From Grand Traverse Bay.

Traverse City, Aug. 16—Traverse City Council enjoyed its seventh annual picnic at the Driving Park Saturday and it is needless to state that everybody had a good time. Early in the morning the committees were busy arranging things whereby the children could enjoy themselves and soon swings, hammocks, etc., were arranged for. The forenoon was taken up in playing indoor baseball and assisting wherever we could. When the committee announced that the dinner was spread, everybody sat down and enjoyed a good old picnic dinner, immediately after which Brother Wm. E. Bennet once more assumed the position of toastmaster and introduced E. A. Stowe, of the Michigan Tradesman, of Grand Rapids, who favored us with a few chosen remarks which were well received. Mr. Stowe certainly made a hit with the picnickers. We were glad to have Mr. Stowe and his Grand Rapids friends with us. Soon after dinner the following contests were pulled off:

200 lb. fat man's race, won by W. H. Leonard.

Free for all U. C. T. race, won by B. J. Reynolds. (Richter was busy elsewhere.)

Boys' race, won by David Gray.

Girls' race, won by Ruth Chapman.

Boys' candy eating contest won by Wm. E. Bennett, Jr.

The ball game was then announced between the Committee of Twenty-one team and the U. C. T., and owing to being pressed for time at present

we are not permitted to go into this subject in detail. We might just add that Jack Arata is certainly some player. We wish at this time to thank the merchants of Traverse City who so generously donated the prizes for the contests, also wish to thank our local paper who favored us with the space boosting our picnic, for they certainly did themselves proud. The management of our papers are always willing to boost the interests of U. C. T. and we sure appreciate it. Last but not least, we must not forget to thank each member of our committee, especially the ladies committee who so kindly assisted.

The thriving village of Mesick voted last week to install a water system. Mesick is an enterprising village on the Ann Arbor R. R. and its citizens never lose a chance to better their conditions. Work on the proposed water system will begin at once.

C. R. Bell, of Mesick, has some choice dogs for sale.

We have the pleasure at this time of introducing Miss Marguerite Lillian Hoffman, daughter of Mr. and Mrs. Herman C. Hoffman. Miss Hoffman is eight months old and weighs 35 pounds and we can conscientiously state that she is the prize baby of our Council, and Herman and Mrs. Hoffman are as justly proud of her.

One of the meanest men in the world has been found and I very much regret to be compelled to admit that he has been found within the ranks of the traveling fraternity. I refer to James M. Goldstein, formerly of Grand Rapids, erstwhile of Ludington and now of Detroit. Mr. Goldstein was recently invited to partake of the hospitality of Sto'away cottage at Neahtawanta. He evinced much interest in the Sto'away automobile because he is planning to buy an automobile of his own as soon as he gets his home paid for—possibly sooner. My advice to him would be to wait until he gets his home paid for, because if he buys an automobile first here will always be a mortgage on the home. Goldstein persuaded the versatile chauffeur of the Sto'away automobile to permit him to run it and candor compels the statement that he knows about as much about running an automobile as he does about hotel conditions in Greenville. While he had his hand on the steering wheel he managed to navigate several ditches and collide with several telegraph poles—without serious consequence to the poles. When he got at a safe distance from the scene of his exploit, he wrote slurring

articles about the Sto'away automobile, intimating that it ought to be called the "undertaker's friend," whereas it has been a very well behaved automobile, except during the brief period that its destiny was directed by the genial Detroit correspondent of the Tradesman.

The citizens of Kalkaska wish to thank Jack Arata, of Petoskey, and William Zylstra of Grand Rapids, who so ably assisted at a recent fire. Jack carried out a stove pipe collar, while Bill saved an elbow from a burning building. Medal, heroes.

Bill Bennett and family are berrying to-day. Bill must be hard up for berries to go the next day after our picnic and especially as hot as it is.

Regular meeting next Saturday evening. Come! Fred C. Richter.

Jaunty Jottings From Jackson.

Jackson, Aug. 18—John R. Eckstein has retired from the road, after traveling fifteen years. He has opened a dry cleaning, pressing and tailoring establishment on Greenwood avenue and business is good with him.

Royal Bouldrey and Will Tucker formed a partnership as Bouldrey & Tucker about three years ago and purchased the grocery and crockery business of C. N. Gillespie & Co., of Concord. These boys had both worked as clerks for several years with the idea of saving and becoming merchants themselves when the opportunity came. Their business is large and their fond hopes are being fully realized. It is a natural thing that the clerks of to-day should be the merchants of to-morrow.

Albert Hunter, of Hunter & Co., Homer, is spending a few days in Lansing.

Wm. Flowers started on the road for the Jackson Grocery Co. Monday morning of this week. He takes the territory that Mr. Johnson covered for several years. Will has been with the house long enough to know the business thoroughly and his genial personality will win for him both friends and business as a traveling salesman.

A common question: Where can I get a good man?

Frank Shelly, of U. V. Shelly & Son, Grass Lake, was in Jackson on business a few days ago. Inasmuch as he brought along his scissors, it might be that his mission was clipping coupons.

E. I. Isbell, in charge of the wool department of S. M. Isbell & Co., was in Detroit for a few days last week. Whether it was business, races or both we do not know.

We understand that fifty members of Detroit Council, No. 9, have pledged themselves and the Council to each have a candidate for the October meeting. If all our subordinate councils in Michigan could accomplish as much sometime during the year, our Grand Jurisdiction would make a record pleasant to talk about. Spurgeon.

If you let your advertisements run over week after week, you will probably find your goods will be left over month after month.

Open Letter to National Cash Register Co.

Beatrice, Neb., Aug. 10.—We have given your salesman, C. S. Bradley, an order for a cash register, and the order will be handed to you soon by Mr. Bradley in person. He has finally landed us, although we are probably the hardest proposition he ever tackled. He has talked cash registers to us continually for over three months—rain or shine; has written enough letters and sent us enough advertising pamphlets to make a good-sized book. We have done everything possible to head him off; have pleaded poverty; have tried to bribe him; have made 792 objections; have threatened to throw him out. But he always came back smiling. Only our realization that probably he had a wife and seven small children dependent on him has prevented us from killing him on the spot. Despair finally drove us to sign a contract, and Mr. Bradley took the first train for Dayton, fearing to trust so valuable an order to the United States mail. He remarked, incidentally, that he also proposed attending a post-graduate session of an agent's school, whatever that is. If it is a school to teach him his business, there's no sense in his attending it—he knows all there is to his business now.

We feel relieved. If we never use the register, we shall be none the loser as the blessed relief from having to think up objections to his rapid-fire arguments will fully pay us for the money spent.

If this man ever dies, we shall be glad to contribute to a monument to be placed over his last (and we believe his first) resting place. The inscription on it should be: "For the first time in my life I lie down."

James T. Clark.

Mrs. Brown's Dollar.

Good Mrs. Brown desired to buy
 A simple little blouse.
 She wanted one that wasn't high
 To wear around the house.
 At first she thought she'd send away
 To some big city store.
 For fear perhaps she'd have to pay
 At home a nickel more.

But Mrs. Brown is rather wise;
 She took a second thought.
 She knew that here before her eyes
 She'd see before she bought.
 Perhaps a nickel difference—
 In prices there might be—
 And maybe fully fifty cents
 In looks and quality.

She thought she'd see what in the town
 The dealers had to sell,
 And so that morning she went down
 To shop a little spell.
 And she was glad that not in haste
 She sent her cash away.
 She paid a dollar for a waist
 She found upon display.

But here is what she never knew,
 Though happen oft it will:
 The dollar that she handed to
 The clerk to pay the bill
 Before the afternoon was paid
 To some one in the town
 And in the course of daily trade
 At last to Mr. Brown.

That night when supper she had cooked
 She wore her garment new.
 Brown told her sweet enough she looked
 To kiss—and did it too.
 In fond embrace he held her near
 To take another smack
 And said, "A little present, dear!"
 She got her dollar back!

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

DETROIT DETONATIONS.

Cogent Criticism From Michigan's Metropolis.

Detroit, Aug. 18—Lycurgus, the Greek lawgiver, said. "A large head of hair adds beauty to a good face and terror to an ugly one." After reading the above, Bill Drake, of Grand Rapids, should worry—with none at all.

In the past we have made many disparaging remarks about Grand Rapids. We will now make atonement by saying that Grand Rapids has its advantages also. In no other town could Barney Stratton wear a hat such as he is sporting on top of his hairless dome and live.

Carl Seward, senior member of the drug firm of Strom & Seward, Ludington, after reading one of our jestlets as follows: "It's a poor musician who doesn't blow his own horn," answers through the Daily News and says, that being the case, we should be a whole brass band. We could furnish the brass all right, if we could work in a drug store for a couple of months.

Harley Eberstein (Burnham Stoepel & Co.) aptly gives the definition of Bull Moose. Ten per cent Moose and 90 per cent Bull, says Harley.

It will be of interest to those traveling through Michigan to know that the Manistee & Grand Rapids Railroad, with terminals at Marion and Manistee, will be sold to the highest bidder on September 10. It is said there will be competition in the bidding. The Ann Arbor, Grand Trunk and Michigan Central are reported to be after the road. The Ann Arbor, because Manistee would afford a better winter harbor than Frankfort, and the Grand Trunk and Michigan Central, because of the splendid outlet for them on Lake Michigan, the M. & G. R. owning dockage at the Manistee terminal. The Bay City Board of Trade is going to make an effort to induce the M. C. to purchase the road, so as to give that city a direct line across the State. In any event, should a real railroad company buy the M. & G. R. and use it for its terminal facilities, it will prove a boon to the traveling men, as they will then have an opportunity of entering Manistee from the south or west without being obliged to spend their vacations in Walhalla.

J. Weisman, who owns and operates a department store in East Jordan, is a big feeler if he does live in a small town. Jake says that several ocean vessels appear in East Jordan every season, loaded up with pig iron and disappear in the horizon again. He neglects to state that the ocean boats that come to East Jordan come in the shape of "liners" in the marine column of daily newspapers. Jake is also going to start a mill to manufacture a new kind of cloth to compete with the popular ratine (pronounced ratinay). He calls it the rottenhay cloth and says he expects to sell tons of it.

Bert Woodley (Edson, Moore & Co.) is laid up at his home with a severe attack of rheumatism.

Carl Brakeman, city salesman for

the Otis Elevator Co., is spending his vacation in Belding—also his surplus savings.

A. F. (Happy Lon) Smith, old-time Knight of the Grip, now Advertising Manager for the Citizens Telephone Co. Grand Rapids, is spending his vacation in Detroit, accompanied by Mrs. Smith. "Happy" is a former resident of Detroit, having moved to Grand Rapids about ten years ago. He, however, cannot resist the temptation to visit the city where life is worth living at least once a year.

Lon Smith is much older than he looks. He can remember the time when Ellis was elected Mayor of Grand Rapids the first time.

E. McLeish, department manager for Edson, Moore & Co., has been suffering from a complication of diseases. At the present writing he is able to be about, but is far from being well.

The inconsistency of some of the correspondents of the Tradesman is really astonishing. Read what F. C. Richter had to say last week regarding our good friend, E. A. Stowe. "We are pleased to note that Mr. E. A.



Marguerite Lillian Hoffman.

The picture of the little Hoffman child referred to by Mr. Richter in his letter on the preceding page.

Stowe and friends will be with us at our picnic and we assure him that he is certainly welcome." Mr. Stowe was invited to umpire the ball game at the picnic. Hoo'nhell ever heard of an umpire being welcome to any place but the infernal regions?

Mebbe Bill Pohlman, of Marquette, has been busy selling a big bill and hasn't had time to answer our appeal. The reward still stands, however.

Will Rosengarten, who is a very young man (also unmarried), notwithstanding he has been with A. Krolik & Co. for thirty years, Sundayed in Jennings last week, spending a portion of the day in a boat hatching fish stories. Whatever story he tells, it will be different than any of the 1912-13 stuff yet told.

Charlie Mather, the Cedar Springs merchant, is still teething.

Ernest Warner, Senior Counselor of Council No. 9, is spending his vacation at Long Lake, near Alpena. He is accompanied by his family. Mr. Warner will fish during the day and lay plans nights for the success of

the big blowout to be given by the Council on October 18.

For a rest, spend your vacation in Grand Rapids.

Bill Groening, merchant at Ludington, is a great student of bird life. Bill says that crows try to corner corn. While it is illegal to corner corn, Bill says the crow has caws.

Mrs. Gene Scott and daughter, Agatha, of Grand Rapids, had a narrow escape from death by asphyxiation in Petoskey last week. Mrs. Scott was overcome in the bathroom where the instantaneous heater was located and her daughter came to her aid. Before the daughter had been in the room very long she, too, was overcome. Mrs. Scott had strength enough left to crawl into another room and summon help. Prompt response brought help which revived both and congratulations are offered Mr. Scott on the lucky escape of his wife and daughter. Gene is a member of U. C. T. Council, No. 131, and an active one at that.

Cadillac Council, No. 143, publishes a monthly magazine named the Booster in the interests of the United Commercial Travelers, incidentally boosting Cadillac Council. The August number is now out and is, indeed, a very nifty sheet. The members who have charge of publishing the Booster deserve great credit for their splendid efforts.

Past Senior Counselor, Lou Burch, of Council No. 143, who has been seriously ill at home, is again able to be out and around. Rather weak, but still strong enough to toss his bonnet in the ring.

Robert Schram, son of Secretary John Schram, had the misfortune to break his arm last week. He attempted to climb into a sightseeing auto to speak to a friend (gentleman) and missed his footing, slipping and striking his arm so hard as to break the bone between the elbow and shoulder. His speedy recovery is hoped for.

H. Church, Pontiac, J. N. Zill, Romeo; A. Snitzen, Westphalia; E. M. Calkins, South Lyons and John Kuhn, Mt. Clemens, were a few of the out-of-town merchants to visit Detroit this week.

Mr. Schultz, buyer for Allard & Co., of Green Bay, Wis., is spending a short time in Mt. Clemens, in the meantime paying Detroit occasional visits and getting acquainted with some of the local jobbing houses.

At the last meeting of Council No. 9, Charles Walker acted as Senior Counselor in the place of Senior Counselor Warner, who was out of the city. Mr. Walker made an urgent appeal to the members to put their shoulders to the wheel and make the affair to be given Oct. 18 by the Council one to be long remembered. Judging by the enthusiasm shown by those present, there will be no doubt as to its success. A letter from Senior Counselor Warner was also read, the contents being along the lines of Mr. Walker's plea. The committee headed by "Buck" Murray promise many surprises when the entertainment features are introduced. Every

member is again requested to bring in the application of at least one candidate to be initiated on the big night.

Archie McMillan, Burnham, Stoepel & Co.'s good looking department manager, has returned from a two weeks' jaunt in his automobile. While Archie claims he pulled through intact himself, he did succeed in snapping one auto tire in twain.

Even the traveling men seem to be imbued with "strike" germ. Last week at the Western Hotel, in Big Rapids, through some misunderstanding, eight travelers were refused admittance to the dining room because they did not wear their coats. The bunch immediately donned their coats, also their hats, settled their bills at the office and went to a restaurant to secure their dinners. In justice to the management of the hotel, we believe the boys should have reflected before moving out. At all times the writer has found the hotel management courteous and accommodating and, without going into the merits or demerits of the case, we believe the trouble could have been amicably settled by the boys presenting their grievance to the manager, who, undoubtedly, would have set matters right. His living depends on his being courteous to the traveling public.

Sam Moscovitz has resigned his position with Burnham, Stoepel & Co. to engage in the advertising business. By subscribing to the Tradesman Sam will find many pointers of interest in his new work.

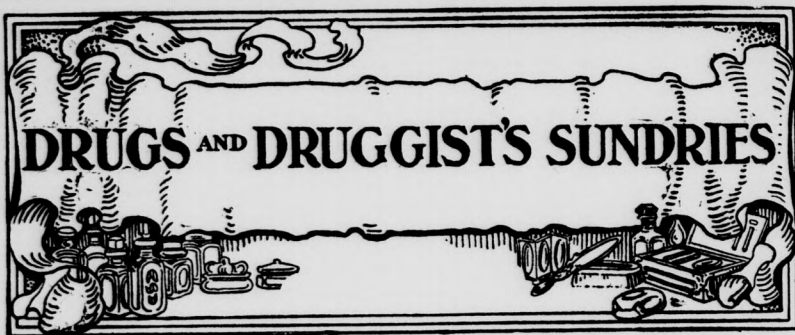
It is with deep regret we mention the death of Frank Gallagher, member of Cadillac Council, No. 143, and the firm bearing his name. Mr. Gallagher had hosts of friends who extended their sympathy to the bereaved family. Mr. Gallagher died at his home last Tuesday. The remains were shipped to Iowa, where two sons are buried. He was an active member of Cadillac Council and his pleasant manners and winning ways will long be remembered by them, as well as by those of his associates.

Hot weather does not seem to dim the ardor of Cadillac Council in the least. At the last meeting they pulled eight new members over the rough spots just as enthusiastically as though they were working to keep themselves warm. A finer bunch of young men were never gathered together and their acquisition to the Council should prove a valuable one. Following is the list of "newly-mades": W. H. Clark, J. H. Hamlin, John T. Keegar, A. W. Ricketts, Frank A. Roemer, Lewis E. Shaw, P. H. Trager and Peter Vass. With the rapid growth of the Detroit Councils, Grand Rapids will do well to look after its laurels.

Frank Hutchinson, veteran traveling man for A. Krolik & Co., "Happy Frank," as it were, is some philosopher. He says that beggars should never be choosers—though the beggar often chews what he begs.

Referring to the narrow escape of Mrs. Gene Scott, as given above, we are under the impression that it must

(Continued on page 32.)



Michigan Board of Pharmacy.

President—Will E. Collins, Owosso.
Secretary—E. T. Boden, Bay City.
Treasurer—E. E. Faulkner, Delton.
Other Members—John J. Campbell, Pigeon; Chas. S. Koon, Muskegon.
Marquette Meeting—August 12, 13 and 14.
Grand Rapids Meeting—November 18, 19 and 20.

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.

To Cut or Not to Cut?

That is the question!

Whether 'tis better to ask the long price and run the risk of having your customer transfer his patronage to Slashall & Knifem, or to sell proprietaries on the postage stamp basis of profit.

Like the poor, the cut-rate house is always with us, and is with us to stay. You, Mr. Neighborhood Druggist, must face the music—not ostrich-like with even your head in the sand, but with all the "sand" that your head and brain can generate.

Let us briefly summarize the situation as it is to-day!

Price-protection by the manufacturer has long been an ideal, but seldom a feasible plan. In the drug trade, you can count protected articles on your ten fingers. And now the United States Supreme Court has put a quietus on any attempt to protect the selling price of patented goods, as it did some months ago on non-patented articles.

On May 26th, in the celebrated Sanatogen-O'Donnell case, the court ruled that "a patentee who has parted with a patented machine (goods, merchandise, etc.) by passing title to a purchaser has placed the article beyond the limits of the monopoly secured by the patent act."

Most of us will agree that, based on the text of the Patent Act, this is good law and sound common sense, however much some of us may regret the results of the decision. The fact remains, however, that, when you have given another man his quid pro quo in coin of the realm for any piece of merchandise, any restrictions by

him as to your use or re-sale of it are at once onerous and distasteful. The shoe would pinch even Mr. Heilmeyer, for instance, if he were on the other side of the fence.

Notwithstanding the United States Supreme Court decisions, price-protection, whether of articles patented or not, is theoretically and legally feasible, but, unfortunately, where are the Kelloggs of the drug trade, to make it a universal practice? And is the game worth the candle, either to the manufacturer or the retailer?

At the annual meeting of the proprietary Association of America, held at Washington on May 20th to 22d, Mr. Beardsley, of Dr. Miles Medical Company, responding to an admirable speech by President Merritt of the N. A. R. D., said that "he felt sure that, if some simple plan could be devised, which would be absolutely legal, which would permit the proprietor to instruct the wholesaler and retailer to sell his goods at a fixed price, he believed all who were interested would be glad to accept it, but he was sorry to say at the present time that no such plan had been promulgated."

I don't know whether Mr. Beardsley laid any pronounced emphasis on the word "simple," but, apparently, his objection to the present Miles plan, or other analogous methods, is that they are too complicated to be practicable.

Theoretically, at least, an agency contract is no more complicated than a contract of sale; and, if we are ever to have price protection, it will have to be on the agency basis, which would be simple enough, even from the standpoint of the wholesaler, if a sufficient number of manufacturers adopted it.

What could be more simple, more adequate, more practical than the "consignment" plan, with which some of us are familiar?

But, as with the theological millennium, universal or even partial price-protection is generally deemed to be a will-o'-the-wisp, and while we may continue to have temporary and isolated instances of it, Mr. Neighborhood Druggist has about made up his mind to get along, as best he can, without it.

What, then, is the "remedy?" Who can show us how to beat the "system?" Where is the Thomas W. Lawson of the retail drug trade?

The \$2, \$4 and \$8 propaganda has no relationship to cut prices, except that, if every manufacturer sold at these figures, the cutting would be more pronounced. None can gainsay, however, the fairness of a \$2, \$4 and

\$8 schedule to both manufacturer and retailer. At full prices, it allows the latter 33 1-3 per cent profit on his sales price (50 per cent. on his cost), which is a satisfactory margin over and above his expense of doing business—usually quoted at about 25 per cent of his gross sales.

The remedy, if there is one, does not rest solely with the manufacturer. As long as the Sherman law exists, he must act independently—he cannot combine with his confreres. He cannot legally protect selling prices, except by the agency plan, which, under existing conditions, is apt to complicate and disturb the machinery of distribution, and which, if enforced, necessitates a system of policing the retail drug stores which is usually too expensive to be profitable. He cannot be called upon to refuse to sell to price cutters, or to those who supply them. It is too late in the day for him to ignore the fact that they are a big buying power—a factor too powerful to be side-tracked. Confronted with propositions like Rexall, Nyal and A. D. S., he must, of necessity, place his goods before the consumer in every possible mart.

There are two things, however, that Mr. Neighborhood Druggist thinks the manufacturer can and should do, to relieve the situation:

1. Sell any druggist, or buying club of druggists, at the same prices and on the same terms as extended to the wholesale trade, mail order houses, chain stores, department stores, etc.

2. In his advertising, and on his packages, clearly indicate and emphasize the regular retail price of his goods, is that the consumer will understand that the intrinsic value of Horlick's (small size) for instance, is 50 cents and not "any old price" from 33 cents up.

These concessions granted, it would be up to Mr. Neighborhood Druggist. If he could not handle the quantity himself, let him club with two or three others in his town or district, and split it up. He would then be on the same purchasing basis as the cut-rater; and, with such a Utopian condition, if he could not radiate enough personal magnetism and provide sufficient trade-pulling service in his store to corral a fair amount of his locality's business in proprietaries at "higher-than-downtown" or mail order house prices, his sales ability and business acumen would stand in need of polishing.

Given a store that is a real convenience to the neighborhood—where one can buy a postage stamp and be made to feel that he has extended a favor to the druggist in so doing—where a prescription is filled with as much alacrity at 2 a. m. as at 2 p. m.—where there's an up-to-date city directory—where a telephone message is transmitted cheerfully to a residence not having that convenience—where the soda's good, and the cigars better—and there'll be few kicks at the price of proprietaries if the matter is put up to the customers in the right way.

Make your customers feel that you

are in business in their locality for their accommodation, and back up your assertions with the right kind of service.

When it comes to the sale of proprietaries, don't dodge the issue! Meet it squarely! Take the bull by the horns and voluntarily explain to the customer that, in charging 40 cents for the package of Abbott's Saline Laxative, you are virtually selling it at what it cost you, but that you realize it can be bought at cut-rate stores for 33 cents or less. (Your customer knows this, anyhow.) Make him feel and understand that you are doing the best you can for him, in the way of price, that you appreciate his patronage and good-will, etc.; and you will find that the average man or woman will unconsciously generate a feeling of reciprocity. "The smile wins, every time."

And, finally: "Give the Devil his due"—or, "Render unto Caesar the things that are Caesar's." In other words: "Don't substitute." Give your customer the brand he asks for, no matter if you would like to see the manufacturer thereof hung, drawn and quartered. Substitution only hoists you with your own petard.

Hitch your wagon to Liggett's Rexall star, if you can, or join the merry band of A. D. S. vendors, if you will; but always remember that your customer "wants what he wants when he wants it." Ralph W. Ashcroft.

How to Increase Your Salary.

To sell a customer a toothbrush, for example, does not require a crafty and elaborate approach, such as none but a veritable Mephistopheles could attain, nor is it necessary that the clerk be a mind reader in order to seize the exact "psychological moment" to close the sale. What that moment is, his own common sense, good judgment or intuition, whatever you please to call it, will tell him. He does not need a handbook on psychology to tell him just when that crucial moment arrives.

In nine cases out of ten when you have shown the customer the superiority of the 25 cent brush he will choose it in preference to the 10 cent or 15 cent brush. Thus you will protect your employer's profit, and in all probability, the customer being pleased with the better service the brush gives him, will come back for another when he needs it.

Remember, that it is the customer both you and your employer are working for. It is the customer who pays the wages of you both. If it were not for the customer you and your employer would be looking for other jobs. So go just as quickly to serve him as you would for your employer, as the customer is the employer of you both, and therefore, he is the man to be pleased if the store is to make money. If the customers are not pleased the store will not prosper, and your chances of getting better wages go a glimmering.

What is the good of a man knowing how to read if he does not use that knowledge to get the most out of his trade papers?

WHOLESALE DRUG PRICE CURRENT

Acids		Cubebs	@ 4 50	Digitalis	@ 60
Acetic	6 @ 8	Erigeron	@ 2 50	Gentian	@ 60
Boric	10 @ 15	Eucalyptus	75 @ 85	Ginger	@ 95
Carbolic	22 @ 27	Hemlock, pure ..	@ 1 00	Guaiac	@ 1 05
Citric	55 @ 62	Juniper Berries ..	@ 1 25	Guaiac Ammon..	@ 80
Muriatic	13 @ 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	13 @ 5	Lavender Flowers ..	@ 4 50	Iron, clo.	@ 60
Tartaric	38 @ 42	Lavender, Garden ..	85 @ 1 00	Kino	@ 80
Ammonia		Lemon	50 @ 6 00	Myrrh	@ 1 05
Water, 26 deg. ..	6 1/2 @ 10	Linseed, boiled bbl	@ 5 4	Nux Vomica	@ 70
Water, 18 deg. ..	4 1/2 @ 8	Linseed, bl' less ..	58 @ 62	Opium	@ 2 00
Water 14 deg. ...	3 1/2 @ 6	Linseed, raw bbls. .	@ 53	Opium Camph. .	@ 65
Carbonate	13 @ 16	Linseed, raw less ..	57 @ 61	Opium, Deodor'd	@ 2 25
Chloride	12 @ 15	Mustard, true	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, pure	2 50 @ 3 50		
Fir (Oregon) ..	40 @ 50	Olive, Malaga, ..			
Peru	2 25 @ 2 50	yellow	1 60 @ 1 75		
Tolu	1 00 @ 1 25	Olive, Malaga, ..			
Berries		green	1 50 @ 1 65		
Cubeb	65 @ 75	Orange, sweet	4 75 @ 5 00		
Fish	15 @ 20	Organum, pure	1 25 @ 1 50		
Juniper	7 @ 10	Organum, com'l ..	50 @ 75		
Prickley Ash ..	@ 50	Pennyroyal	2 25 @ 2 50		
Barks		Peppermint	3 75 @ 4 00		
Cassia (ordinary) 25		Rose, pure	16 00 @ 18 00		
Cassia (Saigon) 65 @ 75		Rosemary Flowers ..	90 @ 1 00		
Elm (powd. 25c) 25 @ 30		Sandalwood, E. I. 6	25 @ 6 50		
Sassafras (pow. 30c) @ 25		Sassafras, true	80 @ 90		
Soap (powd. 25c) @ 15		Sassafras, artif'l ..	45 @ 50		
Extracts		Spearmint	6 00 @ 6 50		
Licorice	24 @ 28	Sperm	90 @ 1 00		
Licorice powdered 25 @ 30		Tansy	5 00 @ 5 50		
Flowers		Tar, USP	25 @ 35		
Arnica	18 @ 25	Turpentine, bbls. .	@ 46		
Chamomile (Ger.) 25 @ 35		Turpentine, less ..	50 @ 55		
Chamomile (Rom.) 40 @ 50		Wintergreen, true ..	@ 5 00		
Gums		Wintergreen, sweet			
Acacia, 1st	40 @ 50	birch	2 00 @ 2 25		
Acacia, 2nd	35 @ 40	Wintergreen, art'l	50 @ 60		
Acacia, 3d	30 @ 35	Wormseed	4 50 @ 5 00		
Acacia, Sorts	@ 20	Wormwood	@ 8 00		
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	75 @ 1 00	Carbonate	12 @ 15		
Asafoetida, Powd. .		Chlorate, xtal and			
Pure	@ 75	powdered	12 @ 16		
U. S. P. Powd. ..	@ 1 00	Chlorate, granular	16 @ 20		
Camphor	55 @ 60	Cyanide	30 @ 40		
Guaiac	35 @ 40	Iodide	85 @ 2 90		
Guaiac, Powdered 50 @ 60		Permanganate	15 @ 30		
Kino	@ 40	Prussiate yellow ..	30 @ 35		
Kino, Powdered ..	@ 45	Prussiate, red	50 @ 60		
Myrrh	@ 40	Sulphate	15 @ 20		
Myrrh, Powdered ..	@ 50	Roots			
Opium	6 80 @ 7 00	Alkanet	15 @ 20		
Opium, Powd. ..	8 75 @ 8 95	Blood, powdered ..	20 @ 25		
Opium, Gran. ..	8 90 @ 9 10	Calamus	35 @ 40		
Shellac	25 @ 30	Elecampane, powd. .	15 @ 20		
Shellac, Bleached 30 @ 35		Gentian, powd. ..	12 @ 16		
Tragacanth No. 1 1 40 @ 1 50		Ginger, African, ..			
Tragacanth, Pow 60 @ 75		powdered	15 @ 20		
Turpentine	10 @ 15	Ginger, Jamaica ..	20 @ 25		
Leaves		Ginger, Jamaica, ..			
Buchu	1 85 @ 2 00	powdered	22 @ 28		
Buchu, Powd. ..	2 00 @ 2 25	Goldenseal, powd. .	@ 6 00		
Sage, bulk	18 @ 25	Ipecac, powd. ..	2 75 @ 3 00		
Sage, 1/2 Loose. 20 @ 25		Licorice, powd. ..	14 @ 16		
Sage, Powdered..	25 @ 30	Licorice, powd. ..	12 @ 15		
Senna, Alex	45 @ 50	Orris, powdered ..	25 @ 30		
Senna, Tinn.	15 @ 20	Poke, powdered ..	20 @ 25		
Senna, Tinn, Pow. 20 @ 25		Rhubarb	75 @ 1 00		
Uva Ursi	10 @ 15	Rhubarb, powd. ..	75 @ 1 25		
SINO		Rosinweed, powd. .	25 @ 30		
Almonds, Bitter, ..		Sarsaparilla, Hond.			
true	6 00 @ 6 50	ground	@ 50		
Almond, Bitter, ..		Sarsaparilla Mexican,			
artificial	@ 1 00	ground	25 @ 30		
Almonds, Sweet, ..		Squills	20 @ 35		
true	90 @ 1 00	Squills, powdered ..	40 @ 60		
Almond, Sweet, ..		Tumeric, powd. ..	12 @ 15		
imitation	40 @ 50	Valerian, powd. ..	25 @ 30		
Amber, crude	25 @ 30	Seeds			
Amber, rectified ..	40 @ 50	Anise	15 @ 20		
Anise	2 25 @ 2 50	Anise, powdered ..	22 @ 25		
Bergamont	7 50 @ 8 00	Bird, Is	8 @ 10		
Cajuput	75 @ 85	Canary	9 @ 12		
Cassia	1 50 @ 1 75	Caraway	12 @ 18		
Castor, bbls. and ..		Cardamon	1 75 @ 2 00		
cans	12 1/2 @ 15	Celery	45 @ 50		
Cedar Leaf	@ 85	Coriander	10 @ 15		
Citronella	@ 60	Dill	20 @ 25		
Cloves	1 75 @ 2 00	Flennel	@ 30		
Cocunut	20 @ 25	Flax	4 @ 8		
Cod Liver	1 25 @ 1 50	Flax, ground	4 @ 8		
Cotton Seed	90 @ 1 10	Foenugreek, pow. .	6 @ 10		
Croton	@ 1 60	Hemp	5 @ 7		
		Lobelia	@ 50		
		Mustard, yellow ..	9 @ 12		
		Mustard, black ..	9 @ 12		
		Mustard, powd. ..	20 @ 25		
		Poppy	15 @ 20		
		Quince	@ 1 00		
		Rape	6 @ 10		
		Sabadilla	25 @ 30		
		Sabadilla, powd. .	35 @ 45		
		Sunflower	6 @ 8		
		Worm American ..	15 @ 20		
		Worm Levant	40 @ 50		
		Tinctures			
		Aconite	@ 75		
		Aloes	@ 65		
		Arnica	@ 60		
		Asafoetida	@ 1 00		
		Belladonna	@ 60		
		Benzoil	@ 90		
		Benzoil Compound	@ 90		
		Buchu	@ 1 00		
		Cantharides	@ 1 00		
		Capsicum	@ 90		
		Cardamon	@ 95		
		Cardamon, Comp. .	@ 65		
		Catechu	@ 60		
		Cinchona	@ 1 05		
		Colchicum	@ 60		
		Cubebs	@ 1 20		



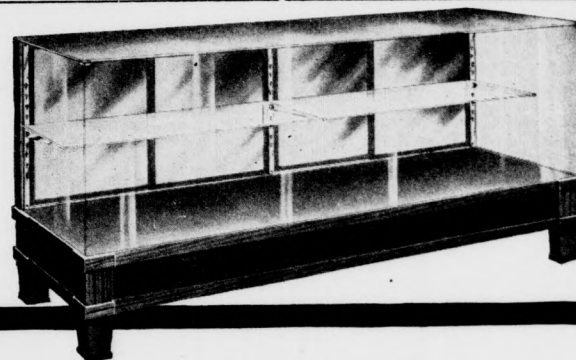
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FOOTE & JENKS' COLEMAN'S (BRAND)
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GROCERY PRICE CURRENT

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

Linseed Oil
Lamb Pelts
Shearling's Pelts

DECLINED

Flour—Kas. Hard Wheat
Pecans

Index to Markets

By Columns

Col.	1	2
AMMONIA	Doz. 12 oz. ovals 2 doz. box 75	Beans
AXLE GREASE	Frazer's.	Baked 85@1 30
B	11lb. wood boxes, 4 doz. 3 00	Red Kidney 85@ 95
Baked Beans 1	11lb. tin boxes, 3 doz. 2 35	String 70@1 15
Bath Brick 1	3 1/2 lb. tin boxes, 2 doz. 4 25	Wax 75@1 25
Bluing 1	10lb. pails, per doz. .6 00	Blueberries
Breakfast Food 1	15lb. pails, per doz. .7 20	Standard 1 80
Brooms 1	25lb. pails, per doz. .12 00	Gallon 6 75
Brushes 1	BAKED BEANS	Clams
Butter Color 1	No. 1, per doz. .45@ 90	Little Neck, 1lb. . . @1 00
C	No. 2, per doz. .75@1 40	Little Neck, 2lb. . . @1 50
Candles 1	No. 3, per doz. .85@1 75	Clam Bouillon
Canned Goods 1-2	BATH BRICK	Burnham's 1/2 pt. .2 25
Carbon Oils 2	English 95	Burnham's pts. .3 75
Catsup 2	BLUING	Burnham's qts. .7 50
Cheese 3	Jennings'.	Corn
Chewing Gum 3	Condensed Pearl Bluing	Fair 65@ 70
Chicory 3	Small C P Bluing, doz. 45	Good 90@1 00
Chocolate 3	Large C P Bluing, doz. 75	Fancy @1 30
Clothes Lines 3	BREAKFAST FOODS	French Peas
Cocoa 3	Apetizo, Biscuits 3 00	Monbadon (Natural)
Cocoanut 3	Bear Food, Pettijohns 1 95	per doz. .1 75
Coffee 3	Cracked Wheat, 24-2 2 50	Gooseberries
Confections 4	Cream of Wheat, 36-2 4 50	No. 2, Fair 1 50
Cracked Wheat 4	Cream of Rye, 24-2 3 00	No. 2, Fancy 2 35
Crackers 5	Posts Toasties, T. .2 80	Hominy
Cream Tartar 6	Posts Toasties, T. .2 80	Standard 85
D	No. 3 2 80	Lobster
Dried Fruits 6	Farinose, 24-2 2 70	1/4 lb. 1 85
F	Grape Nuts 2 70	1/2 lb. 3 15
Farnaceous Goods 6	Grape Sugar Flakes .2 50	Mackerel
Fishing Tackle 6	Sugar Corn Flakes .2 50	Mustard, 1lb. 1 80
Flavoring Extracts 7	Hardy Wheat Food .2 25	Mustard, 2lb. 2 80
Flour and Feed 7	Postma's Dutch Cook 2 75	Soused, 1 1/2 lb. 1 60
Fruit Jars 7	Holland Rusk 3 20	Soused, 2lb. 2 75
G	Kellogg's Toasted Rice	Tomato, 1lb. 1 50
Gelatine 7	Biscuit 3 30	Tomato, 2lb. 2 80
Grain Bags 7	Kellogg's Toasted Rice	Mushrooms
H	Flakes 2 80	Hotels @ 15
Herbs 7	Kellogg's Toasted Wheat	Buttons, 1/2s @ 14
Hides and Pelts 8	Biscuit 3 30	Buttons, 1s @ 25
Horse Radish 8	Krinkle Corn Flake .1 75	Oysters
J	Maple-Wheat Flakes, 2 doz. 2 70	Cove, 1lb. 90@
Jelly 8	Maple-Wheat Flakes, 3 doz. 2 80	Cove, 2lb. 1 60@
Jelly Glasses 8	Maple-Corn Flakes .2 80	Plums
M	Minn. Wheat Cereal 3 75	Plums 90@1 35
Mapleline 8	Algrain Food 4 25	Pears in Syrup
Mince Meat 8	Ralston Wheat Food 4 50	No. 3 cans, per doz. .1 50
Molasses 8	Ralston Wheat Food 10c 1 45	Peas
Mustard 8	Saxon Wheat Food .2 50	Marrowfat @1 15
N	Shred Wheat Biscuit 3 60	Early June @1 25
Nuts 4	Triscuit, 1s 1 80	Early June siftd 1 45@1 55
O	Pillsbury's Best Cerl 4 25	Peaches
Olives 8	Post Tavern Special .2 80	Pie 1 00@1 25
P	Quaker Puffed Rice .4 25	No. 10 size can pie @3 25
Pickles 8	Quaker Puffed Wheat 2 85	Pineapple
Pipes 8	Quaker Brkfst Biscuit 1 90	Grated 1 75@2 10
Playing Cards 8	Quaker Corn Flakes .1 75	Sliced 95@2 60
Potash 8	Victor Corn Flakes .2 20	Pumpkin
Provisions 8	Washington Crisps .1 85	Fair 80
R	Wheat Hearts 1 90	Good 90
Rice 9	Wheatena 4 50	Fancy 1 00
Rolled Oats 9	Evapor'd Sugar Corn 90	Gallon 2 15
S	BROOMS	Raspberries
Salad Dressing 9	Fancy Parlor, 25 lb. .4 75	Standard @
Saleratus 9	Parlor, 4 String, 25 lb. 4 25	Warrens, 1 lb. Tall .2 30
Salt 9	Standard Parlor 23 lb. 4 00	Warrens, 1 lb. Flat .2 40
Salt Fish 9	Common, 23 lb. .3 50	Red Alaska 1 65@1 75
Seeds 10	Special, 23 lb. .3 00	Med. Red Alaska 1 35@1 45
Shoe Blacking 10	Warehouse, 23 lb. .4 75	Pink Alaska @ 90
Snuff 10	Common Whisk 1 00	Sardines
Soap 10	Fancy Whisk 1 25	Domestic, 1/4s 3 00
Soda 10	BRUSHES	Domestic, 1/2 Mustard 2 75
Spices 10	Scrub	Domestic, 3/4 Mustard @6 1/2
Starch 10	Solid Back, 8 in. 75	French, 1/4s 7@14
Syrups 10	Solid Back, 11 in. 95	French 1/2s 13@23
T	Pointed Ends 85	Shrimps
Table Sauces 10	Stove	Dunbar, 1st doz. 1 30
Tea 10	No. 3 90	Dunbar, 1 1/2 doz. 2 35
Tobacco 11, 12, 13	No. 2 1 25	Succotash
Twine 13	No. 1 1 75	Fair 90
V	Shoe	Good 1 29
Vinegar 13	No. 3 1 00	Fancy 1 25@1 40
W	No. 7 1 30	Strawberries
Wicking 13	No. 4 1 70	Standard 95
Woodenware 13	No. 3 1 90	Fancy 2 25
Wrapping Paper 13	BUTTER COLOR	Tomatoes
Y	Dandelion, 25c size .2 00	Good 1 15
Yeast Cake 14	CANDLES	Fancy 1 35
	Paraffine, 6s 7 1/2	No. 10 3 50
	Paraffine, 12s 8	CARBON OILS
	Wicking 20	Barrels
	CANNED GOODS	Perfection @11 1/2
	Apples	D. S. Gasoline @19
	3 lb. Standards @ 90	Gas Machine @26 1/2
	Gallon 2 50@2 75	Deodor'd Nap'a @18 1/2
	Blackberries	Cylinder 29 @34 1/2
	2 lb. 1 50@1 90	Engine 16 @22
	Standard gallons @5 00	Black, winter .8 @10

3

CHEESE

Bloomingtondale	@16
Carson City	@15 1/4
Hopkins	@15 1/4
Brick	@17
Leiden	@15
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,	55
Spearmint, Wrigleys	55
Spearmint, 5 box jars 2 75	
Spearmint, 3 box jars 1 55	
Trunk Spruce	55
Yucatan	55
Zeno	55

CHICORY

Bulk	5
Red	7
Eagle	5
Frank's	7
Scheuer's	6
Red Standards	1 60
White	1 60

CHOCOLATE

Walter Baker & Co.	22
German's Sweet	22
Premium	32
Caracas	23
Walter M. Lowney Co.	23
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
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
Epps	42
Hershey's, 1/4s	30
Hershey's, 1/2s	28
Huylar	36
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	65
Van Houten, 1s	66
Van-Eta	36
Webb	33
Wilber, 1/2s	33
Wilber, 1/4s	32

COCOANUT

Dunham's	per lb.
1/4s, 5lb. case	30
1/4s, 5lb. case	29
1/4s, 15lb. case	29
1/4s, 15lb. case	28
1s, 15lb. case	27
1/4s & 1/2s 15lb. case	28
Scalloped Gems	10
1/4s & 1/2s pails	16
Bulk, pails	14 1/2
Bulk, barrels	13 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

Maracaibo

Fair	24
Choice	25
Choice	25
Fancy	26
Fair	25
Fancy	28

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., Chicago

Extracts

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

CONFECTIONERY

Stick Candy	Pails
Horehound	8
Standard	8
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 Leaf	9
Fancy	10 1/2
French Cream	9
Grocers	6 1/2
Kindergarten	11
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	7

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	16
Dainty Mints 7 lb. tin	15
Empire Fudge	14
Fudge, Pineapple	13
Fudge, Walnut	13
Fudge, Filbert	13
Fudge, Choco. Peanut	12
Fudge, Honey Moon	13
Fudge, Toasted Cocoa-	

nut

Fudge, Cherry	14
Fudge, Cocoa	13
Honeycomb Candy	15
Kokays	13
Iced Maroons	14
Iced Gems	13
Iced Orange Jellies	13
Italian Bon Bons	13
Manchus	15
Molasses Kisses, 10	
lb. box	13
Nut Butter Puffs	13
Salted Peanuts	15

Chocolates

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 Goods

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

Cough Drops

Putnam Mental	1 00
Smith Bros.	1 25

NUTS—Whole

Almonds, Tarragona	18
Almonds, Drake	17
Almonds, California	
soft shell	
Brazils	@16
Filberts	@15
Cal. No. 1	

Walnuts soft shell

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

Cocoanuts

Chestnuts, New York	
State, per bu.	

5

Shelled

Fancy H P Suns	6 1/2 @ 7
Pecan Halves	@60
Walnut Halves	35@38
Filbert Meats	@40
Alicante Almonds	@45
Jordan Almonds	@50

6

Graham Crackers Red	1 00
Label 10c size	50
Lemon Snaps	50
Oysterettes	1 00
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	7
Evaporated, Fancy pkg.	8
Apricots	
California	12@14
Citron	
Corsican	15
Currants	
Imported 1 lb. pkg.	8 3/4
Imported, bulk	8 1/2
Peaches	
Muir's Choice, 25lb.	9
Muir's Fancy, 25lb.	9
Fancy, Peeled, 25lb.	18
Peel	
Lemon, American	12 1/2
Orange, American	12 1/2
Raisins	
Cluster, 20 cartons	2 25
Loose Muscatels, 4 Cr.	6 1/2
Loose Muscatels, 3 Cr.	6
L. M. Seeded, 1 lb. 7 1/2@8	

California Prunes

90-100 25lb. boxes	@ 4 3/4
80-90 25lb. boxes	@ 6
70-80 25lb. boxes	@ 6 3/4
60-70 25lb. boxes	@ 7 1/2
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 10
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	60
Imported, 25 lb. box	2 50
Pearl Barley	
Chester	3 00
Empire	
Peas	
Green, Wisconsin, bu.	2 00
Green, Scotch, bu.	2 00
Split, lb.	5
Sago	
East India	4 1/2
German, sacks	4 1/2
German, broken pkg.	

Tapioca

Flake, 100 lb. sacks	4 1/2
Pearl, 100 lb. sacks	4 1/2
Pearl, 36 pkgs.	2 25
Minute, 36 pkgs.	2 75

FISHING TACKLE

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

Cotton Lines

No. 1, 10 feet	5
No. 2, 15 feet	7
No. 3, 15 feet	9
No. 4, 15 feet	10
No. 5, 15 feet	11
No. 6, 15 feet	12
No. 7, 15 feet	15
No. 8, 15 feet	18
No. 9, 15 feet	20

Linen Lines

Small	20
Medium	26
Large	34

Poles

Bamboo, 14 ft., per doz.	55
Bamboo, 16 ft., per doz.	60
Bamboo, 18 ft., per doz.	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. 3 F box, per doz.	1 75
No. 4 F box, per doz.	1 75
2 oz. Flat, F M per dz.	1 50
Jennings D C Brand	
Extract Mexican Vanilla	
No. 1 F box, per doz.	90
No. 2 F box, per doz.	1 25
No. 3 F box, per doz.	2 25
No. 4 F box, per doz.	2 00
2 oz. Flat F M per dz.	2 00

FLOUR AND FEED

Grand Rapids Grain & Milling Co.	
Winter Wheat	
Purity Patent	5 10
Seal of Minnesota	5 00
Sunburst	5 00
Wizard Flour	4 70
Wizard Graham	5 00
Wizard Gran. Meal	4 00
Wizard Buckwheat	6 00
Rye	4 40
Valley City Milling Co.	
Lily White	5 10
Light Loaf	4 60
Graham	2 10
Granena Health	2 20
Gran. Meal	2 10
Bolted Med.	2 00
Voigt Milling Co.	
Graham	4 60
Voigt's Crescent	5 10
Voigt's Flourist	5 10
Voigt's Hygienic	4 60
Voigt's Royal	5 50
Columbian	5 10
Calla Lily	4 80
Watson-Higgins Milling Co.	
Perfection Flour	5 00
Tip Top Flour	4 60
Golden Sheaf Flour	4 20
Marshall's Best Flour	5 00
Worden Grocer Co.	
Wizard Flour	4 70
Quaker, paper	4 70
Quaker, cloth	4 80
Quaker Buckwheat bbl.	5 50

Kansas Hard Wheat

Worden Grocer Co.	
American Eagle, 1/4s	5 10
American Eagle, 1/2s	5 00
American Eagle, 3/4s	4 90
Spring Wheat	
Roy Baker	
Golden Horn, family	4 90
Golden Horn, bakers	4 80
Wisconsin Rye	3 75
Judson Grocer Co.	
Ceresota, 1/4s	5 80
Ceresota, 1/2s	5 90
Ceresota, 3/4s	6 00
Worden Grocer Co.	
Wingold, 1/4s cloth	5 70
Wingold, 1/2s cloth	5 60
Wingold, 3/4s cloth	5 50
Wingold, 1/4s paper	5 55
Wingold, 1/2s paper	5 50
Bakers' Patent	5 35

Wheat

Bolted	
Golden Granul'd	3 80@4 00
Wheat	
New Red	82
New White	81
Oats	
Michigan carlots	45
Less than carlots	47
Corn	
Carlots	78
Less than carlots	80
Hay	
Carlots	18 00
Less than carlots	19 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	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	25@ 60
Shearlings	25@ 60

Tallow

No. 1	@ 5
No. 2	@ 4
Wool	
Unwashed, med.	@ 18
Unwashed, fine	@ 13

HORSE RADISH

Per doz.	90
----------	----

Jelly

5lb pails, per doz.	2 20
15lb pails, per pail	48
30lb pail, per pail	90

JELLY GLASSES

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

MAPLEINE

2 oz. bottles, per doz.	3 00
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MINCE MEAT

Per case	2 85
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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

MUSTARD

1/4 lb. 6 lb. box	16
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OLIVES

Bulk, 1 gal. kegs 1 15@1 25	
Bulk, 2 gal. kegs 1 10@1 20	
Bulk, 5 gal. kegs 1 00@1 15	
Stuffed, 8 oz.	90
Stuffed, 5 oz.	1 25
Stuffed, 14 oz.	2 25
Pitted (not stuffed)	
14 oz.	2 25
Manzanilla, 8 oz.	90
Lunch, 10 oz.	1 35
Lunch, 16 oz.	2 25
Queen, Mammoth, 19	4 25
Queen, Mammoth, 28	5 75
Olive Chow, 2 doz. cs.	2 25
per doz.	2 25

PICKLES

Medium	
Barrels, 1,200 count	7 75
Half bbls., 600 count	4 38
5 gallon kegs	1 90
Small	
Barrels	16 00
Half barrels	8 50
5 gallon kegs	3 40

Gherkins

Barrels	14 50
Half barrels	7 75
5 gallon kegs	

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 Tourn't whist	2 25

POTASH

Babbitt's, 2 doz.	1 75
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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	15 1/2@16
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Lard

Pure in tierces	12 1/2@13
Compound Lard	10 1/2@11
80 lb. tubs	advance 1/4
60 lb. tubs	advance 1/4
50 lb. tubs	advance 1/4
20 lb. pails	advance 3/4
10 lb. pails	advance 7/8
5 lb. pails	advance 1
8 lb pails	advance 1

9

Smoked Meats

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

Sausages

Bologna	10 @10 1/2
Liver	7..@ 8
Frankfort	12 @12 1/2
Pork	13 @14
Veal	11
Tongue	11
Headcheese	9

Beef

Boneless	20 00@20 50
Rump, new	21 00@22 00

Pig's Feet

1/4 bbls.	1 05
3/4 bbls., 40 lbs.	2 10
1/2 bbls.	4 25
1 bbl.	8 50

Tripe

Kits, 15 lbs.	90
1/4 bbls., 40 lbs.	1 60
3/4 bbls., 80 lbs.	3 00

Casings

Hogs, per 1/2	35
Beef, rounds, set	18@20
Beef, middles, set	80@85
Sheep, per bundle	85

Uncolored Butterine

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

Canned Meats

Corned beef, 2 lb.	4 45
Corned beef, 1 lb.	2 35

SPECIAL PRICE CURRENT

12

Scrapple, 5c pkgs. 48
 Sure Shot, 5c 1-6 gro. 5 76
 Yankee Girl Scrap, 2oz. 5 76
 Pan Handle Scrp 1/4 gr. 5 76
 Peachy Scrap, 5c 5 76
 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 52
 Badger, 7 oz. 11 52
 Banner, 5c 5 76
 Banner, 20c 1 20
 Banner, 40c 3 20
 Belwood, Mixture, 10c 94
 Big Chief, 2 1/4 oz. 6 00
 Big Chief, 16 oz. 5 85
 Bull Durham, 5c 11 52
 Bull Durham, 10c 17 28
 Bull Durham, 8 oz. 3 60
 Bull Durham, 16 oz. 6 72
 Buck Horn, 5c 11 52
 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 05
 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 76
 F. F. A. 4 oz. 5 04
 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 53
 Five cent cut Plug. 29
 F O B 10c 11 52
 Four Roses, 10c 96
 Full Dress, 1 1/2 oz. 72
 Glad Hand, 5c 48
 Gold Block, 10c 12 00
 Gold Star, 50c pail 4 70
 Gail & Ax Navy, 5c 5 76
 Growler, 5c 42
 Growler, 10c 94
 Growler, 20c 1 80
 Giant, 5c 5 76
 Giant, 40c 3 96
 Hand Made, 2 1/2 oz. 50
 Hazel Nut, 5c 5 76
 Honey Dew, 10c 12 00
 Hunting, 5c 38
 I X L, 5c 6 10
 I X L, in pails 3 90
 Just Suits, 5c 6 00
 Just Suits, 10c 12 00
 Kiln Dried, 25c 2 45
 King Bird, 7 oz. 2 16
 King Bird, 10c 11 52
 King Bird, 5c 5 76
 La Turka, 5c 5 76
 Little Giant, 1 lb. 28
 Lucky Strike, 10c 96
 Le Redo, 3 oz. 10 80
 Le Redo, 8 & 16 oz. 38
 Myrtle Navy, 10c 11 52
 Myrtle Navy, 5c 5 76
 Maryland Club, 5c 50
 Mayflower, 5c 5 76
 Mayflower, 10c 96
 Mayflower, 20c 1 92
 Nigger Hair, 5c 6 00
 Nigger Hair, 10c 10 70
 Nigger Hair, 5c 5 40
 Nigger Hair, 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., 3 oz. 30 lb. cs. 19
 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 84
 Prince Albert, 16 oz. 7 44
 Queen Quality, 5c 48
 Rob Roy, 5c foil 5 76
 Rob Roy, 10c gross 10 52
 Rob Roy, 25c doz. 2 10
 Rob Roy, 50c doz. 4 10
 S. & M., 5c gross 5 76
 S. & M., 14 oz. doz. 3 20
 Soldier Boy, 5c gross 5 76
 Soldier Boy, 10c 10 50
 Soldier Boy, 1 lb. 4 75
 Sweet Caporal, 1 oz. 6 00
 Sweet Lotus, 5c 6 00
 Sweet Lotus, 10c 12 00
 Sweet Lotus, per dz. 4 35
 Sweet Rose, 2 1/4 oz. 30
 Sweet Tip, 5c 50
 Sweet Tip, 10c 1 00
 Sweet Tips, 1/4 gro. 10 08
 Sun Cured, 10c 98
 Summer Time, 5c 5 76
 Summer Time, 7 oz. 1 65
 Summer Time, 14 oz. 3 50
 Summer Time, 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 60
 Union Leader, 10c 11 52
 Union Leader, 5c 6 00
 Union Workman, 1 1/2 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, 10c tin 96
 Velvet, 8 oz. tin 3 84
 Velvet, 16 oz. can 7 68
 Velvet, combination cs 5 75
 War Path, 5c 6 00
 War Path, 20c 1 60
 Wave Line, 3 oz. 40
 Wave Line, 16 oz. 40
 Way up, 2 1/4 oz. 5 75
 Way up, 16 oz. pails 31
 Wild Fruit, 5c 5 76
 Wild Fruit, 10c 11 52
 Yum Yum, 5c 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 13
 Oakland Vinegar & Pickle
 Co's Brands.
 Highland apple cider .18
 Oakland apple cider .13
 State Seal sugar 11
 Oakland white pickling 10
 Packages free.

WICKING

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

WOODENWARE

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

Butter Pates

Ovals
 1/4 lb., 250 in crate 30
 1/2 lb., 250 in crate 30
 1 lb., 250 in crate 35
 2 lb., 250 in crate 45
 3 lb., 250 in crate 55
 5 lb., 250 in crate 65
 Wire End
 1 lb., 250 in crate 35
 1 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 3/4
 Wax Butter, short c't 13
 Wax Butter, full count 20
 Wax Butter, rolls 19

YEAST CAKE

Magic, 3 doz. 1 15
 Sunlight, 3 doz. 1 00
 Sunlight, 1 1/2 doz. 50
 Yeast Foam, 3 doz. 1 15
 Yeast Foam, 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 sixe .. 90
 1/4 lb cans 1 35
 6 oz. cans 1 90
 1/2 lb. cans 2 50
 3/4 lb cans 3 75
 1 lb cans 4 80
 3 lb cans 13 00
 5 lb cans 21 50

15

CIGARS

Johnson Cigar Co.'s Brand



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

Worden Grocer Co. Brand

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 33
 San Marto 33
 Pilot 33

TEA

Royal Garden, 1/2, 1/4
 and 1 lb. 40

THE BOUR CO.,
TOLEDO, O.

COFFEE

Roasted

Dwinnell-Wright Co's B'ds



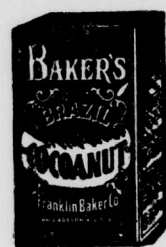
White House, 1 lb
 White House, 2lb
 Excelsior, Blend, 1lb
 Excelsior, Blend, 2lb
 Tip Top, Blend, 1lb
 Royal Blend
 Royal High Grade
 Superior Blend

16

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

COCOANUT

Baker's Brazil Shredded



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



Apex Hams

Apex Bacon

Apex Lard

Excelsior Hams

Excelsior Bacon

Silver Star Lard

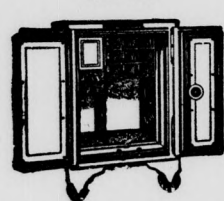
Silver Star Lard

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 quo-
 tations.

The only
5c
Cleanser

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



SOAP

Lautz Bros. & Co.

Acme, 30 bars, 75 lbs. 4 00
 Acme, 25 bars, 75 lbs. 4 00
 Acme, 25 bars, 70 lbs. 3 80
 Acme, 100 cakes 3 00
 Big Master, 100 blocks 4 00
 German Mottled 3 15
 German Mottled, 5 bx. 3 15
 German Mottled, 10 bx. 3 10
 German Mottled, 25 bx. 3 05
 Marseilles, 100 cakes .60
 Marseilles, 100 cks. 5c 4 00
 Marseilles, 100 ck toil 4 00
 Marseilles, 1/2 box toil 2 10

Proctor & Gamble Co.

Lenox 3 00
 Ivory, 6 oz. 4 00
 Ivory, 10 oz. 6 75
 Star 3 35

Tradesman Co.'s Brand

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

A. B. Wrisley

Good Cheer 4 00
 Old Country 2 40

Soap Powders

Snow Boy, 24s family
 size 3 75
 Snow Boy, 60 5s 2 40
 Snow Boy, 100 5c 3 75
 Gold Dust, 24 large 4 50
 Gold Dust, 100 5c 4 00
 Kirkoline, 24 4lb. 2 80
 Pearlina 3 75
 Soapine 4 00
 Baubitt's 1776 3 75
 Roseine 3 50
 Armour's 3 70
 Wisdom 3 30

Soap Compounds

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

Scouring

Enoch Morgan's Sons

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

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—Best located outside drug, cigar and ice cream business in Jackson, Michigan. No greater opportunity anywhere. M. O. Dewey Company, Jackson, Mich. 389

For Sale—Chicago, Illinois. A good opportunity for a young man. Two-story new building with office; all modern. In rear of lot, one and one-half story house, 25 x 35 feet. Also a garage. A good location for automobile, coal, ice, moving or milk business or shops of any kind. Address all communications to 2617 North Lawndale Ave., Chicago, Ill. 388

Wanted—To purchase a drug store or information as to good location for new and modern store throughout. Full particulars first letter. J. F. Holden, Cass Block, Saginaw, Mich. 387

For Sale—One Jensen ripener, 500 gallon capacity and one Dishbrow butter churn, capacity 700 pounds, one twelve H. P. Atlas steam engine. Address No. 386, care Tradesman. 386

Jewelry Store—Forced sale. No competition. Only small capital required. First National Bank, Plainfield, Ind. 385

For Sale—Wholesale and retail confectionery and ice cream business. Excellent cafe in connection. Lease alone worth \$500. Central location. Reason for selling, sickness. Address No. 384, care Tradesman. 384

Wanted—Merchandise stocks in exchange for well improved farms. Isenbarger, 33 Union Trust Bldg., Indianapolis, Ind. 383

For Sale—Paying grocery, \$900. Country town. Address Lock Box 242, Matthews, Ind. 382

Seven vacant lots, at Jefferson, Iowa, and a quarter-section of land in Cherry county, Neb. To exchange for a stock of goods, harness stock or hardware preferred. Address F. J. Stanek, Chelsea, Iowa. 381

Lots 25 x 100. \$10 sharing in production of 400 acres, richest oil and sulphur lands. Postal brings prospectus. Secure agency. Vinton Development Co., Lake Charles, La. 380

For Sale—Prosperous meat market. Good reasons for selling. Somebody should avail themselves of the fall harvest. Address No. 379, care Tradesman. 379

Good paying grocery business for sale. Has been in one location for twenty-three years, in a good prosperous, well-populated section of Grand Rapids. Address No. 390, care Tradesman. 390

Wanted To Exchange—Six cylinder 1912 Everett automobile, driven less than 5,000 miles, looks and runs as good as new, cost new, with equipment, \$1,950, for a grocery stock. Will turn this in on stock at \$1,000, will pay cash difference up to \$1,000. Address 202 So. Saginaw St., Flint, Mich. 391

For Sale—An established lumber business in a good town of 1,900 population. Stock and plant inventory about \$9,000. Address the Young Bros. Realty Co., Lansing, Mich. 374

Coal Lands For Sale—160 acre coal mine; well developed; good coal; situated on line of Denver & Rio Grande R. R. in Rio Arriba county, New Mexico. For prices and terms write John W. Mayes, Santa Fe, N. M. 373

For Sale—An established implement business, with large trade, stock \$4,000, \$8 a month rent. The Young Bros. Realty Co., Lansing, Mich. 375

For Sale—One of the best groceries in the State. Did \$55,000 business last year. Fine location, right in the heart of the city, with a population of 8,000. Good lease, cheap rent. Delivery system, everything in the best of condition. If you are looking for a live one and a money-maker, investigate this at once. Address No. 377, care Michigan Tradesman. 377

In Southern Alberta, Canada, close to Calgary, 320 acre grain farm, steam plow land all fenced, 80 acres broken, want to sell this farm. Would exchange on town property, or merchandise stock. You are dealing direct with owner. Address S. S. Gump, North Manchester, Indiana. 378

For Sale—A small drug stock in an inland town, 22 miles from Grand Rapids. No drug store within eight miles. Dry town in wet county. Reason for selling, am not a registered pharmacist. Address Druggist, care Michigan Tradesman. 371

For Sale—\$15,000 general stock and shoes, no groceries, Central Michigan town 2,000. Richest farming section. Biggest departments have 5 to 6 turn-overs, 30 per cent. investment besides good living; reasons for selling. Address No. 344, care Tradesman. 344

For Sale—Best little cash business in best town in Colorado. 10,000 people pass the door every day. Particulars, 511 North Commercial St., Trinidad, Colo. 370

A first-class 160 acre farm to trade for a stock of merchandise. Hardware preferred. Must be well located. Address Lock Box W. Honor, Mich. 369

For Sale or Exchange—To close an estate, 1,280 acres unimproved land in Lake County, Michigan, on railroad. First-class for general farming, fruit, stock or sheep ranch. Has small lake and running water. Now under option to oil company for drilling oil wells on shares. Price only \$18 per acre. Will take city property or stock up to \$5,000, balance cash. Harry Thomasma, 433-438 Houseman Bldg., Grand Rapids, Mich. 367

Partner Wanted—With \$5,000 for manufacturing business, selling to department stores. Address No. 364, care Tradesman. 364

Blacksmith stock and tools, good location, power shop, two forges. Plenty work for two men, part time only. Come see books. Good school. H. V. Thomas, Blairtown, Mo. 363

For Sale—First-class steam laundry, doing big business; actual value \$8,000, but will sell for \$6,000. Reasons given for selling on enquiry. B. G. Moorman, Ypsilanti, Mich. 360

Gonzales Pecans—We offer Gonzales Guadalupe valley pecans 1913 crop, in lots of fifty and one hundred pounds. November and December shipments at 12 and 12½ cents f. o. b. Gonzales, book orders now and we will fill consecutively. Also offer 87 acre valley farm with pecan grove on, near Gonzales, at \$125 per acre. A bargain. Address W. H. Boothe & Co., Gonzales, Texas. 376

For Sale—An old and well established agricultural implement and seed business. Reason for selling, poor health. Address X. Y. Z., care Tradesman. 354

For Sale—80 acres land with timber. Particulars address Mrs. A. F. Merrill, 475 E. 52nd St., North Portland, Ore. 353

For Sale—An established grocery business of thirteen years in a town of 13,000. First-class trade and centrally located. This offer includes fixtures, horse, wagon and sleighs. Reasonable rent, two-story building. Entire stock, fixtures, etc., will inventory at about \$2,500. Can reduce stock if necessary. Reason for selling, have other business to look after. Good opportunity for hustler. For particulars write to Jos. Fuoco, Sault Ste. Marie, Mich. 351

Salesmen making small towns, whole time or sideline, should carry our fast selling pocket sideline. Special sales plan allowing return of unsold goods. Makes quick easy sales. \$4 commission on each order. **Something entirely new.** Write for outfit to-day. Canfield Mfg. Co. 208 Sigel St., Chicago, Ill. 338

For Sale—Stock of general merchandise less than one year old. Inventories about \$7,000 to \$8,000. Eleven months sales, \$24,662. Rent \$24 per month; including living rooms. Building 40 x 80, cement block, located in one of the best towns in the Thumb of Michigan. Sickness in family reason for selling. Address No. 348, care Tradesman. 348

Wanted—A good business in exchange for my 340-acre improved Illinois farm. Will take stock or stock and building up to twenty thousand, carry balance on farm. Address Owner, Box 185, Independence, Iowa. 345

For Sale—Stock of dry goods, ready-to-wear, shoes, men's furnishings, in live town in Central Kansas money-making wheat belt. Only one other store in town carrying lines mentioned. Also splendid opportunity for clothing and millinery; only one clothing stock in town and two poor millinery lines. Nearest town 10 miles and little competition from that. Stock will go about \$15,000; fixtures about \$3,500. Annual sales \$50,000. Fixtures in birch mahogany stain, good, but not extravagant. New building, low rent. German in majority. Merchandise of the better grades sold. No place for a job lot merchant. Eight room brick bungalow home also for sale. Ask whatever you want about this proposition. Address The Mangelsdorf Co., Ellinwood, Kansas. 342

Cash for your business or property. I bring buyers and sellers together. No matter where located, if you want to buy, sell or exchange any kind of business or property, write me. Established 1881. Frank P. Cleveland, Real Estate Expert, 1261 Adams Express Bldg., Chicago, Ill. 326

For Sale—A clean, up-to-date stock of furniture. Will invoice about \$1,500. Also my undertaking outfit and stock, invoice about \$1,800. Address George W. McLain, Oxford, Mich. 313

Special Sales—Closing out or reducing stock, at a profit is our specialty. Write for dates and terms. Harry Hartzler, Goshen, Indiana. 355

\$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

Merchandise Sales Conductors—Advertising furnished free. Write for date and terms. Address A. E. Greene, 116 Dwight Bldg., Jackson, Mich. 316

Must sell large, beautiful, dairy, stock, fruit or general farm in Michigan fruit belt. Will exchange for furniture or merchandise. Address Farm, care Michigan Tradesman. 332

For Sale—My stock of general merchandise and good will, also my store and real estate. Doing a good prosperous business. Stock and fixtures about \$10,000, in strictly first-class shape. Reason for selling, wish to retire after 21 years' active service. For particulars address Lock Box 57, Peshtigo, Wis. 335

Henry Noring, Reedsburg, Wis., expert merchandise auctioneer and author of The Secret of Successful Auctioneering, closes out or reduces stocks of merchandise. Write for dates and information. 336

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

To Exchange—Fine 160 acre Noble county, Oklahoma farm; this is extra good land; price \$50 per acre; \$3,000 in-cumbrance. What have you to offer in exchange for the equity? Will give you a good bargain. Address Frank P. Cleveland, 1261 Adams Express Bldg., Chicago, Ill. 203

Merchants Please Take Notice! We have clients of grocery stocks, general stocks, dry goods stocks, hardware stocks, drug stocks. We have on our list also a few good farms to exchange for such stocks. Also city property. If you wish to sell or exchange your business write us. G. R. Business Exchange, 540 Houseman Bldg., Grand Rapids, Mich. 859

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 242

To Exchange—The best home in one of the best residence districts of the city. Has three lots, good barn, fruit. Would consider good, well rented farm as part pay. Owner is physician who wishes to retire. Address No. 339, care Tradesman. 339

For Sale—General merchandise business in a good locality, doing a good cash business. The building is 24 x 50, full basement and six living rooms above. The stock will invoice about \$1,500. All new, up-to-date goods and must be sold for cash. The building and fixtures will be sold on easy terms. There is very little competition and expenses are very light. It is a place for someone with a little money to step right into a money-maker. The owner is going West. Call or address owner, W. H. Smith, Wallin, Benzie Co., Mich. 315

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

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

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

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

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

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

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, Calif. 20

To Exchange—Fine 71 acre farm near Olney, Ill., \$5,000 for merchandise; prefer groceries. Address Eugene Munson, Mt. Vernon, Ill. 320

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 at a bargain, 1 6 x 3 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 Exchange—Ten room residence, finely located, Frankfort, Mich. Bath, electric light, city water. Exchange for merchandise. Address B, care Tradesman 186

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

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

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

HELP WANTED.

Wanted—Thoroughly competent man, machinist foreman, for shop employing about 25 men, making dies and small accurate machine parts, good salary; must invest \$1,000 or \$2,000. The Metal Novelty Co., 1131 So. Broadway, St. Louis, Mo. 317

Wanted—At once, clerk for shoe store. Single man, must be reliable. Send references. Salary \$12. P. C. Sherwood & Son, Ypsilanti, Mich. 341

Agents Wanted—Live wires wanted to sell guaranteed stylographic pens; every pen guaranteed; best sideline going and a money-maker. Address Box 215, Lathrop, Mo. 347

HELP WANTED.

Wanted—Registered pharmacist. Steady and good position. Schroeder's Drug Store, Grand Rapids, Michigan. 332

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

(Continued from page 25.)

take an immense amount of gas to put a traveling man's wife away. They get so much of it during their like with said traveling man.

At least Mr. Spindler, of the Michigan Hardware Co., at Grand Rapids, cannot accuse us of having wheels.

John McMahon (Edson, Moore & Co), who has been laid up at his home for several months, is rapidly improving, but it will be at least another month before he will be able to resume his duties on the road. Some knockout, considering John was a husky Irishman once—and will be again, is the hope of his numerous friends.

George McConnell, of Grand Rapids, spent Sunday with his wife at Reed City, where she is convalescing after a long illness. "Mac," who used to be in business in Reed City, was unable to see a great many of his old customers. He was an undertaker.

Even Neil DeYoung, the popular Pere Marquette passenger agent at Grand Rapids and well-known as the traveling man's friend, admits that occasionally other roads run trains that are late.

But other roads can't show a district passenger agent that has anything on our own Neil.

S. M. Johnson, who was injured in an altercation with a street car conductor some time ago, has almost fully recovered. His left hand is still in bad shape and is very painful. He intends entering a suit for damages against the company unless a satisfactory settlement is effected. Mr. Johnson has been a traveling man for thirty years, covering the Eastern part of Wisconsin for Burnham, Stoepel & Co.

O. E. Jennings, former Grand Rapids resident and member of No. 131, now a resident of Detroit and member of Cadillac Council, No. 143, is a member of the entertainment committee of that Council. It will be remembered that Jennings filled the office in Grand Rapids Council in a like capacity and while he was a member there was always something doing.

Men of little value are often able to waste valuable time.

Some traveling men waste valuable time looking up time tables.

We often waste valuable space writing mere nothings.

The single travelers allow their arms to go to waist.

That is, oftener than the married ones.

They're not taking such chances.

James M. Goldstein.

News of the Grand Rapids Boys.

We are once more on the job. Enjoyed ourselves while at the lake and managed to get some fish. We did not make up a fish story. We intend to leave that to Sunny Jim and Fred R.

Again we wish to call your attention to the U. C. T. picnic, to be held next Saturday, Aug. 23, at Manhattan Beach, Reed's Lake. Bring the whole family. There will be a good time in store for all.

We wish to advise Cliff Herrick to be more careful when he goes in bathing at Reed's Lake. Better keep away from the ladies' side or you might be kidnapped.

Wallie Wendall would like to know when Fred Richter is due in Manistee. Something interesting must have taken place there on their last trip.

We would like to see the boys who so strongly favored the issuing of a Bulletin come to the rescue now when their services are needed. We don't wish to mention any names now, but at the time it was voted to have a Bulletin issued, there were a good many present who voted yes, and who since have not been to a meeting or given the Bulletin a helping hand.

Mr. and Mrs. O. W. Stark are spending a week or two with relatives at Tompkins, Mich. We take it for granted they will be present at the picnic next Saturday.

We wish to inform our new manager of the U. C. T. baseball team that if he intends to arrange for a game with Kalamazoo U. C. T. he had better get a written agreement in regard to expenses and not take "Woody's" word for it.

Harry Winchester is improving. We are informed he has been down town and called at the office of the Worden Grocer Co.

A retired colonel had been advised by his doctor that if he did not give up whisky it would shorten his life.

"Think so?" asked the colonel.

"I am sure of it, colonel. If you will stop drinking I am sure it will prolong your days."

"Come to think of it, I believe you are right about that, doctor," said the colonel. "I went twenty-four hours without a drink six months ago, and I never put in such a long day in my life."

Don't forget the picnic!

Wm. D. Bosman.

COMPULSORY ARBITRATION.

It is enough to make a horse laugh to read the editorials in some of the daily papers nowadays in advocacy of compulsory arbitration by legislation. No one but a dreamer or a schemer or a political freak would think of advocating such a measure, because the idea is at variance with every sane theory of business. The fallacy of it and the foolishness of it are so apparent that no man of common sense or even ordinary business sagacity would throw the weight of his influence in behalf of so pernicious and vicious a measure. In this day of trade union frenzy, demands for additional wages or reduced working hours are not based on the actual condition of the business involved, but on artificial conditions created and maintained by arbitrary methods pursued in other parts of the country under different environment and circumstances. A man operating a little mine in Montana may make concessions at the point of a union bludgeon or stick of dynamite which he would not concede if he could be protected, as he should be, by the strong arm of the

law. Yet when such concessions are once secured they are used as a club for forcing similar concession in other parts of the country.

The theory of compulsory arbitration contemplates that the men who are selected to act as arbitrators know as much about the business involved in the arbitration as the owners or managers themselves. The idea is ridiculous on the face of it, because no men unfamiliar with a business can enter a community inflamed by union demagogues and acquaint themselves with the history and real condition of an industry in a few hours or even days and take intelligent action thereon. Furthermore, compulsory agitation affords irresponsible demagogues and the trade union sluggers a ready incentive to foment frequent strikes solely for the purpose of creating graft for themselves—and work for the arbitrators.

What this country needs more than anything else, is a few gatling guns to shoot off the heads of the unscrupulous labor union agitators who come into a community composed of God-fearing, church-going, contented workmen and, by a campaign of lying and vilification, which appeals solely to prejudice and passion, heats the blood and maddens the brains of the unthinking workers, thus changing them from good citizens into demons. Uncle Sam has trifled with this matter quite long enough. It is time now for the soldiers of the State to shoot straight out instead of shooting up in the air. Unless they change their tactics and show the crafty and unscrupulous unionists that the law is something to be obeyed and not to be trifled with, the time is not far distant when the boasted liberty of the American citizen will be a hissing and a by-word.

SULZER HIS OWN VICTIM.

The political downfall of Gov. Sulzer is one of the most wholesome things that have occurred in this generation. Whatever the result of his impeachment, he is ruined as a public man. In this fact there is a certain consolation, not so much because it will be a terror to evil-doers, as because it will be a reminder to muddled thinkers. Since last October William Sulzer has been the occasion of an enormous amount of intellectual obfuscation on the part of many people ordinarily clear-eyed. Despite the warning of the proverb, they thought it possible to make a silk purse out of a sow's ear. Sulzer's public career was perfectly well known. That he was a cheap man, of a vanity so colossal as to be a joke, a charlatan, a shallow-pate—all this was as well known as anything can be known in politics. It was not suspected generally that he was not straight, but the fact that he was a flighty and insincere and undependable man he himself had demonstrated in a thousand ways. Yet merely because he chanced to be nominated and elected Governor of New York, we were assured by men whose sanity had never been called in question that Sulzer had suffered a sea-

change and was no longer the man everybody had known him to be. Probably some of these rash endorsers of Gov. Sulzer would now give anything to recall their words. It is possible that even President Wilson might be glad to expunge his statement of last October, in which he spoke of Sulzer's nomination as that of "a man whose reputation for integrity and independence is unquestionable, a man of high principle, devoted to the public interest."

The spectacle of Tammany impeaching a Governor for mishandling of election funds is, indeed, enough to make the devil himself split his sides with laughter. If the people of the Empire State could detach Murphy from Sulzer and get him off by himself and let him know what they thought of him, even his rhinoceros hide would be pierced. But in this Sulzer matter it is not possible to get up any especial indignation over the part played by Tammany. The reason is plain. Sulzer was too long the willing servant and beneficiary of Tammany. Moreover, however contemptible the character of his present assailants, his own has been so damaged by the revelations that no one rallying to his aid could fail to fear that worse remains behind. It is not that the State dreads Tammany less but that it distrusts Sulzer more. He is his own victim.

The heavy mortality among aviator in the course of the present year may be accounted for in two ways. One is that airmen are constantly pressing forward to the solution of more difficult problems involving greater hazard to life. The other explanation is that the proportional number of accidents is really no greater than formerly. Airmanship has become a profession that must now count its followers by the thousand. Aeroplane flights which a few years ago were topics for newspaper record are now a matter of almost daily routine; it is aerial journeys across or between continents that we are now interested in. If complete statistics of the number of miles traversed by all aviators since the beginning of the present year were available, it might well appear that the mortality rate is not so high as we imagine it to be. At the same time, it must remain a puzzle why, after so many years of aeroplane building, fatalities due to structural defects should be common. It seems to be agreed that Col. S. F. Cody was killed because his machine buckled and broke under the weight of its engine. Surely, if a standard for testing materials is essential in any field it is in this hazardous profession.

Too often the man who has his price lets the tag show.

HELP WANTED.

Wanted—A first-class cloak saleslady, experienced in managing and selling in a medium sized cloak department. State salary. Apply with references to The Globe Dept. Store, Traverse City, Mich. 394

Wanted—Bright young man, good habits, honest, as clerk, groceries and drugs, with some experience in groceries. Good chance to learn drug business. Answer quick, with references. A. W. Brown, Stockbridge, Mich. 393



Too Late

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

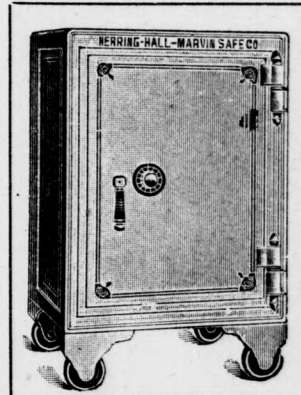
If we could bring ourselves up to the point of doing the things we know we ought to do to-day, we would chase away many of our to-morrow's regrets.

Think Carefully Then 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.*

How About Your Printing?

THIS QUESTION is a very pertinent one for business men, because every day Business Printing takes on added significance as a *factor in trade*. Time was when any sort of printing would do, because not much was expected of it, but nowadays printing is *expected* to create and transact business. For this reason, good printing is exceedingly necessary in every line of business.

We have been producing *good* Business Printing for years. We have kept pace with the demand for the *best* in printing. As a consequence, our printing business has grown splendidly. We have been compelled to enlarge shop facilities, to increase equipment quite regularly. We have the requisite mechanical equipment, and with one of the best equipped, as well as the largest printing establishments in Western Michigan, we are in the very best position to give to the business man the highest standard of *good* Business Printing.

This includes everything, from envelopes to the most elaborate catalogs.

We respectfully solicit your patronage, giving the assurance that all orders will not only be *promptly executed*, but the printing will come to you in that quality of excellence you desire and, withal, at as reasonable a price as it is possible for us, or anyone else, to deliver *good printing*.

Orders by letter or by phone will receive prompt attention, and if you desire, a qualified representative will wait upon you without delay.

TRADESMAN COMPANY

:-:

GRAND RAPIDS, MICH.

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



Made at Niagara Falls

Look for the picture of Niagara Fall on the end of the carton when you buy

Shredded Wheat Biscuit

Any other "shredded wheat" that may be offered you is merely a poor imitation of the only original Shredded Wheat—the kind your customers have always bought—the kind that stands up in the market—always clean, always pure, always the same. Made only at Niagara Falls, N. Y., in the cleanest, finest food factory in the world.



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.



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