

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS \$1 PER YEAR

Thirty-First Year

GRAND RAPIDS, WEDNESDAY, JUNE 10, 1914

Number 1603

The Man Who Refuses to Knock

You've heard of a fellow refusing to drink and of others refusing to eat.
You've heard of a fellow refusing to smoke and a fellow refusing a seat.
There's men who are famed for refusing to run for office or safety or pelf,
But here is a scrawl for the man who, of all, has the finest control of himself.
I speak of the man with a clamp on his voice, whose talking is tight under lock;
The man with a muffler attached to his mouth—the man who refuses to knock.

The man who won't knock is a curious chap. He often goes out with the crowd,
Where grouches are aired and the grievances bared in faultfindings candid and loud;
Where only his friends are around him to hear the hurts that he probably feels,
And every one revels in woes and complaints and mention of villainous deals;
Where hammers go ringing with vigor and zest on anvils that shudder and rock;
Yet calmly and firmly he passes his turn, the man who refuses to knock.

His trials we know; they are greater than most, and many a word might he say
To injure the guys who are absent and far from the festival fervid and gay.
There's much that he knows. He could tell, if he chose, a dozen hard things he has heard,
But, strangely, he never will open his head to utter a slanderous word.
It ain't that he dassent—Lord bless you, not that!—his nerve is the best in the block,
It's simply a matter of conscience with him, the man who refuses to knock.

Now, knocking's a pleasure, as all will admit, a cure for oppression and woe;
It's thus we get square with the big ones up there and those who are winning, you know.
To loosen the tongue and to say what we think, to gossip and chatter and buzz,
Why that is Free Speech, and the franchise of each—and look at the good that it does!
It's every man's right and his duty besides; but somehow it gives you a shock
To sit in a hammerfest, pounding away, with the man who refuses to knock.

He thinks it ain't fair, though the devil himself be the subject we cuss and discuss.
He says it ain't manly to libel and slur and backbite an enemy thus.
And somehow, by jingo! when you've known him a while and found out his goodness of soul
And studied his silence, you come to admire his wonderful vocal control.
There's bold men and clever to have for your friends! but, say! you would rather hold stock
In the fellow whose honor is boss of his tongue—the man who refuses to knock.

Good Yeast
 Good Bread
 Good Health

Sell Your Customers
FLEISCHMANN'S
 YEAST

Williams

Beautiful Queen

Olives
 They are Best
 Just That
 Get That!

Direct Importation
The Williams Bros. Co.
 THREE SIZES GLASS of Detroit ALSO IN BULK

SUMMER CANDY

SOME SUGGESTIONS

Butterfly Sweets, Pure sugar candy cut in small pieces, nicely flavored and very attractive.
Caramel Bon Bons, Caramels dipped in a creamy icing. An excellent seller.
Iced Orange Jellies, A soft orange jelly, highly flavored and nicely iced.
Coffy Toffy, High grade butterscotch dipped in icing flavored with coffee. A fine eater and a big seller.
 Try our new Coconut Wafer Rolls, 5 cents package.
 Bigger and better than ever.

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

"It's All in the Shreds"



Some advertising slogans mean something—others merely sound well, but convey no idea regarding the product. In the slogan, "It's All in the Shreds," you have the boiled-down story of

Shredded Wheat

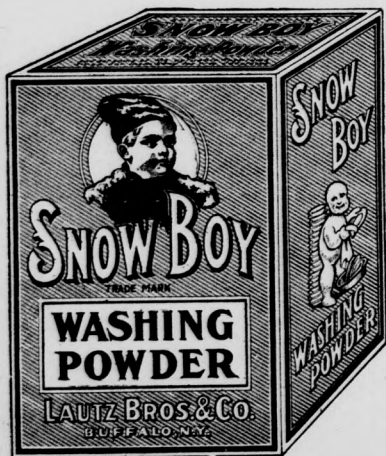
It has survived all the other breakfast cereals because the shredding process is the best process ever devised for making the whole wheat grain digestible. Shredded Wheat is a natural, elemental food not flavored, seasoned or compounded with anything. All the nutritive elements of the whole wheat are in the "shreds," and in a digestible form.

TRISCUIT is the Shredded Wheat wafer—a crisp, tasty whole wheat toast—delicious with butter, cheese or marmalades.



Shredded Wheat Biscuit is packed in odorless spruce wood cases which may be readily sold for ten or fifteen cents, thereby adding to the grocer's profits.

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



SNOW BOY FREE!

For a limited time and subject to withdrawal without advance notice, we offer
SNOW BOY WASHING POWDER 24s FAMILY SIZE

through the jobber—to Retail Grocers

25 boxes @ \$3.60—5 boxes FREE
 10 boxes @ 3.60—2 boxes FREE
 5 boxes @ 3.65—1 box FREE
 2½ boxes @ 3.75—½ box FREE

F. O. B. Buffalo: Freight prepaid to your R. R. Station in lots not less than 5 boxes. All Orders at above prices must be for immediate delivery.

This inducement is for NEW ORDERS ONLY—subject to withdrawal without notice.

Order from your Jobber at once or send your order to us giving name of Jobber through whom order is to be filled.

Yours very truly,

Lautz Bros. & Co.

BUFFALO, N. Y., January 2, 1914.
 DEAL NO. 1402.

MICHIGAN TRADESMAN

Thirty-First Year

GRAND RAPIDS, WEDNESDAY, JUNE 10, 1914

Number 1603

SPECIAL FEATURES.

Page	
2.	Detroit Detonations.
3.	Donigs in Michigan Cities. Boomlets From Bay City.
4.	News of the Business World.
5.	Grocery and Produce Market.
6.	Upper Peninsula.
7.	News From Battle Creek and Lansing.
8.	Editorial.
10.	The Meat Market.
11.	"Swat the Rooster" Slogan.
12.	Butter, Eggs and Provisions.
14.	Financial.
16.	Dry Goods.
18.	Shoes.
20.	Woman's World.
21.	Bankruptcy Matters.
22.	Hardware.
23.	Clothing.
24.	The Commercial Traveler.
26.	Drugs.
27.	Drug Price Current.
28.	Grocery Price Current.
30.	Special Price Current.
31.	Business Wants.

FRESH FISH IN SUMMER.

The average retail grocer or provisioner hesitates to undertake the handling of fresh fish during the summer months. In the cooler seasons of the year he may handle this line and find it profitable, but the danger of incurring loss and the difficulty of keeping the stock in salable condition are deterrents with most merchants.

It is for this reason that the grocer who is willing to undertake the intelligent handling of fresh fish during the summer months stands a chance to make excellent profits. Their is very little competition. In most towns he will have the field entirely to himself. Whether the undertaking will be a success or a failure depends, therefore, not upon outside circumstances, but upon the merchant himself.

There is an all-the-year-round demand for fresh fish on the part of the consuming public. Where a supply is available to the consumer the demand will grow. It is generally recognized that meats are heavy food for hot weather and this fact will prove helpful to the merchant in pushing his sales.

An essential for the merchant is a well grounded knowledge of the most efficient and up-to-date methods of handling fresh fish and displaying them to the best advantage. Added to this, the merchant must know his constituency; must be able to tell pretty closely beforehand the probable consumption, in order that he may stock only in quantities for which there is a certain sale. Finally, the merchant must be willing to go into the business wholeheartedly, provide the necessary equipment and take the incidental chances of loss—which, with the merchant who understands his business, are reduced to a minimum.

A prime essential is good shipping facilities. The fish must be shipped to the merchant on ice, and if necessary, re-packed on the trip. In sum-

mer there should be fresh shipments every day if possible; and, at the most the stock should be sold out within two days. Often, where there is no daily demand, merchants find it advantageous to have weekly shipments for the Friday trade.

An important point is to study the demands of your customers. Thereby you will learn, first, what quantity of fish can be marketed within a given time; and, second, what varieties are most popular. Where they can be secured, whitefish, trout, pickerel and perch are usually found good sellers. The beginner is bound to make mistakes at first, to overestimate or underestimate the demand; this is, in fact, one of the inevitable features incidental to building up any new department. For this reason no merchant should undertake a fresh fish department unless he has the necessary determination to stick to his undertaking until it is a success.

Refrigerating equipment is necessary in the store. This should be carefully selected with a view to local conditions, the probable demand and the proposed methods of handling the stock. There are various refrigerator appliances adaptable to different conditions and the merchant should have no difficulty in finding just what he needs.

Immediately on arrival, each shipment should be transferred without delay to the refrigerating apparatus.

Advertising is essential to make the department a success. In a small town, there will usually be no competition and the department is well worth featuring. Newspaper space should be used from time to time. Circular letters can be sent to regular customers. Personal solicitation will also help a great deal to move out the stock. It is eminently stock of a class which it doesn't pay to hold over.

The most helpful advertising item, however, will be display. Display appliances may include, first, an outside show case, and second, a special counter inside the store. The show case need not be very large, and may be cheaply made by a local carpenter. It should be so constructed that the bottom can be filled with ice. This, in turn, will be covered by a sheet metal tray on which the fish can be placed, preferably under glass. In such a show case the fish will keep as well as in a refrigerator; and, at the same time they are under the eye of the prospective customer. Some little provision for ventilation is advisable in a show case of this sort.

The fish counter is of special construction, with a false bottom, under which is an ice compartment. The

fish can be displayed on this counter and chipped ice placed around them, although not absolutely necessary, is very helpful in enhancing the appearance of freshness.

Show cards can be used to advantage and outside the store or in the window a daily bulletin should be posted, giving the list of varieties in stock, with prices per pound.

It is advisable to educate the customers to give advance orders ahead of time, as this in many cases ensures the sale of the larger part of a shipment before it is actually in stock. In most small places customers will usually be quite willing to place their orders as much as a week ahead, rather than be disappointed.

The business demands careful attention, but the experience of merchants who have tried it is encouraging. See, however, that you have proper shipping facilities before engaging in the undertaking.

HOT WEATHER GOODS.

In the small towns these are often neglected. The notion prevails that because they never have been offered the people will not patronize them. The fact is, people have not used them because the opportunity has not been offered. They have not been pushed to the front. The farmer has come to be a liberal purchaser of all things pertaining to the welfare of himself and family. Place him where he can add to the comforts of himself and those most dear and he is one of the first to respond. True, he is not prepared to indulge in luxuries, unless they are offered at a nominal price; but anything within reasonable bounds appeals to him easily.

Hot weather comes, even in the country, and the rural resident finds little work that can be done when carrying a sunshade. There is the demand for the cooling foods and drinks at home and when he comes to the village. Keep a good supply of lemons on hand during the harvest season and impress upon him the fact that these with water and only a little sugar are an excellent means of quenching thirst; that they help to ward off malaria; that they are cooling in general effect. It may be that a soda fountain will prove a drawing card to your business. Think the matter over. Ice cream sold regularly or on certain days in the week, by the dish or the quart, may bring regular customers. Be sure that your service is immaculate. Cones of the two-for-five sort are always popular with young and adult, and very much more wholesome than cheap candies. Keep a tank of ice water in your store, ready for the

accommodation of all visitors. Nothing freshens one up so much after a dusty ride. A palm-leaf fan or two kept where they can be used by any one coming in will be appreciated, and make sales for more fans. If you can install an electric fan, good! It will help everyone, no one more than yourself.

Any temperate grocer who is so unfortunate as to be affiliated with the National Retail Grocers' Association finds himself in an unpleasant position through the action of the organization at its recent meeting in Louisville in endorsing the open saloon by adopting a resolution opposing restrictive measures in dealing with the liquor question. The action was entirely out of order, because there are a large modicum of temperance men in the retail grocery business. The endorsement of the saloon by the National organization was entirely uncalled for, but it plainly discloses the type of men who are in absolute control of the National Retail Grocers' Association and the limits they will resort to in the effort to pull decent, God fearing men down to their bestial level.

The party in power at Washington seeks to replace the present head of the Grand Rapids postoffice because a sneaking Government inspector found that that official devoted only four hours to the work of the office one hot day last summer. On the identical day this discovery was made the silver tongued Bryan—accompanied by snake charmers and yodlers—was electrifying tent crowds hundreds of miles away from Washington, the President was rusticated at his summer home in the White Mountains and only one cabinet officer was present at the seat of government. To the casual observer it would look as though the word "consistency" was omitted from the dictionary in use by the powers that be at Washington.

In Switzerland there is a savings banks for every seven square miles. In each canton or state is a farmer's organization, which fixes the selling price of milk and other products of the farm. In this wonderful little country, one-third the size of Pennsylvania, there are 252,500 farms; 100,000 of these are less than seven acres, while 102,000 are no larger than twenty-five acres each.

The chap who goes around with a chip on his shoulder may be an expert poker player, but not necessarily.

If the only way to elevate the stage were to raise the price of admission, we should despair of the drama.

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, June 8.—Learn one thing each week about Detroit: More than 300,000,000 cigars are made yearly in Detroit, the cigar and tobacco industry here ranking first in the number of establishments, third in the number of people employed and fifth in the value of the product.

The June Booster, Cadillac Council's newsy little sheet, is the first issue since the new editor, Tom Burton, took up the quill and shears. It is larger than heretofore and by far the best edited edition that has come to the writer's notice. Besides chronicling the news of the Council, items of general interest to the boys are printed. Which only goes to show that, per our prediction, no mistake was made in appointing Mr. Burton editor.

Hartwell Wilcox, of Grand Rapids, member of Council No. 131 and representative for Peck, Johnson & Co., was in Detroit last week. Hartwell says Grand Rapids is good enough for him—too much doing in Detroit.

S. C. Sallan, jeweler, has leased the Schloss block at 166 Woodward avenue for a term of twenty years at \$30,000 a year. The building is now occupied by Rolshoven & Co., jewelers. They have a lease running until 1915, but have made arrangements to move into David Whitney's building, which they have leased for thirty-five years. The Schloss building has a frontage of 205 feet on Woodward avenue, extending back on Gratiot avenue seventy-five feet. Mr. Sallan specializes in diamonds. He will have the building remodeled.

I Cohen, owner of one of Alpena's largest department stores, was a Detroit business visitor last week, returning by boat on Friday.

H. M. La Bounty, general merchant at Fair Haven, was in Detroit on business last week.

Why not send for some of those Baldwin real estate dealers? Of Chili's 187,000,000 acres of land, only about 23,000,000 acres are suitable for cultivation.

C. W. Henry, former Michigan representative for the Diamond Rubber Co. and the Woods Motor Vehicle Co., has been appointed Indianapolis district representative for Dodge Bros., of Detroit.

E. L. Sellick, of Manitow, was in Detroit last week in the interest of his general store.

All in favor of the Muskegon column's heading say aye. Not in favor say nay. We didn't say neigh. All right. The nays have it.

Harry W. Jameson, one of the best known automobile salesmen in the city, has joined the sales force of the Century Electric Co. Mr. Jameson has specialized in electric cars during the past and is well known to the electric car trade.

No matter how gloomy the day, when Mr. Hyzer, of the drug firm of Hyzer & Matthews, Milan, is around, all is sunshine. Mr. Hyzer was in the city last week on a business trip. Mr. Fitzgerald extends a hearty invitation to call again.

But then, our ex-Governor Osborn is modestly personified. All he really wants is the Presidency.

Omaha's street railway last year took in 55,557,679 nickels from passengers, according to their statement—that is, their share of what the conductors collected.

Charles Baker, until recently publicity manager of the Maxwell Motor Co., has resigned and has accepted a position with Dunlap-Ward Advertising Co., Detroit branch. Mr. Baker is well known in automobile circles, where he has been connected with different automobile concerns as publicity manager.

How'd you like to live in St. Louis? A saloon there, according to news

reports, sells real whisky for 2 cents a glass.

A. H. Frost has been appointed service manager of the Oakland Motor Car Co.

Harry Mitchell, well known grocer, 537 McClellan avenue, was severely injured when his auto, which was being driven by Mrs. Mitchell, crashed into a fence near Farmington last Sunday. Mr. Mitchell was thrown through the windshield, cutting his face and neck. Mrs. Mitchell's arm was badly bruised. While driving she lost control of the machine and when the brake refused to work the car plunged into the fence and was badly damaged.

Thomas Edison's royalties and income amount to \$10,000 a week. The advent of the moving picture business has made and is still making hundreds of millionaires, besides those who do not reach the million mark. Think it over what most of this money is spent for and then imagine, if you can, what great quantities of food and wearing apparel it would buy and what bearing it may have on the business conditions of the country.

W. A. Albig, of the Albig Department Store, was a business visitor in Detroit last week.

Harry Ruda, the progressive Hastings street merchant, has leased the new building opposite his present place of business. The new building will give Mr. Ruda double the space of the store he now occupies. Mr. Ruda has been in business but a few years, but, owing to his progressive methods, has been rapidly forging to the front.

To the new correspondent from Muskegon, Milton Steindler, we pause from the regular line of writing long enough to suggest, anent Ches Brubaker's writing what would probably be the most interesting, was the way he had of righting himself with his wife for arriving home two days late from Detroit. Incidentally, we wish to compliment Muskegon on its new representative.

John McDermid, better known as plain "Jack" by his many friends, after a two year's sojourn in Detroit, has decided to return to his former home in Columbiaville, where he will take up the active management of his father's general store. During the time Jack was located in this city he has been connected with Burnham, Stoepel & Co., with credit to himself, incidentally making hosts of friends who regret his departure. His return home will be hailed with delight by the fans, as Jack has displayed considerable prowess as a ball player and with his return, base ball will again be the order of the day in Columbiaville.

Be good to your children. The Fourth will soon be here, after which you might regret you were ever cross to them.

The Gregg Hardware Co. has closed negotiations with the owners, whereby it has leased the building at 9-11 Cadillac Square for a term of twenty-one years. The building has a frontage of 63 feet and a depth of 100 feet. The rental price amounts to about \$600,000 for the entire period. The building is now occupied by Lafer Brothers. It is located but a few feet from Woodward avenue, almost opposite the city hall and will be remodeled throughout.

The reason some sons don't follow in father's footsteps is because they are too fast for daddy.

S. L. Jackson has connected with the W. Smalley Daniels Co., 803 Woodward avenue, and will act as office manager.

Statistics show that the death rate in New York City is increasing. Disease or bullets?

As Bill Freleigh's wife sees it, selling "Owl" cigars is no real valid reason for working nights.

Alex Renutski (Chope Stevens Paper Co) is filled both with envy and

joy at the wonderful progress of his son, Alex, Jr., is making as a salesman. Alex, Jr., shows adaptability in any line of salesmanship and papa senior hopes to see his son lead all the local automobile salesmen in sales at an early date.

The "near greats" of Burnham, Stoepel & Co. have organized a ball team which will be managed by Al Meurer. They are open for dates in the State with any fast clubs—games for Saturdays or Sundays only will be booked.

Jerry Moore is the proud owner of a new machine—that is, the machine was new in 1904. Despite the age of the car, it is a self starter.

In fact, Jerry is obliged to chain it up when he is not using it for fear it will start itself and run away when no one is looking. This little machine or "wheel," as it is called by Mr. Moore, has William Burns, the great detective, out distanced when it comes to running down criminals, the only difference between the "wheel" and the detective is that the wheel makes no distinction between the crooked and the straight pedestrians. Several undertakers are negotiating with Jeremiah, whereby he is to turn over all victims for a percentage. However, it is unnecessary to become

alarmed over the dangers of Jerry's wheel, as all that is necessary to insure safety is to move out of the country but not by airship, as the machine is liable to blow up at any time. The automobile (kindly word) is often rented and the renters have many words of praise for it. In fact, if we were to reprint the recommendations, the Government would immediately take charge of the Tradesman office.

The Detroit hotels are doing so much business that it behooves those who wish desirable rooms to write ahead for reservations. Business in Detroit is above the normal in other cities and the town is swarmed with traveling men. The hotel situation will be relieved somewhat when the new hotels in course of construction are completed.

If there is one thing in the world that Sammy Glogower has a horror of it is the very thought of traveling in Utah. In fact, he has given his employers, Johnson & Johnson, of New Brunswick, N. J., to understand that it is Michigan or nothing and, being a first-class salesman Sammy will be retained in Michigan—unless, unless—the future Mrs. Sammy changes her mind, so there the secret's out.

Some say that money isn't everything in this world, but how are most of us going to find it out?

"Hildy," the popular boniface of the Hotel Whitney, at Ann Arbor, broke his arm while doing chores about the house recently. Let this be a lesson to all married men.

Mr. Marks, manager of the Gates Clothing Co., Hudson, was in Detroit on business last week.

Charles Johnson, representative of the Lovell-McConnell Manufacturing Co., manufacturers of the Klaxon, has been appointed special representative for the company, with permanent headquarters in Detroit. Mr. Johnson, as representative for the company, was active in the campaign for sane warning signal legislation.

C. W. Hyne, for over twenty years in the meat business at 288 Crane avenue, after an illness of seven months, died June 1. Mr. Hyne had been a resident of Detroit since 1892, coming to this city from Fowlerville. He was 64 years old. He is survived by a widow, daughter and son.

Grand Rapids business men think well of Detroit and Detroiters, as is shown by the nomination of Henry B. Joy, President of the Packard Motor Car Co., for director of the Federal reserve bank of Chicago. by the Grand Rapids National City Bank.

Thieves smashed a showcase in front of F. G. Clayton's clothing store last Thursday night, incidentally turning on a burglar alarm. They were lugging away the goods when officers arrived. The thieves escaped, but dropped the plunder in their flight.

Now if someone could only invent a non-dropping and non-rolling collar button—right now we'd pay a good price for one—we just dropped the last one we owned.

Chase Osborn does not, does, does not, does want to be Governor but, of course, if the State cannot get along without him—

Twenty thousand circular letters have been sent to Detroit manufacturers, inviting them to participate in the parade to be held at the monster celebration of the Michigan Avenue Improvement Association, comprised of business men on that street.

The thread trust has been busted. Thread will now be reduced from a nickel a spool to two spools for 10 cents.

A refrigerator plant is to be installed in the basement of the Federal building to take care of the perishable goods sent via parcel post during the hot weather.

Henry Hastings, 351 Fourteen avenue, undertaker, gentleman of enormous appetite and prospective heir to throne of County Sheriff, has just finished a course of tango lessons. Will someone kindly advise us what right an undertaker has to dance? Mr. Hastings is also a traveling man, calling on the local undertakers with a line of undertakers' supplies.

Nope, Sid Pungs is not a "snipe" shooter, he is simply saving up Bull Durham labels to keep his son in good health. With a sufficient quantity of labels, a baseball suit, bat, glove, mask and everything but a broken arm is given to a kid—and Sid's going to gather sufficient.

It's good policy for some fellows to keep their word because no one would take it anyway.

An up-State paper informs its readers that C. W. Reattoir, of Detroit, has joined the M & M. fishing club, located near Pearl Beach. As if Charlie couldn't tell enough as it is.

The business of the local post office has reached such proportions that the Government has at last awakened to the fact that Detroit is now one of the first-class cities in the country and in the future the office will remain open all night.

Mrs. Sadie Heavenrich died at her home, 45 Pingree avenue, last week. Her husband, Samuel Heavenrich, special agent of the Northwestern Mutual Life Insurance Co., was at one time in the wholesale clothing business in this city, going into the insurance business when the firm of Heavenrich Brothers liquidated. Besides her husband, Mrs. Heavenrich is survived by six children. She was an active worker in different charitable institutions in the city.

A mother is as different from anything else that God ever thought of as can possibly be. She is a distinct and individual creation—Henry Ward Beecher.

J. M. Flannery has taken charge of the Michigan territory for the K. D. Carburetor Co., of Cleveland, and will have his offices at 650 and 652 Woodward avenue.

An active movement is on foot to close all business places in the city at 6 o'clock Saturday night. Many of the smaller stores in the outskirts have signified their willingness to join the movement. All of the banks and all of the larger down town stores are now closing Saturday nights. At least, two down town stores will close at 1 o'clock during July and August. One firm has carried out the noon closing idea ever since they have been in business—forty-six years—and they are one of Detroit's largest and most successful stores. The clergymen have interested themselves

in the movement, which will be a permanent one. The stores in all the larger Eastern cities close Saturday nights.

One of the most interesting contests to be held in Saginaw this week will be for the office of Grand Treasurer. Both Harry Hydorn and Lou Burch are strong candidates and both are going into the fight with the expectation of land the office.

The Michigan Tradesman, without a doubt, is read by more traveling men in the State than any other publication and under those circumstances we think it rather strange that the Tradesman, whose pages are given over for any amount of news of interest to the boys, should have been overlooked by the publicity committee of the annual Grand U. C. T. convention to be held this week in Saginaw.

General Miles says T. R. neither led the charge of San Juan Hill or discovered a new river in South America. Our heartfelt sympathy is extended to the general's family.

P. A. Snowman, the hustling druggist and Ford enthusiast of Lapeer, visited Detroit last week, making the trip in his rubber tired source of pleasure.

Alfred Pitts, local newspaper man, has been appointed general sales manager of the Wagenhals Motor Car Co. Mr. Pitts will re-organize the sales department, preliminary to conducting an active selling campaign.

Elmer Springborn, Marine City's live druggist, was in Detroit last week and, according to our informant, no church deacon ever carried himself with more dignity than did our lively friend—but they do say that said informant is a fisherman, which may account for the story.

[Ten dollars rewards will be paid to any one who will satisfactorily explain how Mr. Goldstein comes to know anything about a church deacon.—Ed. Tradesman].

Dr. R. B. Honey, of Dexter, the druggist who doesn't care any more about a ball game than a miser does for gold, was in the city last week with tentative plans all drawn up as to the location in the stands, the time and the number of smokes he would use up—and after all this let it be said that he doctor didn't see Detroit lose—because it rained—to his keen disappointment.

A bad man and a good job are soon parted.

W. Ellis, of Owosso, was a business visitor in Detroit last week.

A. F. Plumb, the quiet but nevertheless live wire druggist of Fenton, was in the city on business last week.

O. P. Dewitt, of St. Johns, although well past the half century mark, is still real kittenish when it comes to circus days. In fact, he gets just as flustered when he sees a circus sign as he did fifty years ago—although he has cut out the tight rope walking, etc., on the clothes line. The big circus of the year that shows at Lansing is Mr. Dewitt's annual affair and, accompanied by his good wife, he attended the annual a few days ago—peanuts, red lemonade, and all—returning to St. Johns after the show. Mr. Dewitt is one of the twenty-six living business men who subscribed for the Tradesman when it was established thirty-one years ago. He says he considers it the greatest trade paper published. He conducts one of the most successful inland wholesale grocery houses in Michigan. If the world was made up exclusively of such men as O. P. Dewitt, what a glorious place it would be!

Everybody would be happy.

James M. Goldstein.

Naturally a man who leads a crooked life is unable to keep both feet in the straight and narrow path.

One of a boy's first ambitions is to get all the pie and cake he can.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

The fair at Greenville will be held Sept. 8-11, with aeroplane flights as one of the attractions.

Reports from Bay City state that Saginaw valley farmers will plant 20,000 acres of sugar beets this year, taking chances that the industry will be blighted by tariff legislation.

The Port Huron Business Men's Association held a meeting to consider the proposed boost in railroad freight rates in Michigan and a committee was appointed to look into the new tariffs as affecting that city. Port Huron has benefited in the past because of water competition in rates and the new tariff will show an increase of about 23 per cent. on Detroit rates.

Williams Bros. will build a modern plant at Saginaw for their ice cream manufacturing business and have ordered two auto trucks with the plan to establish ten minute delivery service.

Lowell will have horse races July 15 and August 7 and 8, the two being under the auspices of the Island Park Driving Association.

Owosso retail merchants have plans to form an organization and to reach out for more trade in territory that belongs to that city. A committee has been appointed, with D. M. Christian as chairman, to further the project.

The St. Joseph Improvement Association has secured a new industry for that city, the Seehausen-Wehrs Co., of Chicago, manufacturers of metal specialties.

The city assessor of Menominee has assured property owners that fresh paint on their buildings will not result in a raise in the assessment. Much "paint-up" work has been held up, it is said because of this misapprehension.

Charlotte will not purchase a motor fire truck this year, the appropriation for same having been cut from the budget.

Adrian has added a motor truck to its fighting equipment.

The Jordan & Steele Manufacturing Co., makers of angle steel specialties, is a growing industry at Hastings.

Honor has voted to take out incorporation papers as a village.

The Calhoun Gas Co., with \$800,000 capital, has been formed to take over the Battle Creek Gas Co.

The Battle Creek Horticultural Society made its first annual exhibit of peonies recently, with forty varieties in the display. An exhibit of roses and pansies will follow soon.

Fifteen slot machines in operation at Gaylord have been put out of business by the sheriff.

Having secured the necessary acreage the Budlong Pickle Co. will build a salting station at Cheboygan.

The Roach canning factory at Edmore is preparing for the largest run in its history.

Saginaw officials visited Jackson recently, the chief object being an inspection of the city market. Saginaw is opening a market this year.

Muskegon is taking advantage of the new charter amendment making it possible to do its own contract work and has purchased an asphalt and concrete mixer for street paving.

Battle Creek is a city of geraniums, the florists reporting sales of over 25,000 plants during the past three months.

No more fairs will be held at Howard City and the grounds will be converted into an alfalfa farm.

The school census at Muskegon Heights shows a gain of 200 for the past year.

Boyer City will have public playgrounds, G. von Platen, of Grand Rapids, having donated the use of grounds lying between State and North streets, also \$100 for lumber for equipping same.

Kalamazoo will install new drinking fountains at Bronson and Crane parks.

The new tile and brick factory at Sandusky will start operations this month, employing fifteen men.

Benton Harbor will buy asphalt and will patch its own streets at once. The city attorney has been instructed to start suit against the bondsmen of the Barber Asphalt Co. for alleged failure to make good on its guarantee of pavement.

Hillsdale has appointed a traffic officer.

Public spirited citizens of Dowagiac have donated land on West Division street for park purposes. The name given this beauty spot is Fountain Park.

Municipal ownership of gas in Battle Creek is still some ways off, apparently, although the people voted for it four to one at the last election. The steps taken in this direction so far have been quickly asphyxiated.

Mayor Connable, of Kalamazoo, has asked the Council to hire an expert to look into the matter of cost of gas production. The franchise of the local gas company will soon expire.

Almond Griffen.

Boomlets From Bay City.

Bay City, June 8.—This is convention week and everyone whose health will permit will be at Saginaw next Friday and Saturday.

Bay City will be represented in the U. C. T. parade Saturday morning by Bay Council No. 51, 33rd Regiment Band and Company B, Michigan National Guards.

Our U. C. T. nine went to Saginaw last Saturday to play ball with the Saginaw U. C. T. team, as previously arranged, but the members of the Saginaw nine failed to appear. It is evident they feared defeat by our boys and took to the woods. The Bay City team returned home and spent the usual two hours in practice.

Willard Robinson, formerly with the Chatfield Milling Co., has signed a contract with the Saginaw branch of the Hammond-Standish Beef Co.

Bay City will this week, beginning Tuesday, entertain the National convention of the K. O. T. M. M. Arrangements for entertaining our visitors have been made by the Board of Commerce. Our city has been decorated with the colors of the order.

The Bialy block, which was partially destroyed by fire recently, is being rebuilt.

Pub. Com.

Quotations on Local Stocks and Bonds.

Public Utilities.	Bid.	Asked.
Am. Light & Trac. Co., Com.	336	340
Am. Light & Trac. Co., Pfd.	107	110
Am. Public Utilities, Pfd.	71	74
Am. Public Utilities, Com.	45	49
Cities Service Co., Com.	85	87
Cities Service Co., Pfd.	72	74
Citizens Telephone Co.	76	80
Comw'th Pr. Ry. & Lt., Com.	58 1/2	59 3/4
Comw'th Pr. Ry. & Lt., Pfd.	80	81
Comw'th 6% 5 year bond	99	101
Pacific Gas & Elec. Co., Com.	42	44
Tennessee Ry. Lt. & Pr., Com.	13	15
Tennessee Ry. Lt. & Pr., Pfd.	70	72
United Light & Rys., Com.	69	72
United Light & Rys., Pfd.	74	76
United Lt. & Ry. new 2nd Pfd.	67	69
United Light 1st and ref. 5% bonds		89
Industrial and Bank Stocks.		
Dennis Canadian Co.	100	102
Furniture City Brewing Co.	64	70
Globe Knitting Works, Com.	135	145
Globe Knitting Works, Pfd.	97	100
G. R. Brewing Co.	125	135
Commercial Savings Bank	216	220
Fourth National Bank	215	220
G. R. National City Bank	174	178
G. R. Savings Bank	255	255
Kent State Bank	255	265
Peoples Savings Bank	250	

June 10, 1914.

If the wolf that hangs around a poor man's door could only be trained to convert bill collectors into mincemeat.

Most financial disasters can be traced back to some get-rich-quick scheme.

RAMONA RESORT

Among the special features of the summer season which attract visitors to Grand Rapids are—

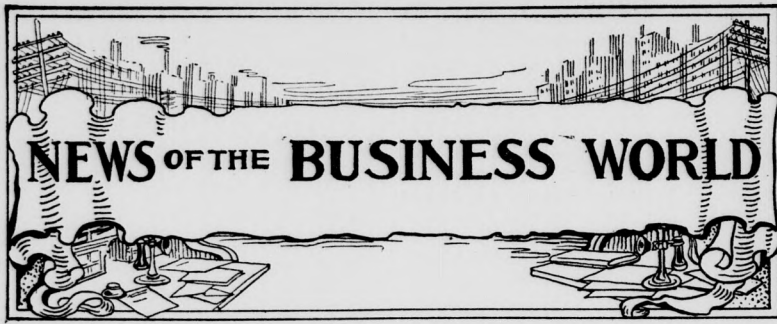
Ramona Theater, with comprehensive vaudeville programmes twice daily.

The Wonderful Derby Racer, which affords a thrilling ride.

Two big new free picnic pavilions in the New Family Picnic Grove.

Ramona Dancing Casino, where all the new dances prevail.

Rejuvenated Ramona is ready for your enjoyment and a hearty welcome awaits you at all times.



Movements of Merchants.

Bellevue—A. L. Ackley has engaged in the meat business.

Ionia—George Dobson has opened a restaurant and billiard parlor.

Oden—Elmer Pope, of Petoskey, has opened a meat market here.

Ionia—Louis D. Scheurer has engaged in the confectionery business.

East Jordan—George Lavalley succeeds Dee Haley in the restaurant and cigar business.

Honor—Mrs. Susie Lallea has engaged in the ice cream and confectionery business.

Mount Pleasant—John Duffy has closed out his grocery stock and retired from business.

Muskegon—Stewart & Stewart have opened a garage which will be known as the Stewart Garage.

Bay City—The Beck Furniture Co. has changed its name to the Beck-DeWaele Furniture Co.

Detroit—Fire damaged the stock of the Grand Union Tea Co. June 4 to the extent of about \$30,000.

Jamestown—Scholten & Mulder are succeeded in the general store business by Nick Van Haitsma.

Laurium—Edwards & Co., dealers in groceries and meats, has changed its name to F. H. Lantz & Co.

Juniata—Burglars secured about \$200 from the safe of the George D. Campbell general store June 5.

Jackson—Ada S. Lewis has opened a confectionery, ice cream and baked goods store at 907 West North street.

Rockford—B. D. Hunting is closing out his produce stock and will devote his entire attention to his real estate business.

Cadillac—F. O. Hamp and George A. Josuns have engaged in the grocery business under the style of Hamp & Josuns.

Kalamazoo—Thieves entered the Beecher, Kymer & Patterson book store June 8 and escaped with \$130 in currency.

Wayland—Lawrence M. De Vries, recently of Zeeland, has engaged in the plumbing and acetylene gas plant business here.

Greenville—C. H. Potter has sold his grocery stock to J. L. Case, who will continue the business at the same location.

Central Lake—Floyd Fessenden, recently of Bellaire, has purchased the E. A. Fox drug stock and has taken possession.

Hart—Rutherford Lamont and Mrs. Edith Hutchinson have purchased the hardware stock of the late George R. Bates. They will conduct the business under the style of Lamont & Hutchinson.

Gaylord—Cook Bros., who conduct a dry goods, clothing and shoe store, have added a basement bargain department to their store.

Adrian—The George M. Tripp Co. has been organized to conduct a retail jewelry business, with an authorized capital stock of \$10,000.

Traverse City—E. L. Hughes has sold his undertaking stock to Harry L. Weaver, recently of Farmington, who will continue the business.

Detroit—The A. T. Knowlson Co., wholesale dealers in gas and electric supplies, has increased its capital stock from \$60,000 to \$100,000.

Glen Harbor—George T. Dago lost his store building and stock of general merchandise by fire June 4. The loss was partially covered by insurance.

Kalamazoo—The McMahon-Wicks Coal Co. has made an assignment in favor of its creditors. It is expected that 90c on the dollar will be paid.

Bridgewater—Burglars entered the George J. Bersuder general store, June 5 and carried away goods to the amount of about \$50 and \$15 in cash.

Traverse City—John Clarke, who conducts a grocery store at Narada Beach, has sold his stock to his brother, Arthur, who will continue the business.

Lansing—George Daschner has removed his meat stock from North Lansing to 225 South Washington avenue and has added a line of salt and fresh fish.

Detroit—The Owl Garment Cleaning Co. has been organized with an authorized capital stock of \$2,000, of which \$1,500 has been subscribed and \$500 paid in in cash.

Owosso—H. A. L. Ferguson has severed his connection with the Collins Drug Co. and opened a drug and camera supply store at the corner of Ball and Main streets.

Detroit—The Ross Co. has engaged in the candy and cigar business with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Charlotte—Henry Heyman, who has conducted a meat market here for the past fifteen years, has sold his stock to Emit Dennie, who will consolidate it with his own.

Kalamazoo—Henry Cleenewerck has sold his interest in the Kaseman & Cleenewerck cigar stock to his brother, Dis, and the business will be continued under the same style.

Mt. Pleasant—J. A. McCarthy has purchased the interest of F. G. Thiers in the Normal Drug & Book Co. stock and is now the heaviest stockholder, he and F. C. Cowdrey being sole owners.

Gaylord—Frank A. Dagenias, formerly of Bay City, has leased the store in the Pythian building and will occupy it with a stock of shoes and men's furnishing goods June 15.

Petoskey—J. E. Martin has sold his interest in the J. E. Martin & Son grocery stock to William Howe and the business will be continued under the style of Martin & Howe.

Detroit—The Monarch Coal Co. has merged its business into a stock company under the same style with an authorized capital stock of \$10,000, which has been subscribed and \$7,000 paid in in cash.

Battle Creek—Mrs. Eva Talbott has purchased the Mrs. K. Flake millinery stock at 117 West Main street and will continue the business as a branch to her millinery store at 45 North Jefferson avenue.

Detroit—A. Posselius & Co., Ltd. furniture dealers, has merged its business into a stock company under the same style, with an authorized capital stock of \$60,000, of which \$40,000, which has been subscribed and in property.

Traverse City—Charles Borough, who has conducted a general store at Grellickville for the past eight years, has removed his stock here and will occupy the new cement block store building recently erected by John N. Foote on West Bay shore.

Detroit—Turner & Butler, dealers in coal and wood, have merged their business into a stock company under the style of the Turner & Butler Coal Co., with an authorized capital stock of \$30,000, which has been subscribed, \$2,000 being paid in in cash and \$28,000 in property.

Mount Pleasant—The Carr & Granger grocery stock has been sold by the administrator to Emory Morton and Harry J. Simonds. The grocery is the oldest business place in the city and was conducted by the same firm for forty years. The death of Mr. Carr three years ago left Mr. Granger sole proprietor and he died a month ago. Mr. Morton has been head clerk in the grocery for a number of years.

Ewart—James H. Voller, who has conducted a drug store here for the past thirty-eight years, has sold his stock to G. R. Whitney, who will continue the business at the same location under the style of the Whitney Drug Co. Mr. Voller will take up his residence in Detroit. He has acquired a comfortable competence as the result of so many years of close application to business and richly deserves a long respite from business cares and responsibilities.

Owosso—Local business men are discussing plans for the organization of a Merchants' Trade Association and a committee consisting of D. M. Christian, M. F. Blair, W. E. Hall and C. E. Lawrence, has been appointed to further the plan. A tentative plan that met with approval at the first meeting contemplates trade excursions on certain days of every month, when visitors to the city will be refunded their railroad fare in whole or in part, according to the extent of their purchases. Rest

rooms will be provided for outsiders and prices paid by local jobbers for farm products will be raised sufficiently to make it a special object for farmers to market their products here. The special committee will report later after having worked out a plan for organization and special sale features.

Manufacturing Matters.

Elberta—A shoe repair shop has been opened by Ives & Smith.

Battle Creek—The U. S. Pipe Co. has changed its principal office to Bay City.

Beulah—The new cement block creamery here is about ready for business.

Leroy—Will Conry, of Avalon, has purchased the creamery here, taking possession June 1.

Honor—Fire destroyed the Carl Hart shingle and saw mill June 5, causing a loss of about \$3,000.

Houghton—The Northern Michigan Power Co. has changed its name to the Michigan Mining Power Co.

Fremont—David Fowler has sold his wagon shop and stock to William Stedman, who has taken possession.

Port Huron—The plant of the Summers Linen Co. was partially destroyed by fire June 8. Loss, about \$35,000.

Jackson—The Fowler Creamery Co. has added another motor car to its delivery force, making three now in use.

Jackson—The Jackson Creamery Co. is now making over 4,000 pounds butter daily. A new churn has been installed.

Ewart—The Ewart Creamery will install machinery to make cheese, and in the future will make cheese as well as butter.

Saginaw—Williams Bros. & Co. are erecting an ice cream factory in connection with their confectionery stores and manufacturing plant.

Hillsdale—George D. Mominee, formerly of Marshall, has purchased the George Hutchings bakery and store building and has taken possession.

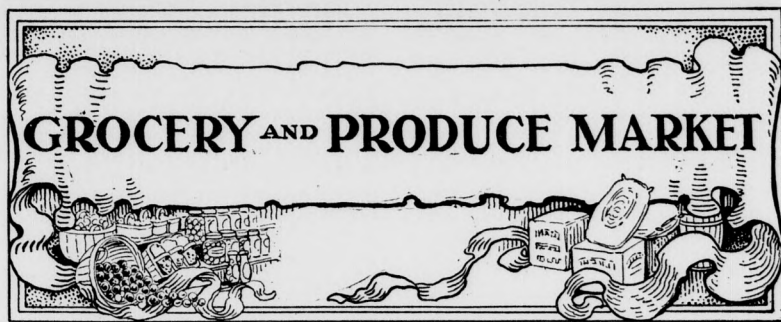
Onaway—V. Vesbeck has purchased a store building which he will occupy with a bakery and confectionery stock in connection with his restaurant.

Detroit—The Safety Tire Co. has engaged in business with an authorized capital stock of \$2,500, of which \$1,250 has been subscribed and \$1,200 paid in in cash.

Detroit—The Smith-Hamburg Welding Co. has engaged in business with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Hastings—Members of the Berry County Holstein Breeders' Association are interested in a movement which may result in the establishment of a condensary in Hastings.

Detroit—The Crystal Machine Co. has engaged in business, to manufacture, handle and deal in electrical and mechanical appliances, with an authorized capital stock of \$10,000, of which \$7,900 has been subscribed and \$6,700 paid in in cash.



Review of the Grand Rapids Produce Market.

Asparagus—65c per doz. bunches.
Bananas—The price has declined to \$3.25 per 100 pounds. This makes the bunch price \$1.50@2.75.

Butter—The market is steady at the decline of 1c per pound, and there is a good consumptive demand. There is also some speculative demand. The quality of the butter arriving now is very fine and the market is healthy throughout. No marked change seems in sight. Factory creamery is now quoted at 27@28c in tubs and 28@29c prints. Local dealers pay 18c for No. 1 dairy and 14c for packing stock.

Cabbage—\$2.25 per 100 lb. crate from Alabama.

Cantaloupes—California Rocky-fords are in ample supply and demand on the basis of \$2.50 for 54s and \$3 for 45s.

Carrots—75c per bu.

Celery—75c per bunch or \$3.50 per crate for Florida.

Cherries—\$1.50 per 16 quart crate for sour and \$2.25 for sweet.

Cocoanuts—\$4.25 per sack containing 100.

Cucumbers—60c per dozen for home grown hot house.

Eggs—Receipts are falling off somewhat, but the demand continues good. A large percentage of the arrivals are showing the results of the hot spell and are selling under the market. Commission men have been urging country correspondents to send eggs forward immediately. Local dealers pay 17½c for strictly fresh.

Green Onions—15c for silverskins and 10c for evergreens.

Honey—18c per lb. for white clover and 16c for dark.

Lemons—Californias are steady at \$7.50 and Verdellis at \$7 per box.

Lettuce—Hot house head, \$1.50 per bu. Garden grown leaf, 75c per bu.

New Beets—75c per dozen.

Nuts—Almonds, 18c per lb.; filberts, 15c per lb.; pecans, 15c per lb.; walnuts, 19c for Grenoble and California; 17c for Naples.

Onions—Texas Burmudas are steady at \$2.40 per crate for yellow and \$2.75 for white.

Oranges—Californias are in ample supply at \$3.50@4.

Peppers—Green, 65c per small basket.

Pineapples—Both Cubans and Floridas are scarce at \$3.50 per crate.

Plants—Tomato, 65c per box of 200; cabbage, 65c; geraniums, \$1.25; salvia, \$1.25; pepper, 90c; pansy, \$1.25; asters, 90c; egg, 90c; daisy, 90c; celery, \$1.

Potatoes—Old stock, 75@80c per bu. Texas Triumphs, \$1.50 per bu.

Pop Corn—\$1.75 per bu. for ear; 5c per lb. for shelled.

Poultry—Local dealers now offer 12@13c for fowls; 10c for old roosters; 9c for geese; 10c for ducks; 14@16c for No. 1 turkeys and 12c for old toms. These prices are 2c a pound more than live.

Radishes—10c for round and 12c for long.

Spinach—65c per bu.

Strawberries—Home grown are now in complete command of the market, ranging from \$1@1.50 per 16 quart crate. The crop is large in quantity and fine in quality.

Tomatoes—\$3 per 6 basket crate of Floridas.

Veal—Buyers pay 8@12c according to quality.

The Grocery Market.

Sugar—The market for refined is steady and strong, with raw sugars in about the same relative position. Some of the refiners are oversold and until they catch up in deliveries there is no danger of price cutting, despite the fact that the margin over raws has been increased to 83 points. By the time that business is needed, however, it is hoped that the country will be consuming sugar on a heavy scale. The fruit crop will be large and the preserving requirements commensurately heavy. With hot weather the manufacture of soft drinks and ice cream become more of a factor in the situation. Were it not for the fact that the distributors have been compelled to take sugars forced out on contracts they might evince more interest, but with 3.85c granulated moving the quoted figure of 4.20c naturally has but academic interest. A slight advance will go into effect June 15, when the carlot rate of freight from New York to Grand Rapids will be increased from 24½c to 25c, owing to a change in figuring tare (weight of barrel) from 16 pounds to 23 pounds.

Tea—The movement in local teas seems to have improved somewhat. The certainty of higher prices for new crop Japans has stimulated purchases of last crop teas, so that the supply of these is running low. The advance on the highest grade teas is 1c per lb., on the next grade, 1½c and on the first lower grade offered 2c per lb. First crop teas are in very short supply and it is yet too early to say what the market will settle down to for later pickings. We can look for a high market in all Japans. New Formosas are coming and show good quality. Market con-

tinues firm and the same condition exists in Ceylons and Indias.

Coffee—There has been no particular change in the coffee market during the week. There has been a fair demand for Brazilian grades during the week, at fairly steady prices. Milds are wanted at ruling prices. Java and Mocha are unchanged and quiet.

Canned Fruits—Those who expected the large packers of California fruits would put out quotations at the end of last week were disappointed. Buyers are figuring on a lower basis of costs because of the lower figures so far named by the smaller packing interests. On the spot supplies of the more popular varieties are reported to be closely cleaned up in second hands, while packers have little or nothing to offer. The spot market is firm, but in the absence of important demand from any distributing quarter prices are nominal. There is a strong feeling among holders of spot gallon apples and the market for futures is reported to be strong in spite of the very favorable outlook for the coming crop of green fruit. Fancy New York stock is said to be held at \$3.75 delivered, though some sellers are reported to be willing to book orders still at the inside price. In Southern fruits the market is quiet, but the tone is firm on light offerings.

Canned Vegetables—The market on tomatoes is unsettled on spot goods owing to reported efforts of some packers to clean up in advance of the coming pack, but the general tone was firm and on strictly standard No. 3s 72½c f. o. b. Baltimore was generally quoted. Peas are still suffering for rain, according to advices received from Wisconsin, Indiana and Illinois. The Southern crop benefited by the storm last Thursday and Friday. Buyers are showing little interest in new pack except in the sifted grades, which are scarce on the spot and wanted for earliest shipment out of the new pack. The market on these, consequently, is firmer than on the other varieties. No change in prices in other varieties of canned vegetables is noted, but the market is inactive on both spot and future goods.

Canned Fish—The run of sardines on the Maine coast has been light and even smaller than a year ago at this season. None of the factories received enough to keep them going full time any day in the week. Whatever is packed is absorbed promptly by distributors, who are bare of supplies. The market is still unsettled, for while the large packers decline to sell keyless oils at less than \$3.25 Eastport, others are shading this figure 10@15c a case. Imported sardines are unchanged, scarce and high. Red and pink Alaska salmon are very high, all brands showing an advance of 25@35c per dozen over the opening. The future salmon outlook is also quite firm by reason of predicted short packs in most lines. The demand for canned salmon and sardines has been especially heavy this month. More canned fish will be

sold during the three summer months than during the rest of the year.

Dried Fruits—There is little change in the dried fruit situation, with the exception of a weakening of the prune market. There was a slump of ½c on prunes, as consumers are turning to fresh fruits, berries, etc. Future apricots are about ½c cheaper on the coast and future peaches are about ¼c cheaper. On spot both products are unchanged and dull. Raisins are unchanged and quiet. Currants and other dried fruits are quiet and unchanged.

Cheese—There is a very active demand for cheese and the market is firm at a slight advance. The quality of the new make improves each day, and the consumptive demand is also improving. The market is firm and likely to remain so.

Rice—The feature of the market is the better tone to Japans, although, as a matter of fact, Honduras fancy head command full prices. The importations of foreign rice continue on a smaller scale, the country being fairly well supplied. The new crop outlook is improved, although the planting was delayed. It is now believed that the acreage will compare favorably with last year.

Guy W. Rouse (Worden Grocer Co.) and H. T. Stanton (Judson Grocer Co.) will represent Grand Rapids at the annual convention of the National Wholesale Grocers Association at Minneapolis next week. Mr. Rouse will start Saturday in order to be in Minneapolis in time to attend the preliminary meeting of the board of directors, of which he is a member.

Howard Ferguson, formerly on the corner of Eastern and Cherry, and Clinton E. Carpenter, formerly on Division avenue, have consolidated their stocks and now operate under the style of Pope Cycle & Sales Co. at 421 Division avenue, south.

Fred Ashley has resigned his position as manager of the dry goods department of the C. A. Vandenberg general store, at Howard City, and taken a position with the Ira M. Smith Mercantile Co.

Calvin Filer succeeds Louis Hoelzler in the meat business at 224 Michigan street. Mr. Hoelzler has purchased a pool and billiard room at Madison Square.

Adam Helborn, formerly of the firm of Helborn Bros. in the meat business, is now engaged in the same line of business at Reeds Lake.

Charles E. Dymond and J. W. Davis succeed Knapp & Schemerhorn as proprietors of the Wealthy Heights Garage at 646 Wealthy street.

Jacob Duyser, formerly with Rindge, Kalmbach, Logie Co., is now engaged in the shoe and shoe repairing business at Reeds Lake.

William and Ferris Sickrey have opened a grocery and confectionery store at 1001 Division avenue, south.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, June 8.—There was a disappointed crowd in the Canadian Soo last week who went down to the dock to see the arrival of the Norconic, the new Northern Navigation Company steamer, which was due to arrive in the Canadian Soo on her maiden trip. Instead, a telegram was received by the local agents stating that, on account of a mishap to her machinery, the ship would not make her maiden trip this week. A big reception was prepared, but had to be postponed until a later date.

Our prosecuting attorney, Thomas J. Green, and our present Sheriff, John Bone, were successful in locating George R. Potts, who some time ago worked the Soo merchants for various amounts by having checks cashed. A. H. Eddy, Soo Co-Operative, M. Newmark, Hanley House, Barry & Field and Park Hotel were the victims. Constant search has been carried on by the Soo officials and Mr. Potts was finally located at Ottawa, Kansas. From a description sent to Sheriff N. Johnson, of Ottawa, Mr. Potts was nabbed and held for Sheriff Bone, who immediately left for Ottawa and brought back the forger. He is now in our county jail and from present indications he will be made an example of for the protection of our home merchants who have not been stung in a like manner for some years.

Oswald E. Rowbotham, the popular young chief clerk at the Park Hotel, has returned from a week's pleasure trip throughout the various summer resorts. This was Oswald's first vacation this year and the much needed rest has had a marked effect on him, as he now has the genuine summer resort tan and it would be hard to distinguish him from any of the regular tourists. Oswald is one of the kind who makes travelers feel at home when at the Soo and they are glad to see him back on the job.

Prof. J. G. Lamson, principal of the Cedar Lake Academy, at Cedar Lake, is spending a few days at the Soo this week visiting relatives. This is the Professor's first visit here in eight years and he noted many changes and was surprised at the extensive work being done at the locks. He also admired the beautiful parks, which he states never seemed so pretty as now. The Soo has had a genuine summer during the summer and is now in the holiday attire and at its best.

The business men of Pickford have entered into an agreement to close their stores during the summer months on Thursday afternoon, thus affording the clerks a half holiday to enjoy themselves during the summer months.

Dan Campbell, of Newberry, has started putting up a new hotel which will cost about \$30,000. Progress will be watched with much interest by the traveling fraternity in anticipation of the new hotel accommodations.

Albert M. Green, of Chicago, is visiting his brother, Thomas J. Green, our popular prosecuting attorney.

C. H. Hill, ticket agent for the Northern Navigation Transportation Company and Grand Trunk, has opened up an office at the corner of Portage and Glenn avenues. This is one of the most important offices during the tourist season where the traveling public can get all needed information. Tourists are often obliged to spend several days here waiting for their boats, but Mr. Hill is equal to the occasion and can usually entertain them by telling them where the best fish are caught and also how to make the best drives and visit other places of amusement.

James T. Bennett, one of our champion Cloverland boosters, has moved

his office from 222 Ashmun street to the Gowan block, where he will be glad to meet any of the Cloverland representatives and sell them choice farms or put them next to the Chippewa county dairy opportunities.

Cook & Beardsley, of the Temple theater, have awarded McDonald & Charron the contract for remodeling their theater. When completed it will have double the seating capacity and have one of the finest fronts in the State.

Joseph and Wm. T. MacLachlan, pioneer flour and feed merchants, have purchased the old city property on which they are now located, from the former owner, Mrs. Peacock.

J. S. Royce, "my shoe man," has just returned from a convention held at St. Louis last week. He reports a delightful time and is much refreshed.

Our efficient court stenographer, J. France, has completed his twenty-fifth year of efficient and faithful service without any omission as circuit court stenographer. He has served this judicial district under Judges Steere, Oren, Hudson and the present incumbent, Judge Fead, and has the reputation of being one of the best court stenographers of the State. He is also an authority on outdoor sports, knows just where to get the best bass during bass season, as well as brook trout, being a hunter of long experience and having been connected with a hunting party for the past twenty-five years as well, during which time he has filled his license each year and has the record for killing the largest buck in the party with but one exception—Joseph France, who put one over on him last season as a record breaker for the camp in twenty-five years. We all feel proud of John France, as he is a credit to community and a man of marked ability.

A few weeks ago there was some talk of putting on a celebration at the Soo for the Fourth of July. The pot has been boiling ever since and the enthusiasm has been worked up to such a degree among the business men that it has been decided to put on one of the best Fourth of July celebrations ever held at the Soo. Committees are now being appointed and arrangements for the various attractions are being made. It is expected to be a sane Fourth in regard to harmful fireworks, toy pistols, etc., so as to comply with the ordinances prohibiting the sale of the dangerous fireworks, but all of the unprohibited sports will be presented, such as the parade, military displays, ball games, races, field sports, famous orators and a monstrous fire display on the river front at night. It will certainly be a big attraction and it is expected that thousands of visitors will visit the Soo on the Fourth. In addition to this, it is expected that the visitors will arrive here on Friday and the merchants will arrange for a bargain sale day in many lines, affording the visitors ample opportunity to take advantage of the inducement, reducing the high cost of living and make their purchases so as to be ready for the Fourth and have one complete day of merriment and patriotic joy.

The banner wedding of De Tour took place last week when Miss Emma E. Homberg, only daughter of Mrs. E. Homberg, was united in marriage to Hugh Anthony McDonald, one of De Tour's most popular young men. The couple was supported by James McDonald, brother of the groom, and Miss Olive May Goetz. The village turned out at the town hall, where a rousing reception was held and dancing was enjoyed during the evening. Judging from the enormous amount of useful and ornamental presents, the young couple will have an ample supply to do them for the rest of their natural lives. Hearty congratulations have been extended from their many friends throughout Chippewa county.

Harvey Atkins, formerly one of our leading grocers, who recently sold his business and moved to his large farm a few miles from the Soo, sustained a severe loss last week by the burning of his house, which was completely destroyed. Mr. Atkins has the sympathy of his many friends here.

Cloverland is getting to the front rapidly in the raising of cattle. During the past two weeks 250 head of cattle have been imported from the East for the Skelly ranch. Joseph Skelly, of Hancock, is associated with his brother in the venture, which, if successful, will be one more proof that the Upper Peninsula is the best cattle raising district. The first shipment of 100 head was received two weeks ago and an additional 150 head arrived a few days ago. The cattle are being fattened for the market. The Skelly ranch is a well known place to copper country hunters who visit that place every fall to hunt the deer.

"A house is built of bricks and stones, of sills and posts and piers; but a home is built of loving deeds which stand a thousand years."

The Chippewa Edison Company is busy extending lines to neighboring villages. A stockholders' meeting was held last week and completed the organization of the new company electing directors. The company will proceed with the work of erecting transmission lines connecting Brimley, Rudyard and Pickford with the Soo as rapidly as possible. It is also the intention to extend lines to Dafter, Cedarville and vicinity. This is, indeed, good news for the business men.

George P. McCallum, who for a number of years has been Deputy Collector of Customs for this port, has sent in his resignation and will devote his entire time to his business at Bruce Mines, Ont. Robert H. Haylor was promoted to fill the vacancy.

"Patience is a necessary ingredient of Genius."

The Soo lost one of its patrolmen last week in the death of Frank Launderville, Sergeant of Police. Mr. Launderville had a stroke of paralysis last Wednesday. He was the veteran of the police force, having been in the service about seventeen years. In addition to being an efficient officer, he served in the Spanish American war.

The water in the canal claimed another victim last week, when John Molyneux accidentally fell into the water just below the Weitzel locks. The body was not recovered until Tuesday afternoon when it was located by one of the Government divers. Although no one saw the unfortunate man fall in, the employes heard cries for help about midnight and, as he was missing the next morning a search was made, which resulted in the discovery of his body.

Dr. S. D. Fess, President of Antioch College and now representative of the Sixth Ohio congressional district will deliver the address to the 1914 graduates. Dr. Fess was one of the leaders at the county teachers' institute held here about two years ago and those who had the pleasure of hearing his address were charmed with his eloquence. He is recognized as one of the leading educational men in the country and is a gifted orator as well. The graduating exercises will be held June 15, at which it is expected that over fifty pupils will receive diplomas.

Rev. W. R. Yonker, who was formerly pastor of the Congregational church here, died at his home in Niles last week. His many friends here are deeply grieved to learn of his death.

J. P. Fetz, inspector for the State Dairy and Food Department, made his first official visit to the Soo last week and reports finding everything in good condition.

Jerry Lessard suffered a painful and rather serious injury last week, when, in assisting to unload hay into a car from his wagon at the railroad yards, he lost his balance and fell from the rig. Striking one of the horses in his fall, the team became frightened and moved away and one of the wheels of the heavily loaded wagon passed over his arm. He was immediately taken to the home of his brother, Peter Lessard, where medical aid was rendered.

Under the direction of Chief Henry O'Jibway, the Soo fire department is now indulging in practice runs every Wednesday evening. Last week the department hooked up, made a run and had a ladder on the walls of the Park Hotel in thirty-two seconds. Going some! One of the men reached the top of a thirty-five foot ladder in another eleven seconds. The new chief is holding the men down to steady practice and it is his intentions to keep the Soo department up to the highest standard in efficiency.

Two pure bred registered Holstein calves have been sold by the Dunbar school. Both of them were sired by Forbes De Kol, a sire purchased by the school farm from Newberry. The purchasers are Michael Mansfield, of Soo township, and Mr. Hope, of Rudyard, both being among the progressive farmers of Chippewa county.

Wm. Clark, of the Soo, was a heavy loser by the forest fires during the past week. The buildings on his two farms at Gatesville were burned and a large bearing orchard is completely ruined. Mr. Clark carried a small amount of insurance, but his loss will be at least \$1,500.

T. Mitchell of the Canadian Soo, made a trip in his launch down to the Shingwauk and engaged in blasting the bay for the purpose of trying to raise the body of young Charles Casemore, who was drowned last Sunday. Although the bay was thoroughly covered, the efforts so far have been in vain and it seems now the only thing to do is to allow nature to take its course and wait until the river yields up its toll.

"Not wealth but ability to meet difficult conditions is the measure of a man."

S. G. Tuttle, manager of the Dick Lumber Co., Fibre, was a business visitor last week at the Soo.

John Clark returned from a business visit to Detroit last week.

Eli Batdorff, who for the past year has made his home with his son, Frank Batdorff, left last week for his home at Lake Odessa.

Harold McPherson, of Milwaukee, is home on a visit to his parents, Mr. and Mrs. John McPherson, of Minneapolis street.

"Oh what a tangled web we weave when first we practice to deceive."

W. H. Dickson made a visit to Newberry last week, where he purchased a fine pair of driving horses from F. G. Lennox. Mr. Dickson intends to use his new drivers in canvassing the county, as he is a candidate for sheriff in Chippewa county, and it is expected that if he can get as fast a pace as his horses the other candidates will be left at the quarter-post.

W. M. Doig is spending a few days with his wife and family at his old home in Tuckersmith.

"A soft answer turneth away wrath."
William G. Tapert.

By Way of Variety.

Employer—Good morning, Robert. I hope all your family are well this morning.

Office Boy (unsuspectingly)—Yes, sir, thank you.

Employer—I'm glad to hear it, Robert. There is to be a baseball game this afternoon, and I was afraid it might have a fatal effect on some of them.

Chirpings From the Crickets.

Battle Creek, June 8.—I am particularly anxious to make this letter a good readable one, for the reason that in the past Mr. Stowe has had copies of the current issue of this publication at the U. C. T. headquarters at our State conventions and when copies of this issue are given out to the boys this week at Saginaw, I want my attempt to be as good as the copy of my brother correspondents and so the boys can feel that Pfander is not a dead one. This publication goes into the homes of hundreds of the U. C. T. boys over the State and each of us correspondents owe it to our Council and ourselves to send in as good a letter as it is in our power to write. The art of composition is one that we should be pleased to acquire and this weekly letter writing is an education in itself and one you should be proud to further.

Claude C. De France has been handicapped the past week with a bruised limb. He is out on his territory, however and, as usual, booking business. A bruised limb is a small item to Claude if his palate and tongue are not impaired. He refuses to worry.

The L. O. O. M. held a State convention in Jackson last week. Hotel Dalton was official headquarters. Delegates from dry towns were especially prominent.

What a different type of people you meet on a small feeder line and branches than you meet on the good trains on the main trunk lines. The "hide bound" attitude of some people would be lost on some branches, especially if they were going far.

Jim Hammell is going on a tour of summer resort hotel inspection, a happy combination of business and pleasure.

Cards, telling the boys to hurry along, are displayed in the lobbies of the hotels to get the boys to the convention at Saginaw O. T.

Brother McMillan, of 131, met Bros. Lawton and Harwood of the same Council here at the Tavern last Monday night. They are all jolly good fellows, especially when samples in their possession can be used to further their joys. Dr. Miles' samples? Perhaps.

There are some days when we can't lay up a cent and others when we spend more than we make.

Elmer E. Mills, of this city, is now entitled to all the rights and privileges of a reader of the Tradesman, having paid one big iron man to yours truly last Saturday in the presence of Jim Woodward. We congratulate and thank you. Some big, good natured happy scout that Elmer.

I hope you fellows all make a point to look over your Sample Case. The current issue contains some dandy good articles. If you don't get it, drop a post card to Sample Case, Columbus, Ohio.

The 'measles' sign is pretty thick on houses around the territory.

"Measley" orders are being booked in some towns, too.

Morrice Russell attended the Indiana convention of U. C. T. at South Bend last week and was treated like a prince. Everybody had a good time and the South Bend Council acquitted itself well. The souvenir book given to the visitors was as fine and complete as ever issued by a council. Every citizen of South Bend should be proud of their local U. C. T. Council and its personnel. Battle Creek sure had an enthusiastic representative in the person of Mr. Russell.

Our genial and efficient Secretary, George Steele, has returned from a trip to his old home in the East. George used to peddle furniture down that way and unknowingly has made many a happy couple happy with his wares. I haven't seen George of late, but he has gone and got back O. K. without drawing on Columbus.

Jacob Norman Riste, the gentleman the Tradesman made famous.

Saginaw, the home of old 43, will do the honors. Guy Pfander.

Honks From Auto City Council.

Lansing, June 8.—M. E. Sherwood is at Columbus, Ohio, this week in conference with the Hannah Paint & Oil Co., with which he has recently engaged and will represent in the larger cities of Michigan.

F. H. Hastings is in the Western part of the State this week, covering his territory by gas power.

M. L. Moody, who has been more or less responsible for the popularity of Herrick's pills in three states for the past several years, now represents the Wells Richardson Co., of Burlington, Vermont, with a full line of diamond dyes and butter color.

L. L. Colton has practically recovered from a two weeks' illness and will start out again to-morrow. Somewhat singular that Loren is always taken sick in Cheboygan.

H. D. Ireland, of Battle Creek, was in town all day Saturday, demonstrating his wares at the Loftus grocery. Sorry, but we were unable to induce him to remain over and attend our Council meeting.

George and James F. Hammell, Jr., are branch house managers for the S. S. Kresge Co. The former is now located at Cincinnati, Ohio, and the latter at Zanesville, Ind. Both will visit their parents, Mr. and Mrs. James F. Hammell, Sr., of Lansing, this week. Both sons and father are prominent members of Auto City Council and either would rather spring a good joke than eat if circumstances necessitated a choice.

Fred Mott (National Grocer Co.) insists that his rough rider didn't even touch the cow which he is reported to have run over near Wacousta, but admits that the machine is now undergoing quite extensive repairs. In

the meantime, Fred either walks or takes the street car.

A very exalted opinion of our city was expressed by a greater portion of the Knights Templar of Michigan during their conclave last week. If certain other orders are not given an opportunity to do likewise in the near future, we will miss one good guess.

This is Grand Council week and all roads lead to Saginaw. If Auto City Council isn't there 200 strong there will be a very good reason. We have given up the plan of taking our ball team along in order that Detroit may have a chance to win.

One of the members of our Council drove through from Detroit to Lansing yesterday and remarks that, however singular it may seem, not a single chicken attempted to cross the road just in front of the machine. Perhaps they have at last learned better or it may be the residents along this particular highway have found it unprofitable to raise poultry.

Jim Goldstein, of Detonation fame, either snoozed unusually late last Sunday morning or purposely left the telephone receiver off the hook (perhaps both). At any rate, we couldn't get him. H. D. Bullen.

Just Gossip.

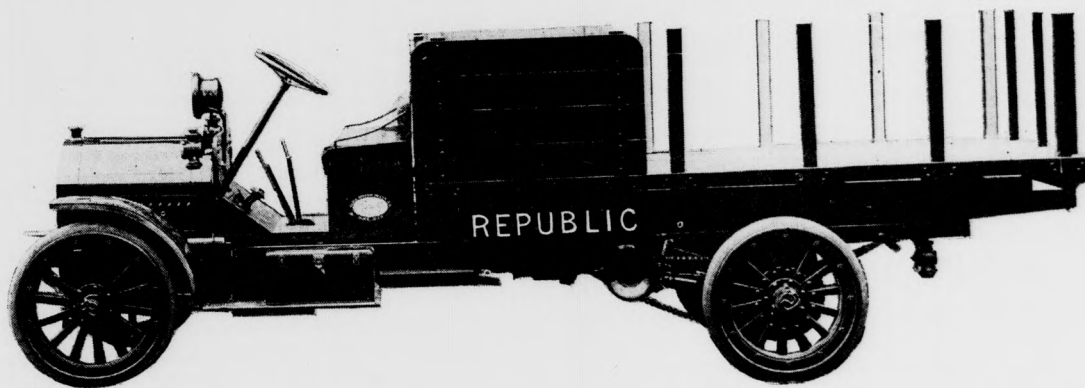
A young lady returned to her home in a small Maryland town after a winter in Baltimore, and was told that her old colored laundress had just died after a brief illness. Shortly afterwards Aunt Annie appeared, quite alive, and looking for work.

"Why, Aunt Annie!" said the astonished girl, "I am so glad to see you. I heard you were dead."

"Yes, honey," said the old woman, "Ise done hyeard dat too, but I neber did believe it."

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Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

June 10, 1914.

THE JUNE COMMENCEMENTS.

June is par excellence the month of commencements.

Just now throughout the length and breadth of the land young people, and many older ones as well, are interested in class day exercises, commencements and other absorbing events and functions incident to the close of another school year.

Public and private schools, high schools, technical and manual schools, academies, seminaries, military schools, colleges both large and small, and the big universities—all are absorbed by the one great theme—Graduation.

Music and laughter, the scent of flowers, the vision of handsomely-dressed young men and women, each playing a part in a vast pantomimic production—how preciously reminiscent it all seems to us! It carries us back to other days in the years ago when all these academic activities possessed for us a glamour and charm undimmed by the grim experiences and somber realities of later years.

It is good for us to go back to the old school or college or whatever sort of an institution it was that had the honor of graduating us and participate in the graduating exercises. It helps us to think back along the track of the years to the time when life was young and so full of promise. It gives us, it may be, a new grip on certain ambitions and ideals of youth. Thus it serves to keep young in spirit.

One grows old only as the spirit ages. There is no such thing as old age where the spirit retains the outlook, the elasticity and the vigor of youth. And contact with young people, and participation in the affairs of young people, helps to keep us young in spirit. Therefore the "old boys" who go back to their Alma Mater to participate in the commencement festivities, strangely metamorphose themselves by shaking off the weight of years and vying with the youngest in feats of innocent hilarity and prankishness.

Let us, therefore, enter sympathetically into the spirit of these glad occasions. They will do us good! and they mean so much to the young peo-

ple who are most actively interested in their on-going!

As the sweet girl graduate reads her carefully prepared essay, let us undertake to see the world through her fresh and unsullied eyes. Let us rejoice with her in the thought of the essential goodness of mankind and the world and the onward trend of the ages! If we have found some things that are not good, does that prove that she is wrong in her general deductions? We realize, of course, that her conclusions are drawn from secondary sources—from books about life, rather than from life itself; but what of that? Later on she will live her life—God help her to make it as bright and beautiful and gladsome as her mystically phrased thoughts!—and then she will herself verify (or modify) her present impressions of the great world of facts-as-we-find-them. But now let her be happy in her illusions—if, indeed, they be illusions!

All honor to the boys and girls, the young men and the young women, who have toiled through the years and arrived triumphantly at graduation! They are entitled to flowers, kindly expressions of appreciation, our heartiest congratulations and our most fervent best wishes! They know—although perhaps not quite as well as some of us older boys and girls—that their education is not finished. Do they not themselves admit in their essays and orations that they are just starting on life's voyage—precious old metaphor, what would graduation be without a "life's voyage?"

Does some blase old mahogany-block suggest that they are a bit conceited? Fie on you, man! Would you have them otherwise? Not at all. Let them have a lofty conception of their worth and ability, their vocation and their place, in the vast cosmic scheme. The higher they think of themselves, the harder will they endeavor to live up to their several abilities. The Tradesman believes in idealism and cannot see that any ideal of worth and achievement is too lofty for us. Idealism is motive-power; and the more power we have, the farther we run, the higher we climb and the more we carry.

More people are made than are spoiled by what some people call egotism. Of course, there is an objection angle to egotism; but using the word in the sense of expressing a disposition to stand by one's ideals and maintain one's faith in one's ability to do things—even the big and difficult tasks of life—there is nothing offensive in that. Nothing harmful, either. On the other hand, there is much to be commended.

People get to do the thing they feel they are capable of doing. The man who thinks he can't or fears in his heart that there isn't one chance in a thousand—simply can't. He's whipped before the fight begins. Therefore he curls up. But the fellow who persists that he can is the fellow who generally makes good.

Many of these boys and girls who have graduated this June will be go-

ing into the trades and professions and business of selling goods at retail. Some of them will become clerks in shops and stores. Of course, it doesn't follow that, because they have finished a certain course in some school, they can therefore sell goods. That is a matter to be demonstrated, and the college boy or girl attains efficiency just as the other salesfolk did, by hard knocks in the school of experience. However, it is a very decided advantage to any young person entering business to have had this preliminary training. Hundreds of experienced and successful merchants to-day deplore the fact that they missed this preliminary discipline. They are frank to confess that because of the lack of it they have been all their days under a handicap.

Everybody knows, of course, that not all graduates succeed. Some of them fall by the wayside. Through indolence, ingrained incompetency for the practical pursuits of life, through dishonesty, and for many other reasons—graduates of schools and colleges of all sorts make shipwrecks of life. These are they who fail to make "the voyage" in safety. The storm gets them. But that is no argument against the validity and worthwhileness of an education.

There is not any educational institution anywhere that undertakes to put common sense into a mind that does not have the fundamentals to start with. And there is always, in the mind of the successful man or woman, the germ of success. If one is so fortunately endowed, he will succeed with, or without, an academic degree. But it is good to do the work required for the degree, good to receive the degree amid the applause and well-wishes of one's friends; and then, in after years, when one has been seasoned by the storms of life and tried out on life's eternal battlefields, it is good to go back and mingle with the new boys and girls who are actively participating in the commencements of to-day.

PROBLEM IN SPECULATION.

An investigation into the wheat market, particularly into the operations of the Armour interest in May, is to be undertaken by the Department of Justice. The United States District Attorney has been asked to look into it. There may never be a report on it, unless sensational features are discovered. It is known that a number of millers who were caught short of May were squeezed and lost money on their hedges by the advance last month, and complained to the authorities that the wheat market was being manipulated.

There is a fine legal point involved. It is this: Has any man the inalienable right to buy wheat, or any grain, or in fact anything else that other people are willing to sell, and hold it for an advance in prices? Has he, furthermore, the right to advance prices and make the sellers who did not have the property, or were unable to deliver it, buy it on terms which will yield him a profit? These

questions were put to an attorney who has considered the matter from a legal and commercial standpoint, but he was not disposed to venture an opinion. Yet markets must apparently have buyers, and such buyers must be allowed the chance of profit, or they will not be disposed to assume the risks.

There was enough shortage in May wheat, at the last delivery day, to have enabled the bulls to put the market to \$1.10; but they sold all the buyers wanted and closed the market at 99 cents to \$1, disposing of over 2,000,000 bushels around the lower figure. The wheat sold was originally bought above \$1 three years ago by J. Ogden Armour, who at one time held 7,000,000 bushels. He has carried it along, and has turned it over many times, but there was a loss at last. The question is, Are the ethics of his case entirely simple, or not?

The Grand Rapids filtration plant received a body blow when the Board of Police & Fire Commissioners put a ban on city water and substituted spring water therefor. Fire Marshal Lemoine also dealt the fetich a telling blow when he declared that the city water forms a coating of slime on pipes used in connection with the heating plants of the engine houses and renders them useless. In several instances, he said, an entire change of the plant had to be made to secure hot water and heat for the men. While it is probably true that the filtration plant has lessened the percentage of typhoid fever, it is equally true that it has caused hundreds of cases of stomach, bowel and kidney trouble which are quite as difficult to combat—and as fatal in results—as typhoid. The entire theory on which the filtration plant is based is fallacious. Only 5 per cent. of the total water consumption is confined to drinking and culinary purposes. The remainder is devoted to sprinkling streets and lawns, extinguishing fires and flushing sewers. Providing filtered water for 100 per cent. consumption to meet the requirements of 5 per cent. is about as silly a proposition as could be imagined. Probably not over one person in a hundred drinks Grand Rapids city water. They use the admirable Hydraulic water or purchase spring water of the several companies catering to the water users of the city. No more foolish undertaking was ever entered into by a deluded people at the instance of a political mountebank than the extravagant, useless and wholly inefficient filtration plant owned and operated by the Second City.

Before some men exert themselves to cast their bread upon the waters they want to be sure that it is going to be mentioned in the newspapers.

After a man does reach the point where he knows something, he is usually too old to use his knowledge for money making.

Being the friend of a "good fellow" is an expensive job.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

The Michigan G. A. R. will hold its annual encampment in Jackson June 17-19.

Chautauqua week at Kalamazoo this year will be July 25-31. Battle Creek Chautauqua will be held July 26 to Aug. 1.

Bay City will be made a port of entry on recommendation of Acting Secretary Hamlin, of the U. S. Treasury Department.

An auto firm in Oxford, Eng., has placed an order for 5,000 motors with the Continental Motor Co., of Muskegon.

Pontiac will add motor driven apparatus to its fire fighting equipment and is promised a reduction in insurance rates.

The Cement Products Co., maker of cement caskets, will remove from Battle Creek to Albion, occupying the Cook-Kneeland factory.

Charlotte's new high school building will be erected by an East Jordan concern for \$32,425.

The electric light and power company at East Jordan has added to its equipment and is improving its property with walks and parking.

Old settlers of the Grand Traverse region will hold their annual picnic June 19 at Sutton's Bay.

Surveys are being made by the Tri-State Interurban Railway Co. for the proposed electric line from Hillsdale to Pioneer, Wis., via Cambria and Frontier.

Muskegon has added a street flushing wagon to its street cleaning equipment.

City Engineer Sparks, of Lansing, after a tour of inspection in Indiana, recommends the purchase of two double unit incinerator plants, to be located in different sections of the city.

The Big Rapids Board of Trade is asking the Pere Marquette Railway for better train service. The Board is also supporting the lawn contest and the "city beautiful" movement.

Saginaw observed Memorial day, a feature being the dedication of a drinking fountain in Rust Park, which was presented to the city by a former resident in memory of her husband.

The season's movement of ore at the Marquette docks has begun and a normal business is hoped for.

Battle Creek people have confidence and the city is moving ahead. Citizens have voted to spend \$80,000 this summer for new pavements, \$20,000 for new bridges, \$30,000 for sewers, \$20,000 for sidewalks and \$20,000 for water mains. They will also build a city hall costing \$50,000, the improvements voted for totaling about \$300,000.

Traverse City's information bureau opened this week for the season, a number of business men on Front street contributing funds for this year's work. The bureau is in charge of John R. Lanphear, head of the high school commercial department. A supply of railroad time tables, booklets relating to that region and information on fruits and farms and resorts near Traverse City will be on

hand all the time for the public. The bureau office is a general clearing house of information for the entire region.

One garbage wagon proved insufficient for the municipal collections at Marquette and another wagon has been put on. Hereafter collections will be made once a week in residence districts and twice a week from hotels and restaurants.

It is expected that several carloads of potatoes will be raised on vacant lots within the limits of Marquette this season, the Commercial Club being back of the movement.

The Brownwall Gas Engine and Pulley Co. will remove from Lansing to Holland. The company has bought a site for its new plant near the Holland Canning Co.

Hearings in the protest against railroad rates on paper will be held in Kalamazoo June 29 before an examiner of the Interstate Commerce Commission. Kalamazoo paper makers and the Commercial Club are complainants.

The Saginaw Board of Trade, with 1,000 members, has plans for erection of a half-million dollar office building at Washington and Genesee avenues.

Ionia's Chautauqua will be held June 28 to July 4. Almond Griffen.

The Goal of Success.

A Boston philanthropist, it is said, not long ago received the following letter:

"Dear and Noble Sir: Knowing your kind hart an nobleness of nachur i write these few lines to ast will you be so kind as to add to your good deads the followings. I have lately lost my horse, my home an my wife. So being horseless, homeless and wifeless i am up agin it hard trying to earn a living. Would you be so kind in the goodness of your great heart to help me along some finanshially until I can replace my three losses an would pay back the lone with intrest. A small lone would help but a biger one would help me to reach the gole of suckcess sooner and therefore you would get your money back sooner, so it would be better for both if the lone could be large as possible. Hope to have faverable reply etc."

Struck the Traveling Man's Cheek.

Mr. Cooke was a traveling man, and was slightly injured in a railroad accident. One of the officials of the road went to his home to break the news gently to Mrs. Cooke.

"Madam," he began, "be calm! Your husband has met with a slight—that is to say, one of the drive-wheels of a passenger locomotive struck him on the cheek, and—"

"Well, sir," interrupted the woman, "you needn't come around here trying to collect any damages of me. You won't get a cent! If your company can't keep its property out of danger, it'll have to take the consequences. You should have your engines insured."

More things come to those who are too busy to wait for them.



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Delicious Cakes, Candies, Cake Icings, Preserves and Jellies with Franklin Carton Sugar; it also describes the different grades of sugar and tells how to use each to the best advantage. We have placed millions of copies of this book in the hands of women everywhere, and

we'll gladly send you a quantity to distribute to your customers. If you'll place these books on your counter, hand them to customers, put them in orders, and mail them to customers, you'll find an immediate increase in your sales of FRANKLIN CARTON SUGAR—the sugar that pays you a profit because there's no loss in weighing, wrapping, tying, no cost of string or bags. Write us for a supply of these books.

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Grand Rapids—Kalamazoo

THE PROMPT SHIPPERS

THE MEAT MARKET

Poultry Shipments in Refrigerator Cars.

To test the efficiency of refrigerator cars in the shipment of dressed poultry, and to determine the changes that take place in this poultry in transit at different temperatures, the Bureau of Chemistry, U. S. Department of Agriculture, has made complete examinations and records of 120 car-load shipments of dressed poultry which traveled an aggregate of 140,000 miles. The hauls averaged between 1,000 and 1,500 miles, and terminated generally in New York City. No car was used twice, and many different types of refrigerator cars were employed. The shipments were made in winter and summer, so that the effect of outside temperatures could be determined. Many of the cars were equipped with accurate recording devices which showed the temperature near the ice bunker and in various parts of the cars, and also outside temperatures. As the result of this experiment the specialists have found that the builders of refrigerator cars have not kept pace with the refrigerating industry in general, and have also determined the temperatures which best keep poultry fresh in long trips from Iowa or Tennessee to the Atlantic Coast markets. These results are reported in bulletin No. 17, "The Refrigeration of Dressed Poultry in Transit," which contains a large number of tables and illustrations in its thirty-five pages.

The poultry shipped in these cars was carefully prepared and chilled for twenty-four hours to 32 degrees F., packed one dozen to the box, and the boxes placed in refrigerator cars which had been iced twenty-four hours before loading. Accurate chemical analyses of the conditions of the poultry were made prior to the shipment, special attention being given to the percentage of ammoniacal nitrogen in the muscle tissue, which is an accurate index of the degree of deterioration in the flesh of dressed poultry. The fresh chicken shows .0110 per cent. such nitrogen. It was found that poultry kept at a temperature of 18 degrees to 26 degrees F. showed only .0120, while a temperature of above 31 degrees F. gave a nitrogen per cent. of .0131, and 35 degrees F. or above, a nitrogen per cent. of .0141.

The poultry after the shipment in the car and on arrival at the market was then kept under examination while in the wholesale commission houses and at the retailers. The commission houses kept the low temperature shipments at 29.8 degrees F.,

whereas the average for the high temperature shipments was 32.2 F. The retail stores kept their poultry at from 35 to 39.3 degrees F. It was found that the high temperature shipments after a transit period of five days showed an increase in nitrogen of .0143 per cent. The high temperature shipments at a retailer's after seven days showed a nitrogen percentage of .0188. The changes during the commission period were, therefore, very slight, but after four days at a retailer's, or nine days after the railroad haul the low temperature shipments increased to .0144 per cent. which is nearly the same as the high temperature shipments at the end of transit period. This indicates that if the car temperature is above 35 degrees F. the poultry when it reaches the market has the disadvantage of a deterioration equivalent to five or more days in the market, and must be consumed five days earlier than that arriving at car temperatures below 24 degrees F.

The experiments indicated that less than 31 degrees F. is the most satisfactory temperature of dressed poultry for long hauls. The ten degree rise in the temperature of the car during the haul makes a difference in keeping time on the New York market, even when the market conditions are favorable. Even poultry excellently handled, as was the case in these experimental shipments, if exposed to unfavorable temperatures during transportation, receives an impetus towards decay that cannot be overcome by subsequent careful treatment on the market. It is a comparatively simple matter to prevent decay, but it seems to be impossible to stop decay by the use of low temperatures once the decay has gained a foothold. Imperfect work by the carrier nullifies to a certain extent the work of the packer, and the wholesaler or retailer handling the goods on the market. The temperatures indicated by this investigation to be most desirable for the transportation of dressed poultry are considerably lower than those generally accepted as satisfactory.

The information furnished by these 120 car shipments of dressed poultry indicate that most of the refrigerated carriers of the United States are not built to maintain best conditions during warm weather for the transportation of a highly perishable commodity, such as dressed poultry. Certain refrigerator cars are much more efficient than others, and their increased efficiency apparently results from their construction.

The insulation of the car in relation to temperature is its most vulnerable part, with the character of the bunker next in importance. In the past the insulation has not been sufficiently heavy to maintain the low temperatures produced by the refrigerant, and the bunker has not been so built as to distribute its refrigerating effect evenly throughout the car. This last was fully established by the use of thermographs and the electric recording thermometers in various parts of the car. The use of a dead air space in cars is not found to be successful. Cork, the best known insulator, which is almost impervious to water and contains practically no nitrogenous material which might produce decay, has not been used to any great extent in car construction. Wool and hair felt are good insulators, but their high percentage of nitrogenous material makes them good bacterial media when moist. These materials when once moist seldom dry out, and the result is putrefaction, giving rise to offensive odors, which contaminate goods. Some of the vegetable or cellulose fiber insulators are perhaps slightly more resistant to moisture and bacterial action, but in time they also become moist, and the alkalis present in such material hasten their chemical decomposition. It is for this reason that car builders are exerting every effort to prevent moisture from reaching the insulation. Mineral wool is least subject to decay, but on the other hand, its non-adhesive qualities hinder the manufacture of strong material.

The wire basket principle of ice bunker is sound because abundant air access to ice and salt results in increased efficiency. A serious shortcoming of the present types of cars is the impossibility of equalizing the temperature at the center and at the bunker so that all parts of the car are sufficiently cold. Good bunkers and any additional insulation, together with the stowing of the load so as to provide passages for cold air between packages, should materially help to improve results. The well-cooled packages do not show changes in temperature corresponding to those in the air of the car, but a long continued increase of temperature or direct contact between

the package and the wall of the car, and therefore, the source of heat affects the goods in the course of time. The daily rise and nightly fall of temperature in the car sometimes result in slight changes in the packages, but it is the constant or maintained rise in the average temperature of the car that is responsible for objectionable results noted at the expiration of long hauls.

Farming Didn't Agree with Father.

A man traveling in Northern Michigan met a middle-aged farmer who told him his father, aged 90, was still on the farm where he was born. "Ninety years old, eh?" "Yep; pop's close to 90." "Is his health good?" "Taint much now. He's been complain' for a few months back." "What's the matter with him?" "I dunno; sometimes I think farming doesn't agree with him."

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"Swat the Rooster" Suggested for a Slogan.

Agricultural College, June 5.—At the special summer meeting of the Michigan Butter, Egg and Poultry Association, held here this afternoon, President H. L. Williams, of Howell, read the following address:

In behalf of the Association I first want to extend our hearty thanks to Prof. J. O. Linton and our College friends for so cordially inviting us here to-day to come to this famous seat of learning and stand side by side with them and help work out the scientific and practical methods of building up the poultry and egg industry, that we, as middlemen, may be a benefit both to the producer and consumer.

Next I want to express our appreciation to our worthy chairman of the Educational Committee, C. J. Chandler, for the painstaking and unselfish work which he is doing for the general upbuilding of the industry. I know I voice the sentiment of every member of the Association in giving Mr. Chandler credit for being the leader of this work in the State of Michigan, and we are very thankful to him and the members of his Committee for the generous efforts they have put forth for this Association and its work.

We also feel highly honored to-day to have with us such a distinguished gentleman as Prof. Schumaker, of Cornell University, who has kindly consented to co-operate with Mr. Chandler in giving us his illustrated lecture. We extend to him our thanks and welcome him into our Association.

Further, I want to thank at this time our busy Secretary and Treasurer, D. A. Bentley, for all the work he has been doing to build up our Association with new interests and membership.

This is an age of progression and I would at this time like to make one class prophecy, which is that some morning, we dealers will wake up to the fact that if we wish to continue in the egg business, we will have to buy eggs in the square way, and that is pay for eggs on the basis of their quality. By so doing we will be recompensing the farmer for producing quality, which we all want and which, on the present system of buying, he has no incentive to give us.

It is all wrong to tell the farmer to hold his own eggs, because he has not the equipment for doing the work as it should be done. The only modern up-to-date method of holding eggs is to put them in a good cold storage and any one can do this if he wishes.

Contrary to the sensational newspaper attacks on cold storage, we know there is no such thing as a cold storage trust. We also know that the Canadian government has been giving a bonus to help build cold storages in that country. We also know that less than 10 per cent. of all the eggs produced are put away in cold storage, to be used in the winter months when production is at the lowest point, as, generally speaking, hens do not lay in winter.

It would be just as sensible to argue that all foods should be consumed as soon as marketed, such as wheat, apples, potatoes, etc., as to say that eggs should be.

In conclusion, I would like to suggest a slogan for our Association for this meeting and that is "Swat the Rooster," which would do much towards improving the quality which we all desire.

Coming Conventions To Be Held In Michigan.

June.

- U. C. T. Grand Council, Saginaw, 12-13.
- Eagles, Holland, 15-19.
- National Association Chiefs of Police, Grand Rapids, 15-19.
- B. P. O. E., Petoskey.

- Annual Encampment of the Michigan G. A. R., Lansing, 17-19.
- Michigan State Bankers' Association, Alpena.
- Michigan Unincorporated Bankers' Association, Alpena.
- Michigan State Firemen's Association, Saginaw, 23-25.
- League of Michigan Municipalities, Bay City, 24-25.
- Michigan State Golf League, Detroit, 25-27.

July.

- Michigan State Barbers' Association, Flint.
- Michigan Retail Jewelers' Association, Michigan Association of Police Chiefs, Grand Rapids, 14-15.
- Sheriffs and Prosecuting Attorneys, Alpena.
- Michigan Association of the National Association of Stationary Engineers, Muskegon, 15-17.
- Michigan Association of County Clerks, Mt. Clemens, 25-26.
- Grand Circuit Races, Grand Rapids, 29-Aug. 1.

August.

- Ancient Order of Hibernians, Calumet.
- Michigan Association of Local Fire Insurance Agents, Grand Rapids, 4-5.
- Michigan Abstractors' Association, Ann Arbor, 6-7.
- Michigan Retail Clothiers' Association, Detroit.
- Grand Circuit Races, Kalamazoo, 10-15.
- Michigan Postmasters' Association, Grand Rapids.
- Michigan Association of Workers for the Blind, Saginaw, 12-13.
- Fifth Michigan Veteran Volunteer Infantry Association, Saginaw, 26.
- American Pharmaceutical Association, Detroit, 24-29.
- Michigan State Pharmaceutical Association, Detroit, 25-27.
- Michigan Pharmaceutical Travelers' Association, Detroit, 25-27.

September.

- Greater Michigan Fair, Grand Rapids, 1-7.
- National Encampment of the G. A. R., Detroit, 3-6.
- Middle West Association of Deaf Mutes, Lansing, 7.
- Michigan Federation of Labor, Lansing.
- Michigan State Humane Society, Muskegon.
- Michigan State Fair, Detroit.
- International Association for the Prevention of Smoke, Grand Rapids.
- Michigan Association of County Superintendents of the Poor, Grand Rapids.
- Michigan Constitutional Convention, Grand Rapids.

October.

- Order Eastern Star, Grand Rapids, 13-15.
- Michigan Poultry Association, Grand Rapids.
- Michigan Annual Conference of Corrections and Charities, Grand Rapids.
- Michigan State Teachers' Association, Kalamazoo, 29-30.
- Women's Christian Temperance Union, Owosso.

November.

- Michigan State Sunday School Association, Adrian.
- Michigan Association for the Prevention and Relief of Tuberculosis, Grand Rapids.

December.

- Michigan State Potato Association, Grand Rapids.
- Michigan State Grange, Battle Creek.
- Michigan Bricklayers, Masons and Plasterers' Association, Jackson.
- Michigan Bee Keepers' Association, East Lansing.

January.

- Michigan Tax Association, Detroit.

February.

- Michigan State Association of County Drain Commissioners, Lansing.
- Michigan Retail Hardware Dealers' Association, Saginaw.
- Michigan State Rexall Club, Detroit.
- Michigan Retail Grocers and General Merchants' Association, Lansing.

March.

- Michigan Sheet Metal Contractors' Association, Grand Rapids.
- Michigan Master Steamfitters' Association, Detroit.

April.

- Michigan State Association of the Master Horseshoers National Protective Association, Grand Rapids.

May.

- Michigan Camp Modern Woodmen of America, Flint.
- Grand Conclave, F. & A. M., Bay City.
- Michigan State Association of Post-office Clerks, Grand Rapids, 31.

Quite Correct.

The teacher had been reading to the class about the great forests of America. "And now, boys," she announced afterward, "which one of you can tell me the pine that has the longest and sharpest needles?" Up went a hand in the front row. "Well Tommy?" "The porcupine, ma'am."



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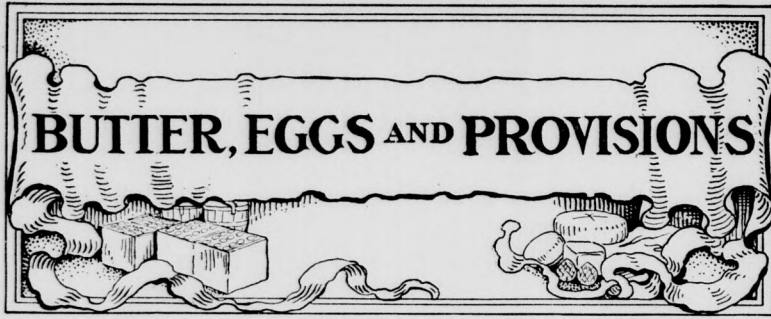
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Michigan Poultry, Butter and Egg Association.

President—H. L. Williams, Howell.
Vice-President—J. W. Lyons, Jackson.
Secretary and Treasurer—D. A. Bentley, Saginaw.

Executive Committee—F. A. Johnson, Detroit; Frank P. Van Buren, Williams-ton; C. J. Chandler, Detroit.

Middlemen Not So Black as Painted.

"Swat the middleman!" bids fair to become as popular a slogan as "Swat the fly!" says "The Independent" in an interesting analytical article into the relation of first cost, distributive cost, trade profits and consumer's prices of Wisconsin cheese.

"It has been taken for granted," the article continues, "that the middleman takes his tithe from the farmer and his tithe from the housewife, and between the two manages to amass a heaven-insulting fortune. But when Professor H. C. Taylor of the Wisconsin College of Agriculture started trailing the middleman to his lair he discovered that this gentleman was not so black as often painted, and that there were a great many things to be said in his favor.

"The enquiry is by no means completed. It may never be, so rapidly are industrial conditions changing.

But the first results are interesting. "Professor Taylor analyzed first the processes of distributing Wisconsin's cheese, about 40 per cent. of the total output of the country. When the Denver housewife telephones her grocer to send up a pound of cheese she will probably have to pay about 25 cents for it. Of this amount the farmer gets 13 cents, it being taken for granted that he has taken his milk to a co-operative factory and thus pays no profit to the manufacturer.

"The dealer in Wisconsin, who handles by far the largest amount of cheese sold at the factories, gets about 1½ cents. He may be in the business for himself, but more often buys on commission. Sales are made either by private deals or on the 'dairy boards.' Very little cheese is sold on these boards, but they serve largely to fix prices.

"Usually the dealer takes the cheese to a branch warehouse, where it is stored until it can be shipped in car-load lots. It costs about ¼ cent a pound to paraffine cheese, collect it in branch warehouses and ship it to distribution centers. The cold storage rate which the dealers must pay is ⅛ cent per pound for a month or less, and ⅜ cent a pound for three months or more up to six months. Insurance, interest on money invested and shrinkage come to at least ⅝ cent a pound. By this time the deal-

er's tithe is far from being extortion.

"The wholesale grocer receives about ¼ to 3 cents a pound, more often the latter, for interest on his investment and shrinkage. Often he has to give credit to the retail grocer and that cuts down his profit. His profit also seems very fair.

"From ¼ to 2½ cents goes for freight, fixed charge which only the railway commission can remedy should it be too high—which it does not seem to be, considering that cheese is shipped in refrigerator cars.

"The biggest 'rake-off' is made by the retail grocer, about 5 cents a pounds. The grocer must sell in small amounts, there is much loss by evaporation after the cheese is cut, and unless the store is a cash grocery the investment charges are heavy. Only the grocer with an enormous business can afford to take a smaller profit and come out even.

"On the whole, Professor Taylor found that the only way to cheapen cheese would be to eliminate some of these middlemen processes or make them more economical. But cheese, by virtue of its perishable property, must be well handled to get it to market in good condition, and as yet no satisfactory means have been devised to sell it from factory to home direct. The middleman is giving efficient service and getting a fair charge for it."

Storing Lemons.

It has taken a long time to educate the cold storage trade that lemons of commerce, as ordinarily handled, are not a cold storage product, strictly speaking, and that they should not be stored at a temperature much, if any, below 50 degrees F. Low temperature has a deteriorating effect on lemons unless they happen to be in just the right stage of maturity.

Another point is the fact that lemons are a very dangerous product to store in a building with any kind of goods which are susceptible of acquiring odors from foreign sources. Eggs and butter are especially sensitive in this respect and thousands of dollars of damage has been done by storing lemons in proximity to eggs and butter in cold storage. It is just as easy to use the experience of other people as it is to go through the trouble yourself. Don't forget that lemons and oranges, too, must not be stored in proximity to sensitive goods.

Do you know of anything for which you would exchange good health? Are you sure you are not gradually exchanging it for something trivial?

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WE EXCEL

Send your orders to

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Carloads received daily.

Send us your orders.

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Ship your BUTTER, EGGS, POULTRY and VEAL to Grand Rapids. Will pay spot cash or sell on commission, as shipper prefers. We refer to R. G. Dun & Co. and Kent State Bank.

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Write or wire us when ever you have POTATOES TO OFFER

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236-248 Prescott St.

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We have seed potatoes to offer in local lots

Use Tradesman Coupons

Parcel Post Not a Success in Nebraska.

Nowhere in the country was there so much popular boosting of the parcel post idea as in Kansas and Nebraska and nowhere was the fight between the rural consumer and the regular retail merchant fought out more bitterly or more emphatically won by the consumer. But it looks, according to J. Frank Barr, of the Federation of Nebraska Retailers, as though it was falling short of expectations in that region. In an official statement in the official organ of the Federation, Mr. Barr writes:

"We were told that when parcel post would be put in operation, much of the high cost of living would be eliminated by a short cut in the channel of distribution from the producer to the consumer.

"We were told that the farmer could 'mail' his butter, eggs, poultry and vegetables to the consumer in the towns or cities, get a greater price for what he had to sell and the consumer at the same time would be able to get absolutely fresh goods and at a less price than formerly through the old system. In short, the retailer would be entirely eliminated.

"Let us see what some of the results have been: Several attempts have been made to ship eggs by parcel post with disastrous results. The eggs were received all right, but the housewife preferred to prepare her eggs in her own way and not have them scrambled by Uncle Sam. She will use no other than good butter, but learning that Farmer Jones will sell her butter 'from the farm at a saving of 6c a pound,' orders five pounds (buys money order and mails it, but waits nearly a week before she gets the butter). The butter is received—but such an article. Dad and the children have been accustomed to eating good butter and the poor housewife in her efforts to cut down the amount of the grocer's bill has again made a failure!

"Convenience and satisfaction enter largely into the question of distribution and the small additional cost of this kind of service rendered by the home merchant should be borne willingly by the consuming public."

Shipping Fish Alive in a Frozen Condition.

Fish are classed as animals, but they are cold blooded and have a variable body temperature, dependent on the temperature of the water they are in. Under exposure to extreme cold they assume a rigid condition in which all of the vital functions are stopped, but at the same time life still remains. It is reported that during several months in the year some of the great rivers of Siberia are frozen solid to the bottom, but many of the fishes imprisoned in the ice retain their vitality and resume their active bodily functions when the ice melts in the spring.

A little boy seeing an elephant for the first time, exclaimed, "Oh papa, look at that cow, it has its horns in its mouth and eats hay with its tail.

The Greater Michigan Fair.

The people of Western Michigan are now introduced to the Greater Michigan Fair, the new title assumed by the West Michigan State Fair, a title more comprehensive, more characteristic and better fitting the magnitude of the event, and it can be said without fear of contradiction that it will fully warrant this title.

There seems to be no question that the coming fair at Grand Rapids September 2, 3, 4, 5, 6 and 7 will be the greatest event of its kind in the history of Western Michigan, if not the entire State.

In addition to what has already been said regarding the fruit exhibits, the various committees and departments have been earnestly engaged in securing exhibits of a high order and of practical value to the farmer and the suburbanite as well as the man who lives in the city. It is the intention of the management of the Fair to elevate its tone, both as to the character of entertainments and the nature of exhibits, making it inspirational, educational and entertaining.

As a sample of what may be seen, it can be stated that the fair management has secured the Government good roads exhibit, consisting of a large number of tables and a thorough demonstration of road making under all conditions and with all sorts of materials. There will probably be a most interesting aquarium fish exhibit, and the State of Michigan will be well represented in the exhibits from the Agricultural College and other departments of the State government. The exhibit of cattle will probably be the finest ever made in the commonwealth and arrangements are now being made for an excellent horse show.

In the matter of entertainment, the attractions secured by the Fair excel anything of the kind ever before placed before the people of this portion of the State, including diving horses, looping the loop on roller skates, great wire balancing, the Royal Hippodrome in front of the grandstand and fire works at night.

The premium list is now in course of preparation and will soon be forwarded to those interested in making exhibits.

Abiding by the Decision.

In a Kalamazoo court not long ago an old farmer was the defendant in a suit for a piece of land, and his lawyer had been making a strong fight for it.

Then the plaintiff's attorney began his argument.

"May it please the court, I take the ground—"

The old farmer jumped to his feet excitedly. "What's that! What's that?" he exclaimed.

The judge called him to order.

"May it please the court," began the attorney again, not noticing the interruption, "I take the ground—"

"No, you don't neither," shouted the old farmer; "anyhow not until the jury decides the case!"

Potato Bags
10,000 2½ bu.
For Sale

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516 Penobscott DETROIT

When shipping Poultry, Calves, Pork, Eggs or Produce, remember we can sell that shipment at top market price.

Phelps, Naumann & Co.
303 Market St. Eastern Market
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POTATO BAGS

New and second-hand, also bean bags, flour bags, etc. Quick shipments our pride.

ROY BAKER
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Satisfy and Multiply

Flour Trade with
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Let us send you our weekly Financial Letter. Ask us about any security.
Michigan Trust Bldg.
"H-S-C-B" Fifth Floor

HART BRAND CANNED GOODS

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Michigan People Want Michigan Products

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.

Fine Store Fixtures For Sale

The entire fixtures of the "Bee Hive" grocery in City of Cadillac are for sale at a very reasonable price as the stock is being closed out at auction by E. D. Collar, of Ionia, Mich.

An Electric Coffee mill, Toledo Scale, new National Cash Register are among the fixtures. Write if interested to E. D. Collar, Cadillac, Mich., for further information.

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

Established 1873

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

Dairy and Creamery Butter of the better 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.

SHIP YOUR

BUTTER and EGGS



to us. We pay spot cash. Ask for quotations.
We also receive Veal and Poultry on consignment.

Schiller & Koffman

References:
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323-25-27 Russell St.

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When in the market to buy or sell

FIELD SEEDS

Call or write

Both Phones 1217 MOSELEY BROTHERS Grand Rapids, Mich.



The Western Michigan Development Bureau says that the rivalry between the banks of Western Michigan in the matter of encouraging agriculture is becoming so keen, that new and valuable ideas are being worked out daily. One Traverse City bank a few weeks ago announced an alfalfa exhibit. Immediately a rival announced a potato campaign and corn show. The Bank at Sutton's Bay has printed a large number of spraying calendars, giving the fruit growers of the Sutton's Bay section full particulars regarding the proper time for spraying in order that the various insect pests and fungus diseases may be properly controlled. The First National Bank of Boyne City is selling formaldehyde to farmers at cost, that they may properly treat their seed potatoes before planting. The Bank at Beulah is planning on having its territory covered by a series of illustrated lectures on farming. The Old State Bank of Fremont has also been a great factor in agriculture. The banks are taking the lead in the work of agricultural extension, because they have noted the increased volume of business done when the producers of a community adopt more efficient methods for carrying on their work.

William M. Palmer is the new President of the Jackson State Savings Bank, having been elected to the position at a meeting of the directors of the Bank. He succeeds Dr. N. H. Williams, who will take up his home in California. Dr. Williams has been an able official who will be missed in both business and social circles. Mr. Palmer has been connected with the Jackson State Savings Bank since its organization, is a keen business man and is expected to make an excellent head of the Bank.

Battle Creek claims to have the first woman bank director in Michigan. She is Mrs. E. I. Wolf, mother of Frank Wolf, Vice President of the Central National Bank. She was elected to succeed the late H. P. Stewart, prominent local attorney, who died last winter. H. C. Hawk, of the Postum Cereal Co., was elected director of the same Bank to succeed the late C. W. Post. This is the first time there has been a change in the board of directors since the Bank was founded ten years ago by C. W. Post. It now has total resources of \$5,000,000.

Robert Baldwin has resigned his position at the Lapeer Savings Bank to go to Breckenridge as Cashier of

the Farmers' State Bank. F. J. Stephenson will take his place in the Lapeer Savings Bank.

The Shiawassee County Bankers' Club will meet in Owosso on the evening of June 16. A supper will be served at 6 o'clock at the National Hotel, after which a business meeting will be held. The annual election of officers will take place at this time. William J. Gray, Vice President of the First and Old Detroit National Bank, will be the speaker of the evening. The ladies are invited to attend this meeting and will be entertained by the wives of the Owosso bankers.

A Houghton correspondent writes: William Warmington succeeds A. J. Whitford as Cashier of the Citizens' National Bank of Houghton. Mr. Whitford retires to take the position of Cashier of the Miners' State Bank of Iron River. Mr. Warmington has had a rapid rise in the banking business. Four years ago he left the Michigan College of Mines, after having spent two years as a student of mining engineering, to take a position as collector in the Citizens' National. He spent a year in that position and was then promoted successively to the positions of book-keeper and Assistant Cashier. Changes in the Bank in the meantime contributed to his rapid promotion, but ability and personality had most to do with it. Mr. Warmington is popular with patrons of the Bank and his latest promotion is with their warm approval. A number of the friends of Mr. Whitford, the retiring Cashier, gave him a farewell dinner at the Houghton Club Wednesday night and incidentally presented him with a gold-mounted umbrella as a token of their esteem and their regret at his departure.

Kent State Bank

Main Office Fountain St.
Facing Monroe
Grand Rapids, Mich.

Capital - - - - \$500,000
Surplus and Profits - \$400,000

Resources
8 Million Dollars

3 1/2 Per Cent.
Paid on Certificates

Largest State and Savings Bank
in Western Michigan

GRAND RAPIDS TRUST COMPANY

Authorized Capital and Surplus - - \$450,000.00

Trust Department

Acts as Executor, Trustee under Wills, Guardian, Administrator, Receiver, Agent, Trustee under Mortgages, and Deeds of Trust, Registrar and Transfer Agent of Corporate Securities; receives Wills for safe-keeping without charge.

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We offer for investment Securities yielding 4 1/2 to 6 per cent.

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Speaking on the business situation to the Washington correspondents recently, President Wilson expressed his belief that "Prosperity would come with a jump if the manufacturers believed it was coming." This supplemented his remarks to the delegation of Illinois manufacturers, who were told: "There is abundant evidence that it is merely psychological; that there is no material condition or substantial reason why the business of the country should not be in the most prosperous and expanding condition."

At a time when even the most experienced business men are utterly perplexed over the causes of the present state of business, any confident explanation is bound to get a respectful hearing. Still, to say that trade activity will increase whenever the belief becomes general that prosperity is coming is to state a rather obvious truism. The statement would be quite as accurate if reversed so as to say that business will decrease whenever business men are convinced that adversity is coming. Both results are merely the necessary result of ordinary and prudent business methods. Furthermore, if business men were to begin buying heavily, on the belief in coming prosperity and if prosperity were not after all to come, the sequel might be unpleasant.

That is exactly what happened in 1909. The "Sunshine movement" of 1908, when actual leagues were formed forces at a date arbitrarily fixed, perity," and when delegates to such conventions were urged to "forget about the panic," to resume buying and selling on the scale of a year before, and to re-employ their disbanded forces at a date arbitrarily fixed, was undoubtedly followed, after three or four months, by recovery on the Stock Exchange and in general trade. But financial history nowadays describes that movement as a "premature recovery."

Nevertheless, the purely mental side of a protracted trade depression is something never to be ignored. That influence was paramount in 1896, and at the beginning of 1897, when the whole business community seemed to have convinced itself that American prosperity was permanently gone. It was equally paramount between 1877 and 1879, when neither Wall street nor the manufacturers would look for a moment on the bright side of things. Both occasions fell in the later stages of a long financial and commercial readjustment, following the collapse of a great financial boom. Depression had at both times continued so long that the habit of pessimism had become absolutely rooted.

On one point, most observant and experienced people would probably agree—that whether "psychology" of this sort is or is not the primary cause of the present unsatisfactory conditions, it is a powerful aggravating cause. It is one of the well-known facts about a financial market that,

when mental influences predominate, something in the actual developments of the day will always be found to increase their scope of influence. This is quite as true of the psychological tendencies which mark the culmination of a great financial boom as it is of those which come after prolonged depression.

In April, 1901, everything in the events of the day seemed to indicate that the extravagant optimism of the Stock Exchange was justified. It was in the middle of 1906, when the real influences which had caused the boom of the half-dozen preceding years had almost entirely spent their force, and when the opposite tendencies which caused the panic of 1907 were in full swing, that the responsible heads of some of the greatest European banks declared that the New York market's international credit was practically unlimited.


But the "psychological influences" feed on whatever suits their taste in the current news. To-day, one will learn on Wall Street that the proposed company legislation, the uncertainties of the rate decision, the railway investigations, and the attitude of the courts, are the factors which make pessimism and depression inevitable. But the curious thing is that in 1906, when "psychological influences" were operating wholly in the direction of financial enthusiasm, and when business was "booming," anybody who had been looking for trouble might have pointed to the drastic railway rate law, the pending anti-Trust cases against Standard Oil, the insurance scandal, and President Roosevelt's somewhat violent public attacks on the great capitalists.

The fact that those surrounding circumstances did not dampen the markets' cheerfulness of those days, whereas the very similar circumstances of to-day are cited as the whole cause of trouble, would certainly appear to mean that "psychology" sometimes operates independently of the genuine underlying influences of the moment. How far that is so to-day, remains to be determined.

A man must use his head if he would get there with both feet.

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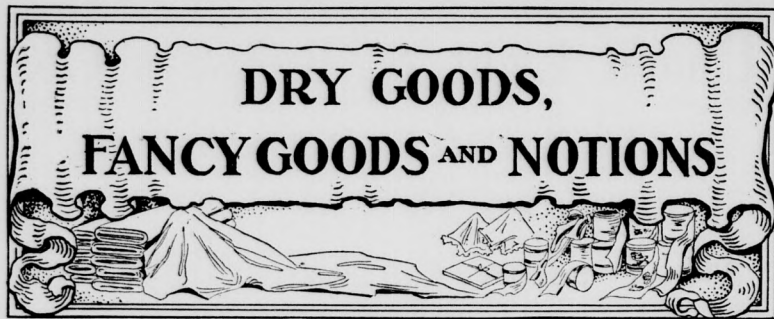
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Features of the Principal Dry Goods Staples.

The markets have been quiet, but there were indications of a broadening interest in some lines of merchandise. The linen trade has been notified of a resumption of old prices by the Cambric Combine, a foreign association of manufacturers, whose prices are accepted by Custom House authorities as a basis of values for importing. There has been considerable complaint in the trade because of the action of the Government in accepting the prices made by what is substantially a foreign trust as a basis of values for tariff levies, largely because at different times many users of cambrics here, both in the jobbing and manufacturing trades, have been able to buy below the trust prices abroad. They do not get the benefit of the lower duties to which they are entitled and neither do consumers.

Foreign hosiery manufacturers, especially those in Germany, are not able to make as low prices as buyers here were looking for. Moreover some of them are receiving cancellations from this side, partly due to poor trade and in some part due to the fact that there is not such a great demand for foreign hosiery because it is imported as some traders thought there would be. The underwear trade continues very quiet and orders are small and are influenced largely by the course of the weather. Nothing is being done by many agents toward naming prices for next spring, as they say it will be folly to attempt to show merchandise for another year until well toward the end of June at least.

Dress goods agencies are getting a fair business, but by no means a full business. Some of the large corporations believe now that they will be unable to sell in full for fall, owing to the long delay in placing orders. The demand for some goods, such as fine broadcloths, has been broad enough to warrant price advances, but many staple worsteds are still to be had at very attractive figures from the buyers' viewpoint. In men's wear circles there is considerable interest shown in the course of the demand for woolen fabrics for fall. They were neglected in the early trading by several clothiers, but are now much wanted suitings.

Burlap markets have not been doing well of late. The report that the jute crop now in the ground had been greatly injured by the floods in India has not stirred up any speculative interest here and perhaps are plentiful enough to meet most requirements for some time to come.

Foreign manufacturers are steadily curtailing the output.

The cotton yarn market showed some signs of improvement at the end of the month. It was an improvement in the character of enquiries rather than in the volume of business done, or in the better prices bid. The spinners are now beginning to curtail their output more freely and while price irregularity is common enough, it is certain that spinners will not meet many of the low prices traders are making on yarns in the large central markets.

Cotton goods continue in a period of readjustment, due to the influence of a new cotton crop, and to the approaching end of the Western jobbing season and the unwillingness of buyers to operate in any strong way for future delivery. The most promising thing in cotton goods is that current values are in many instances too low to permit mills a profit.

In past years when cloths have been below cost it has stimulated purchasing. At the present time there is a great deal of uncertainty of a mercantile character expressed, and those who would like to invest capital in merchandise that is selling below cost are deterred from doing so by the feeling that something unusual may happen in a mercantile way. Styles are changing so fast and some houses are being called on to mark off profits on novelties in such a ruthless way that men who would buy for the future are wondering whether styles in cloths are well enough set to warrant them in going ahead.

Jobbers who are disposed to move into another season in a strong way have been able to do so at a profit, as they have been met with opportunity to trade whenever they have said they were ready to talk about something beside prices. Several houses will not quote prices for idle talk, but if buyers are ready for fall they can get figures that will interest them. It is far from being a dull market in cotton goods, yet it is not an active one either.

Silks.

A number of the silk manufacturers are said to be feeling the absence of immediate business and are allowing looms to run down rather than take a chance on making goods for stock. Uncertainty as to the character of silks that will be wanted next season and higher priced raw material make a combination that for the time being works against the manufacturer.

The price situation is widely discussed in the market and is the subject of much correspondence between

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28 inch Sim Silk Foulards, the yard.....	6½c
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mills, and selling agents. It is recognized that this is a difficult season of the year to make much headway in convincing buyers of the necessity of higher prices. At the same time there were reports of advances on other lines of staple silk for fall delivery. Messalines, on which orders had previously been accepted at 62½c are now reported advanced to 65c. This corresponds to the 5 per cent. advance already recorded as made by one large manufacturer.

About the only certainty that is felt in the trade at large just now in regard to the fall season is that silks of some character will be wanted in large quantity, the fashion demand in other words being secure. A variety of weaves is indicated at this unsettled stage of the business, and some manufacturers are found who are preparing in a partial way for some business in three or four kinds. Manufacturers, for example, of messalines are likewise making taffetas, having orders so far for both. There are instances likewise of these same manufacturers working in a limited way on the new cord weaves of the faille order that are being talked about.

The satin preparations, it is evident, are being made by an increasing number of manufacturers. With the prominence of piece dye houses in the business it is natural for the various satin and kindred weaves to have a large support.

Orders in silk velvets, for next fall are reported as very satisfactory, some importers stating that their business is much ahead of the same time a year ago. Velour chiffons are said to be in largest demand. One of the novelties is a Roman striped velvet which is said to be well thought of for fall.

Fine and Fancy Cottons.

Fine combined yarn cottons in plain weaves continue quiet in gray and finished markets. There has been more enquiry recently for 40-inch lawns without any appreciation in the bid prices. Trading has therefore been quite as unsatisfactory as it has been for some weeks. Mills can be found that are willing to sell 8.50 yard goods at 7c for delivery forward from July, and it is stated in some quarters that 6c has been done recently on 9-yard 76x72s. On the other hand, it is stated that some mills will not accept an order on 30-inch 88x80s under 5c, and will not sell limited accumulations below that figure.

Most of the business being done in the gray is on fancies for sample delivery, occasional reports coming to hand of more duplicate orders on certain sheet fancies that have been popular in the current selling, notably lace cloths, very sheer fancy checks and neat simple stripe effects on sheer grounds.

One of the mills making the finest quality of shirtings has secured for spring, thus far, the widest distribution of sample orders ever known, but it has rarely occurred that buyers have ordered more than 10 per cent. of what is termed a normal business placed at this period. There has been

more hesitation in the placing of orders for dress cottons for spring than some of the oldest men in the market have ever known. It is stated that this is all due to the radical change that is foreshadowed, in the matter of weights of goods to be worn. It is also the fact that the vogue of printed materials thus far this year has disturbed many of the houses that have featured piece dyes exclusively. Foreign sellers have been especially hurt by the vogue for printed dress cottons.

One of the large houses has been selling white ratines well to the skirt cutters. Western markets have been used as the dumping ground of many foreign accumulations of cloths of this construction, and one large distribution of bargains lots has been able to sweat the Chicago and St. Louis markets to advantage. Domestic mills that made these goods in abundance have been trying in vain to sell them at a profit in solid colors. Some of the white, yarn dyed, and fancy light weight ratines are selling sufficiently well to move the accumulations in houses that went into the production of the goods moderately.

Complaints are heard in the market of the finish of some of the domestic transparent organdies. They are good until the second or third washing, and they then fall away and lack the flare up quality so much wanted at the present time. In the finished goods markets there has been considerable picking up of very fine checks and very fine stripes in white for immediate use. One house last week sold at 15c a yard nine cases of goods that had been stored at least four years and had been listed in stock taking at 5c. Other instances are heard of where cutters of waists have been particularly anxious to secure some of the very fine cotton goods in either plain or fancy weaves for immediate delivery.

So much plain fine organdie has been wanted for use in white goods that mills have not been able to deliver goods for printing before July. That this class of merchandise will be wanted for printing next season is now well established. Larger flowers are being printed on some of the new showings. This trend has caused more interest in cloths that have been used in place of organdies in other seasons, and which are commonly sold as true organdies.

The call for Roman stripes in fine colored cottons continues. The goods are being used for trimming and are not expected to be much more than a passing fad. They have been less effective in cottons than in worsteds and silks. The printing of Roman stripes on some of the lower count cloths has made styler of experience very cautious in urging mills to go into this line save in a small way.

A Judicial Error.

A colored gentleman on trial for his life in a remote Tennessee town, was asked by the judge if he had anything to say, whereupon he replied: "All I has to say is this, Judge: If you hang me, you hangs the best bass singer in Tennessee."

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HERE is one of our specially designed cases—for notions or small wares. It is a labor saver, and displays this class of goods to the best advantage. One of these cases may be just what you need.

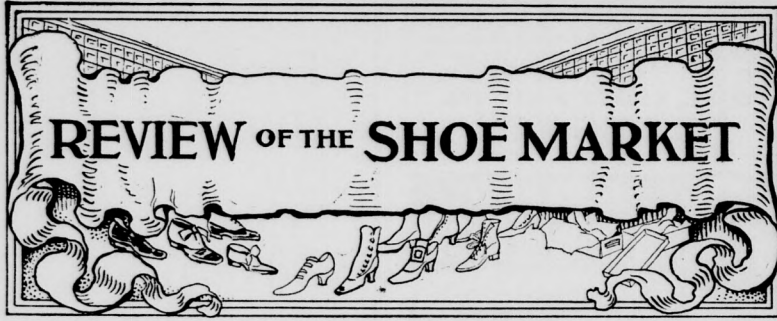
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Made In Grand Rapids



Features the Hot Weather Shoe Should Possess.

Written for the Tradesman.

In my contribution to last week's Tradesman I opened up a subject that should be of vital interest to every man connected with the retail shoe trade. In the present discussion I hope to set in order some further reflections on the same general subject—believing, as I do, that a good many shoe dealers and retail shoe salespeople are missing lots of good business by failing to visualize the larger possibilities of the summer shoe.

By way of a starter, let me say the summer shoe has come to stay. Styles may come and go, as styles have always insisted on doing. They may go in circles, or otherwise—the specific tangent along which they may, or may not, travel being of no consequence insofar as this discussion is concerned. And improvements we may confidently look for at many points both in the manufacture and the distribution of footwear. But one thing is certain: we shall continue to have summer shoes for hot weather wear.

The summer shoe wasn't "trumped up," neither has it been "foisted" on the public. We have the summer shoe because we need it; and in its production we find another illustration of the well-known principle that latent, personal needs everywhere and always express themselves in outward and visible responses. The nifty, cozy summer shoe of to-day, into which one may so readily ease, feeling the while that life isn't so worse and the world is growing better—the summer shoe is, I say, a definite response to a definite need. Such being the case it is going to persist.

If you've been somewhat dubious about this summer-shoe proposition, cultivate a faith in it. Already it has passed the tentative, experimental stage. It has fully arrived. And more and more, as people come to know what it is and why it is, they are going to demand it.

Comfort in the Summer Shoe.

In addition to actual foot-protection, perhaps the next important thing sought by the manufacturers who produce shoes, and the people who wear them, is comfort.

And all sorts of shoes, for seasons, between seasons, for hard-wear service, and for dress, recreation, and all sorts of purposes—are supposed to possess comfort varying in degrees with their several uses. But in the specific summer shoe, comfort is simply indispensable. And it must be

there in an appreciably degree. It isn't enough for the manufacturer to aver that it is a comfortable shoe, nor for the traveling man to describe it as such, nor for the retail dealer to expatiate upon its comfortable qualities; it must be a comfortable shoe if it is to make good as a summer shoe. A summer shoe without comfort is a misnomer.

Such being the case, we may very well ask, What is it about a summer shoe that makes it comfortable for warm weather wear?

For one thing its lightness. The summer shoe is, or should be, a light shoe. Every additional ounce of weight in a pair of shoes adds just so much discomfort to the feet in the shoes. In summertime sensible people wear lighter underwear, lighter suitings or dresses, lighter hats, and lighter shoes. The tendency towards lighter weight shoes for general wear all along the line even in fall and winter footwear has been on, as everybody knows, for years. Modern processes of quick tannage both for upper leather and sole leather stock have made it possible to greatly reduce the weight of shoes, and dealers find that light weight footwear appeals to the general public. And this, as above indicated, for footwear in general. This is, to be sure, especially true of the summer shoe; for the less weight a shoe has—provided the shoe retains its foot-protecting qualities—the more comfortable it feels on the foot.

Lightness is obtained by using less hefty materials in the uppers, by making the shoe a low-cut instead of a full top shoe, and by thinning down the soles. In view of experiments now being made in new processes of tannage—especially in the tannage of sole leather—the probabilities are that the typical summer shoe of the future is going to be appreciably lighter than the average summer shoe of to-day.

This suggests a comment on the growing popularity of rubber for use in soles and heels. Unquestionably rubber soles and heels—or merely rubber heels—do relieve the jar and strain incident to walking; and, as the advertiser of a certain rubber heel concern puts it, "secures the effect of light, springy turf under your feet." But new live rubber is heavier than sole leather; consequently rubber, while adding to the springiness of the summer shoe also adds to its weight. And this raises a question which cannot be settled by an ex cathedra utterance—each individual must decide for himself whether he

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can afford to carry the extra weight in order to get the extra springiness incident to the use of rubber.

Ventilation and Coolness.

In summer time the mind easily turns to things that suggest or promise the coveted boon of coolness.

We want cool underwear, cool hats, cool clothes, and cool shoes. If a given pair of summer shoes afford us a pleasing prospect of coolness we are strongly inclined to favor them.

Now there are two things that combine to produce a cool summer shoe: ventilation and soft, pliant leather.

Of the latter little requires to be said in this connection. The manufacturers of summer shoes have, it would seem, gone about as far in that direction as it is safe to go. Leather must possess a certain amount of strength to be fit at all for use in the uppers of shoes. And the various kinds and finishes of leather now in use for that purpose have been made about as soft and pliant as they can well be—and at the same time retain the strength and wear-resisting qualities that the wearer naturally demands in his summer footwear. Thinner, softer, and more pliant leather could be used, but the use of them would detract materially from the serviceability of the shoes—and incidentally to the comfort of them as well, for the muscles and tendons of the feet require support and bracing.

But in the matter of ventilation, the case is different. The more perfect ventilation of a summer shoe—other things being as they should be—the more comfortable the shoe. Ventilation secures the effect of coolness. Lack of air, no less than high temperatures, makes the feet hot. Everybody knows by experience what it is to have that stuffy feeling in his feet. Full-blooded people—especially if they are inclined to perspire freely—add to their other summer discomfort that of perspiring feet.

The best cure for perspiring feet, for hot, stuffy, suffocating feet—is fresh air, and plenty of it. Aside from frequent bathing in cold water and the use of a few simple household remedies, fresh air is all you need to secure foot-comfort in hot weather.

The big advantage in low-cut shoes is that approximately 50 per cent. of the surface of the foot that ordinarily is encased in leather, is uncovered to the air. As for the lower part of the foot, ventilation is secured by using upper stock of a more or less porous nature. True, several mechanical devices—such as metal tubing through the heel, with openings in the shoe at the shank of the shoe are sometimes advised and made.

But the chief objection to such methods of ventilation lies in the fact that these perforations admit dust and grit and water as well as fresh air. So the alleged advantages is more than offset by the evident disadvantages of them. As I have several times suggested here is a good opportunity for some inventive genius to immortalize and enrich himself by working out some thorough practical device for ventilation of the summer shoe without incurring the disadvantages thus

far encountered by perforations and openings.

Pending the solution of this vexatious problem, about the best way now known for producing a cool, comfortable summer shoe, providing the foot with practical ventilation, is to use porous materials in the uppers.

Cid McKay.

New York Shop's Mail Order Plan.

The Shoe Craft Shop, which does business at 27 West 38th street, New York, is one of the large and growing number of shoe concerns which have come to the logical conclusion that there is money in handling shoes for the benefit of out-of-town people; and this particular shop, going after business in an aggressive and intelligent way, is profiting by it nicely. Its new mail order catalogue is an attractive bit of printing, and is unusual in form, the major portion of it consisting of leaflets, a shoe to a leaf, with cut, description and prices, held within a sort of folder. In this folder is also contained all necessary information regarding ordering shoes by mail, including the highly important item of a deposit of \$1 on C. O. D. orders. A self-measurement sheet is one of the most practical and useful parts of the shop's mail order plan. It enables the customer to indicate his measurements and other information required in order to get a satisfactory fit, and is a feature which is worth the attention of every dealer who wants any mail order business.

Chinese Logic.

Another instance of what seems to us the topsyturvy way of doing things in China is told, according to the Washington Star, by Bishop Lewis, of Foochow.

A gentleman entered a Chinese shop to purchase tea. He found, to his amazement, that five pounds of a certain tea cost \$2.50, whereas ten pounds of the same brand cost \$7.50.

The gentleman protested at these prices, but the shopkeeper insisted that they were perfectly logical. As he put it:

"More buy, more rich—more rich, more can pay."

Overlooked an Old Friend.

Pigeon, June 6. — Mr. Young, Rindge, Kalmbach, Logie Co.'s salesman, just showed me a little write-up of our city and he asked me if I did not take Tradesman, as my name did not appear in the write-up. I think I have been getting the Tradesman the last twelve years and I am the oldest business man in Pigeon. I came here just twenty years ago and started in the shoe business and I am still at it. About ten years ago I was in your office with Otto Baranthall, at that time traveling representative for Rindge, Kalmbach, Logie & Co. I have at this time the largest and best shoe store in Huron county.

Louis Staubus.

Mayer HONORBILT SHOES
THE LINE THAT SATISFIES

Business Is Good

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BOOMING

Our gain in actual net shipments to retailers in May, 1914, showed an increase of 25½ per cent. over May, 1913. You get the point, don't you? 🏆 🏆 🏆 🏆 🏆

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White Canvas Specialties For Warm Weather



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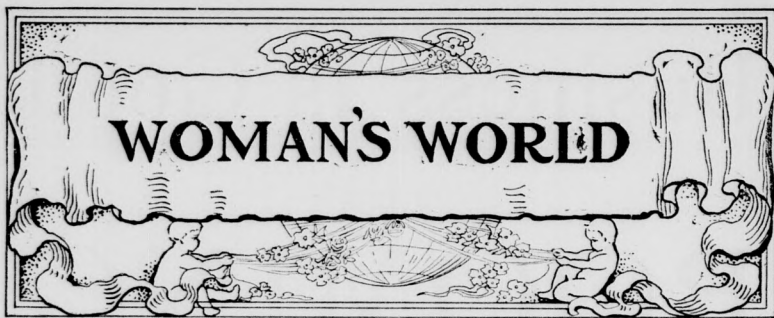
No. 454—Woman's White Canvas Mary Jane	\$.90
No. 454—Misses' White Canvas Mary Jane, 12¼ to 2	.80
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No. 454—Child's White Canvas Mary Jane, 5 to 8	.67½
No. 455—Woman's White two strap Low Heel Sandal	.90
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No. 455—Child's White two strap Low Heel Sandal, 8½ to 12	.75
No. 455—Child's White two strap Low Heel Sandal, 5 to 8	.67½
No. 414—Woman's White Poplin Wood Heel two strap	1.15
No. 415—Woman's White Poplin Leather Heel two strap	1.15
No. 422—Woman's White Canvas two strap Sandal	.90
No. 244—Woman's White Canvas Tip Button, regular height shoe	1.60
No. 201—Woman's Sea Island Tip Button, regular height shoe	1.40
No. 201—Little Woman's Sea Island Tip Button, regular height shoe	1.25
No. 203—Misses' Sea Island Low Heel Tip Button Shoe, 12¼ to 2	1.15
No. 203—Child's Sea Island Low Heel Tip Button Shoe, 8½ to 12	1.00
No. 203—Child's Sea Island Low Heel Tip Button Shoe, 5 to 8	.90

Send for Latest Catalogue

HEROLD-BERTSCH SHOE CO.

Mfrs. of Serviceable Footwear

Grand Rapids, Michigan



The Clothes Closet Considered as an Indicator.

Written for the Tradesman.

The philosophic mind regards every object, every institution, every phenomenon, not only as to the thing itself but as to what it indicates and symbolizes in the scheme of the universe. The commonest utensils, the most usual customs, the garments we wear and the houses we live in, did we but have the vision to see it, are full of hidden meaning. They record an accurate history of the past and make a sure forecast of the future.

Take clothes closets for instance, now considered essential parts of every house. To the ordinary superficial brain a closet is a most useful place in which to keep hats, gowns, shoes and wraps, to say nothing of a countless number of other articles, trifling in themselves but indispensable to our appearance and welfare. To the literal mind a closet is just this and nothing more. But to the rarer mind, the mind of keener penetration and deeper ken, a closet is not only a most important—nay, rather the most important room in a house—it is also a great indicator of a great sex.

If you were to ask, "Why are closets?" it might be answered by another equally brief question, which would be, "Why are women?" For unless the great sex of SHE had come into ascendancy, closets never could have come to take the high rank they now hold. While the sex HE was running things, they occupied a very subordinate position.

It has been only a short time—less than fifty years in fact—since closets began to be regarded as really essential. Before that, if in building a house there was found to be some out-of-the-way nook that nothing else could be done with, it was perforce made into a closet; and this perhaps more to hold to the idea of smooth, unjogged wall spaces than because the closet itself was considered especially necessary or desirable. An entire absence of closets even in good-sized houses was not considered a vital lack; and nineteen out of twenty bedrooms had a wooden strip fastened high on the wall, to which were screwed the huge cast-iron wardrobe hooks of that period.

The masculine brain is great on weighty themes and adapted to daring enterprise; but so inadequate is it in applying its powers to securing comfort in the ordinary concerns of daily living, that while HE achieved pyramids and aqueducts and bridged rivers and navigated oceans many,

many years ago, it remained for SHE in the latter part of the nineteenth century to bring closets into common use.

The house in Southern Michigan in which I first opened my wondering eyes to the light of this world, and which has sheltered some three generations of the people of my blood, was built in about 1845. It was some house for those days and indeed for these days, for it contained so many staunch timbers and so much good lumber and was so honestly put together that it is an excellent house yet and bids fair to outlast many structures that are going up to-day.

The reader will pardon my bragging a little about the place where I was born, when I confess that I never have lived in any other house that could hold a candle to it for size and excellence of construction. It was "strictly modern" at the time it was built. Besides its ten rooms—and some of them were immense rooms—it contained two good-sized halls, a pantry large enough for a present-day dining room, a great woodhouse, two cellars, three attics, a flour room and a bath room, the last entirely devoid of plumbing or means of heating, but still a bath room. In that whole pile of wood and stone and mortar, there was exactly one closet, a tiny affair that you couldn't stand upright in, occupying a part of the space under a back stairway. And yet that house, when it was erected, represented about the latest word in dwelling house building.

When Vassar College was opened in the sixties and began housekeeping with a family of some three hundred girl students, there wasn't a single closet in the whole institution. When the matter was brought to the attention of Matthew Vassar, the founder of the college, he at first looked a little puzzled but quickly suggested—"Each girl can have two nails in her room, one for her school dress and the other for her best dress; what more will be necessary?"

Architecturally considered, the closet is of course an almost insufferable nuisance. Often difficult and all but impossible to find a place for, it is in construction expensive of both labor and material, and adds nothing to the appearance of a house. How all the building fraternity look upon closets is well illustrated by the declaration of a Florida carpenter regarding a flat building he had put up with the intention of renting the suites of rooms to tourists. The whole structure was entirely innocent of closets, the builder, who was also the

owner being wont to remark—"I built that house purposely" he pronounced purposely with the accent on the second syllable—"to avoid closets!"

Architects and contractors very naturally feeling as they do about them, it is all the greater triumph for the sex to have placed closets among the indispensables of a house.

As a practical hint let me suggest that when you build your house you rather enlarge on the closet idea. Closets are like children, it sometimes is inconvenient to arrange for their existence, but there are never too many after you have them. Besides a full number of wardrobe closets, every house should have a linen closet, a bedding closet, a trunk room, a broom closet for brooms, dustless mops, and vacuum cleaner, and also a store room well equipped with shelves and drawers and cupboards. Every household has its accumulation of what may be termed venerable junk, things which our aesthetic sensibilities can not bear the sight of, but which "our finer feeling," whatever these may be, will not permit us to burn up. Fortunately these household gods, which we may not destroy, do not have to be worshipped constantly. If we but have a commodious store room, we can, without violence to conscience, pack them away where they will not offend our taste.

A clean, orderly closet is at once the auxiliary and the exponent of fine housekeeping; while the closet to which we will in charity apply no descriptive adjective, serves as a screen and shelter for housekeeping that is indifferent or even poor. Altogether, closets add not only to the comfort of living, but to its seemliness and decencies as well.

Many jokes go the rounds of the papers telling how men never are allowed to have a place for their clothes, collars, neckties, etc., because all trunks, dresser drawers and wardrobes are appropriated by the women folks, to their own exclusive use. The latest and best of these humorous efforts tells how a man started in to build a modest bungalow. The original plans were marvellously increased, owing to the demands of the man's wife and two daughters for closet space. He acceded to all these, inwardly congratulating himself that at last there would be some place for him to keep "his other suit." There came a day when "he proudly hung it on a hook," but one of his daughters took it away and "where it had been hung sixteen garments feminine." The suit seems to have taken a turn in the closet of the other daughter, who was considerably displeased and passed it on to her mother, the latter taking it and laying it "on Pa's bed." In closing this little tale the writer wickedly observes—"as it was in the beginning, is now, and ever shall be, world without end, in all well-regulated families—that suit, with closets everywhere, is hung on Father's bedroom chair."

As a joke this is very good, but jokes must not be taken too seriously. There is a principle well established in ethics and to some extent

recognized in law, that unless a person makes proper use of a possession, and is ready if need be to maintain and defend his ownership of it, he does not in any real sense own the thing. Every one knows that a man does not think enough of a closet to keep it in any kind of order when he has one, and really cares not a rap where his things are kept, so long as his women folks come flying with the various articles the moment he issues a peremptory enquiry of "Where's my new straw hat?" "Where are my tan oxfords?" or "My dear, will you get out my best suit?" According to any just estimate, men really have all the closet space they deserve.

Without going into the philosophic details of the subject of closets, enough has been said to show that their prevalence proves unmistakably that women are coming into their own. We haven't yet gotten all we want, partly because we can't as yet quite agree among ourselves as to just what we want. We haven't in all states obtained the vote, but we can congratulate ourselves that we are far better off than our grandmothers were, in that we have more and better places in which to keep our things. Quillo.

AS SURE AS THE
SUN RISES

Voigt's
CRESCENT
FLOUR

Makes Best Bread
and Pastry

Henry Smith
Florist

Cor. Monroe and Division
Both Phones
Grand Rapids, Michigan

The Ventilation of School Rooms
Is a State Law Requirement

For years the heating and ventilation as applied to school houses has been one of our special features.

We want to get in touch with School Boards that we may send them descriptive matter.

A record of over 300 rooms ought to be evidence of our ability.

Steam and Water Heating with everything in a material line.

Correspondence solicited.

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

BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

Grand Rapids, May 13—The Commercial Photo Equipment Co. of America has filed a voluntary petition in bankruptcy and the matter referred to Referee Wicks in the absence of the District Judge from the District. The adjudication has been made and George S. Norcross has been appointed custodian by the referee. The following are listed as creditors of the bankrupt:

Preferred Claims.	
A. P. Schnieder	\$233.30
Frank L. Foote	266.50
Gertrude Mersman	60.00
La Verne Petrie	60.00
D. W. Giddings	250.00

Ordinary Claims.	
Alvord Opaque Co., Buffalo	\$ 16.00
American Electrical Co., Chicago	276.00
Boyce Bros.	204.89
Columbian Transfer Co.	26.00
Foster, Stevens & Co.	41.75
Litscher Electric Co.	194.93
G. H. Folger Co.	379.00
A. Leitelt Iron Works90
Donnelly-Kelly Glass Co., Holland	25.25
Behlmer Bros., Batesville, Ind.	30.95
Holmes Mfg. Co., Chicago	74.50
Groskopf Bros.	27.50
Rubberset Co., Newark, N. J.	11.00
Hammer Dry Plate Co., St. Louis, Mo.	332.00
Tisch-Hine Co.	10.85
Mallinckrodt Co., St. Louis	82.15
Western Electric Co., Chicago	75.60
G. R. Muskegon Power Co.	22.14
Thompson & Norris Co., Brookville, Ind.	4.83
Benjamin Electric Co., Chicago	32.01
W. K. Schmidt Co.	8.79
Barclay, Ayers & Bertsch	9.75
Heyman Co.	73.36
Klingman Co.	379.84
Verne Petrie	254.00
Spring Dry Goods Co.	18.50
F. Post Co., Chicago, Ill.	42.73
Pierrepont Hotel Co., New York City	103.00
Letellier Lumber Co.	54.75
Carl E. Neuman Co.	27.84
Greene Paint Metallic Bed Co., Brooklyn	52.00
Michigan Lithograph Co.	48.00
Griswold Hotel Co., Detroit	54.00
Illinois Glass Co., Chicago	132.96
G. F. Borgefeldt Co., New York	279.90
Rochester Photo Works, Rochester	417.96
Sweet-Wallaehs Co., Chicago	46.75
Interchangeable Magnetic Sign Co.	71.25
Crowe Name Plate Co., Chicago	6.60
Wm. Viet	200.00
Chas. Grinnell	100.00
Triner Scale Co., Chicago	10.50
Richard Art Store	1.25
R. G. Dun Co., New York	100.00
Bradstreet Co., New York	100.00
Schul Printing Co.	80.75
Grinnell-Row-Althouse	40.00
Eagle Hotel Co.	169.70
Breen & Halladay Co.	6.65
G. R. Gas Co.	6.65
A. F. Burch Co.	1.47
Ferguson Supply Co.	4.50
Chas. A. Coye	60.90
Parrish Tank Co.	39.00
Forbes Stamping Co.	10.00
John F. Meyers	145.00

May 13—In the matter of Tovil Larsen, Greenville, the first meeting of creditors was held this day. Claims were allowed. Kirk E. Wicks, receiver, made a verbal report, which was approved. Creditors failing to elect trustee, the referee appointed Fred J. Cole, of Greenville, and fixed his bond at \$200. The estate is very small and the dividend, if any, will be a very small one.

May 14—In the matter of Edward W. Simpson, the bankrupt has filed a petition praying that certain real estate that now stands in his name be surrendered to him because of the fact that he had purchased the same intending that it should be in the name of himself and wife. The referee has issued an order to show cause why the petition should not be granted. The trustee has filed objections to the petition that he be authorized to sell the real estate in question and turn the proceeds into the estate of the bankrupt.

In the matter of Minard Zuidema, the first meeting of creditors was held this date. The examination of the bankrupt revealing that there are no assets in the estate not claimed to be exempt, an order was accordingly entered that no trustee be appointed and the estate will be formally closed at the expiration of twenty days.

May 15—In the matter of Hanz J. Fisher, doing business under the name of Fox & Fisher, the final meeting of creditors was held this date. Claims were allowed. The trustee's first report, showing total receipts of \$954.93, disbursements of \$95.95 and balance on hand of \$858.98, was approved and allowed. The trustee's final report and account showing balance on hand from first report of \$858.98, additional receipts, \$15, total, \$873.98; disbursements for administration expenses, \$125.70; bankrupt's exemptions, \$250.00, total \$375.70 and a balance on hand for distribution of \$498.28 was approved and allowed.

The matter of the settlement of Henry Holkeboer for the interest of the bankrupt estate in certain real estate was considered and approved. The final closing of the estate was held up for further consideration of matters and for the declaration of final dividend.

In the matter of the Simpson Auto Supply Co., the final meeting of creditors has been called. The estate will pay a dividend estimated at about 15 per cent.

May 18—In the matter of John E. Truman, Manton, an order has this day been entered confirming the sale of certain real estate, the property of the bankrupt, located at Manton, for the sum of \$345. The assets of this estate have now all been sold but it is not likely that the estate may be closed until the time for filing claims has elapsed.

May 21—In the matter of John Haller, bankrupt, residing at Pentwater, the first meeting of creditors was held this date. An examination of the bankrupt at the first meeting of creditors revealed the fact that there were no assets not claimed as exempt and no trustee was appointed. The estate will be closed at the expiration of twenty days.

May 22—In the matter of Rogers Iron Manufacturing Co., Muskegon, the final meeting of creditors was held this day. The trustee's final report and account showing total receipts of \$9,231.65 and disbursements for preferred claims, first dividend, material used in operating the business as a going business, etc., \$6,746.36, and a balance on hand of \$2,485.29 was considered and allowed. Attorney fees, trustee's compensation and administration expenses were considered and allowed. A final dividend of 17.25 per cent. was declared and ordered paid. This estate has heretofore paid a dividend of 20 per cent., making total dividends of 37.25 per cent. Distribution will be made at the end of ten days in case no appeals are taken in the matter.

May 25—In the matter of Home E. Ranes, of Eaton Rapids, doing a department store business, the first meeting of creditors was held to-day. Claims were allowed and referred to the trustee to report. Kirk E. Wicks, receiver, made a verbal report, which was approved. By unanimous vote of creditors Ernest G. Davids, of Charlotte, was elected trustee and his bond fixed at \$2,000. The trustee has qualified. R. A. Utter, of Grand Rapids, and Mr. Peter Beasore and Edward Grigware, of Eaton Rapids, were appointed appraisers. It is understood that the stock is a good one and will inventory about \$1,700 and that the location and opportunity are good for continuing the business. The stock will be put up for sale at once.

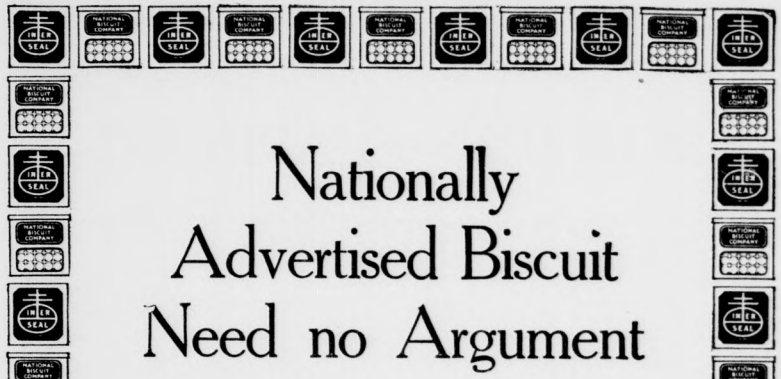
May 26—In the matter of Everett F. Northup, Boyne City, a special meeting of creditors was held this day. The first report and account of the trustee, showing total receipts \$2,075.54, total disbursements of \$310.75 and a balance on hand of \$1,764.79 was considered and allowed. An order was entered for the payment of the first dividend of 10 per cent. This will be paid at once. The estate will be closed in three months and will probably pay in the neighborhood of 10 per cent. more.

May 27—In the matter of William Harrison, Grand Rapids, the final meeting of creditors was held this date. The first report and account of the trustee, showing total receipts of \$70,686.35 and disbursements of \$5,662.11 and a balance on hand of \$65,024.24 and a further showing that since the filing of said final account the trustee has paid and disbursed from said balance on hand the sum of \$3,317.70 to Clapperton, Owen & Hatten as fees and expenses as attorneys for the trustee, in accordance with the order of the court, leaving a balance of \$61,706.54 on hand for distribution, was considered and allowed. Certain administration expenses, preferred claim and a first and final dividend of 45.25 per cent. was declared and ordered paid. This estate has been in litigation since October, 1908, and many suits have been had. The creditors were mostly holders of notes of the Harrison Wagon Co., bankrupt, which were endorsed by William Harrison. The Wagon Co. paid 59.9-10 per cent. on its claims.

May 27—In the matter of Frank Cook, Grand Rapids, a voluntary petition in bankruptcy has been filed this date, the adjudication made and the matter referred to Referee Wicks. The first meeting of creditors has been called for June 15, at which time creditors may appear, prove their claims and transact such other business as may come before the meeting.

June 1—Le Roy A. Smith, Grand Rapids, has this day filed voluntary petition in bankruptcy and the matter referred to Referee Wicks for administration. The first meeting of creditors has been called for June 16, at which time creditors may appear, prove their claims and transact such other business as may come before the meeting.

June 2—In the matter of the Commercial Photo Equipment Co., of America, the first meeting of creditors was held this date. La Verne Petrie, of Grand Rapids, was elected trustee and his bond fixed at \$400.



Nationally Advertised Biscuit Need no Argument

THE merchant and the clerk who recognize this fact and take advantage of it are bound to push ahead of those who assume the task of educating, convincing, and selling each customer.

The store selling advertised goods is the store sought by the careful buyer. Such purchasers know what they want, and it requires no educational argument to sell them advertised goods—the chances are that they are as well posted on the merits of the goods as the merchant or clerk selling them—and all through advertising.

National Biscuit Company products are the standard of the country. They are nationally known because they have been nationally advertised for years. It takes neither argument nor effort to sell them.

NATIONAL BISCUIT COMPANY

Pere Marquette Railway Co.

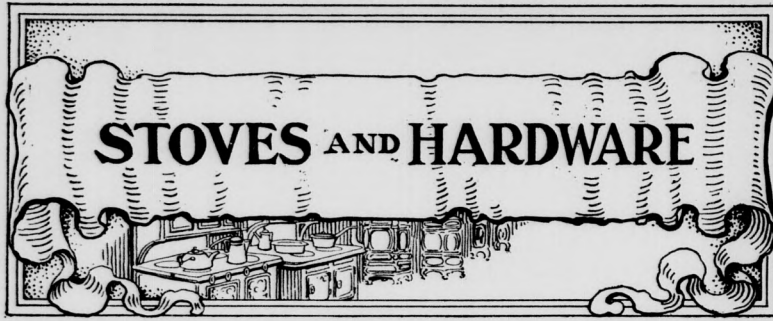
FRANK W. BLAIR, DUDLEY E. WATERS, SAMUEL M. FELTON, Receivers

FACTORY SITES AND LOCATIONS for INDUSTRIAL ENTERPRISES IN MICHIGAN

The Pere Marquette Railroad runs through a territory peculiarly adapted by Accessibility, Excellent Shipping Facilities, Healthful Climate and Good Conditions for Home Life, for the LOCATION OF INDUSTRIAL ENTERPRISES.

First-class Factory Sites may be had at reasonable prices. Coal in the Saginaw Valley and Electrical Development in several parts of the State insure Cheap Power. Our Industrial Department invites correspondence with manufacturers and others seeking locations. All inquiries will receive painstaking and prompt attention and will be treated as confidential.

Address,
GEORGE C. CONN,
Freight Traffic Manager,
Detroit, Mich.



Michigan Retail Hardware Association.
 President—C. E. Dickinson, St. Joseph.
 Vice-President—Frank Strong, Battle Creek.
 Secretary—A. J. Scott, Marine City.
 Treasurer—William Moore, Detroit.

Seasonable Hints for Hardware Displays.

Written for the Tradesman.

The show window is the merchant's best advertising medium. Particularly is this the case when, as in June, there are so many timely lines to feature.

With the hardware department, there is the June wedding trade to which he should cater. The useful and the ornamental both have a place in the category of wedding presents nowadays, as well as in the hardware stock. Cutlery, plated and silver ware and cut glass make excellent and appropriate gifts; while the hardware stock includes a host of smaller articles which are sure to be in demand for the "kitchen showers" which have become so popular a pre-nuptial feature in recent years.

In connection with the latter class of goods, it is worth while to feature a "kitchen shower" window. Make it a complete and comprehensive display of up-to-date kitchen utensils. Be sure that a great many brides-to-be will view such a display with interest; and that a host of articles which the various "showers" overlook will be subsequently purchased as essential to housekeeping.

A model kitchen makes a good feature, although one which calls for a little thought and a great deal of careful preparation. A kitchen display can be made very elaborate. Here, as in many departments of the hardware business, contrast helps to make an effective display. For instance, compare the kitchen of to-day with the kitchen of fifty years ago. On one side of the big window put that old-fashioned, battered cook-stove you took in trade and haven't been able to sell, and set opposite the 1914-model range with all its labor-saving and efficiency-promoting attachments and improvements. And then, go on with every feature of the display, carrying out the same idea. Contrast the old fashioned flat iron your grandmother used with the modern electric or gas iron; the two or three rusty bits of tinware which comprised the kitchen utensils of 1864 with the most modern and ingenious devices which go so far to make present day housekeeping easier than that of half a century ago. That sort of display will set people talking, and will sell things—and will, incidentally, help to start a good many June brides on the right road.

Displays of sporting goods are always appropriate in the hardware department at this season. The baseball season is swinging merrily along. Football is picking up. Where there is sufficient running water, yachting, canoeing and motor boating supplies are in good demand. Coincident with the latter, there will be many calls for up-to-date fishing tackle. Rods, reels, lines, flies and hooks are all in order. Then, too, people are thinking of camping out; and a window display which combines fishing tackle and the tent and the convenient oil stove and other camping accessories may pave the way to a profitable business in camping outfits. If the hardware man has a motoring department, there will be a good demand for motor accessories.

Nor is the profitable paint season over. Paint displays in early June are timely, and will pull a good deal of profitable business. But the paint display, to be effective, must be backed by first class, aggressive salesmanship; it will doubtless attract attention and bring the merchant into touch with a good many prospects, but it is for the merchant himself to follow up the prospects and sell the goods.

The refrigerator season is also on, and refrigerators should naturally be given prominence. Ice cream freezers are also timely. Hammocks, veranda furniture, lawn swings, and kindred articles suggestive of the healthful out of doors can be sold easier now than at almost any other season; and hence should be featured.

William Edward Park.

How to Treat Your Town.

Praise it.
 Improve it.
 Talk about it.
 Trade at home.
 Be public spirited.
 Take a home pride in it.
 Tell of its business men.
 Remember it is you home.
 Tell of its natural advantages.
 Trade and induce others to trade here.
 When strangers come to town use them well.
 Don't call your best citizens frauds and imposers.
 Support your local institutions that benefit your town.
 Look ahead of self when all the town is to be considered.
 Help the public officers do the most good for the most people.
 Don't advertise in the local paper "to help the editor," but advertise to help yourself.

American Brand



Lasts Longer---Looks Better
 All meshes and widths

We also manufacture

Copper Bronze

(90% pure copper)

Painted

Galvanoid Enameled

Bright Galvanized

American Wire Fabrics Co.
 CHICAGO, ILL.

Foster, Stevens & Co.

Wholesale Hardware



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

Michigan Hardware Company

Exclusively Wholesale



Corner Oakes St. and
 Ellsworth Ave.

Grand Rapids, Mich.



Special Features in Clothing and Furnishing Goods.

The suit styles prepared by the designers of men's clothing for fall and winter have met with general approval from buyers who agree that they represent without doubt the highest point ever attained in the manufacture of ready-to-wear clothing. The accepted style is a conservative English model sack suit. The coat has soft rolling lapels of generous width and shoulders that are as natural as they can be made. The garment is form fitting and is of moderate length. It has three buttons, only two of which are used. The sleeves are narrow and are finished with a half-cuff. The trousers are narrow, are shaped and are finished with plain bottoms. Waistcoats have a narrow "v" shaped opening, five buttons and deep points, with curved waist-line. The effect of the new style suits is to produce a "slim and trim" figure of youthful appearance.

One of the novelties produced for auto wear is a "Blanket Overcoat." This garment is a huge affair, constructed of blanket material showing gaudy colors in plaid effects. The coat is double-breasted, with deep collar and wide comfortable sleeves. It is unlined save about the shoulders and in the sleeves, and is intended to slip on over a light-weight overcoat if desired, and is intended to provide comfort for the motorist when facing the sharp winds of early spring and fall.

Balmacaans are the rage! There is no doubt concerning this fact, and the demand for them is almost exceeding the supply. As this coat is being introduced in sections where before unknown it springs into immediate popularity, and where a trial order has been placed a duplicate is almost sure to follow. Balmacaans are being shown in a great variety of models and in an infinite variety of fabrics and under a score of different names. When its general utility is recognized and its novelty is taken into consideration salesmen have no difficulty in obtaining orders. While the demand is large for spring there is no doubt but that the popularity of the garment will increase for fall and winter; after that its fate is problematical.

Without doubt the accepted overcoat model for fine trade for next fall and winter will be the conservative "French Back" style, of the soft finished fleecy materials, in either single or double-breasted button through models. This coat is made

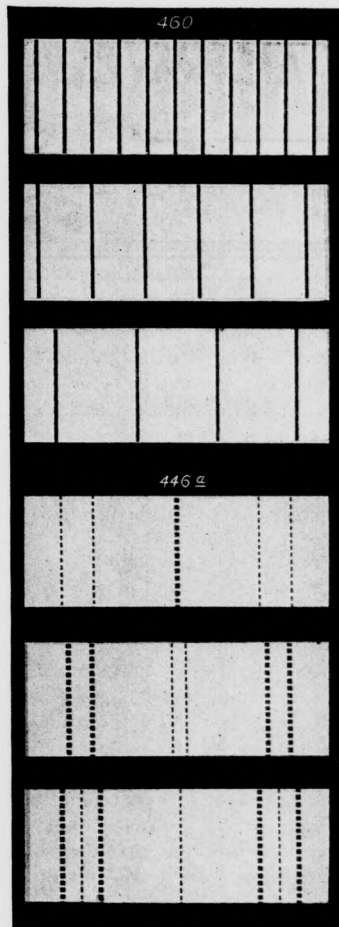
with plain lapels and these roll softly to the second button. The coat is short and the skirts have something of a flare. The shoulders have no padding and are as "natural" as they can be made. The coat is shown in a variety of colors but blacks, blues and grays will be the more popular. Soft finished materials and chinchillas will be the materials chiefly selected.

Colored Handkerchiefs.

Leading dealers in men's furnishings goods in the fashion centers of the country report a brisk demand for colored handkerchiefs, and within the past few weeks, provisions have been made to meet this demand with attractive novelty effects, which are being presented by some of the leading wholesalers. The well-dressed man of to-day has so little opportunity of showing color in his informal dress that no objection can be made whatever to his adding a touch of color in handkerchiefs, on all occasions save for strictly formal day or evening wear. Among the more striking novelties which are to be seen are colored block prints in solid colors with centers of highly colored Persian patterns, designed more especially for golfing and motoring. Then there are effects with one-half inch hem-stitched border woven in assorted colors; purples, tans, greens, grays, etc., and wide two-inch hem with striped figures in the border. These are to be had in assorted colors, with white centers. Another novel effect is a narrow one-quarter inch hem-stitch, in solid colors and white centers. In the linen handkerchiefs there are being shown some very handsome creations including hand printed, wide border effects, with one-quarter inch hem, in delicate shades of blue, tan, gray and helio. Embroidered handkerchiefs are very popular this season, and are shown in a wide range of handsome designs. There is an increasing demand for plain white goods with colored initials and monograms.

A Suit for One Dollar.

In announcing a sale of clothing A. C. Carlson, Princeton, Ill., stated that he would select a \$25 suit, of a size between 34 and 44, and that the first customer this suit fitted could purchase it for one dollar. There were no restrictions to the sale. As each man came in the store he was told to register his name. The suit was tried on each customer, beginning with the first one to register, and exactly fitted the fourteenth man. The sale was a great success.



The Item Easiest to Sell is Often Overlooked

The opportunity to sell staples is always good—furthermore, you are sure to satisfy the purchaser of a staple.

Black and White Stripes are neat—and with highly colored cravats are particularly attractive. You search for a novelty—something different—in shirts, yet only the few will take the extremes in color and pattern. Most of us are conservative.

Dress your window with TruVal Standard White Percales with Black Stripes. Place collars on them if you like and tie Four-in-hands in place. You will have a very attractive display—and incidentally you will sell a greater number of shirts.

The handsome TruVal cartons, the attractive packing, and the show cards in every box of 14½, will materially brighten your window display.

Ask to see the TruVal Stripes illustrated in this advertisement.

Feature TruVal Black Stripes.

Branch Stocks carried by

A. Krolik & Co.
Detroit

P. Steketee & Sons
Grand Rapids



MEN'S STRAW HATS!

The time to order is now. We can fill your mail orders promptly from our big stock of straws. We have everything from the very low priced to the high grade exclusive styles.

NEWLAND HAT CO.

166 JEFFERSON
DETROIT

HATS, CAPS, STRAW GOODS, GLOVES AND UMBRELLAS

The Michigan Trust Company

Audit Department

Audits Books, Installs Systems and renders Consulting Service for Corporations, Firms and Individuals. Our reports are a conservative basis of information for the stockholder, director, partner, owner, banker or prospective business purchase.

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 Past Grand Counselor—John Q. Adams, Battle Creek.
 Grand Junior Counselor—M. S. Brown, Saginaw.
 Grand Secretary—Fred C. Richter, Traverse City.
 Grand Treasurer—J. C. Witliff, Port Huron.
 Grand Conductor—W. S. Lawton, Grand Rapids.
 Grand Page—E. J. Moutier, Detroit.
 Grand Sentinel—John A. Hach, Jr., Coldwater.
 Grand Chaplain—T. J. Hanlon, Jackson.
 Grand Executive Committee—John D. Martin, Grand Rapids; Angus G. McEachron, Detroit; James E. Burtless, Marquette; L. P. Thompkins, Jackson.
 Next Grand Council Meeting—Saginaw, June 12 and 13.

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, J. W. Putnam, A. B. Allport, D. G. McLaren, W. E. Crowell, Walter H. Brooks, W. A. Hatcher.

How the Union Destroys the Worker.

Harry Balfe is Vice-President and General Manager of Austin, Nichols & Co., New York, the largest wholesale grocery firm in the world. Mr. Balfe makes a specialty of men, and knows and believes in his own employes. Each Saturday morning a "complaint meeting" is held, open to everyone, from truckmen to head book-keeper, which is usually attended by 300 or more employes. Balfe and the officials of the company always attend, and a stenographer takes down every word.

Balfe isn't a very big man physically. He just escapes being slender. He has the eye of an enthusiast and the chin of a commander. It may be added that he has the ingenuity of a strategist. He made their wives whip his striking truckmen back into line two years ago, after a strike that had lasted nine weeks had exhausted the strikers and seriously interfered with business. The strikers killed horses and cut harness and burned trucks loaded with goods. The guards hired to protect the substitute drivers and property whanged at every striking head with white oak clubs. Several men on each side were hurt. One day Balfe sent word to the President of the strikers' local:

"Call a meeting in your hall," said he. "I want to talk to you."

That night he walked into the meeting place alone. The men nodded to him reluctantly. He was recognized by the chair.

"I have just come here to tell you that you're whipped," said he. "You're broke, every one of you."

He pointed his finger at one chap. "You pawned the wife's sewing ma-

chine yesterday," said he. He indicated another. "Your little daughter is dying with typhoid fever. You have no money for food or coal—and the doctor won't come unless you pay him in advance."

The men growled in their husky throats. They cursed the detectives who discovered these things. Balfe went on calmly.

"Before I came here I sent a doctor around to your house. He says the little girl will get well. And I told the office to order some coal for you. Why, confound it, men, you're all my folks. I won't let you suffer this way. But there must be a boss in every family—and I'm the boss."

A dozen men were clamoring for recognition by the chair. They wanted to tell the boss that they had not wanted to go on strike. But the walking delegate had ordered them out, and they had no option. If they had not obeyed they would have been scabs. Then the union's Entertainment Committee would have beaten them up. They knew something of that Committee. They had seen what was left of men it had entertained. Balfe roared at them. He hammered on the desk.

"So that's it," he shouted. "Let me tell you: if any of my men are beaten up, I'll do the beating myself. For every one of you that has an arm broken I'll have four arms broken on the Entertainment Committee. If one of you has a jaw broken on one side, I'll have both sides smashed for the man who did it. But this strike must stop. Have you any grievances you want adjusted?"

They said they had not. They only wanted to be good union men.

"I'll fix that," said Balfe. "We'll start a union right here, and I'll be the President and General Manager and Secretary and Treasurer. There won't be any dues to pay, and you shall have sick benefits and death benefits and a button to wear in your coats."

The men began to crowd forward.

"If you're honest," said Balfe, "you shall not be fired except by a committee of the union. If you're crooked I'll fire you myself. Now come up and sign."

Every striker signed the books of the new union before he left the hall. He took out group insurance for them, so that the widow shall have \$1,000 on proof of death. And they are sure of their jobs, just as long as they are honest. The men caught stealing from his wagon would not dare go home.

Reports That Help Business.

A feature of the salesman's work which is often a very material factor in securing and holding business is his investigating and reporting upon trade conditions as he finds them; and the degree of thoroughness and exactness with which this is done determines its value to his employer and to himself.

The salesman should never waste his own or his manager's time with long reports on trifles, or unnecessary details regarding the calls he has made. But while his reports should be as brief as is consistent with what there is to tell, no effort or trouble should be deemed too great in order to acquaint the manager with all the facts and circumstances connected with any important contract or order which may be about to be placed. Such information should be in writing, unless a personal conference with the manager at the right moment is possible.

With a report of this character before him from a salesman upon whose thoroughness and exactness he has learned absolutely to rely, how much easier it is for the sales manager to say and do just the right thing to land the business when the matter comes up for final settlement. His action is more certain of result than where he has no report at all; or worse yet, one containing misleading, if not absolutely false, information. Reliable informants are invaluable.

It should be instantly apparent to the salesman that by rendering the most complete aid of this kind of which he is capable, he is thereby doing himself the greatest service, for the results of such work will stand to his credit and enhance his value to his employer, and, of course, to himself.

The average salesman does not sufficiently appreciate the fact that very desirable sales in his territory are often lost, not because he was not able to be on the ground at the psychological moment, but because he did not ascertain, or failed to report, some important fact or detail connected with the deal which, were it known to his manager at the time the business was finally placed, would have resulted in securing it for his house.

Owing to the great variation in the conditions under which different lines

are conducted, it would be difficult to go into particulars in illustrating here all the failures and omissions of this nature which occur in every business. But certainly any sales manager, whatever his line, must appreciate exact information as to the make and quality of the goods now being used by the prospect whom his salesman is trying to interest.

A. E. Silk.

The man who poses as a lion in society is usually a bear at home.

HOTEL CODY

EUROPEAN
 GRAND RAPIDS, MICH.

Rates \$1 and up. \$1.50 and up bath.

EAGLE HOTEL

EUROPEAN
 GRAND RAPIDS, MICHIGAN
 \$1.00 PER DAY—BATH DETACHED
 Excellent Restaurant—Moderate Prices



IT IS POPULAR
 and growing more so

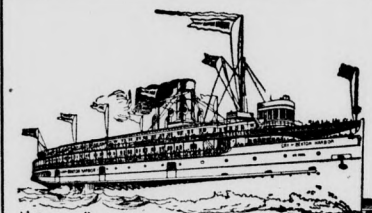
Mapleine

should be in all
 first-class
 stores

Order from

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

Crescent Mfg. Co., Seattle, Wash.



CHICAGO BOATS

Graham & Morton
 Line

Every Night

Our sales prove the fact that the 20th Century Standard Computing Scales

are big sellers. Sales last month in Western Michigan were made in Grand Rapids, Lansing, Three Rivers, Kalamazoo, Cassopolis, Lake Odessa, Freeport, Sunfield, New Era, Ravenna, Casnovia, Saugatuck, Vandalia, Wayland and Fruitport.

Let us put your store on the map this month.
 Demonstration without cost or obligation. Write to-day.

50 Ionia Ave., S. W

W. J. KLING, Sales Agent

Grand Rapids, Michigan



Tanglefoot

THE SANITARY FLY DESTROYER—NON-POISONOUS

Gets 50,000,000,000 flies a year—vastly more than all other means combined
 POISONS ARE DANGEROUS

Mighty Madcaps From Muskegon.

Muskegon, June 9.—Muskegon to Grand Rapids does not alone apply to the new railroad, but also to the U. T. C. convention.

All 404 try and appear in the parade with the same uniform you wore at the Grand Rapids convention. If we cannot take the membership prize, we ought to take the prize for the best looking salesmen. No, the writer will not be there. Modesty prohibits.

Some of the boys want to know why John Porter uses the Quaker oats smile. No wonder. He is the proud father of a little girl. Congratulations from 404.

If you haven't paid the last assessment, do it now.

Root says he will present the base ball team all the ice cream they can eat after they win their first game. Something to look forward to, as Liberty ice cream is fine, according to what the king of I. C. factories says.

Thanks, Jim Goldstein, for your welcome. While we realize the excellent qualities of E. P. Munroe's writings, all we can do is to live and hope.

E. D. Wright & Son, of Coopersville, are closing out their stock and E. D. Wright expects to retire from business.

The Grand Trunk has a bill against E. P. Munroe for using their coach as a sleeper. Drop 50 cents in the hat, E. P.

Grandad Steve, if you please! Brother Stevenson recently spent a few days visiting his new two months old granddaughter in Chicago.

Afternoon trains on the Pentwater branch will be put into service June 21.

Thomas McBride, the popular flour salesman, who for three years traveled for the Darling Milling Co., of Fremont, is now busy taking orders for the Alma Milling Co., of Alma. Success to you, Tom.

Did everyone see Herman Anderson's new cap?

Why did they build Baldwin so far from the depot?

Some of the boys are wondering why Pete Rose is so anxious to get home Friday night. Answer: so he can sell oyster shells.

Conductor Clark has purchased a Cadillac, which he is going to tie on the last coach so any time the train stops all you have to do is to jump into the auto and Clark will get you there.

On a tool wagon in Zeeland the following advertisement appears: "If you love your wife, use gas."

Al Cook, of East Saugatuck, has sold out to John Lubbers. Mr. Cook has accepted a position with the International Harvester Co.

Good for Ches Brubaker! We like to see him in print often.

Don't forget to get that candidate for the next meeting.

Milton Steindler.

Brubaker Declines to Be a Candidate for Governor.

Mears, June 9.—In answer to your kind enquiry regarding my race for the nomination of Governor on the elephant ticket, I must inform you that the outlook is dubious. When I threw my fedora into the political ring I am afraid it was a rash act, done on the spur of a sudden and insane moment. Under stress of great excitement I threw myself into the breach to save the party. I had no desire to be the future Governor of Michigan, as I hate to doll up and wear a boiled shirt, and you know I look like — in a plug hat. I had forgotten that it was the last and only hat I had when I foolishly sailed in.

Now I am reaping the effects of my folly. It is 100 in the shade and, although they cannot force me to sit in the shade, still I have nothing to cover my noble brow.

Next time I get a political bug, I will tie a fish line to my hat.

As I see I haven't a ghost of a show I will withdraw from the race, providing they send my hat back or another as good. I bought that one of Mr. Waddell, of G. H. Gates & Co., Detroit, as they didn't have anything swell enough for me in Grand Rapids. It cost \$4.50 per dozen and looked a quarter better.

Well, another promising career nipped in the bud. I started with an underwhelming minority of one, with a promise of support from Bill Burner, the cheese fiend, but now he has backed out, as I informed the Judson Grocer Co. of his shortcomings. Then several traveling men promised me their moral support (till they landed an order.) but on investigating their morals, I saw my finish. Taking it up and down the State, it looks dark for me. I am so full of sadness that I would have to refuse a glass of grape juice if you offered to buy. (This means to-day only, try me out any other time). I feel it is to the best interests of the G. O. P. that I withdraw and let some man with more friends and less brains land the persimmons.

Yours Despondent,

C. A. Brubaker.

(The Chronic Kicker.)

Still a Republican but not a still Republican.

P. S. If you see a strange object, drawn by a mule team, wending its weary way through Grand Rapids about midnight, it will probably be the bargain that Charles Corey got of Joe Doucette, of Shelby, to-day. You will know it by its loud rattling noise and four flat tires. It looks like an auto of the vintage of 1888, but may not be that old, as it carried a 1902 license tag. Don't know what make it is or where the factory is located, but on a rough guess should say it is from a Cedar Rapids, Iowa, cheese factory. It may be a "bargain." It certainly isn't an automobile. If Charles exceeds the speed limit it will be because the mules ran away.

Lansing Landlord Arrested.

Lansing, June 8. — William G. Kerns, proprietor of the Hotel Wentworth, was arrested last Friday upon a warrant charging violation of the State law requiring toilet rooms to be furnished with sanitary towels. When arraigned in court, Mr. Kerns pleaded not guilty.

The complaint was signed by Franklin Dodge, Deputy Factory Inspector. It alleges that the toilet room was not furnished with the required towels, Thursday afternoon.

Mr. Kerns told Justice Force that he was unaware that there were no textile towels as alleged, and blamed the condition to the rush due to the Knights Templar conclave.

"Our guests were taken care of properly," stated Mr. Kerns. "During the day there were 15 towels used in the toilet room."

Justice Force set Mr. Kerns' trial for Friday of this week.

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

Buffalo, June 10.—Creamery butter, fresh 22@27c; dairy, 18@22c; poor to good, all kinds, 15@18c.

Cheese—Old fancy, 18@19c; old choice, 17½@18c; new fancy, 14½@15c; new choice, 13½@14c.

Eggs—Choice fresh, 19½@21c. Poultry (live) — Turkeys, 13@15c; cox, 12c. fowls, 16@17c; ducks, 16@18c; broilers, 35@36c.

Beans—Marrow, \$3@3.10; medium \$2.30@2.35; pea, \$2.15@2.20; white kidney, \$3@3.25; red, \$3@3.35.

Potatoes—80@85c per bu. Rea & Witzig.

Better Than All Others.

Ionia, June 9.—My advertisement in the Tradesman does me more good than all my other advertising put together. E. D. Collar.

Martin-Cogswell Nuptials in Battle Creek.

Battle Creek, June 8.—My friend Martin asked me to send you the particulars pertaining to his marriage at our home. Mrs. Cummings and myself being old friends of John, were very much pleased to have the pleasure of having the ceremony performed in our home.

Contracting parties: John D. Martin, 254 Henry Avenue., S. E., Grand Rapids, Charlotte L. Cogswell, also of Grand Rapids.

Ceremony: Performed by the Rev. Geo. W. Barnes, of the First Presbyterian church. The bride was gowned in white silk and lace. They were attended by Mr. and Mrs. Jess L. Martin, of Elgin, Ill. (John's son).



JOHN D. MARTIN

Old friends in attendance of the bride and groom: Mr. and Mrs. Geo. R. Alexander, of Garfield avenue, this city, (formerly of Grand Rapids); Mr. and Mrs. Frank Zang, of 73 Chestnut street, and Mr. and Mrs. John Quincy Adams, 19 Guest street. Floral decorations: White and green.

Dainty refreshments: Served by the hostess, assisted by Laura Sherwood and Mrs. B. E. Sisco, of Columbus, N. M., sister of Mr. Cummings.

The bridal couple leave Wednesday for Saginaw, where they will attend the Grand Council of Michigan of the United Commercial Travelers, Mr. Martin holding the office of Vice-Chairman of the Grand Executive Committee.

The bridal party and Mr. and Mrs. O. K. Cummings were entertained Sunday evening at 6 o'clock dinner at the home of Mr. and Mrs. John Q. Adams. They were also entertained with dinners at the home of Mr. and Mrs. Frank Zang, the Sanitarium, and the Post Tavern.

O. K. Cummings.

The Tradesman extends congratulations to the bride and groom and trusts that their married life may be a long and happy one.

Manufacturing Matters.

Holland—Milo J. Allman has sold his interest in the office supply and fixture stock of Lincoln & Allman to his partner, Clinton E. Lincoln, who will continue the business under the style of the Lincoln Office Supply Co.

Detroit—The Kay Salt Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$20,000, which has been subscribed, \$500 being paid in in cash and \$19,500 in property.

Detroit—The Foret-Reynolds Co. has engaged in business to manufacture and deal in artificial and concrete stone, brick, blocks, etc., and in machines for making same, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Pontiac—Re-opening of the Flanders plant by several associated companies in a short time is expected to give Pontiac a needed industrial boom. One of the principal concerns interested in the proposition is the Pontiac Forgings Co., which plans, it is said, to begin extensive operations soon.

Detroit—The Hay Manufacturing Co., manufacturers and dealers of table condiments of all kinds, has merged its business into a stock company under the same style, with an authorized capital stock of \$15,000, of which \$12,400 has been subscribed, \$1,622.70 being paid in in cash and \$10,777.30 in property.

Union Recognition Denied.

Milwaukee, June 9.—For the past fifteen weeks we have, in connection with shoe manufacturing, been engaged in a strike of a very serious nature.

This strike was waged by a body of men with an outside organizer who had no real interest at heart, except to do harm. The so called union he represented has no recognition in this entire country, either by manufacturers or any of the well known federated trades.

It was necessary that the principle involved (namely the open shop) be settled once, and we hope for all, and it has taken fifteen weeks' time and many other things besides. We conduct an absolutely "open shop" factory. We do not close the door on union men, nor do we recognize their organization. We have never done so and never shall.

Nearly every customer on our books wrote us urgent letters to refuse to bow down to union domination, showing very plainly that the retail merchants of the country are not in sympathy with union propaganda.

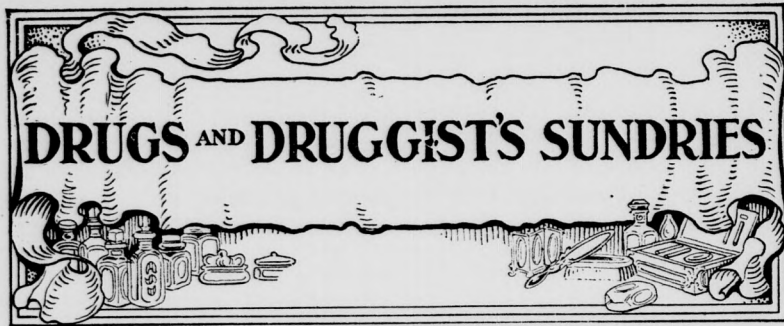
Weyenberg Shoe Mfg. Co.

Wedded in Chicago.

East Jordan, June 9.—H. W. Prior, of Kalamazoo, and Mrs. Esther Newson, of East Jordan, were quietly married at the parsonage of Grace M. E. church in Chicago, by the pastor, Rev. Elmer Lynn Williams, at 8:30 p. m. June 2. Mr. Prior is the Michigan representative of the Roberts Sash & Door Co., Chicago. Mrs. Prior is the genial landlady at the Russell House, at East Jordan. Mr. and Mrs. Prior expect to make their home at Kalamazoo as soon as Mrs. Prior can dispose of her hotel interest in East Jordan.

An Ionia correspondent writes: Frank Pierce, formerly in partnership with his father and brother in the Pierce Grocery Co., here, has engaged to travel for the wholesale grocery house of Northrop, Robertson & Carrier, of Lansing.

Mitchel Jaffe has opened a tailoring shop on Division avenue, near Wealthy street.



Michigan Board of Pharmacy.
 President—Will E. Collins, Owosso.
 Secretary—E. T. Boden, Bay City.
 Treasurer—E. E. Faulkner, Delton.
 Other Members—Chas. S. Koon, Muskegon; Leonard A. Seltzer, Detroit.

Michigan State Pharmaceutical Association.

President—D. G. Look, Lowell.
 Vice-Presidents—E. E. Miller, Traverse City; C. A. Weaver, Detroit.
 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; James Robinson, Lansing; Grant Stevens, Detroit.

Michigan Pharmaceutical Travelers' Association.

President—Geo. H. Halpin, 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.

Raising a New Crop of Customers.

The best way to enlist children on your side is to carry on a systematic campaign of kindness and friendliness. As in all advertising campaigns, you thus build business brick by brick. The daily results are not startling, but by the end of a year you will have accomplished something, and within a few years you may have accomplished much. If a child brings a prescription to you to be filled, you can well afford to bestow on it a piece of candy which cost you half a cent. It is easy to see that a few transactions of this kind will establish your store firmly in that child's mind as a desirable place to trade. And it is easy to imagine what store that child will seek when sent on an errand "to the drug store."

There are many things which please children that cost you nothing. Tobacco manufacturers are always sending out something that children prize. Just now they are sending out little rugs and miniature college flags, among other novelties, and these little souvenirs are really very attractive. Grown people are not above collecting them. The writer knows of one druggist who saves all these rugs and flags that come to hand, for the sole purpose of distributing them among children. And he is thus winning the hearts of many children in his neighborhood, at no actual expense.

Much advertising matter comes to hand that children like. There are fans, booklets, almanacs, calendars,

decorative cards, book-marks, scores of little articles of no intrinsic value, but attractive to the little ones. A child likes almost anything of this sort. Empty cartons are interesting to children, so are empty boxes. The playthings they fashion from these articles are often more prized than the most costly toys. Most of us can look back to some article of the sort bestowed upon us by a friendly merchant. Circus and theatrical posters are eagerly sought for when left in the store, as they sometimes are. Nothing that will please the children should be allowed to go to waste. If you decorate the fountain daily with flowers, it is well to give them away as the evening draws to a close. Distributed one by one, they may make many friends.

Back of it all there ought to be a spirit of real friendliness, and this will not be hard for most of us to cultivate, for it is a great pleasure to make children happy, a pleasure in itself. We experience so much ingratitude from grown people for whom we do favors, that there is really much satisfaction to be derived from the unaffected joy of a child. These children will bring you business steadily while they are children, and you are building for the future, too. For, if they are your friends through childhood, in most cases those pleasant relations will certainly be maintained after they grow up. Thus you are raising a crop of customers for yourself, so to speak. The friendship of children is well worth cultivating. Children are quick to appreciate a kindness, and nothing wins a parent's good will more quickly than some little attention shown to a child. Some enduring friendships are built up in this way. The writer, after thirty years, remembers well some favors rendered during childhood days.

Mentholated Tooth Cream.

Precipitated chalk 8 ozs.
 White castile soap, powdered.. 4 ozs.
 Magnesium carbonate 2 ozs.
 Menthol (dissolved in alcohol) .8 grs.
 Solution of carmine

Glycerin, of eachenough
 Rub the first three ingredients into a paste with the glycerin, then flavor and color with the menthol and carmine solutions.

Building Up Drug Business With the Telephone.

This is the age of the telephone. People are accustomed to using it freely, and it is hardly wise to oppose this tendency. You can make more money by encouraging it. Some students declare that the high cost of living is due partly to the fact that modern buyers must have so many conveniences. They argue that the old-fashioned housewife went to market with her basket on her arm, picked out her supplies, and carried them home. The modern housekeeper, on the other hand, telephones her order to the dealer, who must deliver it. The cost of delivery and the cost of telephone service are both supposed to be added to the price of the goods, hence one factor in the increased cost of living.

The housewife may well argue that she saves time which may be devoted to other interests. She belongs to culture clubs, uplift societies and understands the questions of the day. It seems reasonable to state that she does not work so hard as her grandmother did and looks much younger at forty. One witty observer says: "It does cost more to live these days, but it is worth more." There is something in his theory. At any rate people are accustomed to the use of the telephone, and it is probably just as well to cater to them. Aggravating cases occur, as when a lady telephones for a postage stamp to be sent around at 11 p. m. Still, it is all in the day's work and the druggist is hardened to such episodes. Plenty of grocers call up their customers every day to ascertain their needs. The druggist will not care to go so far, perhaps, but he can build up telephone business by advertising that he solicits it.

There is a small drug store located on the extreme edge of an Eastern city of 300,000 population. Its location is unpromising, yet this druggist gets prescription work from all parts of the city by advertising that he is prepared to send for prescriptions and to deliver them. He keeps a couple of motorcycles busy, and is actually able to keep his store open all night, something almost unheard of in such a location. He advertises in the largest papers and is rapidly building up a big business simply by catering to telephone users. It is only a question of time when this man will have a large store and numbers of imitators. In the meantime, he is building up his

business. He actually has customers who have never been inside the store, and who may never see it. This is remarkable, but it is a fact. It illustrates what may be done through intelligent use of the telephone.

Every druggist can apply his regular advertising to building up some telephone business. Have some inserts printed, giving your phone number and stating that you solicit by telephone. See that one of these inserts goes out with every package that leaves the store. Post some placards in the store, send out letters, and use every method at your command. A well organized newspaper campaign will bring results, and you will not need to spend too much money. Decidedly there are opportunities here. This is not theory. Druggists in actual life are getting plenty of telephone business.

Green Soap for Shampoo.

For perfumed liquid green soap, suitable for hair shampoo, we would suggest your employing the formula given in the United States Pharmacopoeia, and if the oil of lavender is not considered suitable, use any other oil that you deem more appropriate. If you desire to make the preparation directly from the oil and alkali, Smith's formula as given below will give the desired results:

Linseed Oil, raw 5½ ozs.
 Caustic Potassa 1¼ ozs.
 Oil of Lavender Flowers .. 2¼ drs.
 Alcohol 5 ozs.
 Water, to make 16 ozs.

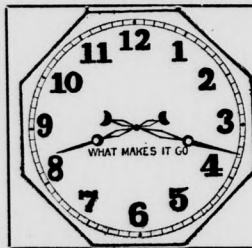
Dissolve the potassa in 3½ ounces of water, put the solution into a bottle of the capacity of about 24 ounces, add the oil and alcohol and shake the mixture briskly from time to time until there is no further separation of oil on standing. Let the solution stand in a moderately warm place for 24 hours, then dissolve in it the oil of lavender, and add enough water to make 16 ounces. Purified cottonseed oil or olive oil may be substituted for the linseed oil, but the latter makes a brown preparation of the color generally desired. The potassa should be of the U. S. P. strength—that is, containing 90 per cent. of absolute potassium hydroxide.

Scientific

"What's the difference between heat and cold?"

"One expands, the other contracts."
 "Give an example."

"The long days in summer and the short days in winter."



THE MYSTERIOUS CLOCK HAS THE WORLD GUESSING

The greatest window attraction ever shown. Time has demonstrated the interest never lags. Positively drives customers into the store. Be the first to get it in your town: the cost, \$25.00, comes back many times over. I know this, or I would not say so over my name. Hurry your orders to

Arthur L. Walker
 (YOU KNOW ART)
 Three Rivers, Mich.

Owner of all Michigan sales rights except a few eastern border counties

S O D A F O U N T A I N S
 AND ALL FOUNTAIN SUPPLIES
WILL P. CANAAN COMPANY

WHOLESALE DRUG PRICE CURRENT

Acids Acetic 6 @ 8 Boric 10 @ 15 Carbolic 16 @ 20 Citric 73 @ 80 Muriatic 1 1/2 @ 5 Nitric 5 1/2 @ 10 Oxalic 13 @ 16 Sulphuric 1 1/4 @ 5 Tartaric 38 @ 45	Ammonia Water, 26 deg. .. 6 1/2 @ 10 Water, 18 deg. .. 4 1/2 @ 8 Water, 14 deg. .. 3 1/2 @ 6 Carbonate 13 @ 16 Chloride 12 @ 15	Balsams Copaiba 75 @ 1.90 Fir (Canada) .. 1 75 @ 2.00 Fir (Oregon) .. 40 @ 50 Peru 2.00 @ 2.25 Tolu 1.00 @ 1.25	Berries Cubeb 65 @ 75 Fish 15 @ 20 Juniper 7 @ 10 Prickly Ash ... @ 50	Barks Cassia (ordinary) 25 Cassia (Saigon) 65 @ 75 Elm (powd. 25c) 25 @ 30 Sassafras (pow. 30c) @ 25 Soap Cut (powd. 25c) 15 @ 20	Extracts Licorice 24 @ 28 Licorice powdered 25 @ 30	Flowers Arnica 18 @ 25 Chamomile (Ger.) 25 @ 35 Chamomile (Rom) 40 @ 50	Gums Acacia, 1st 40 @ 50 Acacia, 2nd 35 @ 40 Acacia, 3d 30 @ 35 Acacia, Sorts @ 20 Acacia, Powdered 35 @ 40 Aloes (Barb. Pow) 22 @ 25 Aloes (Cape Pow) 20 @ 25 Aloes (Soc. Pow.) 40 @ 50 Asafoetida @ 50 Asafoetida, Powd. Pure @ 75 U. S. P. Powd. @ 1.00 Camphor 57 @ 62 Guaiaac 35 @ 40 Guaiaac, Powdered 50 @ 60 Kino @ 45 Kino, powdered . @ 50 Myrrh @ 40 Myrrh, Powdered @ 50 Opium 7 75 @ 8.00 Opium, Powd. 9 25 @ 9.50 Opium, Gran. 9 25 @ 9.50 Shellac 28 @ 35 Shellac, Bleached 30 @ 35 Tragacanth No. 1 1 40 @ 1.50 Tragacanth, Pow 75 @ 85 Turpentine 10 @ 15	Leaves Buchu 1 85 @ 2.50 Buchu, Powd. .. 2.00 @ 2.25 Sage, bulk 18 @ 25 Sage, 1/4s Loose 20 @ 25 Sage, Powdered 25 @ 30 Senna, Alex 45 @ 50 Senna, Tinn. 15 @ 20 Senna, Tinn, Pow. 20 @ 25 Uva Ursi 10 @ 15	Oils Almonds, Bitter, true 6 00 @ 6.50 Almonds, Bitter, artificial @ 1.00 Almonds, Sweet, true 90 @ 1.05 Almonds, Sweet, imitation 40 @ 50 Amber, crude 25 @ 30 Amber, rectified 40 @ 50 Anise 2 50 @ 2.75 Bergamont @ 8.00 Cajeput @ 85 Cassia @ 2.00 Castor, bbls. and cans 12 1/2 @ 15 Cedar Leaf 90 @ 1.00 Citronella 75 @ 85 Cloves @ 1.75 Cocanut 20 @ 25 Coco Liver 1 10 @ 1.25 Cotton Seed 80 @ 1.00 Croton @ 1.60	Cupbebs 4 25 @ 4.50 Erigeron @ 2.50 Eucalyptus @ 85 Hemlock, pure .. @ 1.00 Juniper Berries .. @ 1.50 Juniper Wood ... 40 @ 59 Lard, extra 85 @ 1.09 Lard, No. 1 75 @ 90 Laven'r Flowers @ 6.00 Lavender, Garden 85 @ 1.00 Lemon 3 00 @ 3.25 Linseed, boiled, bbl @ 54 Linseed, bdi, less 58 @ 62 Linseed, raw, bbls. @ 53 Linseed, raw, less 57 @ 61 Mustard, true .. 5 00 @ 5.25 Mustard, artif'l 2 75 @ 3.00 Neatsfoot 80 @ 85 Olive, pure 2 50 @ 3.50 Olive, Malaga, yellow 1 30 @ 1.50 Olive, Malaga, green 1 30 @ 1.50 Orange sweet .. @ 4.50 Organum, pure 1 25 @ 1.50 Origanum, com'l 50 @ 75 Pennyroyal 2 25 @ 2.50 Peppermint 5 50 @ 5.75 Rose, pure 16 00 @ 18.00 Rosemary Flowers @ 1.35 Sandalwood, E. I. @ 7.00 Sassafras, true @ 1.10 Sassafras, artif'l @ 60 Spearmin 5 50 @ 6.00 Sperm 90 @ 1.00 Tansy @ 5.75 Tar, USP 30 @ 46 Turpentine, bbls. @ 55 Turpentine, less 60 @ 65 Wintergreen, true @ 5.00 Wintergreen, sweet birch @ 2.50 Wintergreen, art'l @ 50 Wormseed 3 50 @ 4.00 Wormwood 6 00 @ 6.50	Potassium Bicarbonate 15 @ 18 Bichromate 13 @ 18 Bromide 45 @ 55 Carbonate 12 @ 15 Chlorate, xtal and powdered 12 @ 16 Chlorate, granular 16 @ 20 Cyanide 30 @ 40 Iodide 3 20 @ 3.40 Permanganate .. 15 @ 30 Prussiate, yellow 30 @ 35 Prussiate, red .. 50 @ 60 Sulphate 15 @ 20	Roots Alkanet 15 @ 20 Blood, powdered 20 @ 25 Calamus 35 @ 40 Elecampane, pwd. 15 @ 20 Gentian, pwd. .. 12 @ 16 Ginger, African, powdered 15 @ 20 Ginger, Jamaica, powdered 22 @ 28 Goldenseal pow. 7 00 @ 7.50 Ipecac, powd. .. 2 75 @ 3.00 Licorice 14 @ 16 Licorice, powd. 12 @ 15 Orris, powdered 25 @ 30 Poke, powdered 20 @ 25 Rhubarb 75 @ 1.00 Rhubarb, pwd. . 75 @ 1.25 Rosinweed, pwd. 25 @ 30 Sarsaparilla, Hond. ground @ 65 Sarsaparilla Mexican, ground 50 @ 55 Squills 20 @ 35 Squills, powdered 40 @ 60 Tumeric, pwd. . 12 @ 15 Valerian, pwd. . 25 @ 30	Seeds Anise 15 @ 20 Anise, powdered 22 @ 25 Bird, ls 8 @ 10 Canary 9 @ 12 Caraway 12 @ 18 Cardamon 1 85 @ 2.00 Celery 30 @ 35 Coriander 12 @ 18 Dill 25 @ 30 Fennel @ 30 Flax 4 1/4 @ 8 Flax, ground ... 4 1/4 @ 8 Foenugreek, pow. 6 @ 7 Hemp 5 @ 10 Lobelia @ 50 Mustard, yellow 9 @ 12 Mustard, black .. 9 @ 12 Mustard, powd. . 20 @ 25 Poppy 15 @ 20 Quince 75 @ 1.00 Rape 6 @ 10 Sabadilla 25 @ 33 Sabadilla, powd. 35 @ 45 Sunflower 5 @ 8 Worm American 15 @ 20 Worm Levant ... 50 @ 60	Tinctures Aconite @ 75 Aloes @ 65 Arnica @ 50 Asafoetida @ 1.00 Belladonna @ 60 Benzoin @ 90 Benzoin Compo'd @ 90 Buchu @ 1.00 Cantharadics .. @ 1.00 Capsicum @ 90 Cardamon @ 1.20 Cardamon, Comp. @ 80 Catechu @ 60 Cinchona @ 1.05 Colchicum @ 60 Cubeb @ 1.20	Digitalis @ 60 Gentian @ 60 Ginger @ 95 Guaiaac @ 1.05 Guaiaac Ammon. @ 80 Iodine @ 1.25 Iodine, Colorless @ 1.25 Ipecac @ 75 Iron, clo. @ 60 Kino @ 80 Myrrh @ 1.05 Nux Vomica @ 70 Opium @ 2.00 Opium Camph. .. @ 65 Opium, Deodorz'd @ 2.25 Rhubarb @ 70	Paints Lead, red dry .. 7 @ 8 Lead, white dry 7 @ 8 Lead, white oil 7 @ 8 Ochre, yellow bbl. 1 @ 1 1/4 Ochre yellow less 2 @ 5 Putty 2 1/2 @ 5 Red Venet'n bbl. 1 @ 1 1/4 Red Venet'n less 2 @ 5 Shaker, Prepr'd 1 40 @ 1.50 Vermillion, Eng. 90 @ 1.00 Vermillion, Amer. 15 @ 20 Whiting, bbl..... 1 @ 1 1/2 Whiting 2 @ 5	Insecticides Arsenic 6 @ 10 Blue Vitrol, bbl. @ 5 1/2 Blue Vitrol less 7 @ 10 Bordeaux Mix Pst 8 @ 15 Hellebore, White powdered 15 @ 20 Insect Powder .. 20 @ 35 Lead Arsenate ... 8 @ 16 Lime and Sulphur Solution, gal..... 15 @ 25 Paris Green .. 15 1/2 @ 20	Miscellaneous Acetanolid 30 @ 35 Alum 3 @ 5 Alum, powdered and ground 5 @ 7 Bismuth, Submi- trate 2 10 @ 2.25 Borax xtal or powdered 6 @ 12 Cantharades po. 2 50 @ 2.75 Calomel 95 @ 1.00 Capsicum 20 @ 25 Carmine @ 3.50 Cassia Buds @ 40 Cloves 30 @ 35 Chalk Prepared 6 @ 8 1/2 Chalk Precipitated 7 @ 10 Chloroform 32 @ 42 Chloral Hydrate 70 @ 90 Cocaine 4 10 @ 4.40 Cocoa Butter ... 50 @ 60 Corks, list, less 70% Copperas, bbls. .. @ 90 Copperas, less .. 2 @ 5 Copperas, powd. 4 @ 6 Corrosive Sublim. 85 @ 95 Cream Tartar .. 30 @ 35 Cuttlebone 25 @ 35 Dextrine 7 @ 10 Dover's Powder 2 00 @ 2.25 Emery, all Nos. 6 @ 10 Emery, powdered 5 @ 8 Epsom Salts, bbls @ 1 1/2 Epsom Salts, less 2 1/2 @ 3 Ergot 1 50 @ 1.75 Ergot, powdered 1 80 @ 2.00 Flake White 12 @ 15 Formaldehyde lb. 10 @ 15 Gambier 7 @ 10 Gelatine 35 @ 45 Glassware, full cases 80% Glassware, less 70 & 10% Glauber Salts bbl. @ 1 1/4 Glauber Salts less 2 @ 5 Glue, brown 11 @ 15 Glue, brown grd. 10 @ 15 Glue, white 15 @ 25 Glue, white grd. 15 @ 20 Glycerine 23 @ 30 Hops 50 @ 80 Indigo 85 @ 1.00 Iodine 4 35 @ 4.60 Iodoform 5 40 @ 5.60 Lead Acetate 12 @ 18 Lycopodium 55 @ 65 Mace 80 @ 90 Mace, powdered 90 @ 1.00 Menthol 4 25 @ 4.50 Mercury 75 @ 85 Morphine all brd 5 05 @ 5.30 Nux Vomica @ 15 Nux Vomica pow @ 15 Pepper, black pow 20 @ 25 Pepper, white .. 30 @ 35 Pitch, Burgundy 10 @ 15 Quassia 10 @ 15 Quinine, all brds 29 @ 40 Rochelle Salts .. 23 @ 30 Saccharine 1 50 @ 1.75 Salt Peter 7 1/2 @ 12 Seidlitz Mixture .. 20 @ 25 Soap, green 15 @ 20 Soap, mott castile 10 @ 15 Soap, white castile case @ 6.25 Soap, white castile less, per bar .. @ 68 Soda Ash 1 1/4 @ 5 Soda Bicarbonate 1 1/2 @ 5 Soda, Sal 1 @ 4 Spirits Camphor. @ 75 Sulphur roll. . 2 1/2 @ 5 Sulphur Subl. . . 2 1/2 @ 5 Tamarinds 10 @ 15 Tartar Emetic .. 40 @ 50 Turpentine Venice 40 @ 50 Vanilla Ex. pure 1 00 @ 1.50 Witch Hazel 65 @ 1.00 Zinc Sulphate .. 7 @ 10
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1914
Seasonable Goods

Linseed Oil Turpentine
White Lead Dry Colors

Sherwin-Williams Co.
Shelf Goods and Varnishes
Shaker House and Floor Paint
Kyanize Finishes and Boston
Varnishes
Japalac Fixall Paris Green
Blue Vitrol
Lime and Sulphur Solution

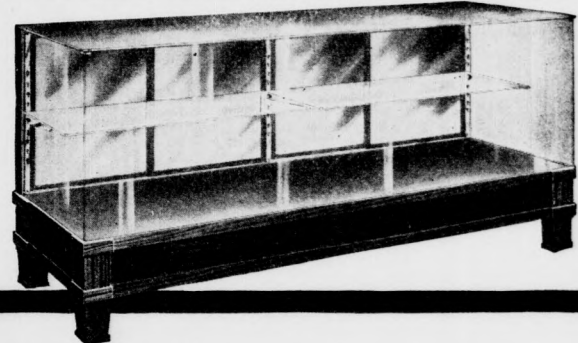
We solicit your orders for above and will ship promptly.

Hazeltine & Perkins Drug Co.
Grand Rapids, Mich.

FOOTE & JENKS' COLEMAN'S (BRAND)

Terpeneless Lemon and High Class Vanilla

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



"AMERICAN BEAUTY" Display Case No. 412—one
of more than *one hundred models* of Show Case,
Shelving and Display Fixtures designed by the Grand
Rapids Show Case Company for displaying all kinds
of goods, and adopted by the most progressive stores of America.

GRAND RAPIDS SHOW CASE CO., Grand Rapids, Michigan
The Largest Show Case and Store Equipment Plant in the World
Show Rooms and Factories: New York, Grand Rapids, Chicago, Boston, Portland

Four Kinds of Coupon Books

are manufactured by us and all sold on the same
basis, irrespective of size, shape or denomination.
Free samples on application.

TRADESMAN COMPANY, Grand Rapids, Mich.

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.

Table with columns: Meal, Meal, ADVANCED, DECLINED

Index to Markets

By Columns

Index to Markets table listing various goods and their corresponding column numbers (A through Y).

1 2

Main price list table with columns for goods (e.g., Beans, Blueberries, Clams, Corn, etc.) and their prices.

Continuation of price list table with columns for goods (e.g., CHEESE, CHOCOLATE, COCOA, COFFEE, etc.) and their prices.

SPECIAL PRICE CURRENT

Table with 12 columns: 12, 13, 14. Items include Smoking (Bull Durham, etc.), Pilot, Soldier Boy, Sweet Caporal, etc.

Table with 13 columns: 13, 14. Items include Pilot, Soldier Boy, Sweet Caporal, Sweet Lotus, etc.

Table with 14 columns: 14. Items include Faucets, Mop Sticks, Pails, Toothpicks, Traps, Tubs, Washboards, Window Cleaners, Wood Bowls, Wrapping Paper, Yeast Cake, Wicking, Woodenware, Baskets, Butter Plates, Ovals, Wire End, Churns, Clothes Pins, Egg Crates and Fillers, Mica Grease.

15 16 17

BAKING POWDER Royal. 10c size .90, 1/4 lb cans 1.35, 6 oz cans 1.90, etc.

CIGARS. Johnson Cigar Co.'s Brand, Dutch Masters Club 70 00, Dutch Master Grande 68 00, etc.

COFFEE. Roasted, Dwinell-Wright Co's B'ds. White House, 1 lb., White House, 2 lb.

SAFES. Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State.

OLD MASTER COFFEE. Distributed by Judson Grocer Co., Grand Rapids; Lee & Cady, Detroit; Symons Bros. & Co., Saginaw; Brown, Davis & Warner, Jackson; Godsmark, Durand & Co., Battle Creek; Fielbach Co., Toledo.

THE BOUR CO., TOLEDO, OHIO. ROYAL GARDEN TEA, pkgs. 40.

SOAP CHIPS. White City (Dish Washing) 210 lbs. 3c per lb., Tip Top (Caustic) 250 lbs. 4c per lb., No. 1 Laundry Dry 225 lbs. 5 1/2 c per lb., Palm Pure Soap Dry 300 lbs. 6 1/2 c per lb.

SOAP. Lantz Bros.' & Co. Acme, 30 bars 4 00, Acme, 25 bars, 75 lbs. 4 00, Acme, 25 bars, 70 lbs. 3 80, Acme, 100 cakes 3 20, Big Master, 100 blocks 4 00, Cream Borax, 100 cks 3 85, German Mottled 3 15, German Mottled, 5bx. 3 15, German Mottled, 10 b. 3 10, German Mottled, 25 b. 3 05, Lantz Naphtha 100 ck. 3 85, Marselles, 100 cakes 6 00, Marselles, 100 cks. 5c 4 00, Marselles, 100 ck. toll 4 30, Marselles, 1/2 bx toll 2 10.

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

Washing Powders. Armour's 3 70, Babbitt's 1776 3 75, Gold Dust, 24 large 4 30, Gold Dust, 100 small 3 85, Kirkoline, 24 4lb. 2 80, Lantz Naphtha, 60s 2 40, Lantz Naphtha, 100s 3 75, Pearlina 3 75, Roseine 3 50, Snow Boy, 24s family size 3 75, Snow Boy, 60 5c 2 40, Snow Boy, 100 5c 3 75, Snow Boy, 200s 4 00, Swift's Pride, 24s 3 55, Swift's Pride, 100s 3 65, Wisdom 3 30.

The only 5c Cleanser. Guaranteed to equal the best 10c kinds. 80 - CANS - \$2.80.

Public Seating for all Purposes. World's Largest Exclusive Manufacturers Church Furniture of Character. American Steel Sanitary Desks. Motion Picture Theatre Seating. Lodge Furniture. American Seating Company. 14 E. Jackson Blvd., Chicago. 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 Rent—The best room in the best block and best location in a good town of 1,200. Four factories running. Now has two general stores, one exclusive grocery, one dry goods and millinery. W. A. S., 610 Logan St., Grand Rapids. 293

For Sale—First-class general store in small town. Only store. A paying proposition. Address T. J. Wallrich, Milford, Ill. 292

Does your town need a newspaper and job printing office? If so, write P. M., care Tradesman. 291

Two drug stores. Will sell one for little money this month only. Might trade. Get busy. Address Opportunity, care Tradesman. 290

SPECIAL MERCANTILE AGENCY REPORTS furnished on individuals, firms and corporations. General reputation and financial standing investigated. Creditors' Service Co., 64 West Randolph St., Chicago, Ill. 288

For Sale—Good paying harness business, stock reduced to about \$1,000. Good reason for selling. Address No. 294, care Tradesman. 294

Drug store, suburban, doing about \$12,000 annual business. Will invoice about \$4,500. Will lump or sell at invoice. Further particulars, address Druggs, 519 John St., Kalamazoo. 287

For Sale—At a big sacrifice, if I can sell at once, my stock of groceries and fixtures, about \$4,000. Located on Calhoun street, (Keystone Grocery) established about 18 years. Reason for selling, wish to take charge of my farm. Address or call A. J. Muldoon, Ft. Wayne, Ind. 283

Variety Stock—Best deal in Western Michigan for the money. Invoice about \$4,000. Will sell at once for \$2,700. Address No. 276, care Tradesman. 276

For Sale—An up-to-date bakery and confectionery store. Doing large business. Address No. 281, care Tradesman. 281

J. Martin, brother and successor of late S. Martin, Milwaukee, general auctioneer of jewelry, merchandise, furniture, etc. Whether changing location, retiring from business or wish to realize quick capital. Write or wire J. Martin, 618 E. 39th St., Chicago, Ill. 280

Wanted—To hear from owner of good dry goods or general merchandise store for sale. Give full particulars. D. F. Bush, Minneapolis, Minn. 157

A Great Opportunity—Established dry goods and ready-to-wear business. Best location in city of 12,000. Stock now being reduced as owner goes into other business August 1. Must be sold quick. Address Charles Brothers, Adrian, Michigan. 278

For Rent—Store, with basement in connection. Good location for tea and coffee and china store, drug store, cigar and barber shop, bazaar, grocery or shoe store. Good opportunity for different lines. Address Nettie M. Welch, Charlotte, Michigan. 277

A Bargain—Up-to-date grocery stock of about \$2,500 in one of the best cities in Southern Michigan. Owner leaving town. Address No. 229, care Tradesman. 229

For Sale—An old-established drug store, well located, now doing a nice business. Reason for wanting to sell, senior partner died and have other business interests. Address J. S. Kean, Baton Rouge, La. 274

MERCHANDISE SALES CONDUCTORS. Stocks reduced or closed out entirely by special sale or auction in your own store, or elsewhere on consignment. Stocks brought in part or whole. The Green Sales Co., General Mdse. Brokers, Jackson, Mich. 275

For Sale—Best \$25,000 general merchandise business in Illinois. Fifty farms and city properties for stocks merchandise. Eugene Munson, Mt. Vernon, Illinois. 266

Leading general merchandise stock in Northern Illinois country town, size 800. Established 40 years. Clean stock. Selling on account of sickness. No trades considered. Must be cash deal. Will be sold at sacrifice. Practically no competition. Address J. A. Kraker, Shannon, Illinois. 264

For Sale—Livery barn, 31 x 100 feet, on Milton avenue, Alanson, Michigan. Could be used as garage and livery. Six miles to the Buckeye House on Burt Lake, the famous summer home. Also for sale, 8 room dwelling. Address I. G. Swander, Alanson, Michigan. 263

For Sale—Two F. P. gasoline lighting plants. Each plant fifteen light capacity complete. A1 condition. Can be bought for one-half price. O. M. Smith & Co., Flint, Michigan. 262

For Sale or Trade—A good \$1,500 drug stock outfit complete for \$1,000. Will take a good runabout auto for half. Balance cash. The only drug store in town. Splendid country. Address Pioneer Drug Store, Waldo, Wis. 261

For Sale Cheap—Full size Universal adding machine with stand. In first-class condition. Apply C. P. Co., this office. 260

Excellent opening for shoe store. Best location, good town 2,000, with big paper mill and machine shop running year round. Present stock small. Investigate at once. R. G. Clement, Vicksburg, Michigan. 273

For Sale Cheap—A snap on complete tie and post mill. Average capacity per ten hours, 175,000 shingles, 2,000 ties. Mill has not been used to exceed four full summer seasons. Boilers, engines, machines, pulleys, etc., will be parcelled out as mill must be moved at once. For further particulars address Northwestern Leather Company, Sault Ste. Marie, Mich. 272

Fine residence property in Frankfort, Michigan, to exchange for merchandise. Address No. 271, care Tradesman. 271

We need a bank, a general store, a grocery store, a lumber yard and a steam laundry. Address A. M. Grosvenor, Casselton, N. D. 257

For Sale—Moving picture theater, city six thousand, summer resort, 340 seats, two machines, stage, swell lobby, fine location and ventilation. Good lease. Write Lyceum Film Exchange, South Bend, Indiana. 259

For Sale Cheap—Set of second-hand drug store wall fixtures and prescription case, equipped with labeled drawers. Address C. E. Nelson, Coopersville, Michigan. 258

For Sale—Drug store, population 6,000. Full prices. Average cash daily sales 1913, \$48. Invoices \$3,250. Will sell for \$8,000. A first-class opportunity. Address No. 253, care Tradesman. 253

For Sale or Exchange—For small farm, feed mill, good building, new machinery. Well located in thriving town of 1,800, surrounded by good farming country. Address No. 252, care Tradesman. 252

For Sale—A small stock of clothing, shoes and gents' furnishings, good trade established; nice clean stock, splendid opening for a live merchant. No trades considered. Low rent, good room, good town. Address Lock Box 12, Milford Center, Ohio. 251

Wanted—To manage general store in live Michigan town, by man and wife. Good references given. Address 250, care Tradesman. 250

For Sale—Good brick hotel in thriving county seat of 2,000 inhabitants. Newly papered and overhauled. Priced right. Address Lock Box 124, Ithaca, Mich. 247

Furniture stores for sale, doing principally installment business. Nice, clean, complete stocks, good locations in some of the best cities of the South. Can arrange for terms on part if desired. Address P. O. Box 223, Houston, Texas. 244

For Sale—Excellent chance to buy resort with hotel, only one on the best lake in Michigan. Fully equipped with boats, plenty of ice, chickens, cow and pigs and enough garden space to raise all vegetables needed. Owner is forced to sell on account of ill health and will sacrifice for cash. Address The Morrison Lake House, Chas. F. W. Biermann, Prop., Saranac, Michigan. 242

For Sale—In good Southern Michigan town, with or without good buildings, living rooms and barn, clean stock of groceries, crockery, ten cent and quite a number of other money making lines of goods. Stocks and fixtures about \$3,000. Owner wants to go West. A good opportunity. Investigate this. Address H. E. C., care Tradesman. 243

Shoes—We buy any kind of shoe stock, large or small, for cash. Also furnishing and dry goods stocks. Detroit Mercantile Co., 345 Gratiot Ave., Detroit, Michigan. 237

We pay CASH for merchandise stock and fixtures. Grand Rapids Merchandise & Fixtures Co., 803 Monroe Ave. 203

If you are interested in selling or buying a grocery or general stock, call or write E. Krulsenga, c-o Musselman Grocer Company, Grand Rapids, Michigan. 154

Note head, envelopes or cards, prepaid; 75c for 250; \$1.90 per 1,000. Auto-press, Wayland, Mich. 65

Most powerful, yet harmless health restorer and preserver for the cure of throat, catarrh, lungs, stomach, kidney and skin diseases, for the least money. Explaining circulars free. Agencies excepted. Fred Jawort, old business man here, user of same, says: I received the biggest returns of any money ever invested when I bought your tablets. International Chemical Co., Wausau, Wis. 214

For Sale—Old-established grocery, stock and fixtures about \$2,500. Yearly sales, over \$20,000. Cheap rent. Town, 1,200. Address No. 217, care Michigan Tradesman. 217

For Sale—Stock of dry goods, men's furnishings, boots and shoes and groceries. Good reason for selling. Address No. 230, care Tradesman. 230

We buy and sell second-hand store fixtures. Grand Rapids Merchandise & Fixtures Co., 803 Monroe Ave. 204

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

Large list free, farms and business chances, or \$25 selling proposition. Pardee, Traverse City, Michigan. 190

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

Free for six months, my special offer to introduce my magazine "Investing for Profit." It is worth \$10 a copy to anyone who has been getting poorer while the rich, richer. It demonstrates the real earning power of money and shows how anyone, no matter how poor, can acquire riches. Investing For Profit is the only progressive financial journal published. It shows how \$100 grows to \$2,200. Write now and I'll send it six months free. H. L. Barber, 433, 28 W. Jackson Blvd., Chicago. 448

Notice—For closing out or reducing stocks of merchandise, get our proposition and compare with others. Merchants Auction Co., Reedsburg, Wis. 137

For Sale—Bakery in live town. Chance of a lifetime for practical baker. Address John N. Imrie, Ardmore, Okla. 228

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

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

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

HELP WANTED.

Retail Shoe Salesmen—If you are employed in a retail shoe store or department, and are ambitious to secure a better position, apply at once to the Weaver-Miller Co., Box 32, Hill Station, Harrisburg, Pa. 269

Wanted—A drug clerk, registered. Must furnish recommendations. Address No. 289, care Tradesman. 289

Wanted—Foreman for chair factory. Wanted a high grade finishing foreman for chair factory; one having had extensive experience in odd finishes such as fumed, etc. State salary wanted, also give past record of experience and references. Address The Stomps-Burkhardt Table Co., Dayton, Ohio. 285

Salesmen—Acquainted with factories, hotels, breweries, packers and consumers of paint of all kinds. Atlantic Paint Co., 185 Madison Ave., New York City. 286

Wanted—Four experienced salesmen in selling sheet metal wares. Excellent opportunity for capable salesmen. References required. Address Elliott Manufacturing Co., Warren, Illinois. 270

Wanted—Good experienced German clerk for general store. Permanent position. Give reference and state salary in first letter. Address T. H. Groskreutz & Co., Fulda, Minn. 267

Wanted—Clothing salesman to open an office and take orders for the best there is in tailoring. An active man is certain to establish a very lucrative business with this line. Write for information. E. L. Moon, General Agent, Columbus, Ohio. 591

SITUATIONS WANTED.

Position Wanted—As manager of grocery. Can furnish best of references. Address 263, care Tradesman. 265

SUNBEAM Horse Collars



As manufacturers of this line we are pioneers and have always been LEADERS, and the imprint "SUNBEAM" on a Horse Collar stands for the best product possible, both in quality of materials and in honest workmanship.

Our full line is illustrated and minutely described in our Big Catalogue No. 8.

Brown & Sehler Co.

Home of Sunbeam Goods

GRAND RAPIDS, - MICHIGAN

Use Tradesman Coupons

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

THREE GOOD TOWNS.

Salient Features of Midland, Beaverton and Coleman.

Coleman, June 9.—Midland, the judicial seat of Midland county, was first settled in 1833, was incorporated as a village in 1867, a city in 1869 and re-incorporated under the act of 1895. It is located at the confluence of the Tittabawassee and Chippewa rivers, and on the P. M. and M. C. (depots about 3/4 mile apart) in Midland township, 20 1/2 miles northwest of Saginaw, 18 miles west of Bay City and 128 miles northwest of Detroit. It is handsomely laid out with broad streets and avenues and is supplied with six denominational churches, six substantial schools, the high school being one of the best in the country; a free library and an opera house seating 500. It is well lighted, has good sewerage and water works, two banks, flour, lumber, shingle, lath, cider and heading mills, pickle depots, brick and tile works, cigar factories, electric light plant, chemical works, a bleaching powder factory, largest bromide production in the world, foundry, machine shops, etc. There is a mineral spring in the city and the water is shipped to all parts of the country. The surrounding country produces excellent crops of wheat, oats, hay, beans, sugar beets, etc., and with the bromides, chloroform, chloride of lime, cooperage stock, lumber, farm machinery, etc., manufactured here, form a variety of exports of which any city would be proud. The following merchants are progressive, carry extensive stocks and read the Tradesman:

B. H. Carter & Co., dry goods.
Thompson & Winkler Co., general merchandise.
Henry Heisman, clothing.
Wm. E. Ryan, variety store.
Reardon Elevator Co., grain.
Stanton & Fleming, groceries.
W. H. Short, meats.
Gordon Mercantile Co., groceries.
Winkler & Richardson, groceries.
E. W. Austin, drugs.
G. Will Ball, hardware.
Brown & Beden, shoes.
E. L. Gardner, general merchandise.

Russell L. McCann, clothing.
J. Mariantal, clothing.
A. W. Lewinstein, clothing.
George Kleine, dry goods.
W. A. Bubbard, drugs.
T. J. Kelley, hardware.
E. J. Lee & Co., produce.
A. Reinhart, hardware.
Wenzell & Stark, hardware.
Eesley & Son, flour mills.
T. W. Atkinson, groceries.
Matthews & Son, shoes.
A. A. Johnson, drugs.
Wm. O'Brien, bazaar.
Hardy & Marshall, meats.
Will Evans, bazaar.
Midland County Savings Bank.
Peoples' State Bank.
Michigan Creamery Co.
Central House.

Beaverton, formerly known as Grand Forks, is located on the P. M., in Beaverton and Tobacco townships, Gladwin county, at the confluence of the middle, north and south branches of the Tobacco and Cedar rivers. It is 9 miles south of Gladwin, the county seat, 52 miles northwest of Saginaw and 149 miles from Detroit. It is lighted by electricity, has a fine system of water works, three churches, a graded public school, a handsomely appointed opera house seating 600, a bank and a weekly newspaper. Fine brick blocks have taken the place of those destroyed by fire and it would be hard to find better business places in towns much larger than Beaverton. The Masonic fraternity has excellent lodge rooms, furnished up-to-date, of which it is justly proud. The following merchants are live wires and read the Tradesman:

T. H. Brooks, groceries.

J. C. Musser, general merchandise.
David S. Ross, general merchandise.
Woodward & Burt, farm implements.

Dr. Frank S. Pierce, drugs and groceries.

Reid Bros., hardware.
W. H. Herrendeen, general merchandise.

Laurin J. Budge, drugs.
J. Himelhoch, dry goods, etc.
Henry Croll, Jr., hardware.
Beaverton Creamery.

The Hotel Pierce is a credit to Beaverton and Dr. F. S. Pierce, the good natured proprietor, makes you feel thoroughly at home.

Coleman was incorporated as a village in 1887 and as a city in 1905, is located on the P. M. in Warren township, Midland county, 20 miles northwest of Midland, the county seat, 40 miles from Saginaw and 147 miles from Detroit. Has four churches, excellent educational advantages, a bank, electric light plant and a weekly newspaper. Coleman is a good business town, has many miles of cement walks. The following merchants are progressive and read the Tradesman:

Simons Mercantile Co., general merchandise.

C. D. Williams, general merchandise.

J. M. Doherty, hardware and furniture.

H. Elliott, hardware.
G. E. Crowley, clothing.

Williamson & Co., hardware.
Yeager's Cash Store, general merchandise.

Clarence E. Roberts, groceries.
J. M. Allen, general merchandise.

R. A. Turrill, drugs.
Harry Myers, jewelry.

Daviid Drug Co., drugs.
Frank Methner, meats.

J. W. Searight, general merchandise.

State Bank of Coleman.
Coleman Elevator Co.

Coleman Grain & Lumber Co.
Coleman Creamery Co.

D. P. Burke, harness.

The Hotel Hecox is an excellent one and it is appreciated by the commercial men, as an inspection of the register indicates. W. R. Wagers.

Improving the Quality of Market Eggs.

East Lansing, June 9.—Many members of the Michigan Poultry, Butter and Egg Shippers' Association and their wives assembled at the Michigan Agricultural College Friday, June 5, for a summer meeting to encourage further co-operation among the members and to plan methods whereby farmers might be induced to improve the quality of market eggs. While there are a great many losses which occur in the handling of this product from the time it leaves the hands of the farmer, there are so many unfavorable conditions on the average general farm that the quality of the eggs have suffered greatly and resulted in great losses to the producer and, in many instances, increased the price to the consumer.

In a report of the chairman of the Educational Committee, C. J. Chandler, of Detroit, spoke of one kind of education which his firms are engaged in at the present time. They deal directly with the farmer by means of practical demonstrations of egg candling and grading and by showing a series of lantern slides with accompanying lecture which deals with both the proper and the improper farm methods. The farmer is often indifferent to suggestions and sometimes takes an antagonistic attitude. He believes the business man is somewhat of a thief or robber, which makes co-operation particularly difficult and is one of the problems which will have to be solved before the Association can accomplish very immediate results in their dealings. There must be more trained help for this

work and there must be more men who know eggs. Mr. Chandler stated that more than 14,000 copies of a Government bulletin on the improvement of the farm egg had been sent to farmers in this State through this committee.

R. C. Shoemaker, who has completed a poultry course at Cornell University, Ithaca, N. Y., gave a very interesting illustrated egg and poultry lecture, showing the work which he is doing in the employ of C. J. Chandler, dealing directly with the farmer. His talk was entirely concerning quality, in which he expressed many thoughts along the line of a clean, gathered-often, marketed-frequently egg, which would reach the consumer as soon as possible after laid.

J. O. Linton, of the Michigan Agricultural College, Poultry Department, followed Mr. Shoemaker's lecture with continued lantern series on breed types and farm methods. One interesting point brought out in this talk was the fact that hens can be bred to lay as well as fed to lay and that careful selection is as necessary in the production of a heavy, laying strain of farm fowls as in the production of a heavy producing dairy cow.

Prof. C. H. Burgess, of M. A. C., who has done considerable work, chiefly in Colorado, along the line of co-operative egg circles and who is also a practical farmer in Michigan, gave a very interesting talk on what had been done by way of co-operation among the farmers and offered some suggestions relative to future work which might prove beneficial in bringing about a realization of the importance of good poultry produce. Mr. Burgess also advocated personal contact with the farmer and expressed his opinion that literature is often times a failure in drawing the best interests of the producer. Mr. Burgess advocates more demonstrative exhibits at fairs and poultry shows and further co-operation between the colleges and the farmers, between the colleges and dealers and between the dealers and the farmers. He stated that colleges and presses are doing a great deal of good work, but that there is much need of more of the practical along these lines.

F. A. Johnston, of Detroit, discussed Egg and Poultry Claims, stating the nature of many accidents which occur through neglect and carelessness, as well as those which are purely accidental. He also suggested means of adjustment for these.

In speaking of the matter of Iced Poultry, H. L. Williams, of Howell, read several letters which he had received and sent on this subject. There seemed to be a general concession of opinion that it was an unfair proposition to charge for gross weight on account of loss in ice and other changes which occur.

During the question box and open discussion there was considerable said about the washed egg and about methods of preventing so many egg losses which occur from this kind of product. It was generally conceded that an egg slightly soiled was even preferable to a washed egg, as the keeping qualities of the latter are so greatly inferior to any which have not become wet.

The members left with a feeling of greater determination to push the cause and adopt the slogan, "Swat the Rooster," in their improvement of the farm egg during this summer campaign. J. O. Linton.

Bankruptcy Proceedings in Western District of Michigan.

Grand Rapids, June 2.—The Gelder Millinery Co., a corporation, of Grand Rapids, has filed a voluntary petition in bankruptcy and the matter referred to Referee Wicks, adjudication having been made by the judge. The first meeting of creditors has been called for June 18, at which time creditors may appear, prove their claims, elect a trustee and

transact such other business as may come before the meeting. The schedules on file at this office show assets at approximately \$11,596.70 and the liabilities are listed at \$30,578.63. The creditors are many. The corporation operated a series of millinery stores in Grand Rapids and various points in Ohio. Heber A. Knott, of the Corl-Knott Co., Grand Rapids, has been appointed receiver by the referee. He has qualified by filing bond and will continue to operate the business of the bankrupt as a going business until the trustee is elected and qualifies. It is thought that some sort of a composition will be offered to creditors at the first meeting.

Edward E. Taylor, Grand Rapids, has this day filed a voluntary petition in bankruptcy, adjudication has been made and the matter referred to Referee Wicks for administration. The first meeting of creditors has been called for June 18, at which time creditors may appear, prove their claims, elect a trustee if desired, and transact such other business as may come before the meeting. The schedules on file at this office show the following: Assets, \$100; Liabilities, \$23,500. The following are listed as creditors:

Grand Rapids Savings Bank ..\$18,000.00
Grand Rapids National City Bank .. 3,500.00
Grand Rapids Ice & Coal Co. 2,000.00
The liability is all unsecured and is liability as endorser on paper of the Grand Rapids Green House Co.

June 4.—In the matter of Bundt Bros., Muskegon, the first meeting of creditors was held to-day. Kirk E. Wicks, receiver, made verbal report and by vote of creditors was discharged. Albert K. Primeau, of Muskegon, was elected trustee of the estate. The assets consist almost solely of book accounts of one face value of about \$1,500. It is hard to state what amount of these can be collected and whether or not a dividend may be paid.

June 5.—In the matter of the Grand Rapids Motor Truck Co., hearing on claims was held this date. The claims in this matter are many and large and it is the desire of the trustee to get all claims cleared away so that total amount of indebtedness can be shown. Suit will then be instituted in the State court for the payment to the trustee of this estate of alleged unpaid stock subscriptions. If these suits are successful, the estate will pay a substantial dividend; if not, the dividend, if any will be a very small one.

June 8.—Elmer R. Beach, of Traverse City, has filed a voluntary petition in bankruptcy, adjudication has been made and the matter referred to Referee Wicks, for administration. The first meeting of creditors has not yet been called. The schedules do not reveal any assets not claimed to be exempt and the following are listed as creditors:

Dr. O. E. Chase, Traverse City \$ 32.00
Dr. F. E. Lawton, Traverse City .. 42.80
Dr. G. M. Johnson, Traverse City .. 6.00
J. Mulder, Traverse City .. 3.50
First Nat'l Bank, Traverse City 16.00
Stanek & Austin, Traverse City .. 15.00
T. C. Shoe Co., Traverse City .. 4.50
John Stabler, Traverse City .. 14.50
L. Coleman, Traverse City .. 4.10
S. E. Watt, Traverse City .. 3.50
Record Eagle, Traverse City .. 16.00
J. H. McGough, Traverse City .. 2.50
J. H. Hopkins, Traverse City .. 2.75
T. C. Iron Works .. 17.40
Chas. Maynard, Traverse City .. 12.00
J. W. Masters, Traverse City .. 32.40
Frank S. Birdsall, Traverse City .. 5.00
P. Kyselka, Traverse City .. 1.00
J. P. Scott, Traverse City .. 9.00
J. Campbell, Traverse City .. 1.50
Carl I. Campbell, Traverse City .. 2.50
R. L. Polk & Co., Detroit .. 15.00
Citizens Tele. Co., Traverse City .. 3.00
Odie McGary, Traverse City .. 1.50
B. J. Morgan Estate, Traverse City .. 2.00
J. J. Tweedle, Traverse City .. 35.00
Johnson Drug Co., Traverse City .. 6.50
Rich & Halberg, Traverse City .. 1.50
American Drug Store, Traverse City .. 4.50
E. C. Lewis, Traverse City .. 3.00
Wm. Van Epps, Traverse City .. 6.50
Columbian Transfer Co., Traverse City .. 1.00
L. Courtrade, Traverse City .. 3.50
Dr. J. A. Snyder, Traverse City 32.94
Dr. J. A. Snyder, Traverse City .. 3.00
Wm. P. Crotser, Traverse City .. 15.00
E. B. Fick, Traverse City .. 4.00
Novelty Iron Co., Canton, Ohio .. 35.79
Arms & Cole, Traverse City .. 14.00
Schoolcraft & Nelson, Traverse City .. 15.00
Dr. G. A. Jarvis, Traverse City .. 4.00
Rebecca Peirce, Traverse City .. 15.00
A. W. Jahraous, Traverse City .. 3.75
Octave Downey, Traverse City .. 40.00
Arthur Merrill, Traverse City .. 3.50
Dr. F. Hollsworth, Traverse City .. 7.50
Minnie Hewitt, Traverse City .. 10.00
Brown Lumber Co., Traverse City .. 2.50
Queen City Electric Co., Traverse City .. 1.00
L. W. Smith, Traverse City .. 1.00
L. W. Gage, Traverse City .. 8.00
G. E. De Graw, Traverse City .. 9.00
B. H. Bracken, Traverse City .. 4.00
Frank Hamilton, Traverse City .. 3.50
Chas. S. Johnson, Traverse City 2.75

Milk---A profitable staple of larger sales volume than sugar



Do you realize that the average family spends more for milk than for sugar. Everyone of your customers spends \$3.00 per month for milk—some spend much more—this trade goes to the milk peddler and he makes money on it, too. You have to tie up money in a sugar stock to supply your customers and you often lose money doing it.

This milk business, and the profit that goes with it, should belong to you.

CARNATION MILK

From Contented Cows

will help you switch your customers from raw milk to evaporated—for cooking and baking. Our advertising is interesting and educating housewives in the use of evaporated milk. It is sending to the grocer's cash drawer some of the money usually paid to the milk peddler.

When a woman comes to you for evaporated milk make sure that she will be pleased and she will return and continue to buy evaporated milk from you—Give her CARNATION MILK—she will like it—is clean, sweet and pure—always ready for use. Carnation Milk will prove that evaporated milk is superior to raw milk for cooking. And that will be an important step in starting the usual \$3.00 per month milk money into your cash drawer. So push Carnation milk. Your jobber carries it.

PACIFIC COAST CONDENSED MILK COMPANY

General Offices: Seattle, Washington

Every
Passer-by a
Prospective
Customer



20 MULE TEAM BORAX

Should be used with soap wherever soap is used.

Tell your customers that BORAX is the best water softener known, and should be used in water wherever any cleansing is to be done.

20 MULE TEAM BORAX

not only softens the water but doubles the cleansing power of soap, and makes everything sanitary and wholesome.

It gives them greatly improved results in the way of cleansing without additional expense.

You can get increased business on this profitable article by calling it to the attention of your customers, and they will thank you for it.

The Pacific Coast Borax Co.
McCormick Building, CHICAGO.

Ceresota

The Guaranteed
Spring Wheat
Flour

Always Uniformly Good



JUDSON GROCER CO.

The Pure Foods House
Distributors
GRAND RAPIDS, MICHIGAN

DUTCH MASTERS CIGARS



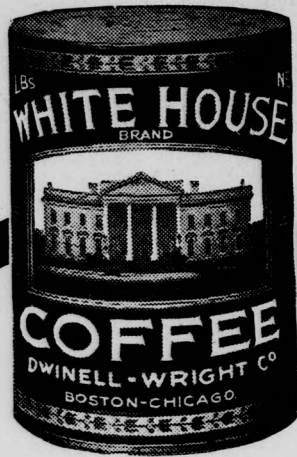
Made in a Model Factory
Handled by All Jobbers Sold by All Dealers
Enjoyed by Discriminating Smokers

G. J. JOHNSON CIGAR CO.
GRAND RAPIDS



Our advertising flashes into every corner of the country like a searchlight and hunts out customers for GOLD DUST. The cleansing power of GOLD DUST, backed up by this persistent publicity, causes steady sales. Be sure to keep GOLD DUST prominently displayed at all times. If you don't the grocer who does will get the greatest benefit from this advertising.

THE N.K. FAIRBANK COMPANY



A Winner With
NO
"Come-Backs"

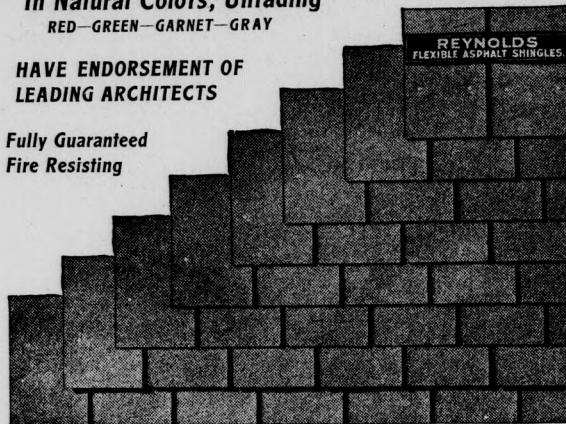
Distributed at Wholesale by
Judson Grocer Co., Grand Rapids, Mich.

Reynolds Flexible Asphalt Shingles

In Natural Colors, Unfading
RED—GREEN—GARNET—GRAY

HAVE ENDORSEMENT OF
LEADING ARCHITECTS

Fully Guaranteed
Fire Resisting



10
Years
Test

Beware of IMITATIONS. Ask for Sample and Booklet.
Write us for Agency Proposition.

H. M. REYNOLDS ASPHALT SHINGLE CO.
Original Manufacturer GRAND RAPIDS, MICH.

IMPERIAL BRAND

Spraying
Largest Line



Compounds
Superior Quality

Our Paris Green packed by our new American System.
Reliable dealers wanted.

Address Dept. T., CARPENTER-UDELL CHEM. CO., Grand Rapids, Mich.

It is a Heap Easier to Keep Out of Trouble Than it is to Get Out



Getting into trouble is always a comparatively easy job; getting out of trouble is what puts gray hairs on the head and deep lines on the face.

Most men get into trouble through carelessness, recklessness or thoughtlessness and not because of any real intent to do wrong.

The merchant who fails to keep his stock insured is reckless; the merchant who fails to provide himself with a dependable safe is frequently thoughtless and in every instance he is careless.

IF YOU DON'T WANT OUR SAFE, MR. MERCHANT, DON'T BUY IT, BUT AS A MATTER OF GOOD BUSINESS BUY SOMEBODY'S SAFE RIGHT AWAY AND PROTECT YOURSELF.

Please write us and see what we have to offer.

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

