

**ON THE MARCH**

Only a moment we meet and speak in the wide expanse of the years,  
The grasp of a hand, and the smile of a friend, and the warmth of a word that cheers,  
And then the dust of the road again, and the sound of the marching feet,  
And eyes that dim, and a heart that aches, for we never again may meet.  
Oh, the road may wind over many a hill grown green with the breath of May,  
And our path may lie where the bloom of June hangs sweet on every spray,  
But the green of the spring and the blossom-snow seem to rise from the vanished years,  
And the songs of joy we sing in our hearts have a note akin to tears.  
The dawns of the years may flush and fade, and the noons may spread their gold,  
And beside us trustier comrades tramp than ever we knew of old;  
Our feet may step to the surge and beat of a mightier minstrelsy,  
And our eyes catch sight of the amethyst on the heights that we longed to see;  
But wherever the human heart knows joy, and the human pulses stir,  
There's a minor chord in the triumph-song, and a sigh for the things that were.

James E. McDade.

**THE GOSPEL OF LABOR**

But I think the King of that country comes out from His tireless host;  
And walks in this world of the weary, as if He loved it the most;  
And here in the dusty confusion, with eyes that are heavy and dim,  
He meets again the laboring men who are looking and longing for Him.

He cancels the curse of Eden, and brings them a blessing instead;  
Blessed are they that labor, for Jesus partakes of their bread;  
He puts His hand to their burdens, He enters their homes at night;  
Who does his best shall have a guest, the Master of life and light.

And courage will come with His presence and patience return at His touch,  
And manifold sins be forgiven to those who love Him much;  
And the cries of envy and anger will change to the songs of cheer,  
For the toiling age will forget its rage when the Prince of Peace draws near.

This is the gospel of labor—ring it, ye bells of the kirk—  
The Lord of Love came down from above to live with the men who work.  
This is the rose that He planted, here in the thorn-cursed soil—  
Heaven is blest with perfect rest, but the blessing of earth is toil.

Henry Van Dyke.

Good Yeast  
 Good Bread  
 Good Health

Sell Your Customers  
**FLEISCHMANN'S**  
 YEAST



Recent years have seen bulk goods go out and package goods come in. Why? Because package goods are neat, clean, easy to handle, save time, prevent overweight, and please the consumer. All this is true of FRANKLIN CARTON SUGAR, and, sugar is the one thing you cannot afford to handle in bulk—you sell too much of it and sell it on too small a profit to waste time and work on it and run the risk of overweight loss. There's a FRANKLIN CARTON SUGAR for every purpose, Granulated, Powdered, (Dainty Lumps), Small Cubes, Dessert and Table Confectioners' XXXX, so you can easily supply all the wants of your customers by selling FRANKLIN CARTON SUGAR and thereby make a profit instead of a loss on all your sugar sales. Ask your jobber.

THE FRANKLIN SUGAR REFINING CO.  
 PHILADELPHIA

"FRANKLIN CARTON SUGAR is guaranteed FULL WEIGHT and refined CANE sugar."

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

## 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.

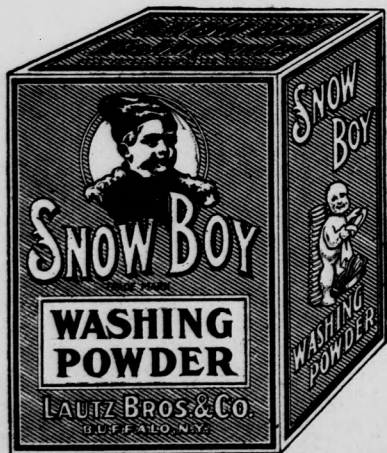
PUTNAM FACTORY, National Candy Co., Inc.  
 Grand Rapids, Mich.



### "QUALITY WINS"

If you don't believe it, just look at the record of "White House" Coffee—which is *all quality* and the biggest commercial *winner* in the whole coffee market—solely on account of its *real, undeniable* QUALITY.

Distributed at Wholesale by  
 Judson Grocer Co., Grand Rapids, Mich.



## 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 24, 1914

Number 1605

## SPECIAL FEATURES.

Page	
2.	Detroit Detonations.
3.	Chirpings of the Crickets. Boomlets From Bay City.
4.	News of the Business World.
5.	Grocery and Produce Market.
6.	Gone Beyond.
7.	News From Cloverland.
8.	Editorial.
10.	The Meat Market.
11.	Doings in Michigan and Ohio.
12.	Butter, Eggs and Provisions.
14.	Financial.
16.	Dry Goods.
18.	Shoes.
20.	Woman's World.
21.	Clothing.
22.	Hardware.
24.	The Commercial Traveler.
26.	Drugs.
27.	Drug Price Current.
28.	Grocery Price Current.
30.	Special Price Current.
31.	Business Wants.

## NEW WHEAT GOING ABROAD.

For the present at least American farmers will have no trouble in disposing of wheat from the new crop. Europe has started in to buy it on an enormous scale. Within the past week fifteen steamers have been chartered to load during the summer for Continental ports and more are in demand. These steamers have a capacity of 3,248,000 bushels, and it is estimated that during the week the export sales have amounted to fully 5,000,000 bushels. Of this amount, 640,000 bushels were sold in New York the latter part of the week to go to Portugal. In fact all Continental Europe is showing an eager desire to purchase the new American wheat while the present low prices prevail. France is among the heavy purchasers and a number of the steamers have been engaged to go to French Mediterranean ports. Freight rates are firm as a result of the increased demand.

All this is a result of the bountiful American crops coming at a time when European conditions are unfavorable. While there is no decided shortage in foreign crops the growing conditions in Europe have not been satisfactory. The season has been backward, some sections having experienced a deficiency of moisture, while others have been held back by cold weather. The decrease in prospective supplies not severe in any one instance, yet when added together they form a total falling off that renders it necessary to seek additional supplies in this country. Furthermore, Europe has had an eye on the huge American crop for some time and for that reason has not been taking her usual quota from other exporting countries, but rather has drawn on her reserves until the new American crop should become available.

American prices are now the lowest since 1906 and while they may go still lower European buyers are not disposed to take chances, but figure that while they can get cheap wheat they had better do so. There is the

contingency, for instance, of some damage to the American spring wheat crop, and whether there is or not there are pretty sure to be crop scares, artificial in character, but which nevertheless can send prices upward just as rapidly as real ones. Hence Europe has seen the wisdom of making purchases before any such complications should arise.

The sales above referred to do not by any means comprise the whole of the export sales of new crop wheat already made. This purchasing began as much as a month ago and there are many grain traders who would not be surprised to learn that the total sales from the new crop actually engaged for shipment abroad already exceed 10,000,000 bushels. In addition to this there are heavy speculative sales made abroad chiefly in the British markets. A short time ago the condition existed where the English markets were considerably higher than a parity with the corresponding American future deliveries with the result that speculators here sold the British options against purchasers in the American markets. It will of course depend on market conditions which may exist before the expiration of these options as to whether or not these spreads will be undone or the actual wheat delivered, but the belief is that the exports will be made. This will relieve the British markets of any shortage that might prevail and no doubt explains why England has not been such an active purchaser of the cash wheat as the other European markets.

Many of the steamers are engaged to load at Gulf ports, which means the loading of new winter wheat, but many of them are also engaged via Montreal, with none from New York and only one from Philadelphia. The latter condition is, of course, brought about by the attitude of the railroads in maintaining an excessive "at and east of Buffalo" rate, which has the tendency to divert traffic to Montreal, coupled with the arbitrary attitude of the roads in refusing to make the through lake and rail rates with the independent boat lines, while maintaining their own boat rates on a practically prohibitive basis.

## READY FOR ACTION.

President Wilson has finally selected the five appointive members of the Federal Reserve Board. When these nominations have been ratified the next successive steps, in their order, will be these: Designation of a governor from the five appointees; organization of the Board; its selection of one-third of the directors for each of the twelve regional banks;

the choice, by the member banks of each district, of the six other members of the Board of its reserve bank; organization of the reserve bank boards; their arrangement for headquarters, and for office staffs; the calling for the subscription, by member banks in the district, to the stock of its reserve bank. This will pave the way to the reduction in reserve requirements at every individual member bank; the fixing of each regional bank's official discount rate, the beginning of rediscount of commercial paper, and the issue, on application by the banks, of the new Federal Reserve notes.

Whether all this can be accomplished in time for the early autumn "harvest movement" of currency and credits, is an uncertain question. Complicated experiments of the sort are apt to be slow in getting started. In this case, ten or twelve weeks constitute a period full short for the numerous successive processes just recited, each of which must await the completion of others.

Two practically interesting questions are: Will the facilities of the new system be imperatively needed in this coming harvest season, and are they needed to control the present gold export movement? To the first question, in view of the dull trade, inactive stock exchanges, and large bank surpluses, the answer is, No. To the second, the answer is that, if the system were now in operation, in the face of the large gold exports, the New York regional bank would probably already have put its official rediscount rate above the open market, with a view to the gradual control of the foreign exchanges.

## CHANGED CONDITIONS.

Vice President Marshall is an honorable, well-meaning man and much in his public utterances reveals a thoughtful mind. In 1850, he says, we had a republic where labor was satisfied, where respect for religion, reverence for law and order and a sincere attachment to the constitution were strong. The old order of education then prevailing furnished a philosophy and taught men that happiness was not in their material surroundings, in position or in power but in their own purposes and conduct. Now the humanities have been forgotten in the rush for success.

All this is true and admirably stated, but when he undertakes to explain the causes which brought about the present changed conditions he gives, as he commonly does, a demagogic twist to his argument. The artisan of that day, he truly says, was, generally speaking, skilled at his work and could produce a completed ar-

ticle. Then he continues, the advent of machinery took his tools from him and put them in the hands of capital, "for money is crafty and instead of loaning itself to the laboring man to enable him to carry on his trade is now buying the laboring man's machinery, constantly increasing its own profit thereby and constantly decreasing the laboring man's share of our produced wealth."

It is true that the invention of machinery has driven the small-shop manufacturer of the completed article out of business, and division of labor makes him a pieceworker. Other things being equal, the vaster the plant and the more piecemeal its processes the more cheaply its output can be marketed. Not only is the immensely costly machinery now required for economical production out of the reach of the laboring man, but it is also out of the reach of the individual capitalist, the combined saving of hundreds or thousands of stockholders being needed to equip and operate the biggest plants. But any man who has earned and saved the price of a share can buy into such a business and thus become an owner of machinery to the extent of his capital.

## GROCERY CAT RETAINS JOB.

The proposed ordinance in Seattle, designed to exterminate the traditional grocery cat, failed in accomplishing that end. The ordinance as finally enacted provides that "it shall be unlawful for any person or persons to keep live chickens, ducks, turkeys or other fowls in any cellar or basement underneath any grocery or food market or other place where food or food products are kept for sale, or permit any domestic animal, cats excepted, to enter or remain in any grocery store, market or other place where food or food products are kept for sale."

The modified ordinance, as now in effect, is the result of the contention of the city grocers that cats were essentially necessary around their store premises for the extermination of mice and rats, and that they were of cleanly habits.

It is not the critic who counts; not the man who points out how the strong man stumbles, or where the doer of deeds could have done them better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly; who errs, and comes short again and again, because there is no effort without error and shortcoming. — Theodore Roosevelt.



## DETROIT DETONATIONS.

## Cogent Criticisms From Michigan's Metropolis.

Detroit, June 22.—Learn one thing each week about Detroit: Detroit has the largest soda and salt production in the world.

Some time ago we had occasion to commend the A. W. Koenig Co., corner of Gratiot avenue and Chene street, for a particularly effective window display in its store. Last week it had another window display that attracted widespread attention. The effect was a barnyard scene that was remarkably clever. The firm used the window to exhibit exclusively a well-known and advertised line of underwear.

William Watson, former prominent west side business man, who went to Hawarden, Sask., in the vain quest of health, died about two weeks ago. His remains, accompanied by his wife, who reached his bedside before the end, were brought back to Detroit for burial. Mr. Watson conducted a confectionery store at the corner of Grand River avenue and Sixteenth street for over five years. He was very active in promoting the interests of the northwestern part of the city, which is growing faster than any other section. At the time of his death he was 39 years old. He is survived by a widow and daughter 2 years old. The Masonic lodge took charge of the funeral.

Belief in a future life is the appetite of reason—Landor.

The head bell boy of the Ponchartrain pays the management \$3,000 a year for the privilege of being head bell boy. It doesn't take a university graduate to figure out who pays back the bell boy the \$3,000 with loan shark interest.

Fred Reick, of Reick & Gust, Utica's leading general merchants, was a Detroit business visitor last Thursday. Of course, the fact that the renowned Walter Johnson was to pitch for the Washington baseball club on that day was simply a coincidence. Incidentally let us mention, Freddy had all of his business transacted before 3 o'clock on said Thursday.

For inventing a shock absorber for an ordinary wheel barrow, a Frenchman was recently awarded a gold medal. Now, if somebody could invent a shock absorber for some of our "ordinary" traveling men.

The new time card for the Grand Trunk system that was to have taken effect June 28 has been postponed on account of the order of the Michigan Railway Commission to better conditions between Grand Haven and Detroit. Remonstrances by merchants and residents from Detroit to Grand Haven have poured in on the Commission, Detroit merchants and jobbers particularly being active in the fight for better service. The inconvenience to the traveling men would have been great had the proposed schedule gone through. The two slow trains that were to have been taken off, one east and one west, will be retained. The Grand Trunk is a foreign-owned road and, apparently, the only interest it has in Michigan is the interest on its investment. The rotten depot in Detroit and the depot in Grand Rapids, minus a train shed, compelling passengers to alight and walk to the depot in all kinds of inclement weather, are further examples of the "interest" they take from Michigan.

William Kelmel, of Kelmel & Gibbons, general merchants of New Baltimore, was in Detroit on business last week.

On the other hand, who can satisfy who in Mexico—aside from themselves?

C. C. Starkweather, local manager of the Buick branch, attended the annual meeting of the managers and distributors held at the factory in Flint last Friday and Saturday.

J. J. Poole, of the firm of J. J. Poole & Son, one of Algonac's oldest stores, was in the city on a business trip last week.

When we declared through these columns that one of the Detroit Council's baseball teams was to be reckoned with, it was because we intended to get into the game ourselves. Naturally enough, our not playing caused the disastrous results.

"Grand Rapids knows how," writes Willie Sawyer, 131 won the ball game. "Grand Rapids knows how," repeat we. The Central League has a franchise in Grand Rapids also.

W. H. Lamb, druggist at Beaver, was in the city last week on a business trip.

Jerome A. Zischerk has opened a new store at 177 Mack avenue and will carry a complete line of men's hats, caps and furnishing goods.

There are many things that can be said to us without arousing our ire, but when the editor calls us an innuendo, we pause to mop the perspiration from our shiny top before replying. It is hard enough to have to read our own stuff without having to use an unabridged to give it the second over.

Mrs. C. N. Allen was in Detroit in the interests of her husband's general store at Dryden.

Traveling men, be careful and look up your train schedules. Most of the trains have put on their summer schedules and some of them have made drastic changes. The Pere Marquette has made many important changes, and, being the most important road in the State, it behooves all who travel over the main lines to study up the new schedules.

Fritz & Steve is the name of the new haberdashery at 1278 Gratiot avenue. G. A. Prima and S. H. Washburn are the names of the two young men who are the owners of the new and up-to-date store. Both are good business men and aggressive hustlers and should make a decided success in the new business.

The American General Baggage Association met in Detroit last week. J. E. Quick, of this city, was elected Secretary-Treasurer of the Association for the twenty-fifth time. The baggage men should be able to bang through their business in quick order.

For the carnival to be held on Michigan avenue, August 20, ten bands have been engaged; 25,000 buttons and 15,000 horns have been ordered, which bodes ill for those who undertake to sleep in that immediate vicinity.

Nathan & Nathan, who already own one men's furnishing goods store on Gratiot avenue, have opened a second store at 130 Gratiot avenue, which is practically in the downtown district. The new store is one of the best of its kind on that street.

Belfast, Ireland, imported last year, 1,088 automobiles, which only a mere trifle as compared with the other cities that assist in making Detroit the greatest place on earth.

We believe if the Grand Rapids correspondent would take note of the "Learn one thing each week" headings to these columns, he would not call Detroit "Fordtown." The pharmaceutical industries alone in Detroit, employ 20,000 people; the stove works, 12,000; the Solvay Process Co., about 3,000 and employ them fifty-two weeks in the year, not mentioning any of the other large factories in the city.

In the small introduction to these columns weekly, we have always refrained from mentioning the automobile industries or the large factories manufacturing automobile accessories. The idea is erroneous that Detroit depends almost entirely on the automobile industry. The next four weeks will find at the head of this page, four of the largest institutions of their kind in the world—located in Detroit.

Ludington is to have a great cele-

bration and home coming, beginning June 29. The celebration is in commemoration of the finishing of the great million dollar harbor and the two actors, Lew Dockstader Warr and—

The Shields Co., 59 Grand River avenue, has leased the store adjoining its present location and will remodel both the old and new store, making one of the best men's furnishing goods stores on Grand River avenue. The Shields Co. recently opened a branch store in Highland Park.

Buck Murray writes his views of Hildy's broken shoulder and the ladder episode, as follows: "I can't understand how a man with the unquestioned integrity of Mr. Hildebrand, claims to have gone home to shave the grass and later claims he fell off of a ladder. I believe after he mowed the grass he shaved himself and while so doing some lather dropped on the floor. Poor Hildy slipped on the lather and not the ladder, and broke his shoulder. This is only surmise, of course, but possibly before the next edition of the Tradesman is published John McMahon or Hildy himself might throw some light on this dark secret."

Mrs. Streeter was in Detroit last week in the interest of the Streeter Co., Memphis.

Officers from the State Fire Marshal's office were in Detroit last week and jarred the hotels that were not living up to the Henry law, recently passed. About 100 hotels and two-story rooming houses were ordered equipped with fire escapes. The two-story buildings must be furnished with knotted manila ropes, capable of holding 500 pounds, while all over two stories must have regulation fire escapes. Copies of the law were left with each hotel and rooming house proprietor.

If the Grand Rapids Association of Commerce was composed of the entire 131 U. C. T. Council, Grand Rapids would indeed show the world that "Grand Rapids knows how."

After reading the arraignment of the Grand Rapids filtration system, we are firmer in the belief than ever that for a drink water is all right to give to the horses.

Frank A. Booth, formerly of Saginaw, where he was well known as the manager of the Fordney Hotel, has leased for a term of ten years the Imperial Hotel at 62-64 Columbia street, West. The building is practically new and is fire proof. It is within a few minutes walk of the heart of the city, has a first-class restaurant and will be run as a popular priced stag hotel.

No man is so absent minded that he forgets his troubles.

If we were to lose our President and his cabinet, there would still be hope. The Detroit Free Press knows exactly how the Government should be run.

F. C. Richter, Grand Secretary of the U. C. T., spent Friday and Saturday in Detroit, leaving Sunday for Columbus to attend the meeting of the Supreme Council held this week.

Ciprian & Kott have opened a dry goods store at the corner of Ferry avenue and Dubois street.

E. P. Powers, of Quincy, Mass., owns a four-legged chicken that is pickled in alcohol. To see a four-legged chicken pickled is an unusual sight, but then the two-legged chickens are not always so particular.

Sam Goldberg, Gladwin's leading general merchant and well known in Detroit, is ill at his home with pleurisy.

Ray V. Smith, for the past few years with the Cluett-Peabody Co., representing them in Eastern Michigan, has made arrangements with his firm to be transferred to Florida and will cover the territory from Florida to Kentucky. Ray has many friends in Detroit, where he has lived all his life, who will regret to hear

of his departure. He leaves for Florida about August 5.

Australia yearly imports 2,500 gallons of whisky from Ireland. Merely a coincidence that so many fighters hail from Australia.

District managers and salesmen of the Lozier Motor Co. from all over the country attended a ginger meeting in Detroit last week. They were shown all through the Lozier plant and received a great many valuable sales pointers, both from the factory visit, the information exchanged among each other and the talks given by the sales managers.

Charles F. Redden, sales manager of the Maxwell Motor Car Co., sailed for Europe on the Cedric on June 18. He will cover all the principal countries in Europe in the interest of the company.

Irving Smith and Charles Kelly, of New Lothrop, spent last week in Detroit, purchasing a new stock of dry goods and furnishing goods. A new building is being erected for them and as soon as it is completed they will open an up-to-date general store. Both young men are life-long residents of New Lothrop and have many friends, both in the town and the county. Mr. Smith has had plenty of experience in the mercantile business, having been a member of the firm of Beatty & Smith, of New Lothrop. He sold his interest to Mr. Beatty last April.

J. Smith, of W. J. Smith & Son, Paw Paw, and Miss Ethel McEachron were united in marriage June 23. Both Mr. Smith and his bride are extremely popular in Paw Paw and the Tradesman joins their friend in wishing them a long and happy wedded life.

Mr. Ormsby, with the Lothrop & Jeffery drug store, Armada, was in the city last week.

J. C. Hamilton, of Plymouth, was in Detroit last week in the interest of his general store.

At the meeting held by Detroit Council, No. 9, last Saturday night, S. F. Pungs occupied the Senior Counselor's chair, Senior Counselor Welker being unable to attend the meeting. Mr. Pungs filled the office like a veteran. R. H. Selfridge, of Central City Council, Syracuse, N. Y., visited the Council. Mr. Selfridge was en route to Columbus to attend the Supreme Council meeting. He gave the Council a talk full of good ideas and, incidentally, gave the members the impression that New York was far ahead of Michigan in the knowledge of Supreme Council work. It is to be hoped that the delegates representing Michigan in Columbus this week will follow along some of the lines laid out by the New York delegates.

Stanley Hitchings (A. Krolik & Co.) says that money covers a multitude of vulgarities. Stanley is one of the officers of Detroit Council, No. 9.

W. D. Baltz, of Lansing, was a business visitor in Detroit last week.

A new men's furnishing goods store has been opened on Gratiot avenue under the style of the Kamrin Fashion Shop.

Charity begins at home—and then what becomes of it?

Louis T. Wagner, well-known automobile salesman, has associated himself with the Century Electric Car Co. and will act as assistant to W. J. Gordon in the service and sales departments. He will also organize an efficiency department for the assistance of the dealers.

Twenty-seven Detroit members of the National Association of Credit Men are in Rochester this week to attend the annual convention. Frank R. Hamburger, Secretary of the Detroit Association of Credit Men, read a paper on Credit Co-operation and Team Work. He also took a leading part in the debate on the subject Value of Commercial Legislation. Nearly all of the members



were accompanied by their wives.

Turkish cigarette manufacturers in need of a model to be used for advertising purposes might secure the services of "Speed" Fredericks (center of lower row of "suffragettes" picture).

The Goodyear Tire & Rubber Co. is holding a series of dealers' meetings in the principal cities. The company has tried this method out for some time past and finds it has increased their sales. The idea is good and might be tried by other concerns in different lines of business, with profit to all concerned.

That all lines of business are not at a standstill, as claimed by the calamity howling newspapers, is evidenced by the fact that the Hupp Motor Car Co. is not only working full capacity, but tents were erected to be used as temporary quarters.

Grand Rapids won the prize for having the best appearance in the parade at Saginaw, but the Detroit Councils had the most fun in the parade—also caused the most fun.

The Byrant Hotel, at Flint, burned down last week. It is the earnest hope of traveling men that a new hotel be built where the old landmark burned. If ever a town needed another modern hotel at popular prices, Flint is the town.

H. S. Evans, manager of the Dorance & Garrison drug store, Wyandotte, was in Detroit last week on business.

G. W. Carpenter, clothier of Lapeer, was a Detroit business visitor last week.

Detroit will sell its water on the European plan. In other words, all water will be metered, as is the case with European hotels. Less will be consumed by the public.

Hard work—trying to get out of it. John S. Collins, for a number of years representative for the International Harvester Co., later identified with the automobile industry until he became one of the best known automobile men in this section of the country, has been given charge of Dodge Brothers sales throughout Michigan and the Northern parts of Ohio and Indiana. Mr. Collins has been connected with the Buick Co., having charge of its Buffalo branch, later being given charge of the distribution in Northern Michigan.

Harry Marks, Secretary of Detroit Council, No. 9, left Sunday to attend the Supreme Council meeting at Columbus, stopping at Toledo for a few hours to transact some business. The double store at 81-83 West Jefferson avenue has been leased for a term of five years by the Detroit Rubber Co., which will take possession August 1, after which it will make extensive alterations. The building is in the down town district.

All items of interest for these columns gladly received. Address 202 Montclair avenue. Phone, Hickory 1675 W.

H. D. Hoffman, Monroe's hustling veteran merchant, was in the city on business last week. Mr. Hoffman conducts an up-to-date ladies' furnishing goods store.

Theodore Traver, of Mt. Clemens, one of the veteran traveling men of the State, died at his home June 21. Mr. Traver, who was 81 years of age traveled for thirty-five years, giving up the road on account of ill health only about five months ago.

Harold Putnam, of Washington, Iowa, was in Detroit on a visit this week. Harold is the son of A. E. Putnam, proprietor of a dry goods and ladies' furnishing goods store. Mr. Putnam has written friends that he will be in Detroit in a few days after a few days' visit to Milan, where he formerly was in business.

Michigan mined 1,231,786 short tons of coal last year. Judging by the size of the tons we bought last winter we must have gotten Michigan coal.

Charles Boeracker, formerly of the Milner Company, Toledo, will take the territory formerly covered by Charles Wright, who has resigned to give his store on Grand River avenue his undivided attention. Mr. Boeracker will make his headquarters in Toledo and will call on the trade in some of the suburban towns.

Mr. Allen, with E. E. Durham, druggist at Corunna, was in Detroit last week.

Mr. Roehrig, of Roehrig Bros., one of Wyandotte's leading clothing and furnishing goods stores, was a busy business visitor in the city last week.

Henry C. Wise, dead in Denver, leaves a wooden leg containing \$8,000.

There was some leg to pull.

James M. Goldstein.

#### Chirpings From the Crickets.

Battle Creek, June 22.—The current issue of a popular magazine, contains a full page advertisement, rehearsing the pit-falls of "scavenger books" in strong language. This magazine's own pages reek with fiction whose foundation is the man and woman question, chiefly in high society. The stories are surely not food for young minds and if the scenes they describe were thrown on a screen they would not stand the censorship. The thought that impressed me, however, is that the advertising and editorial departments do not allow any unwritten business law to conflict with each other. Not so with less popular sellers. So there you are. Do the publishers of the popular magazine I speak of know that the reading public like their "mush" and accept other people's copy on "decency," knowing the thought is O. K. Also knowing the public won't read it as freely as their own pages? We think they do.

Ella Wheeler Wilcox, in a recent poem, writes on Common Sense, which leads me to write a few lines on the same topic. With every man's life and business becoming more complex each day, it behooves us to frame our minds to the proper mental poise. The safe mental poise can be had by the exercise of good common sense with a will and ambition to carry it through. Common sense has never been overestimated. When in doubt, use common sense. We all are apt to think away over some problems that come up to us to be solved. The greatest things in this life are the simplest. I have thought of late regarding personality in writing. I think a man should put on paper the thoughts just as they enter or leave his brain. By eliminating your personality you get into the crowd. Whether it is good, bad or indifferent, put yourself into the work. Then it has your own peculiar characteristics and they will know it is your own work and that you showed some effort and did not copy the other fellow's style. A good reader of human nature may not be a good writer, but a good writer is a good reader of human nature. When you read an article that thrills and gets hold of you, you can figure the writer has already lived through what he has committed to paper.

In a recent issue of a big city daily, a clothier and a furniture house had two big advertisements that set forth in large type the present unsettled business situation and offering large cuts to move their stocks. Over the page was an auto advertisement, telling of their oversold condition. I wonder if there is a connection in the condition described by the three advertisements or does the auto concern stretch the truth. Does the money that used to buy rings, bracelets, book cases and bric-a-brac now buy gasoline, oil and tires? The popularity of the auto has changed lots of lines of business. But enterprising auto salesmen are showing the farmer with boys how he can keep

then on the farm. Buy a machine. Boy marries his neighbor's daughter. Farms become united. Third generation puts in an appearance. Everybody happy. All laid to the auto. Otherwise the boy might drift to the city and help make cars for fellows such as he to use and enjoy. Wise geek! He stays home and lets the other fellow roam and spend all he makes. Still I have seen it work out where the auto factory first got the young farmer and then turned around and got the old gent's money for a car the boy helped to make. There you are. Boy off the farm and money going into car that is needed on farm. Both boy and money needed at home. Got him going and coming.

Funny, the people you see in the movies are always riding in \$6,000 cars.

Would Mary Pickford pick a Ford? Ask Charles Greshaw how he spells Dawagiac.

Sample letters mailed by travelers: Dear Firm—Enclosed please find order. I can't.

Dear Firm—Your customers are leaving you one by one, but I am with you always.

As Brother Buss says, Isch Ca Fret. The copy from Mears is O. K. Keep it coming.

Our Council had its regular meeting last Saturday night with a good bunch of boys in attendance. George Steele made his report on the State convention. J. Paul Hacha, of 131, honored our meeting with his presence. Our Council chambers have been newly decorated and make a swell background for the good work and Bill and his fellow highbrows.

George Steele leaves Sunday to attend the meeting of the National Secretaries Association, which convenes Monday morning at Columbus, Ohio.

John Q. Adams leaves Monday to attend the Supreme Council meeting at Columbus as a delegate from the Grand Council of Michigan.

We were pained to hear of the death of Mrs. Siple, wife of Brother Siple, of Kalamazoo Council. Our hearts go out to Mr. Siple during his hour of sorrow.

Chas. R. Foster is on his vacation. Charles says his subscription to the Tradesman has expired and this and local bills are all he is going to spend until he gets into the harness again.

A beautiful tribute to the late C. W. Post was written by Brother Hensler, Foster and Dye and sent to the family from 253. Mr. Post had shown a kindly interest in our Council and its affairs and his loss will be felt by all.

The 1915 State U. C. T. convention will be held the first Friday and Saturday in June at Lansing. A little earlier than in the past years.

The big annual picnic of 253 will be held at Gull Lake, Saturday, August 1. We are all planning on our usual good time. Ball game, boat ride, general sociability and some feed. All lay your plans to be with us.

John Adams did not take the Bagman degree at Saginaw because the boys had something extra rich fixed for John and he got wise to it. John says he will take the degree at Grand Rapids at some future date.

Elmer E. Mills was made Page to succeed Herbert W. Ireland, whose work keeps him away.

A salesman said to a retailer: "Do you keep this store?" The retailer said: "No! this store keeps me."

A man said: "Those fellows always have a circus every time they come to town." His companion asked, "Who?" His friend said: "Ringling Brothers."

Munsey could not make a success of the newspaper business. Post could not make a success of the candy business. The American Locomotive Co. could not make a success of the auto business. Hershey, of milk and chocolate fame, did not make a suc-

cess of the caramel business. Which shows the successful man has his failures along with his successes, or before he has his success.

If Mr. Wilson was a manufacturer and up against what many of them are, do you suppose he would call it a "psychological depression?"

Guy Pfander.

#### Boomlets From Bay City.

Bay City, June 22.—The canoe has begun to claim its usual number of victims. A young man and a young woman were drowned last week in Saginaw Bay, near Wenona Beach, and the cause was an overturned canoe. When will people learn that canoe riding is only a popular method of committing suicide?

Thank you, Mr. Editor, for your defense of the deacon. Please ask Mr. Goldstein in your next issue how he, a U. C. T., came to be in a saloon when he saw the deacon come in the back door?

The Grand Rapids correspondent of the Tradesman must have been indulging in a pipe dream when he wrote last week that "Grand Rapids Council carried away all the honors and the members of Bay City Council wore white duck trousers." The white trousers he refers to were blue. Color blindness is a serious affliction. If the Bay City boys carried "gold, white and blue umbrellas," they were not aware of it. However, we readily forgive Mr. Sawyer for his mis-statements because Saginaw River water has a bad effect upon many men.

McLeod Bros., Greenleaf, have erected a large store at Greenleaf Station, on the Bad Axe branch of the Grand Trunk Railway, which they have stocked with a complete line of general merchandise. They will continue the store at Greenleaf.

W. F. Ehlers, Shabbona, the pioneer merchant of that town, has sold an interest in his business to G. A. Auslander. The firm name is Ehlers & Auslander. Shabbona has better railway facilities than formerly because the Detroit, Bay City & Western passes about two miles distant, which is much nearer than the Pontiac, Oxford & Northern at the nearest point.

T. J. Finkle, who has conducted a general store in Clifford several years, has sold his stock to E. J. Van Sickland and removed to Pontiac, where he has opened an up-to-date grocery.

Thomas Agar is making good as proprietor of the Clifford House, Clifford. This hotel is now in first-class sanitary condition, including bath rooms, lavatories and new furnishings. The table service is excellent. If you enjoy eating fried chicken and strawberry shortcake, stop with Tom.

If favorable conditions continue to prevail, Michigan will have bumper crops this year, as the crop prospects were never better. Pub. Com.

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

Buffalo, June 24.—Creamery butter, fresh 22@26c; dairy, 18@22c; poor to good, all kinds, 15@18c.

Cheese—New fancy, 15@15½c; new choice, 14@14½c.

Eggs—Choice fresh, 20@21c.

Poultry (live) — Turkeys 13@15c; cox, 12c; fowls, 15@16c; ducks, 14@16c; broilers, 30@33c.

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

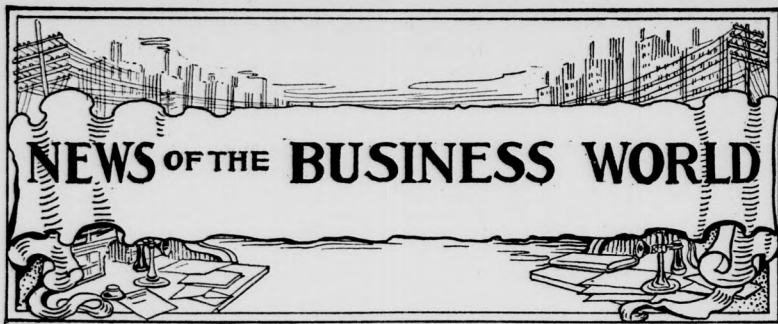
Potatoes—\$1 per bu.

Rea & Witzig.

#### Keen Sense.

One traveler was bragging on his eyesight and the other on his hearing. The first spoke up and said, "you see that fly walking on that barn over on the horizon?" The other man said, "no, but I can hear the shingles rattle as it walks along."





#### Movements of Merchants.

Grandville—J. C. Andre succeeds Gouma Bros. in the grocery business.

Van—J. G. Inglis succeeds Van Every Bros. in the general store business.

Fruitport—Charles Elroy Kinney has engaged in the shoe and grocery business.

Lexington—W. G. Miller has opened an ice cream parlor and confectionery store here.

Alpena—Edward LeClair has opened a grocery store and lunch room on North Second avenue.

Owosso—William Juhl has sold his cigar stock to Gus Drebensteat, who will continue the business.

Highland Park—H. G. Rachuth, recently of Saginaw, has engaged in the grocery business here.

Plainwell—Gee & Salisbury are closing out their stock of general merchandise and will retire from business.

Clark Lake—Charles Muck has removed his grocery stock from Brooklyn here and will continue the business.

Mancelona—Ira L. Moore is building an addition to his store building and will occupy it with his shoe repair outfit.

Metamora—W. E. King has sold his hardware stock to Lee Cork, who will continue the business at the same location.

Portland—John Webster has sold his jewelry stock to his former partner, Leon E. Hixon, who will take possession July 1.

Howard City—Fred Harrison is closing out his stock of second-hand goods and will retire from the retail business owing to ill health.

Saginaw—H. G. Rachuth, grocer on Court street, has sold his stock to Phillip Watz, who will continue the business at the same location.

Hersey—Jacob Haist, recently engaged in business at Reed City, succeeds Chas. A. Anderson in the meat, ice cream and soft drink business.

Plainwell—T. W. Mitchell is closing out his stock of second-hand furniture and house furnishings at public auction and will retire from business.

Ewen—E. J. and George E. Humphrey are erecting a two-story business block. The first floor will be fitted for mercantile business and the second for offices.

Coleman—Fred Bowers and Archie Brown have formed a copartnership and purchased the Frank Wethner meat stock and will continue the business under the style of Bowers & Brown.

Detroit—The International Flying Boat Transit Co. has been organized with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Big Rapids—J. J. Henderson has sold his grocery stock to William L. White and Walter L. Fitzgerald, who have formed a copartnership and will continue the business under the style of White & Fitzgerald.

Grant—John Vanderbeltdt has sold his interest in the J. H. Vanderbeltdt & Co. stock of general merchandise to Fred Longwood and the business will be continued under the style of the Kuyers-Longwood Co.

Battle Creek—Jay Morehouse and H. H. Williams have formed a copartnership and engaged in the wholesale specialty and novelty business in the Post building under the style of the Will-More Sales Co.

Owosso—Osburn & Sons, in the retail mercantile business, have merged their business into a stock company under the same style, with an authorized capital stock of \$50,000, which has been subscribed, \$10 being paid in in cash and \$49,990 in property.

Fowlerville—A. R. Miner & Sons, in the general mercantile business, have merged their business into a stock company under the style of the Miner-Johnson Co., with an authorized capital stock of \$11,000, all of which has been subscribed and paid in in property.

Detroit—E. G. Koelzer & Co., wholesale and retail jewelers, have merged their business into a stock company under the style of The E. G. Koelzer Co., with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and \$1,770 paid in in property.

Saginaw—J. Will Grant has purchased the property at 106 South Washington avenue at the rear of the Grant jewelry store. There is a three story brick structure on the property, occupied by Dederich & Gill. The property was purchased from Mrs. C. A. Wood of Portland, Oregon, it having been a part of the Moore estate and owned by her father and mother for forty-three years. Mr. Grant has acquired the property with the view of making use of it when additional space is needed for the expansion of his business.

#### Manufacturing Matters.

Portland—The Terriff Perfect Washer Co. has been organized with an authorized capital stock of \$2,250, all of which has been subscribed and paid in in property.

Jackson—The E. C. Clark Motor Co. has increased its capital stock from \$15,000 to \$265,000.

Detroit—The Velvet Brand Ice Cream Co. has increased its capital stock from \$2,000 to \$12,000.

Charlotte—The Artificial Ice Co. has installed an ice cream plant in connection with its ice business.

Jackson—The capital stock of the Lewis Spring & Axle Co. has been increased from \$350,000 to \$750,000.

Detroit—William M. Finck & Co., clothing manufacturers, have increased their capital stock from \$60,000 to \$360,000.

Ingalls—John Hoppenberg is equipping his creamery with machinery for making cheese in connection with butter making.

Detroit—The Pneumatic Spring & Lock Co. has been incorporated with an authorized capital stock of \$15,000, of which \$8,500 has been subscribed and \$3,500 paid in in cash.

Detroit—The Simplex Engine Co. has been organized with an authorized capital stock of \$40,000, of which \$26,000 has been subscribed, \$5,600 being paid in in cash and \$21,000 in property.

Pontiac—The Pontiac Drop Forge Co. has engaged in business with an authorized capital stock of \$60,000 common and \$40,000 preferred, all of which has been subscribed and paid in in cash.

Coldwater—Ensign Olmstead has sold his interest in the Olmstead & Brown ice cream manufacturing business to L. H. Olmstead and the business will be continued under the same style.

Saginaw—The Strable Manufacturing Co. is constructing a salt block at its plant on Holland avenue. It is of reinforced concrete, electrically operated and has a capacity of 200 barrels a day.

Kalamazoo—The Safety Elevator Stop Co. has engaged in business with an authorized capitalization of \$20,000 common and \$10,000 preferred, all of which has been subscribed, \$10,000 being paid in in cash and \$20,000 in property.

Hancock—The Eilertson Manufacturing Co. has engaged in business to manufacture and sell elite dirt removers and cleaners, with an authorized capital stock of \$15,000, of which \$8,000 has been subscribed, \$1,000 paid in in cash and \$500 in property.

Detroit—The E. H. Robinson Co. has engaged in business to manufacture and deal in oil and oil products and to do a general manufacturing and mercantile business, with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Portland—The second purchase of the Portland Manufacturing Co. plant by Gen. F. W. Green, of Ionia, for \$9,000, has been confirmed by Judge Davis of the Ionia Circuit Court, and Gen. Green will now proceed to untangle the much-tangled affairs of the company. Portland capitalists are associated with Gen. Green, in the purchase and the plan is to continue the manufacture of washing machines on a larger scale than heretofore.

Belding—The Ballou Manufacturing Co., manufacturers of baskets, etc., has changed its name to the Belding Basket Co. and decreased its capital stock from \$100,000 to \$50,000.

Saginaw—The Valley City Coffee and Spice Mills, whose plant was completely gutted by fire some few weeks ago, have rebuilt on the site of the fire, added an entire new equipment of machinery, automatic scales, roasters, etc, and are now running to full capacity in their original quarters.

Kalamazoo—C. C. Bobb, manager of the Michigan Buggy Co. for fifteen years, and J. R. Naylor, district manager for the Independent Harv ster Co. have formed a copartnership under the style of the Kalamazoo Specialty Co., and engaged in the manufacture of the Perfection clothes hanger at 215 North Rose street. Sales are made to jobbers only.

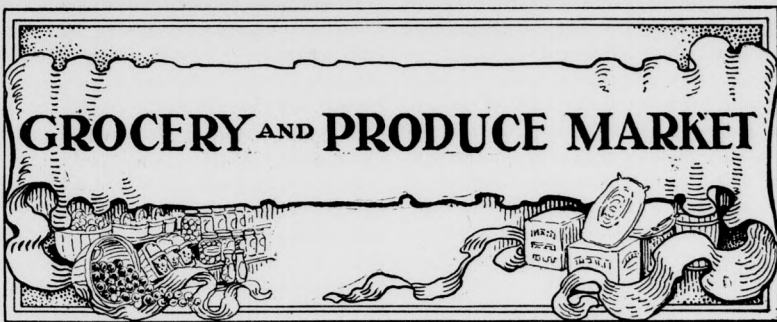
#### SIDELIGHTS ON TRADE.

While admitting that the announced determination by President Wilson of his purpose to push legislation on the new Trust bills, has exerted an adverse effect upon sentiment in a business sense, manufacturers and merchants acknowledge there is more negotiating by consumers, for contracts for forward deliveries, than at any time in the last six weeks. Such enquiries come largely to distributive houses whose trade lies chiefly in agricultural sections, and to that extent, they are a well-defined reflection of the promise of bumper crops.

In turn, this demand is finding expression—small, it is true—in other directions. It is chiefly embodied in the disposition to purchase in larger quantities, and banks are beginning to feel this in increased mercantile borrowings. The season's business in many lines, however, has been late, and has not come up to expectations. Although far from active, a better demand has developed in iron and steel, notably for structural material. But there has been little departure from the practice of consumers in buying only as they required the metal, and they seem to show no haste to place contracts.

The most serious feature is the change in the balance of trade. The statement of the Department of Commerce on the imports and exports during May show that the imports had increased by the value of \$29,900,000 over the imports of May, 1913, and that exports had fallen off, as compared to May of last year, by the value of \$33,600,000. The loss of exports and the increase of imports in April was even greater than in May and reports for June show that the loss of exports probably will be even greater this month than for either April or May. This condition cannot long continue without disastrous results. It is depriving American workmen of the employment they have heretofore enjoyed and making it extremely difficult to secure enough labor to meet the requirements on the other side of the Atlantic.





### Review of the Grand Rapids Produce Market.

Asparagus—75c per doz. bunches.

Bananas—The price is steady at \$3.25 per 100 pounds. This makes the bunch price \$1.50@2.75.

Butter—There is an active demand for butter, both for consumption and for cold storage, and the market is firm at the recent advance. The quality of the butter arriving is the best of the year and the outlook is for continued good demand. Factory creamery is now quoted a 28@29c in in tubs and 29@30c prints. Local dealers pay 20c for No. 1 dairy and 14c for packing stock.

Cabbage—\$1.80 per 100 lb. crate for Louisville.

Cantaloupes—California Rockyfords are in ample supply and demand on the basis of \$2 for 54s and \$2.50 for 45s.

Carrots—25c per doz. bunches.

Celery—Home grown is now in market, commanding 30c per bunch.

Cherries—\$1@1.25 per 16 quart crate for sour and \$2 for sweet.

Cocoanuts—\$4.25 per sack containing 100.

Cucumbers—75c per dozen for home grown hot house.

Eggs—Receipts of strictly fancy eggs, free from heat, are very light and command a premium over the market for regular grades. The consumptive demand for eggs is good and the market is firm at the recent advance. No radical change seems in sight, unless the weather should become extreme. Local dealers pay 18c for strictly fresh candled stock.

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@8 and Verdellis at \$7@7.50 per box.

Lettuce—Hot house head, \$1 per bu. Garden grown leaf, 50c per bu.

New Beets—35c 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 Bermudas are steady at \$3 per crate for yellow and \$3.25 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 \$3.75 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, 90; daisy, 90c; celery, \$1.

Potatoes—Old stock, 80@90c per bu.; Texas Triumphs, \$1.85 per bu.; Virginia, \$5 per bbl.

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

Poultry—Local dealers now pay 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 about at an end. The price ranges from \$1.25@1.50 per 16 quart crate.

Tomatoes—\$1.50 per 4 basket crate of Texas; home grown hot house command \$1 per 8 lb. basket.

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

Water Melons—\$3.50 per bbl. of 8 to 10.

### The Grocery Market.

Sugar—No change has occurred in sugar during the week, all refiners being firm on a basis of 4.30c for granulated. The weather conditions abroad have been more satisfactory, and Germany, at least, is promised a harvest as good as last year. The receipts of raws in this country, moreover, were full, increasing the stocks at Atlantic ports to 314,000 tons, which, however, are still 65,000 less than in 1913. But meltings are heavy—62,000 tons—so that the stocks are equal to but five weeks' supply and further purchases are expected soon to provide for future requirements. The contracts on refiners' books have been sharply reduced by the forced withdrawals of recent weeks, and, as the country is consuming granulated actively, there has been no large addition to the invisible supply. Under the circumstances, it is figured that a new buying movement at the 4.30c basis may be witnessed before long.

Tea—The local tea market is steady and prices are firm, but with no inclination on the part of country merchants to load up except moderately. All teas are held in the primary markets at considerably higher prices than last year and all grades are affected. First crop Japans opened up 1c per pound higher and have since advanced another cent. The high prices ruling for Indias and Ceylons have placed China Blacks in a strong position and prices are growing firmer. All teas and all grades seem to be on the up grade as to prices in comparison with last year.

Coffee—Rio and Santos are in firm demand at steady prices. Mild coffees are quiet but steady. Java and Mocha

are quiet and unchanged. There is considerable scarcity of fine cup coffees, particularly of Santos, and this will not be altogether cured by the advent of new crop coffees, for the demand will still be for old crop coffees.

Canned Fruits—Opening prices on 1914 California canned fruits are about the same as the prices promulgated a year ago. Southern fruits are not active, but business already done is said to have been larger than for a number of years at this season in peaches, strawberries and other small fruits. The market closed firm, with an upward tendency on all Southern fruits. Gallon apples are dull and unsettled, but packers of the best brands are reluctant to make concessions. Pineapple is going steadily into consumption at quoted prices, the tone of the market, however, being rather easy, with here and there a disposition to shade prices.

Canned Vegetables—Corn is steady on the spot at previous quotations and packers seem to be reluctant to take on any new business in futures. Tomatoes are inactive. On spot standard No. 3s, particularly for buyer's label, the market is firm at 72½c f. o. b. Baltimore. It is still possible to pick up a lot of standards here and there at 2½c or possibly 5c less, but in most if not all cases the goods are found to be out of condition more or less, or the cans have been lacerated. Medium and high grades of peas are quiet.

Canned Fish—Spot stocks of red Alaska salmon, both here and on the Coast, are reported to be closely cleaned up and the tone of the market is firmer. In red Alaskas for immediate delivery nothing seems to be available at less than \$145 and offerings at that price have decreased. Domestic sardines are still scarce and firm on the basis of the quoted prices. There has been a slight improvement in the catch of bristling in Norway, but the pack of Norway sardines is still far below the average for the season. Negotiations now in progress, in which the Government is taking a prominent part, are expected to put the French sardine situation again on a profitable basis.

Dried Fruits—In prunes the feeling is steady, as stocks are comparatively small and in few hands, but, as usual at this season of the year, consumption is light and only a small hand-to-mouth business is being done. Apricots and peaches for forward shipment are steady, although there is little demand at the moment. The spot market is dull and nominal. In raisins it would appear that brokers who have been offering futures at low prices have been unable to get their principals to confirm. In spot shipments, however, one or two cars for August shipment have been confirmed by outside packers at 5½c for choice and 6c for fancy seeded f. o. b. Coast in sixteen-ounce cartons. Currants in original condition are reported to be closely cleaned up.

Molasses—The market is dull as usual at this time of the year, when the consumption is at a low ebb. There

is a moderate amount of business in grocery grades, especially foreign kinds, prices being steady on fair supplies. The blackstrap situation remains unchanged, with the demand dull and competition from refiners' offerings.

Spices—Malabars are higher. White peppers are in light supply. Chillies are rather well cleaned up abroad, which helps prices here. Cassias are heavy on recent arrivals. Gingers are firm.

Rice—Jobbers seem to be supplied for needs and unwilling to replenish stocks despite the fact that a better retail movement is noted in some quarters. The prices are firm for Japans and Honduras, especially the fancy kinds, the supply of which is light. Foreign rice is moving slowly in spite of the attractive price.

Cheese—Receipts are light and the market is steady at prices about unchanged, which means a basis of about 10 per cent. above last year. The outlook is for high-priced cheese for the remainder of the season.

Provisions—Smoked meats are ½@1c higher, owing to the increased consumptive demand and only a moderate supply. Pure lard is steady and unchanged, with an increased consumptive demand. Compound lard is showing some strength and is up ½c within a week. Canned meats, dried beef and barreled pork are in moderate demand at unchanged prices.

Salt Fish—Mackerel is about where it was a week ago, the trade being in waiting for new fish, which will be offered very shortly. The demand is quiet. Cod, hake and haddock are steady but quiet.

The Judson Grocer Co. has commenced suit in the Ionia Circuit Court against Herman J. and Ella Kieffers, of Elmdale. The plaintiff holds a mortgage from Guy C. Longcor given in 1912. A year later the land was sold to the defendants, while \$1,300 of the debt remains unpaid.

Henry Kramer recently sold his interest in the Crescent Avenue Floral Co. (Not Inc.) to his partner, Cornelius H. Kunst. The lease of the greenhouse will expire July 1 and Mr. Kunst will not renew, his mother, Mrs. Nellie Kunst, taking over the business.

The Grand Rapids Disinfectant Co., a partnership between E. H. Church and George E. Church, recently opened headquarters in the Shepard building, handling a mechanical disinfectant device.

Spencer Covert, formerly engaged in the grocery business at Evart, has purchased the grocery stock of Clyde S. Perkins, 816 Scribner avenue, and will continue the business at the same location.

Bert Ellis has purchased the Ira Van Valkenburgh hardware stock at 1405 Lake Drive and will continue the business at the same location.

William Cunningham, in the florist business on Robinson Road, has sold his property and will move his greenhouse to another location.

## GONE BEYOND.

## Charles F. Rood, of Foster, Stevens &amp; Co.

Charles F. Rood died Monday evening at the family residence, 40 Prospect avenue, after an illness of about a month. Death was due to heart disease. The funeral will be held at the late home of the deceased Thursday afternoon.

## Biographical.

Charles F. Rood was born in Grand Rapids December 14, 1853. His place of birth was the old Rood homestead, opposite Fulton street park, where the Metz building now stands. His father was the late Charles C. Rood, one of the oldest members of the Grand Rapids bar. His mother was a sister of the late Wilder D. Foster. His early education, so far as scholastic training is concerned, was not up to the expectation of his parents. After several spasmodic starts in the public schools, the old Fountain street ward school, South Division street school, North Division street school and the old stone Central High, failing to achieve the highest degree of success in each effort, his parents finally despaired of making a student of him and bought him a chest of carpenter's tools and a saddle pony. From that time there was little thought of school. With some private tutoring and a course at the Grand Rapids Business College he read law in his father's office for two or three years, but that proving unattractive, he worked for a time as a newspaper reporter on the old Grand Rapids Eagle. Not acquiring a liking for newspaper business, he entered the employ of the City National Bank, where he remained about a year. In 1877 he entered the employ of Foster, Stevens & Co. as book-keeper and in 1881 he joined Sidney F. Stevens and the late C. C. Philbrick in the purchase of the interest of the Wilder D. Foster estate in the firm of Foster, Stevens & Co. The relationship between these three men and Wilder D. Stevens continued without interruption for thirty-three years, when Mr. Philbrick was taken away. The business was then merged into a corporation under the same style. Mr. Rood becoming a director and assuming the duties of Treasurer.

Mr. Rood was one of the organizers of the Worden Grocer Company and probably had more than any other director to do with preventing that house from going into bankruptcy during the period of storm and stress which followed the death of President Worden and the defalcation of Treasurer Butts. The remarkable success of the business, under changed management, vindicated Mr. Rood's judgment and fully justified the abiding faith and confidence he had in the stable character of the wholesale grocery business.

Mr. Rood became a director of the Mutual Home and Savings Association Jan. 15, 1896, and, following the death of the late Charles W. Watkins, he was elected Treasurer on March 19, 1906. He was very proud of his ability to serve this organization and frequently stated that he felt fully

compensated for the large amount of voluntary work involved by the good results accomplished.

Mr. Rood was a director of the Herrick Piano Co. and several smaller corporations. He was very active in the promotion of the new Pantlind Hotel Building Company and undoubtedly did as much work as any one in helping to make that project a success.

Mr. Rood took a prominent part in the organization of the Citizens Telephone Co. and was unanimously elected President of the corporation, a position he filled with credit to himself and with satisfaction to the stockholders and patrons of the company up to the time of his death.

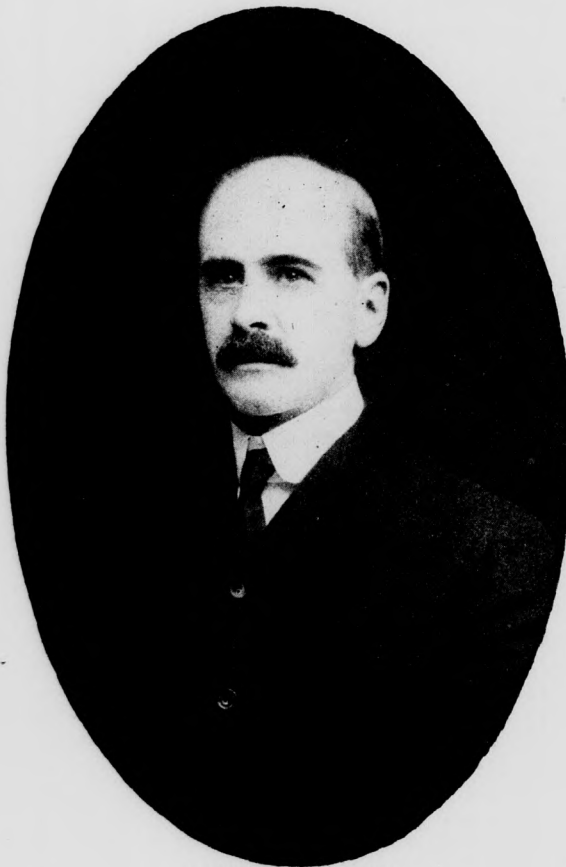
When the high wheel (bicycle) was first introduced, Mr. Rood purchased the second wheel to come to this city—N. Fred Avery owning the first

attention at his hands, his time being about equally divided between his desk and his home. If he had a fault, it was that he was too faithful to his business and too loyal to his associates in other lines of business in which he was engaged, thus denying himself the vacations and play spells which would have enabled him to preserve the sturdy constitution with which he was endowed by nature.

In speaking of his life-long association with Mr. Rood, Mr. Wilder D. Stevens recently remarked: "Mr. Rood was one of the best men I ever knew. He was perfectly fair, perfectly just and perfectly honest."

## A Tribute of Friendship.

Grand Rapids has lost a citizen; some of its large enterprises a trusted counselor; many of us a friend.



CHARLES F. ROOD

wheel—and he was captain of the first bicycle club organized in Grand Rapids when there were less than twenty bicycles here. He was also President and Secretary of the Grand Rapids Gun Club for several years, during which time he was regarded as one of the foremost sportsmen of the State.

Mr. Rood was married Oct. 18, 1882, to Miss Harriet Cobb, of Kalamazoo. Four children have joined the family circle, Edward A., who is Second Vice-President of Foster, Stevens & Co. and who is in charge of the china, glassware and silver departments; Katherine, who is now Mrs. Joseph Parsons and resides at 725 Fountain street and Laura and Elizabeth, both of whom reside at home.

Mr. Rood was a blue lodge Mason and a member of Royal Arcanum. Fraternal matters never received much

Charles F. Rood is dead! After weeks of waiting, of steadily failing strength, of constantly flagging interest in the things that had so long engrossed him, peace came upon him as slumber falls upon a weary child.

"The people knew not what manner of man was passing by their doors until he passed no more."

They took him as he was—the busy man energetically pushing one enterprise after another. They saw chiefly in him the outward manifestations of business success. But now his memory demands a just appraisal of the elements of character that made him what he really was. Nor do I fear that the warmth of an affectionate regard, nurtured by a score of years of close association, will over-praise him, for, alike in life and death, a high and honorable place is his among his fellows.

Mr. Rood was a simple minded man

free from affectation and without a trace of exclusiveness. He met the varying tides of men and women, old and young, rich and poor, employer and employe, with the same unvarying kindness, the same spirit of helpfulness.

In all his action he was direct and energetic. His judgment was quick and accurate. When a line of conduct had been deliberately chosen, he moved forward to its accomplishment with all the energy of his vigorous nature.

Like most men of action, Mr. Rood was chary of speech. However intricate his mental processes may have been, in the consideration of some important matter of business, his speech revealed but little more than the final, matured judgment. Yet he was most approachable on any subject and would attend with unlimited patience to the presentation of every phase of the matter under consideration.

It would be hard to find a man in the community more ready to expend time and effort in enterprises of a semi-public character. I mean that class of projects that offer no pecuniary reward. He was the moving spirit in one public enterprise that checked a vicious monopoly and has served the needs of Western Michigan for more than twenty years, at an enormous saving to the people. Another project, now taking form in brick and stone, owes much to his persistent work. When failure threatened more than once, it was he who caught up the falling standard, rallied the discouraged forces and at last had the satisfaction of seeing his dream becoming a reality. It was Mr. Rood's willingness thus to pour himself out in service for community interests that revealed the innate generosity of his nature. He was glad to spend and be spent in order that good things might be accomplished for his native city. He never evinced a craving for riches—none of the characteristics of the money grubber can be associated with his name. Our community has many men richer in gold, but none richer in service.

A manufacturer who had known Mr. Rood intimately from boyhood said a few days ago, "Charley Rood is as square as a die." During the weeks of his illness, messages came daily to his home from men and women in humble walks of life. They had felt his kindly touch, his hand had helped them over some hard place in their experience, his generous nature had bent a moment, as he passed, to give a word of cheer.

Mr. Rood was a nature lover. In years gone by, the canoe, the rod and the gun drew him to many a lake and stream of our beautiful State. But too soon the tares of business grew up and choked the good seed of health giving recreation. Loving hearts sought to push back the Nemesis of fate and urge upon him a return of those pleasures so loved in other days. But it was not to be. Too long he had been giving, giving until but a pitiful remnant of his old time vigor remained.



O, man of business, generous of time, of thought, of work; driving the wondrous mechanism of your life at topmost speed, you pass untimely on, leaving behind a memory rich with love, yet ever shadowed by a vain regret! A Friend.

#### Tribute From Another Friend.

During the many years of my acquaintance with Charles F. Rood, I do not remember hearing him use a tone of voice that was not mild mannered. His personality was such that loud talk or vigorous utterance in conversation seemed out of harmony with his gentlemanly ways. Kindliness in speech, courtesy in demeanor, gentleness in deed and deference to associates were inwrought in his very being. Hence vehement or intemperate language and rudeness or other ungentlemanly conduct could not find abode with him. His was a retiring disposition. Modesty claimed him as one of her children. He was not supine or listless, but chose rather to defer to others oftentimes, instead of seeking advancement for self. Indeed, there are incidents in his life where he chose embarrassment and disadvantage rather than be a party to seeming unfairness to others. It must not be understood from what has been said that he was spineless or without stamina when occasion demanded the exercise of firmness and justice. He was loyal to his convictions of right and strong in his advocacy of what he believed to be honest and true. His standard of manliness was of a high type in which, however, strength, vigor of purpose, achievement of plan or attainment of ideal were tempered with consistent consideration of the rights of others that might be involved. A man with such qualities of character would naturally be interested in what would be beneficial to the common good. Mr. Rood was always deeply interested in civic affairs and ever willing to contribute to the sum total of things necessary to advance such interests. He gave freely of time, energy and means to that end, for he believed that every right-minded citizen ought to do his part in such wholesome service. The most of this helpfulness, however, was quietly rendered and without publicity, as he preferred that others should take the lead. His wholehearted support was so manifest and so cheerfully given to causes that met his approval that his assistance was earnestly solicited in many enterprises. His was a very worthy type of citizenship of which there are too few representatives.

Mr. Rood was not known as a clubman or a fraternity man. To be sure, he had club and fraternity affiliations, but these did not appeal to him as they do to some others. His home and family life were his chief joys. To him home was not merely "Four square walls hung with pictures gilded" or the embodiment of artistic taste from an architectural standpoint. Home was where he found rest from business cares, strength for life's battles and delightful companionship. His decease is sincerely to be mourn-

ed, not only by his loved ones and intimate friends, but by all who have pleasure in such noble and exalted qualities of mind and heart as he revealed. In his death Grand Rapids has lost part of its most valuable possessions, for the true worth of any given community is honestly determined by the nobility of its citizens, rather than by the abundance of its material assets.

George G. Whitworth.

#### Recent News From the Cloverland of Michigan.

Sault Ste. Marie, June 22.—O. U. Johnston, for the past few months conducting a furniture business, formerly owned by Sam Wimberg, at 552 Ashmun street, has moved his stock to the former old stand of Mr. Wimberg.

The citizens of the Soo entertained Governor Osborn with an elaborate reception and banquet at the armory here last Friday evening. The armory was filled to its capacity and our Ex-Governor was certainly made to feel at home again and the citizens were fully as glad to see him back as he was to get home.

C. Y. Bennett, of See Why, sustained a severe loss by forest fires last week which burned a lot of good timber, also posts and ties, the latter being owned by the D., S. S. & A. Railway. Mr. Bennett stated that Deputy Sheriff Nelson, of Brimley, who also is a Deputy Fire Warden, went over the burned ground Monday and traced the source of the fire to the river bank where a pile of chips had been set on fire by some fisherman and was still smouldering. From this fire the blaze spread and did thousands of dollars' worth of damage. Mr. Bennett stated that he heard a gasoline railroad car run onto the siding at See Why early Sunday morning. There were several men on it and, no doubt, some of them were the fishermen who left the fire. Mr. Bennett does not know who they were but believes they were from Newberry. A party from the Soo were spending the day fishing in the vicinity of See Why and they had a narrow escape, as they were caught in the fire.

R. Bishop and family have returned to the Soo, after traveling in the West for the past year. Mr. Bishop states that the Soo is about the cheapest place to live in of any place he has visited while away. He covered all the Western states with the exception of California. He was obliged to pay \$19 for hard coal in Seattle last winter and states that 30 cents a pound on sirloin and porter house steak and 25 cents per pound on round steak is practically the going price in the retail markets throughout the entire West. He has had ample opportunities to study conditions and is satisfied that Cloverland offers by far the best opportunities and affords a lower cost of living than any of the Western states. Mr. Bishop has not as yet decided just what he will take up here, but expects to remain.

H. P. Morrison, of Libby fame, who is considered one of the champion hustlers in his line, made the Soo and vicinity with his staff of salesmen this week and from all reports he has had a very satisfactory business throughout Cloverland.

T. R. Haugh, who purchased the grocery stock of C. H. Moore about six months ago, has been making great progress. He has always been on the job and has worked his business up to one of the largest in his line in the Soo. He makes a specialty of handling the best lines. Mr. Haugh is going to subscribe for the Michigan Tradesman, where he expects to obtain information that will be worth ten dollars for every dollar he pays the paper. Such is the experience of

every Soo dealer who reads the Tradesman—and there are very few who do not take it regularly and read it carefully and religiously.

W. H. Krempfle, proprietor of the grocery store at Dollarville, sustained a complete loss of his store and contents by fire which destroyed the village last week. The loss included twenty-one houses, two boarding houses, one moving picture show, post office and poolroom, besides the general store wiped out by the fire. This practically puts Dollarville off the map. The fire has caused much hardship among the residents of the village who were obliged to seek shelter in near by localities.

A subscription was started last week by the Civic League for the new play grounds here. The meeting was called by the Board of Control of the Sault Ste. Marie Playgrounds Association. The location is an ideal one. Nearly all of the equipment is ready to install and work will begin immediately upon the construction of concrete bases necessary for some of the apparatus. Numerous citizens have volunteered their services in the work of getting the grounds in shape. Clarence Beamer, a member of the high school faculty, is to be supervisor of the playgrounds.

It is a mystery that we do not understand how four great industries are waiting for a location to be established in the neighborhood of Hancock. One is a mitten factory of extensive business relations, another is an underwear establishment, and two are automobile manufacturing industries which are trying to locate somewhere in the Copper Country. The former two companies find it a handicap in the scarcity of female labor in places in which they are located. This seems to be a serious drawback, but with all of the female help to be had in Cloverland there should be ample to take care of all the industries requiring female labor and we would suggest that if Hancock finds it impossible to get enough of this kind of labor that they communicate with the Soo, where we can accommodate several large concerns of this kind. With the water power problem now settled we could also furnish power.

According to reports, the Newberry ball team will cross bats with the Soo July 4. The capital prizes (\$50) offered the winners here on that day, it is evident that it will be a game of unusual interest. The Soo team are doing hard work in regular practice, as they are bound to keep these prizes at home, if possible, while we understand that the Newberry team are also working hard along the same lines. While the honors are about even at the present time, it is quite evident that there is going to be some hard playing and a fight to the finish for the victory.

Eino Rintala, a farmer living near Houghton, is operating a wolf farm which he figures will be a paying investment. He started in by capturing a she wolf with six pups, which requires only food as an expense for their maintenance. This he finds does not require a large capital. He will find ready sale for the wolves when grown up, at \$25 each from the State and apparently from present indications there will be no drop in prices for years to come. He was obliged to sell one of the pups for \$10, as it was taken ill and, fearing that it would die, he put an end to its miseries and received \$10, which will be ample to defray the funeral expenses, with a snug profit left for the owner.

J. B. Melody, Cloverland's soap representative for Swift & Company, reports the new town of Ewen on the D., S. S. & A. Railway as one of the most progressive and rapidly growing towns in Cloverland. While it is but a new place, they have a bank, drug store, two general stores, clothing store and are at present building a

new hotel, two large business blocks, one new theater and several new residences. It is expected that a new school will also be built in the near future. This is the liveliest town in this district and the progress is being watched throughout Cloverland with much interest.

J. Dion, one of our most popular meat men, has arranged to have the park adjoining his property filled in, so as to be a beauty spot instead of an eyesore, as it has been. This will add considerably to the appearance of Mr. Dion's property.

R. W. Pearce, one of our leading Ashmun street druggists, is enjoying life on the river this summer, having one of the fastest launches in this vicinity. Mr. Pearce is contemplating buying an automobile and is undecided as to whether he will keep the launch after buying the auto or not. He is one of our busiest druggists and the only excuse that he has to offer for not keeping both is that he can use only one at a time, the remainder of his time being devoted to his business exclusively. Mr. Pearce has one of the finest drug stores in the city and he attributes his success to hard work and strict attention to business and not neglecting to spend the proper amount of time in pleasure.

N. J. LaPine, of Gladstone, and F. Allison, and A. G. Frey, traveling representatives of the Cornwell Beef Company, left Saturday to attend the sales banquet at Saginaw June 27. They expect to be back on their respective territories the following week.

C. O. Pregitzer, assistant manager of the Cornwell Beef Company, expects to leave Wednesday of this week to attend the State Convention, at Petoskey. Mr. Pregitzer also expects to take in the salesmen's banquet which will be held at Traverse City June 26. William G. Tapert.

#### Volunteer to Correct False Impressions.

Port Huron, June 22.—The members of Port Huron Council, United Commercial Travelers, have adopted a resolution, which will be pleasant reading for officials of the Pere Marquette Railroad. The traveling men have organized what they term a "P. M. Booster Club." The resolution is as follows:

Realizing, as we do, that the new management of your system is making a conscientious effort to render the traveling public the best possible service with the facilities he has at his command and knowing that the moral support of the entire patronage of the Pere Marquette system will be an immeasurable asset to him in his endeavors and feeling that the public at large through ignorance of actual conditions rather than malicious intent, have unjustly criticized said railroad, we the members of Port Huron Council, No. 462, United Commercial Travelers of America, do hereby appoint ourselves, individually and collectively a "P. M. Booster Club" and we do herewith promise whenever said system is unjustly assailed in our presence to endeavor to correct any false or unjust accusations in a friendly diplomatic manner and do all in our power to create a friendly, helpful opinion of the Pere Marquette system and management.

The Pere Marquette is Michigan's own railroad and as true sons of Michigan we will help make it a credit to our illustrious State.

#### A Hard Luck Story.

His old horse died and his mule went lame  
And he lost his cow in a poker game.  
A cyclone came one summer day  
And blew his house and barn away;  
Then an earthquake followed to make it good  
And swallowed the ground where his house had stood;  
And then the tax collector came around  
And charged him up with the hole in the ground.





(Unlike any other paper.)

DEVOTED TO THE BEST INTERESTS  
OF BUSINESS MEN.

Published Weekly by  
**TRADESMAN COMPANY,**  
Grand Rapids, Mich.

**Subscription Price.**

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

Five dollars for six years, payable in advance.

Canadian subscriptions, \$2.04 per year, payable invariably in advance.

Sample copies 5 cents each.

Extra copies of current issues, 5 cents; issues a month or more old, 10 cents; issues a year or more old, 25 cents.

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

June 24, 1914.

### GETTING YOUR BEARINGS.

The end of June marks the completion of the first half of 1914. It will pay any merchant to take a few minutes off right at this juncture and to get his bearings.

Most of us are prone to drift a little—some of us to drift a long way—from the course we map out. Six months ago we were probably making business resolutions whereby to guide our course throughout what was then a new year. It is worth while right now to pause and let the accomplishments of these six months pass before us in review.

It is good for a man to work hard, and whatsoever his hand findeth to do, to do that with his might, but the few minutes now and then checking up, and correcting your course, aren't wasted. They are an important part of your work. The business journey isn't all a matter of rowing; you must do some steering as well and must keep one eye wide open for snags and shoals and cross currents. And right now, when the year's journey is half over, is a very appropriate time to rest on your oars a moment and find out just where you are at.

Whatever else the result, you will find yourself equipped with a new impetus for your work. A review of the half year will, perhaps, furnish a theme of encouragement. Perhaps you will see where you have made mistakes. Whether you find the record one of error or one of achievement, or whether you find—as you most likely will—a mingling of the two, you'll bend to the oars again with a better spirit. If you have made a new record, you'll want to eclipse that record in the coming half year. If you have fallen behind, the discovery of the fact will leave you keen to catch up.

The average retailer wants to see each year surpass the previous year's record. Even if times are reputed hard, the eagerness of the true merchant is all the keener for that obstacle. There is all the more reason for him to put forth more earnest efforts to boost his sales. When business is normally due to fall off a little, when the careless merchant finds it very easy to make excuses for going behind last year's sales—that is the time when the merchant who

knows his business will go after sales for all that is in him.

Have the sales for these six months shown an increase over the same period last year?

The Tradesman has in mind a store which isn't, according to current opinion, as advantageously located this year as it was a year ago, or two years ago. Then it had what was called the best location in the city. Since then a move has been made to a location where rents were lower and passing traffic much smaller. Outside these purely local conditions, there is every reason why business this year shouldn't measure up to the mark of 1912 or 1913.

Yet this store for the first six months of 1914 has done more business than for the corresponding period in the two previous years—and that despite the change to a less favorable location.

And why?

Simply because the men behind have gotten into the habit of taking their bearings. There was a time when they let business run along and relied upon location to roll up a big total of sales. Deprived of location, they have put their shoulders to the wheel, put their personality strongly behind their store—and they're doing better this year than ever before.

Personality is the biggest factor in business building.

Do your sales for these six months measure up to the first six months of 1913?

If they do not, it is time for you to put yourself behind the business and push.

If the sales totals are to measure up at the end of the year, or to surpass the previous year's figures, now is the time to get ready. The merchant who dawdles along until November or December and places all his trust in a big Christmas trade will run into a snowdrift of disappointment. Every sale you make now helps to pave the way to more sales at Christmas. A great thing in merchandising is to get the people into the habit of coming your way.

Are there any new features you think of adopting in order to give your year's campaign, six months hence, a whirlwind finish?

If there are, to-day isn't too early to give them serious thought. It is not too early to investigate the sidelines which you intend to take on with a view to catering particularly to Christmas trade. The sideline with which you aren't familiar will be handled all the more efficiently then if you give it a little preliminary tryout now.

Now is the time, too, to look back over the past six months and spot the leaks through which your profits have dribbled away. Bulk of business does not mean invariably that you are making money. If you have not made as much as you thought you were making, dig down for the reason. All sorts of little leaks may exist, unknown to you.

Many grocers are losing money, for instance, as the result of giving over-weight. Take cheese at 18 cents.

A clerk, asked for half a pound, may think nothing of an extra ounce—and yet an extra ounce means that he is giving for 9 cents cheese that is worth over 10 cents. The clerk who does this once will do this every time; and on a large number of sales even these little items run into money.

Then, too, careless slicing in the provision department often turns a branch of the business which should be a source of profit into a dead loss. The loss will, perhaps, pay for better equipment—a meat slicer, for instance. If you find that state of affairs, do not hesitate to put in the equipment.

These conditions hold good in every branch of business. The hardware dealer is losing, perhaps, on oil. The confectioner may be dishing out a third more ice cream than common honesty calls for. The merchant who provides service in the shape of courteous and efficient clerks and a well stocked store is entitled to payment for this service in the shape of a fair margin on the goods he sells. Now is an excellent time to check up and see that you are getting your margin.

### GROCERY HINTS FOR JULY.

It is good storekeeping to keep everything clean and in first-class order at all seasons of the year, but particularly is it good storekeeping to do this in the hot summer months. In July and August this is especially so.

July is a month when the grocery stock needs to be carefully watched. Arrangements which will suggest coolness and comfort and make the store seem light and airy should be featured. Out of season goods should be stored away, not altogether beyond reach—for there are always chance calls for such goods—but yet stored under conditions where the danger of damage will be reached at a minimum. Clear up the floors. Don't use them as even a temporary stock room. Thin down the shelf goods wherever possible, particularly such goods as have been on the shelves for many months. Try to inject a look of freshness and newness into the stock.

An electric fan or two is not untimely. Such cooling devices may not be required by the stock but they help to keep the selling staff refreshed and alert and they are attractive to customers.

In the window and interior displays, feature seasonal goods wherever possible. Anything that will suggest to the customer coolness and comfort should be brought right up to the front. Fresh fruits and vegetables are a timely feature. In handling the latter, a fountain will not merely help to keep the stock crisp and fresh, but will also add to the suggestion of coolness.

The featuring of soft drinks is also suggestive. The soft drink trade is worth catering to, and particularly in communities where there is a good summer resort or excursion trade, and the grocer who goes after this business systematically will find it

a money maker. With unseasonable stock put out of the way, there will be plenty of room for soft drink displays and a special soft drink counter. The stuff deserves its share of window display, and window display will help to sell it fast.

The fruit season is well under way. For several months to come there will be a rapid succession of seasonable, home-grown fruits. The merchant should have made all necessary arrangements with growers for a supply of fruit and should plan an energetic selling campaign. Canning, preserving and pickling supplies (the latter later in the season) will be in demand.

Go after this trade.

Circularize your regular customers regarding preserving and pickling. Get their advance orders for fruits and berries, if possible. Here and there a merchant has advantageously had mimeographed a sheet or two of new recipes for preserving. If these work in spices, preserved ginger and other incidentals, so much the better. Recipes or little recipe books can be used to boost the sales of fruits which ordinarily lag. Thus, a merchant noticed that his sales of strawberries and raspberries were big, but currants, both red and black, seemed unpopular. He searched up—or rather, his wife found for him—a number of novel recipes for preparing currants. These he distributed among his customers, a stencil for duplicating being almost the only expense involved. Naturally, the housewives were anxious to experiment, at least a little. Sales, not merely of the fruit, but of preserving accessories, were stimulated. The same thing can be done with many of the less popular fruits, provided the merchant looks ahead. He must, however, be on his guard against old, timeworn recipes.

Cleanliness is, as previously stated, very important. This includes a vigorous ostracism of the fly. *Musca domestica* does not in the least appeal to the present-day purchaser of food stuffs. Every merchant will have long since provided screens and made preparations for keeping the store clean and reducing the fly nuisance to a minimum, but—keep it up. When the mercury is soaring, the temptation is strong to let things slide and it is then that the flies will gain headway which you can never overcome—never, at least until another winter has killed them off. If you have made a good start in fly-fighting, keep up the good work.

Is it worth while to keep the grocery staff uniformed in clean white coats and aprons? The idea is growing in popularity, and the white uniforms certainly add to the cool and clean attractiveness of the grocery store.

Two classes of men have the sympathy of a spinster; those who are married and those who are not.

The larger the variety the less profitable is the cake business for the baker.



# Trying to Scare the Grocer

Grocers should not allow themselves to be tricked or misled by copies of a Congressional Bill recently circulated among them and which purports to prohibit the sale of baking powders which do not contain albumen.

Writing on this subject in the American Food Journal for June, 1914, James H. Wallis, President of the Association of American Dairy Food and Drug Officials, and Food Commissioner of Idaho, states:

"It occurs to me that the Food Commissioners and other readers of your paper will be interested in knowing the facts concerning the albumen situation in Washington. Accordingly, I enclose herewith the two bills which have been introduced in Congress. The first bill prohibits the use of albumen. It is the French Bill and probably will become the law. The second bill is the Broussard Bill which attempts to compel the use of albumen. It has no chance of passage and will not receive the support of any influential member of Congress. As one Congressman remarked to me, 'The second bill is merely an attempt to muddy the water.' There is too much deception now without Congress passing laws compelling more deceptions as would be the case if the Broussard Bill was passed."

Baking powders which contain albumen have been deemed to be adulterated by the Food Commissioners of several states, who contend that it is used for the sole purpose of practicing unfair and deceptive tests and has no value as a constituent of baking powder.

The principal thing in connection with baking powder for grocers, and particularly for consumers, to ascertain is whether the brands offered contain alum, and their attention should not be diverted from this most important consideration by controversies between rival manufacturers of alum baking powders as to the merits or defects of albumen.

Royal Baking Powder contains no alum, or any adulterant, and complies with the requirements of all State laws, and all laws of the United States and of the most enlightened foreign countries, and is guaranteed in every respect.

## Royal Baking Powder Co.



## THE MEAT MARKET

### How to Get the Best of the Chain Store.

So you have finally bunked up against the chain meat market. And I suppose that you are seeing your failure already. Most butchers do look at chain store competition in that way but the chain store in nine cases out of ten is a false alarm. It isn't what it is cracked up to be. And I am going to show you that I am right.

The retail butcher has never been bothered very much with this sort of competition. That is why it frightens him so much when he runs up against it. It's new to him, and most people are afraid of what they do not understand. You see that condition all the world over, in life just as much as in business.

The first great disadvantage which the chain store has is that it lacks a personality behind it. Women who have been buying their daily dinner for years at the corner butcher shop, have formed certain undefined links between themselves and the retail butchers they have been dealing with. These links may not be apparent to the eye, but they are there nevertheless. And they hold. Now, the man who is working for a salary never can form these links like the man who is working for himself. He hasn't the whole-souled interest in his work that the latter has. He thinks more of the pay check at the end of the week than he does of his employer's interests. Of course, there are exceptions to this rule, but I am talking of the average.

Chain store managers have realized this point and have tried to do away with it by allowing their managers an interest in the profits of the stores which they are managing. But this hasn't proved so successful. The manager of a store in a good location draws profits on the trade which comes to him just because of its location, while the manager of a store in a poor location, who probably works twice as hard, never makes any profits at all. And when these conditions exist how do you expect any man to put forth his best efforts.

You say that the chain store can buy much cheaper than you can. I doubt it. Quantity prices are an unknown proposition in the meat business, save in exceptional cases. And these cases are not happening often enough to give the chain store men the advantages you claim for them. The fact of the matter is, that the smaller butcher who is a good judge of meat can usually buy to better advantage than the larger man,

for he has the pick, which the latter man cannot get.

How can the chain store man sell cheaper than you can? Simply by cutting his overhead expense, which means that he cannot give his customers the same service which you are giving them. I know that by doing this he can get a certain class of trade. But it is not the best class of trade for a butcher shop. And people are constantly leaving that class to join the class which you are catering to. In a good many cases the chain store serves as no more than a means of educating the people to realize the advantages of service, something which they have never done before, because it has always been there, and they have never missed it.

You say look at what the United Cigar Stores have done to the individual cigar dealer. I know that they have put a lot of them out of business. But why? Because they have undersold them? Not on your life. Because they have given better service and better quality. The small cigar dealer can undersell the chain man every time. He admits it. Both of them know it. And where he has competed with him on a service basis, he has beaten him. I have seen it and so has every other man.

What you want to do is to stop thinking so much about the competition which you are up against and devote more time to your own business. A good many butchers have the failing of minding their competitor's business and not minding their own. And that's a mighty bad thing for the butcher himself and a good thing for the competitor. Of course, it's all right to keep a weather eye open for things that are going on about you, but don't have both eyes constantly looking out of the shop. Keep one of them on your own affairs. You will find that it will pay.

Think this chain store proposition over. Look at it from every side. I'll wager that when you have finished you won't be seeing yourself going out of business. On the contrary, you are liable to welcome its coming. If the rest of your competitors fail to size up the same way that you are going to do, you will increase your business.

But above all, don't engage in a cut price war. Quality for quality, you are probably giving your customers better value for their money than the chain store is doing. If you cut your price you have got to cut your quality if you want to keep your profits. Of course, from the way

some butchers run their markets, they don't seem to care about profits. They are simply in business for the pleasure of bidding their customers "Good Morning." But I don't think that that is the reason why you went into business.—Butcher's Advocate.

### Iowa Grocers to Buy Only Canded Eggs.

There is a law in Iowa which imposes a fine on anyone selling or offering to sell a bad egg, but it has not been very actively enforced because the merchants were not willing to make complaint of farmers.

The situation is to be changed, at least in one important city, as is noted by the following clipping from the Marshalltown Times Republican:

"After June 1 grocers of this city will buy only canded eggs. This was the agreement the grocers entered Thursday night at the Letts-Fletcher Co. offices, where they were addressed by L. L. Flickinger, of Carroll, a pure food inspector.

"Flickinger came here to address the grocers on the subject of the State egg law. This law fixes a penalty of \$100 for a farmer to sell or offer for sale bad eggs to a merchant, and it fixes the same penalty for the merchant who sells or offers for sale bad eggs.

"Most of the grocers' eggs come from the farmers. Beginning next week the grocers agreed not to take eggs before candling them, so that they could conform with the law on the subject."

This same feature was brought up

for some animated and interesting discussion at the convention of the Federation of Nebraska Retailers in Lincoln last March. Some of the merchants there asked the Nebraska pure food commissioner, who had addressed them, how they could enforce such a rule when there were some merchants in a town who would take any kind of eggs?

This proposition was discussed pro and con. One man maintained that if he refused to take eggs until they were canded the farmer would take them to a competitor who would take the eggs without question and thereby get enough of the other fellow's business to make up what he might lose on bad eggs.

The answer seems to be to have all the grocers of any city get together and by mutual agreement refuse all but canded eggs. The enforcement of the law in a few cases, especially with the farmers as defendants, would serve as an object lesson and be a great help toward the general observance.—Omaha Trade Exhibit.

### MAAS BROTHERS Wholesale Fish Dealers



### Sea Foods and Lake Fish of All Kinds

Citizens Phone 2124 Bell Phone M. 1378  
1052 Ottawa Ave., N. W. Grand Rapids, Mich.

## We Sell It For You



We not only do the baking in our two-million dollar sunlit bakery, thereby saving the housewife the work and worry, but we do the merchandising for the distributor. We aim to sell

## Shredded Wheat

before it goes on your shelves. You haven't time to talk Shredded Wheat. We do the talking for you in the newspapers in nearly every city and town and in the leading magazines of large national circulation. Shredded Wheat is the best advertised cereal breakfast food on earth.



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.



**What Some Michigan Cities Are Doing.**

Written for the Tradesman.

The Battle Creek Chamber of Commerce is planning a membership campaign for the third week of July.

The Michigan Music Teachers' association will hold its annual meeting June 23-25 in Muskegon.

Eau Claire is considering plans for a waterworks system.

Bay City has included \$10,000 for municipal markets in its budget, one to be located in the center of the Fifth ward and the other in the Eighth ward. The question will be submitted to voters at the fall election.

Jackson has entered into a contract for installing the ornamental cluster system of lights in the business district. The contract runs for ten years and the private power concern is paid approximately \$34,000 annually. A strong sentiment is developing there for a municipal lighting plant.

Ionia has let the contract for boulevard lights. A public bathing beach will also be established on the river front.

Lansing is having the troubles incident to many cities in attempting to

June 24. A train of flat cars equipped with chairs will be pulled from one industrial plant to another until all the leading industries have been visited. At each plant a speaker will explain the nature of the industry and will show interested persons through the factory.

The Bay City Board of Commerce is raising a fund for fourteen band concerts to be given in Wenonah Park this summer.

The Wolverine Condensed Milk Co. will build a plant at Wayland.

The Harrison Elevator Co. will build a fireproof storage building at Harrison.

The Detroit United Railway Co. agrees to extend a car line into the Fourth ward at Flint, using the Court street route.

Kalamazoo's newest industry is the Safety Elevator Stop Co., \$50,000 capital, which will operate in the Hill foundry plant on North Park street.

A civic improvement association has been formed at Corunna.

The Fenn Manufacturing Co. has broken ground at Charlotte for its new manufacturing plant.

Almond Griffen.



The above illustration shows a motor truck made by the Alma Motor Truck Co. for E. A. Erickson, of Greenville, who uses it as a peddling wagon. He frequently covers fifty miles a day with the truck, including, of course, numerous stops.

locate its incinerator plant. Fifth ward property owners have asked for an injunction to prevent proposed location on the waterworks property.

The recent census in Battle Creek shows an increase of 179 school children over last year and is indicative of the city's healthy growth.

The Universal Novelty Co. has opened a factory at Menominee.

Through the personal efforts of one woman, Mrs. J. J. Goodyear, enough money has been secured for four drinking fountains for horses and dogs in Ann Arbor. Dr. J. J. Goodyear is at the head of the Humane society of that city.

Ann Arbor has awarded its garbage collection contract to a private party for three years, at an annual consideration of \$4,800. A Cincinnati manufacturer offers to build an incinerating plant there, which will eventually belong to the city.

Secretary Daley, of the Marquette Commercial Club, has arranged for a novel "Seeing Marquette" tour on

**Doings in the Buckeye State.**

Written for the Tradesman.

The Columbus Advertising Club will assist in the clean-up and paint-up campaign, to be carried on in that city during the week beginning July 6.

The Akron Chamber of Commerce, through a resolution has joined in a Nation-wide protest of commercial bodies against two clauses in the Clayton "anti-trust" bill. The first clause exempts labor and farm organizations from prosecution under anti-trust laws and the second limits the power of the Federal courts to grant injunctions in labor disputes.

The valuation of railroads of the State has been increased \$20,215,740 by the State Tax Commission. Ohio has ninety-seven railroads.

The plan of City Manager Waite, of Dayton, to bury city garbage north of Dayton is being strongly opposed, on the ground that the Miami River will be contaminated.

Almond Griffen.

**Morton House**  
**Coffee**

Absolutely the best high priced coffee in the market. Roasted and blended by experts for the class of consumers who want the best there is.

SELL MORTON HOUSE COFFEE

---

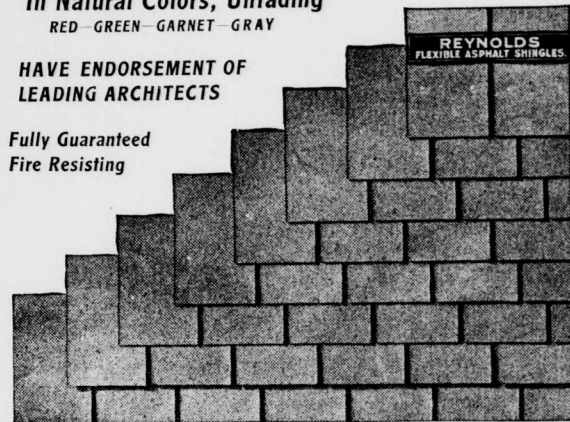
**WORDEN GROCER COMPANY**  
Grand Rapids—Kalamazoo  
The Prompt Shippers

**Reynolds Flexible Asphalt Shingles**

In Natural Colors, Unfading  
RED - GREEN - GARNET - GRAY

HAVE ENDORSEMENT OF LEADING ARCHITECTS

Fully Guaranteed  
Fire Resisting



Beware of IMITATIONS. Ask for Sample and Booklet. Write us for Agency Proposition.

**H. M. REYNOLDS ASPHALT SHINGLE CO.**  
Original Manufacturer GRAND RAPIDS, MICH.

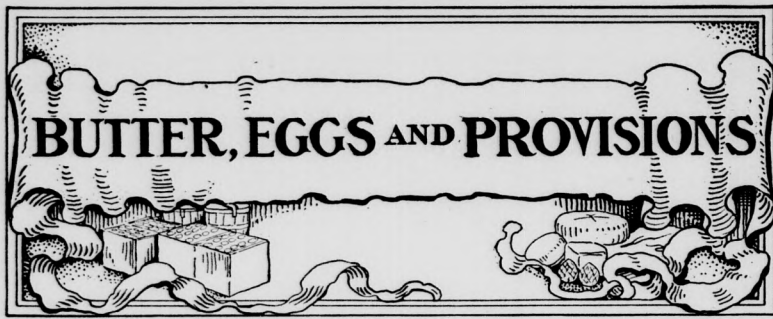
**IMPERIAL BRAND**

Spraying Compounds  
Largest Line Superior Quality

Our Paris Green packed by our new American System. Reliable dealers wanted.

Address Dept. T., CARPENTER-UDELL CHEM. CO., Grand Rapids, Mich.





**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.

**Eggs by Parcel Post.**

"Shipping Eggs by Parcel Post" is the title of a twenty-page bulletin just issued by the U. S. Department of Agriculture. The bulletin presents conclusions from recent investigations made in co-operation with the Post Office Department and incidentally booms this method of conveying this highly perishable product of the poultry yard from farms direct to consumer's table. The Department's investigations covered five months—October, 1913 to February, 1914. All told, 9,131 eggs were shipped in 466 lots. Of all the eggs 327, or about 3.6 per cent., were broken, and of these 209 were absolutely wasted. The experimental shipments were both local and distant, some coming to Washington from the middle and far West. Nothing is said regarding the quality of the eggs on arrival at destination, but probably a good deal would have been said had the investigation stretched over the summer months. Imagine for example the ultimate quality of an average dozen eggs shipped through the mails from Iowa to Washington during last week's heat wave.

As to the possibilities of this direct method of shipment, the bulletin says:

"While it is probable that for some time to come the great bulk of eggs which come from distant producing territory will be shipped by other methods, it is no doubt true that many cities can be supplied with a considerable portion of their fresh eggs from within the first and second zones by parcel post to the advantage of both producer and consumer. By such direct contact the producer should secure somewhat better prices for his eggs than are realized by present methods of marketing, and the consumer should obtain a fresher quality at no increased cost, or, frequently, even at a reduction in price. The producer who does not have satisfactory marketing facilities may find in the parcel post a means of solving his egg-marketing problems. This applies especially to the man whose flock is so small that he can not make case shipments, i. e., shipments in the regular 30-dozen-size egg case."

The bulletin gives directions for the selection and packing of eggs, the preservation of eggs in water glass and illustrates a number of approved car-

riers. It considers the return of empty cases, methods of bringing producer and consumer together, the fixing of prices, contracts and agreement between producers and consumers, parcel post zones and regulations, etc., etc.

According to the bulletin the larger the shipments that the producer can arrange to make, the cheaper can he afford to sell his eggs. Within the first and second zones of the parcel post service, a package costs 5 cents for the first pound and only 1 cent for each additional pound. Ordinarily eggs weigh about one and one-half pounds a dozen, which with the additional weight of the wrapping and container, would make a package of a dozen eggs weigh between two and three pounds. The postage on this would be 7 cents. If another dozen eggs were included in the package the postage would not be more than 9 cents, or 4½ instead of 7 cents a dozen.

To the value of the eggs and the cost of postage must be added the cost of the container and the wrapping. For two dozen eggs this may be estimated at 8 cents. With postage at 9 cents it would, therefore, cost 17 cents to market two dozen eggs, or 8½ cents a dozen; rather expensive, the added risk considered, we take it! By shipping in ten-dozen lots, it is estimated that the marketing cost can be reduced to 4.7 cents a dozen.

**Rates on Ice Packed Poultry.**

W. F. Priebe, chairman of transportation committee of National Poultry, Butter and Egg Association has issued the following letter to members of the Association:

"My attention has been called to weight agreements sent out to shippers of ice packed poultry by Paul R. Rainer, of the Joint Rate Inspection Bureau. One of the provisions is that the shipper agrees to bill out ice packed poultry from November 1 to March 31 at actual gross weight.

"My recommendation to all members is to refuse to sign the contract with this provision.

"In this connection, wish to state that there has been an appeal made to the Eastern railroads that ice packed poultry should be billed at actual gross weight at all times, and wish to state that we have filed a protest with the railroads against this proposed change and have every reason to believe that no action will be taken."

Even if a man has no other bad habit, he is apt to send souvenir post cards to his friends every time he has occasion to visit another town.

**Try F. J. SCHAFFER & CO.**

Eastern Market Detroit, Mich.

**EGGS AND LIVE POULTRY**

WRITE FOR QUOTATIONS

**Strawberries, Cherries, Small Fruits**

Can handle promptly at top prices.

**M. O. BAKER & CO.**

**TOLEDO, OHIO**

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.

**JACOB KONING,**

49 Market Ave., Grand Rapids

Write or wire us when ever you have  
**POTATOES TO OFFER**

**LOVELAND & HINYAN CO.**

236-248 Prescott St.

Grand Rapids, Mich.

We have seed potatoes to offer in local lots

When in the market to buy or sell

**FIELD SEEDS**

Call or write

Both Phones 1217

**MOSELEY BROTHERS**

Grand Rapids, Mich.

IN

**Price--Quality--Service**

**WE EXCEL**

Send your orders to

**Michigan's Leading Fruit House**

**M. PIOWATY & SONS**

Grand Rapids, Michigan

BRANCHES

**Muskegon**  
MICH.

**Lansing**  
MICH.

**Battle Creek**  
MICH.

**South Bend**  
IND.

**The Vinkemulder Company**

Jobbers and Shippers of

Everything in

**Fruits and Produce**

**Grand Rapids, Mich.**

**Use Tradesman Coupons**



**Situation of the Speculative Deal in Butter.**

There is scarcely an important operator in butter in this country who is not surprised and astonished at the course of values the past few weeks. The exceedingly unfavorable wind-up of the crop of 1913, and the very general expectation that foreign butters would figure more largely in our market next fall and winter led to the belief that prices must rule considerably lower than last year during the storage period. To those who studied the situation most carefully 25@26c was looked upon as the limit of any speculative venture, and many an operator here and elsewhere figured on 24 cents or less at the Eastern seaboard. For just a little while during the period between hay and grass the finest creamery sold in New York at 24@24½c, but from that low point there has been a steady upward climb until the dizzy height of last June has almost been reached.

We might go into an analysis of the causes that have brought about this unexpected change—the unusually heavy buying by the packers and oleo interests, large contracting at premiums over quoted rates here and in Chicago, and the disposition of other interests to make these contracts expensive, and a willingness on the part of some dealers to get into the deal in the hope of finding money where they lost it last year. But this would not alter in any way the fact that in the place of careful conservatism, we have had a forced and bullish market.

So far as we can ascertain, the idea of those who are now in the speculative deal is that later in the summer prices may ease off somewhat, affording opportunity to average down the cost of the storage goods. However this may be there is very general feeling that if any good comes out of the storage proposition this year the warehouses must be pretty well cleared by January 1. This is based upon the belief that under ordinary circumstances no considerable quantities of foreign butter will reach here before early winter. It will therefore be of interest to look over the foreign situation and the prospects for importation.

We have good authority for the statement that one concern has contracted for 25,000 boxes of New Zealand butter to arrive here in December, January and February. Another contract for 10,000 boxes has been placed on about the same terms. Agents for both Australia and New Zealand are trying to place further considerable quantities in several of the important markets of this country. Some of our dealers have become so much interested in Danish butter that they will become buyers in the fall, if the goods can be laid down here reasonably near the price of our finest fresh creamery. At present the best Danish is offered from Copenhagen at 27½@28c delivered in New York duty paid. This is probably about the low point for the season, and the course of the Danish markets, like ours, is usually upward on enter-

ing the fall. Siberian shipments were delayed by heavy rains and washouts, but conditions for production are said to be usually good and the make is running 10 to 15 per cent. ahead of last year. Thus far the shipments to this country have been so irregular in quality that they have not found the place that was expected. Unless we get more of the finer lots they will not compete successfully with the best of our storage stock; but this butter if it can be laid down here at a reasonable price, as now seems probable, will surely find a place in competition with our secondary grades. Just what Argentine can do will not be known until later. Last year the meat importers practically sewed up all the refrigerator room on the regular line steamers, and while this may be true to some extent again this fall and winter, the creamery interests at Buenos Aires and adjacent points have assurances that more steamer space will be available if regular shipments can be made. The price of the product is usually within the range of our market.

This is about the situation as it appears at present, both as regards the speculative deal and the prospects of importing foreign butter; and we are forced to the conclusion that our surplus butter is going into the warehouses at too high a cost—N. Y. Produce Review.

**A Matter of Necessity.**

In the endeavor to uplift the race, a friend of ours started in by trying to smash silly old superstitions. Our friend believes that negroes are maligned, and that many of the stock jokes about them are not founded on fact. He has, in fact, succeeded in proving that a number of the old minstrel standbys are mere senseless jests. And the other day he interviewed the elevator boy in the office building.

"Arthur," he said, "there's a silly old saying that you colored people are crazy about chickens. I can't see how that started. Do you like chicken?" "Yassah."

"Of course—almost everybody likes chickens. I mean to say, do you like it better than anything else in the world? Do you like it so well that you would steal it if you couldn't obtain it honestly?"

"Boss, I likes chicken so well dat if I couldn't git it no other way, I'd buy it!"

**Attending to His Business.**

"You insist that the officer arrested you while you were quietly attending to your own business?"

"Yes, your honor. He caught me suddenly by the collar, and threatened to strike me with his club unless I accompanied him to the station house."

"You say you were quietly attending to your own business, making no noise or commotion of any kind?"

"Yes, your honor."

"What is your business?"

"I'm a burglar."

The chap who is out for the dust and gets it has grit.

**For Sale**

Hobart Electric Coffee Mill, Toledo Scale, Safe, Show Cases and Counters, large Tea and Coffee Cans and other store fixtures.

Also "Crow" Automobile, 1910 car, only run 2,700 miles, in fine running condition. Want to buy stocks of any kind if they are cheap.

E. D. COLLAR, Cadillac, Mich.  
Home address, Ionia, Mich.

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  
Detroit, Mich.

**POTATO BAGS**

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

**ROY BAKER**  
Wm. Alden Smith Bldg. Grand Rapids, Mich.

**Geo. L. Collins & Co.**

Wholesale Live and Dressed Poultry, Calves, Butter, Eggs and Country Produce.  
29 Woodbridge St. West  
DETROIT, MICH.

**Watson-Higgins Milling Co.**

Merchant Millers  
Grand Rapids :: Michigan

**Satisfy and Multiply**

Flour Trade with  
"Purity Patent" Flour

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

**HOWE  
SNOW  
CORRIGAN  
AND  
BERTLES**

**INVESTMENTS**

Let us send you our weekly Financial Letter. Ask us about any security.

Michigan Trust Bldg.  
"H-S-C-B" Fifth Floor

**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.

**HART BRAND CANNED GOODS**

Packed by

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

Michigan People Want Michigan Products

**Potato Bags**

10,000 2½ bu.

**For Sale**

**RUTLEDGE**

516 Penobscott DETROIT



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.

**Rea & Witzig**

**PRODUCE  
COMMISSION  
MERCHANTS**

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:  
Dime Savings Bank  
Bradstreet and Dun  
Mercantile Agencies

323-25-27 Russell St.

**DETROIT, MICH.**



A. L. Norton, President of the Allen State Savings Bank, identified Don Dexter of Coldwater, as the man who cashed a forged check for \$237 last March at the Allen Bank. Later Dexter confessed to that job and others. It is said that Dexter admitted he had cashed a check on the Union City National Bank for \$275. The third attempt was made at Homer, with another check for \$237, but he was refused. His fourth attempt at Bronson led to his capture. Dexter is 31 years old, married, has four children, and has lived in Coldwater all of his life. He is now in jail awaiting trial in the circuit court.

The First National Bank of Capac, with a capital of \$25,000, is being organized at Capac. The application names A. H. Medbury, A. R. Niles, A. Moore and J. F. Wilson as incorporators.

Benton Harbor men interested in the American National of Benton Harbor are backing a project to establish a new bank in Lawrence, which will take the place of the Farmers' and Merchants' Bank, which recently closed. Bert Duncombe is talked of as President of the new institution.

Julius H. Haass, President of the Wayne County and Home Bank, Detroit, has purchased Waterford Hill, near Waterford. The Hill looms up 1,149 feet above sea level and about 200 feet above the surrounding country, its highest point topped by one lone tree. Few views in Southern Michigan take in a wider expanse of territory, for it slopes to every point of the compass. This will be an important addition to Mr. Haass' country estate at Waterford.

The stockholders of the Highland Park State Bank have voted to increase its capital stock from \$250,000 to \$500,000.

Owosso members of the Shiawassee County Bankers' Club were hosts at a banquet given last Tuesday evening at the National Hotel, with about eighty club member and their ladies, numbering 131 in all, in attendance. The banquet was served at 6 o'clock and after five courses had been served, William J. Gray, First Vice-President of the First and Old Detroit National Bank was introduced by President F. H. Conn, of Durand, who explained the new Federal reserve banking system in a clear and interesting manner. Officers were elected by the

Club as follows: President, A. D. Whipple, Owosso Savings Bank; Vice President, A. S. Thomas, Durand; Secretary, Frank W. Rayen, Citizens Savings Bank, Owosso; Treasurer, W. H. Hunt, Laingsburg.

The settlement of the estate of the Cameron Currie Co. (Detroit) has been dragged into the United States court by B. B. Selling, representing the individual creditors, who moved to have Hayden, Stone & Co., forced to make restitution of \$122,000, the proceeds of seats in the New York and Boston exchanges formerly held by the Cameron Currie Co. According to Mr. Selling, the Cameron Currie Co. had a seat in the New York exchange worth \$90,000 and one in Boston worth \$30,000. According to the ruling of the commission of the exchange, a member has security on the seat of another on claims growing out of a deal on the exchange. Therefore, when the Cameron Currie Co. failed, Hayden, Stone & Co. collected the proceeds from the seats and applied the \$122,000 collected therefrom on its debt of \$192,000. Considering that Hayden, Stone & Co. was a party to the Cameron Currie Co. deals, as has been held by the courts, Mr. Selling contends that the \$122,000 should revert to the individual creditors. There is at present a case of similar nature entitled Austin vs. Frear in the United States Court. Judge Tuttle adjourned the case of Mr. Selling's motion until Friday, June 26, when the case of Austin vs. Frear is taken up.

Ask for our Coupon Certificates of Deposit  
Assets over \$4,000,000

**GRAND RAPIDS SAVINGS BANK**

**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

**T**HE closer a Bank and the people of the community get together, the more efficient will become the team work for the up-building of the business of the whole community.

It is a real pleasure to us to have our depositors bring their difficult business problems to us for consultation. We may not always be able to assist, but we are always willing and ready to render any possible help.

The  
**Old National Bank**  
177 Monroe Avenue

**A WORD OF ADVICE**

The cautious investor who demands safety of principal and a reasonable interest return thereon, can secure such an investment by buying the securities of the

**American Public Utilities Company**

which serves fourteen prosperous cities with gas, electric light, heat and power, and which pays its dividends quarterly.

Write for full information to

**KELSEY, BREWER & COMPANY**  
Engineers, Bankers, Operators

Michigan Trust Building

GRAND RAPIDS, MICH

**Fourth National Bank**

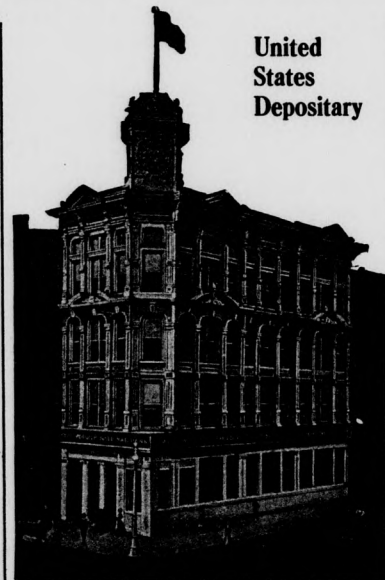
Savings Deposits

3

Per Cent Interest Paid on Savings Deposits

Compounded Semi-Annually

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



United States Depository

Commercial Deposits

3 1/2

Per Cent Interest Paid on Certificates of Deposit Left One Year

Capital Stock and Surplus \$580,000



Judge Smith granted the petition of Receiver Elmer R. Webster, of the E. Jossman State Bank of Clarkston, asking that the capital stock, surplus and undivided profits of the Jossman Bank be divided and that 81.71 per cent. be divided pro rata among the savings depositors and 18.29 per cent. among the commercial depositors. The sum to be divided is \$36,437.08.

Benjamin G. Vernor, assistant to the President of the First and Old Detroit National Bank, has tendered his resignation, to become Cashier of the new Merchants' National Bank, which will open its doors Aug. 1. Mr. Vernor was associated twenty-four years with the Old Detroit National Bank, of late years as assistant to its President, and occupied a similar position after that institution combined with the First National.

Word has been received from the Comptroller of the Currency that the Department has approved the application of the Merchants' National Bank and that its charter will be issued within a few days. All of the \$1,000,000 capital stock has been subscribed. John Ballantyne will in all probability be named President of the new Bank. The organization committee consists of John P. Hemmeter, David Gray, Oren S. Hawes, Frank W. Blair, John Endicott, John Ballantyne and Luman W. Goodenough. This will increase the number of National banks in Detroit—the same number Grand Rapids has.

That the failure of the La Salle Street Trust and Savings Bank, (Chicago) and the suspension of half a dozen small State institutions with a capital of some \$200,000 apiece, did

not disturb the markets, is not strange. The trouble, all of which grew out of the bad banking by ex-Senator Lorimer and Vice President Munday, of the La Salle Street institution, could not have come at a better time. Money is abundant and easy and conditions were right for the avoiding of any shock to credit. Therefore, while uneasiness has necessarily been created among small depositors in outlying districts, who had money on deposit with these institutions, there was not the slightest chance of any Clearing House bank being affected.

The big banks helped a number of the smaller ones out, when they were found to be in good shape. As for the Lorimer institution, that had only \$50,000 in cash on hand at the time of its closing, although its capital was \$1,000,000 and deposits over \$3,000,000. Its closing cleans up, probably for good and all, what have been known here as the "political banks."

He is a wise politician whose silence is so intense that you can almost hear it.

Many a man's enthusiasm is merely gush.

**UNITED LIGHT AND RAILWAYS COMPANY**

PORTLAND, MAINE CHICAGO  
GRAND RAPIDS

The Board of Directors have declared the usual dividend of 1 1/4% on the First Preferred Stock, 3/4 of 1% on the Second Preferred Stock and 1% on the Common Stock, payable July 1st, 1914, to Stockholders of record at the close of business, 3 P. M. June 15th, 1914.

BENJAMIN C. ROBINSON,  
Secretary.

June 15, 1914.  
Preferred Stock Dividend No. 15.  
Common Stock Dividend No. 6.

6%

**NO STATE, COUNTY OR LOCAL TAX**

If you never bought bonds from us you have yet to find the simplest, surest way of making your money work.

Write us.

**The Michigan Trust Co.**

**THE PREFERRED LIFE INSURANCE CO. OF AMERICA OFFERS**

OLD LINE INSURANCE AT LOWEST NET COST  
WHAT ARE YOU WORTH TO YOUR FAMILY?  
LET US PROTECT YOU FOR THAT SUM

**The Preferred Life Insurance Co. of America Grand Rapids, Mich.**



**The Grand Rapids City Banks**

whose officers are in close touch with the industrial and financial interests of Grand Rapids, offer you the prompt and efficient service of a splendidly equipped banking institution.

Our Transit Department is the largest in Western Michigan

Resources, Over Eleven Million Dollars

**Grand Rapids National City Bank  
City Trust and Savings Bank**

Grand Rapids, Mich.

**We Offer and Recommend**

**Grand Rapids Gas Light Company First Mortgage 5% Gold Bonds, due 1915.**

**Omaha and Council Bluffs Street Railways Company First Mortgage 5% Gold Bonds, due 1928. (Free of personal tax in Michigan.)**

**GRAND RAPIDS TRUST COMPANY**

123 Ottawa Avenue, N. W.

Both Phones

**United Light & Railways Co.**

H-S-C-B

H-S-C-B

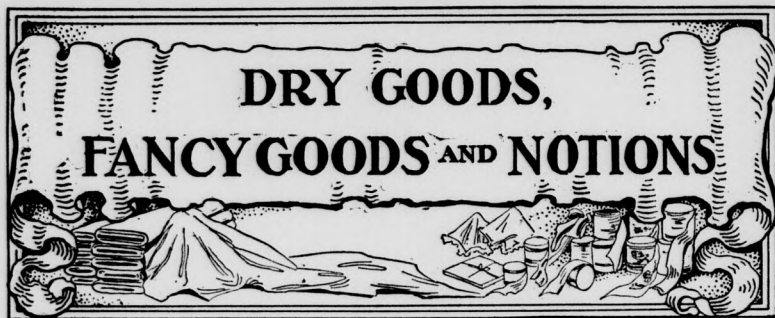
Write us for quotations on First Preferred 6% Cumulative Stock of the United Light & Railways Co. This stock is exempt from the normal Federal Income Tax to the holder, for the reason that the Tax is paid at the source. Send for circular showing prosperous condition of this company.

**Howe, Snow, Corrigan & Bertles**

Citizens 445 and 1122  
Bell Main 229

Grand Rapids, Mich.

Fifth Floor  
Mich. Trust Bldg.



**Featuring Linens—Suggestions for the Average Store.**  
Written for the Tradesman.

How shall the average retail dealer, handling a general line of dry goods, make the most of linens, increasing his sales and his profits on them, and also making his linen department serve as a trade drawer and a business builder?

The dry goods dealer is compelled to handle many sorts of goods that are not intrinsically excellent, and which he knows will not prove very satisfactory in use. Cheap goods, novelties made to last only for the brief day when they are enjoying the smile of fashion's favor, the whole great class of imitation goods, near-this and near-that, which soon become shabby with wear—all these the conscientious dealer must see pass over his counters, not from his own preference, but because, owing to the exigencies of business, he must.

But in linens, if he so wills, the merchant may have the satisfaction of selling goods that will prove a beauty and a joy for many, many years if not forever; and with which the minds of his customers will joyously associate the store where they were purchased. "I bought that fine heavy damask table cloth of Mr. So-and-so. I have used it for my best dinner cloth for six years and it is handsomer now than it was when it came out of the shop."

In the first place study the goods. Learn all you can about linens so as to be a judge of qualities and kinds. By use of a powerful microscope learn the distinctive appearance and characteristics of the linen fiber.

An expert tells us that "difference in linens is due to difference in yarns, weaving, bleaching, dressing, and adulteration." Linen goods may be defective in at least three ways, no one of which is apt to be detected by the novice. Cotton may be mixed in, making a "union" fabric having the appearance of all-linen; there may be faults in the weaving which lessen the wearing qualities; and there sometimes are weak spots in the cloth due to injury from chemicals used in bleaching.

Cotton is practically the only adulterant of linen. Occasionally some jute is put into the coarser fabrics, but it does not weave in well, and so is not much used. Cotton, on the contrary, can be mixed in and finished in a way to deceive any one not very experienced and observing. Indeed an all-cotton fabric can be finished so as to look almost exactly like linen.

As is well known, a cloth made of part wool and part cotton will stand more hard wear than one that is strictly all-wool. There is nothing analogous to this in the ordinary adulteration of linen.

Cotton with linen, so far as all closely woven fabrics are concerned, always lowers the quality of the goods and is used solely to cheapen. The only exceptions to this are that in a few fancy dress linens, cotton, which take dye better than linen, may help in giving a finer color, and in mesh linens the peculiarities of the linen fiber make some cotton necessary.

The old tests of moistening the finger or of breaking a thread are not sufficient for detecting the presence of cotton, if the cotton has been cleverly concealed. In union goods cotton "comes out in the wash," literally and actually in the form of lint when the goods are used and worn, but it is hardly practical for a merchant to launder goods before buying. The microscopic test probably is best; next to this the chemical tests.

Linen goods that are highly dressed and heavily starched may be looked upon with some suspicion, either as containing cotton or that they have been finished to conceal weak places caused by bleaching. The yarn of good linen has a natural luster and requires but little dressing, with good table linens the beetling process is about all the finishing necessary.

With linen, just as with wool or cotton, it is the fabric made of hard-twisted thread that can be depended upon for durability. Some very inferior linen cloths are made largely from shoddy, the refuse of better linen yarns. Such do not wear so well as good cotton.

The buyer of linens should be well posted on all these points. He will also learn which are the reliable makes of goods, for there are manufacturers who are entirely above sell in goods of inferior quality or anything not exactly as it is represented to be. A dealer may feel perfectly safe with certain brands of goods.

To build up your linen trade, use great care in the selection of the goods. Aim for quality and beauty and tastefulness. Gradually try adding some of a higher grade than you hitherto have carried.

Having gotten a stock that you can recommend and stand back of, push the goods in every practical way. Display them prominently. Especially make your customers feel that your linens are to be relied on.



**A Good, Strong,  
Medium-Priced Line  
Buffalo Trunk Mfg. Co.**

MANUFACTURERS OF

**TRUNKS, BAGS, SUIT CASES**

127-139 Cherry St., Buffalo, N. Y.

JULIUS R. LIEBERMANN  
Michigan Sales Agent  
415 Genesee Ave. Saginaw, Mich.

Write for Catalogue



**Isn't there something to take into consideration besides price when buying an over-all to sell to boys?**

We think there is, and two things we are positive about—one, that the little fellow likes a good fitting garment, and the other that the "Empire" is the good fitting kind.

We have various grades and patterns in sizes 4 to 9, 6 to 12, 4 to 15 and 10 to 15 years. Give our line a trial.

**Grand Rapids Dry Goods Co.**

Exclusively Wholesale

GRAND RAPIDS, MICHIGAN

**Summer Underwear Means B. V. D.**

To a Large Number of Men in Your Town



WEARERS of B. V. D. have that cool, clean-cut, easy, breezy air which is admired so much by all. Are you stocked on these garments? If not, you should be, for there'll be a great demand. We carry a complete stock of all grades and will be pleased to supply your requirements.

B. V. D. Coat Cut Undershirts and Knee Length Drawers at \$4.12½ per dozen.

B. V. D. Union Suits at \$8.25, \$8.75, \$12.00 \$15.50 and \$16.00 per dozen.

**PAUL STEKETEE & SONS**

Wholesale Dry Goods

Grand Rapids, Mich.



Here are three simple tests for detecting the presence of cotton, all of which may be used in a store for demonstrating purposes.

**Oil test:** Soak a piece of the cloth in olive oil or glycerine. Linen absorbs oil more readily than cotton and so becomes translucent while cotton, if present, remains opaque. If the goods are white or light-colored, hold up against a dark background which will show more plainly through the linen.

**Acid test:** Take a two-inch square of the cloth. Boil it to take out starch and dressing. Fringe out an end and a side for an inch so as to have warp and woof threads separate. Immerse the square in sulphuric acid for a minute. The acid will destroy any cotton the cloth may contain in sixty seconds while the linen will last two to two and a half minutes.

**Alkali test:** Submerge sample in a 50 per cent. solution of caustic potash. Cotton will take on a light yellow color, while the linen will become almost brown.

It is perhaps unnecessary to caution the reader that either the acid or the alkali should be used only with care and by a person who understands its nature.

By the use of tests or by other means, gain the confidence of your customers in your linen goods and in your claims regarding them. If you handle union goods—and you may be obliged to—sell them as such, and do not represent an inferior piece of goods, even if it is every thread linen, as being any better than it is. As has before been suggested, urge the better grades of goods wherever it will answer to do so.

The linens in a household are, for the most part, used until they are worn out, so if you can gently persuade your customer to buy a really excellent article, after the one unpleasant experience of paying the price is over, she has nothing but pleasure and satisfaction in its use, and is ready to call down blessings on the store where she was induced to purchase the treasure.

With linens as with everything else, a thorough knowledge of the goods on the part of the salesperson gains the confidence and respect of the customer and aids in making sales.

A friend of mine, going into a store in Vancouver to purchase some of the unbleached linen now so fashionable for dresser scarfs, table runners, etc., was greatly interested in the description given by the clerk of how these goods are manufactured in Russia, where primitive methods still are widely in use. There dew retting is common, that is, the flax, after being pulled, instead of being placed in water as is the usual practice in other countries, is retted by the slower action of the dew.

He told how, in the peasant homes in Russia, a hand loom is an almost indispensable part of the household equipment, and the weaving of the coarse webs is the pick-up work of the women and children. He pointed out in one small piece of the goods unmistakable indications of the work

of several different pairs of hands. Here was a stretch of correct tension and even mesh, probably the work of the skillful mother of the family. The next few inches were perhaps woven by the little daughter, since the cloth was wider and looser than that just preceding. Maybe the old grandmother then threw the shuttle for a little time, and if the old eyes were dim and age had rendered her less capable and efficient than of yore, the record of her inabilities was left in the web she was fashioning.

The shrewd merchant will hold a sale of bridal linens every spring, and will also feature linens as suitable wedding gifts, since they are always favorites as such with practical matrons.

Linens for Christmas gifts have been popular these many years and their use in this way seems to be increasing steadily. The holiday trade in handkerchiefs alone is no insignificant item with the merchant who is awake to his opportunities.

Fabrix.

#### Have an Embroidery Contest.

To work up your dry goods section, interest the girls of the town in an embroidery contest.

You probably have in stock a quantity of fancy linen pieces—table covers, pillow covers, doilies and so on. Better buy a few more and then start the contest.

Offer a prize—five dollars perhaps—to the girl below 16 years of age who "works" the best table cover or similar piece. All the materials must be purchased at your store.

On account of the liberal prize offer you will not have to cut the price. You may even get a good stiff profit out of the sales—enough, perhaps, to pay the prize money.

Be careful to appoint unprejudiced judges, or you may get into trouble. Also, avoid passing judgment yourself.

Five other prizes of a dollar each would add zest to the contest. Stipulate that each piece on which you pay a prize become your property.

You can display these prize winning productions as the center of interest in your art goods section. You may be assured each proud mother will see that her friends inspect them even if she has to pilot each there in person.

This plan will get the women into the store. It rests with you to have such an attractive stock and clean, bright displays that they will be interested, will buy and want to come again.

#### Losing Trade by Neglect of Trifles.

The wife of a New York merchant recently selected five or six dollars' worth of goods at a department store and ordered them charged and sent to her home.

She had carried a charge account at this store for years. Accounts had to be settled every thirty days. Through oversight her husband had neglected to pay the previous month's bill. Consequently, the goods arrived C. O. D. She explained to the

driver. "That don't go with us," he scoffed, "your last month's bill ain't paid and you don't get the goods until you pay cash." Naturally the woman was mortified and the husband furious. The goods went back and that department store lost a steady customer merely because it employed a driver and a book-keeper with neither judgment nor training. The manager of that store was the one really at fault. He was satisfied to employ such men and methods. Probably a vacuum clean could have been run through his entire establishment without picking up enough courtesy to choke it up.

Slipshod management, such as this, takes on its most unprofitable aspect when shown up against the result of opposite methods. A few years ago, a young woman married a bright young Boston business man. Through his foresight, they contrived to start on their honeymoon unscarred and unlabeled by the groom's frolicsome friends. But one of these managed to learn that they were bound for Washington and intended to stay at a certain hotel there. Promptly he dispatched the following advice to the manager of that hotel:

"If Mr. and Mrs. So and So come to your hotel, take notice they are just married. Make the most of it." The hotel manager certainly did make the most of it. When the bride and groom came up from breakfast to their room, they discovered a big bunch of roses on the center table. With heads together, they read the hotel manager's card. Then the bride buried her head in the roses. "Let's stay here a long time, George," she said, "I like this hotel don't you?" Courtesy pays because there isn't more of it.

We are manufacturers of TRIMMED AND UNTRIMMED HATS for Ladies, Misses and Children, especially adapted to the general store trade. Trial order solicited.

**CORL, KNOTT & CO., Ltd.**  
Corner Commerce Ave. and Island St.  
Grand Rapids, Mich.

**GEO. H. DAVIDSON**  
Consulting Contractor and Builder  
Estimates and Superintendence Furnished on Short Notice  
319 Fourth National Bank Bldg.  
Citz. Phone 2931 Grand Rapids, Mich.

United States Nobby Tread  
**Goodyear & Goodrich Tires**  
Kan't Blo Reliners  
STANDARD TIRE REPAIR CO.  
15 Library St. Rear Majestic Theatre  
Grand Rapids, Mich.



OFFICE OUTFITTERS  
LOOSE LEAF SPECIALISTS  
**The Tisch-Hine Co.**  
237-239 Pearl St. (near the bridge) Grand Rapids, Mich.

**Make Out Your Bills**  
THE EASIEST WAY  
Save Time and Errors.  
Send for Samples and Circular—Free.  
**Barlow Bros., Grand Rapids, Mich.**



# Tanglefoot

THE SANITARY FLY DESTROYER—NON-POISONOUS

Kills 50,000,000,000 flies a year—vastly more than all other means combined

POISONS ARE DANGEROUS

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

## The Michigan Trust Company

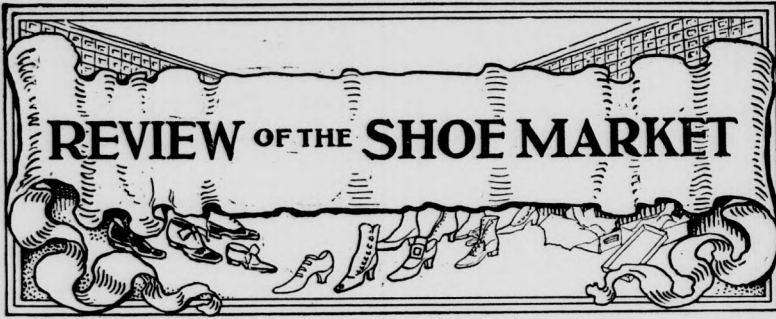
### Audit Department

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.

Further Information or booklet on request

Room 213 Michigan Trust Company Bldg.

Grand Rapids, Mich.



**Selling More Shoes During the Summer Season.**  
Written for the Tradesman.

The great unifying idea that makes the whole world of shoe retailers one, is the desire that they share in common to make this summer's volume of business the best ever. Since the brisk business of the early weeks of the season has eased up both clerks and merchants are permitting themselves a well-earned relaxation. We can't go the strenuous gait all the time. And yet this period of relaxation is by no means a time of idleness on the part of either. On the contrary the alert merchant is now very busy with plans for more business.

The things that he should be thinking about just now are varied and vital. What shall I do with these summery left-overs? (Fortunate indeed is the retailer who hasn't a sizeable quantity of left-overs in summer lines that he doesn't care to size up in!) They are good shoes—probably couldn't be duplicated now at the old price; if I could just get in touch with the right parties, it wouldn't be much of a trick to dispose of them; but that's the rub. How shall I connect with these parties? To what extent shall I cut the price on these artistically styled, faultlessly fashioned footwear creations of a summery mode? This clean-up question is evermore a serious one. What shall I select as leaders? How can I trim my windows so as to make them more attractive? What additional advertising features shall I venture upon? What shall I do to keep my sales-force up to efficiency pitch during these sultry days, when everybody's vitality seems to be dissolving?

One thing is certain, and that is one must keep hammering away. It does not pay to let up too much on the advertising.

And this reminds me of something the president of a paint company told me not long ago. He said: "Last summer when all the other paint concerns were calling in their men off the road, I got all our men together and said: 'Now look here men, there's a lot of business to be had right now, in this our so-called dullest season, if you fellows are in mind to go after it. If you men are willing to go out with your minds fully made up that you can get the business, I'll stay right here on the job during the summer, and we'll break all previous hot weather records. What d' you say?' They all said they'd do their best. So I sent out every man I had. And during the two hottest summer months

we got more business than we had booked during the same period of time for twelve months previous. The directors of our company were simply dumfounded and said, 'How on earth did you do it?' 'Just a matter of team-work,' I replied. We made up our mind that it could be done, and then we went ahead and did it."

Now it's a long jump from selling mixed paint to dealers over to selling shoes to consumers, but the fundamental principles of selling are pretty much the same in both cases. It's very largely a matter of making up your mind that the thing can be done, and then proceeding to do it.

**Putting Pep in the Advertising.**

While shoe dealers and other folks handling shoe lines are waxing dull and prosaic hot-weather-fagged in their advertising, the fellow who is there with the pep in his newspaper announcements stands a fat chance of getting a good hearing.

The shoe merchant who is grappling in a masterful way with selling problems understands perfectly that one of the big promoters of business is the newspaper advertisement. To increase the cogency, the attractiveness and the intrinsic strength of the retail shoe advertisement, means more sales in the line or lines of shoes so advertised. This holds good no matter what the thermometer indicates. For this reason the shoe dealer will count that time and thought well spent which he devotes to the improvement of his advertising.

While we are on the subject of pep as an ingredient of the hot weather shoe advertisement, how's this for an ankle-strap announcement of a specific line in the children's department? "You want your children to be prettily dressed, don't you mother? Then get them a pair of these ankle-strap pumps, with patent vamps, hand-turned soles and spring heels. From 4 to 8 are 69c. Smaller sizes, without heels, 1 to 5, 40c. And all are so pretty and becoming." Here's another: "For Little Feet, for dress or play—no end of 'Baby Dolls' and Sandals. Seeing long ago the demand for these swagger 'Baby Doll' pumps, the Children's Shoe Shop secured a complete showing in Patent and Gunmetal—all Goodyear Welts, too. They are simply unmatched in price and prettiness—\$1 to \$3 the pair, according to sizes."

It's much easier to get business at any one time—and mid-summer is no exception to the rule—if one has the salesforce with him.

After good publicity, there is per-

**Hot Weather Footwear**



**For All the Family**

Men's and Boys'

**CAMPFIRE**

Outing Shoes and Snappy Oxfords

Outing Oxfords

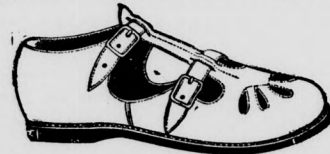


Outing Bals

Extra quality white canvas, and white soles of best vulcanized rubber. Special feature "Leather Insole."

**Women's White Sea Island, Rubber Sole, English Oxfords**  
For cool and comfortable summer wear. Price \$1.35

**Women's, Misses' and Children's Barefoot Sandals**



They are cool, comfortable, and of good wearing qualities.

Women's Tan Willow Sandals.....	Price	\$1.10
Misses' Tan Willow Sandals.....	Price	.80
Children's Tan Willow Sandals.....	Price	.70
Infants' Tan Willow Sandals.....	Price	.60

**Rindge, Kalmbach, Logie Company**  
Everwear Shoe Manufacturers Grand Rapids, Michigan

**The Harvester's Comfort**



No. 444—Black Elk 8 inch Outing, 2 indestructible soles, bellows tongue.....	Price	\$2.25
No. 446—Brown Elk 8 inch Outing, 2 indestructible soles, bellows tongue.....	Price	2.40
No. 450—Black Bronco Elk 8 inch Outing, 2 indestructible soles, bellows tongue.....	Price	2 10

In every number, quality measures up to the price.

**CHEAPER means POORER.**

They meet a demand that already exists. The profits are ready for the merchants who will supply that demand.

Order TO-DAY.

**HIRTH-KRAUSE COMPANY**  
Hide to Shoe  
Tanners and Shoe Manufacturers  
GRAND RAPIDS, MICH.



haps no single feature of the business more important than the esprit de corps of the salespeople.

There is no reason why clerks in a store shouldn't do team work. If ideal conditions are to be realized, there should be not only a splendid feeling of fellowship among themselves, but there ought to be a profound sense of loyalty to the establishment.

It is of course largely up to the boss or proprietor to foster this spirit among his aids, and thus create for them and for the business conditions that will make for better selling.

When you intensify the interest of a clerk you make a better salesman out of him. He puts more heart—more earnestness and convincing quality—in his talk to customers; and he goes about his business with more life and zest. He feels that his own personal interests are more closely linked up with the success of the store. And that puts him on the quiver. By and by he begins to think of ways, and suggest plans, for making business brisker.

If a dealer doesn't enjoy the hearty co-operation of the salesforce, he is pretty apt to be personally responsible, in a large degree, for the situation. Leadership means much in every walk and department of life, and nowhere does it mean more than in a merchandising institution such as a retail shoe store.

Cid McKay.

**Hot Weather Suggestions for Promoting Foot Comfort.**  
Written for the Tradesman.

Nobody but doctors and shoe dealers really know the prevalence and acuteness of foot ailments of one sort or another—sensitive feet, inclined to chafe, and calloused feet, with pains as cutting as a knife, aching limbs (directly traceable to abnormal conditions in the feet), pains in the heel, corns, bunions, and foot ailments too numerous to catalogue.

And, as the writer explained at some length in a recent article for this department, all these chronic and insipient foot ailments are accentuated by hot weather.

This being the case, people ought to give more attention to provide the feet with the requisites of health and comfort during the summer months.

But they are apt to neglect all this if the shoe dealer doesn't remind them of it. And here's where the alert shoe dealer, or merchant handling shoes in conjunction with other lines, comes in for a great big opportunity with profit-bringing possibilities.

Tell the people how to take care of their feet.

This is good advertising subject-matter. You don't have to be a professional chiropodist or orthopedic specialist to understand a good many elementary matters that will go far to secure what almost everybody is interested in—foot comfort during the hot months.

The principal cause of discomfort to the feet during the summer time is perspiration.

This is also very trying on leather

—especially tan leather, which is not only discolored, but often injured in texture.

People whose feet perspire readily should be advised to wear low shoes by all means, and make their selections from lines of light-weight footwear designed especially for hot weather service.

And they should also be informed that the best way to secure foot-comfort under such circumstances, is to change their shoes once or twice a day. Nothing can relieve that hot, stuffy, tired feeling like a cool, dry pair of shoes.

If the feet are tender and sensitive, bathing them in alum water will help to relieve the situation. If there are calloused places on the bottoms of the feet, bathe them frequently in hot water, taking care in removing the top layer of the callouses not to cut too deeply. In trimming the nails of the toes and removing corns and callouses, a perfectly clean corn knife or razor should be used.


Dependable foot powders are helpful, and should be carried in stock and recommended by the shoe dealer.

Cid McKay.

**Brubaker Undertakes to Intimidate Teddy.**

Mears, June 22.—There is no great loss but there is some small gain. While my withdrawal from the race for Governor has been a great loss and calamity to our beloved State, still, on the other hand, the great influx of letters caused by the agitation of my refusal has enabled the Government to wipe out the P. O. deficit through the sale of extra stamps. But I have swatted the political bug. I have served my party in many honorable positions, having been a school director, constable and almost-Governor, besides numerous minor positions not worth mentioning. I leave the future in the hands of the younger generation, provided that in 1916 Teddy will head the United G. O. P. and mooses to victory. If, on the other hand, Teddy gets the idea in his head that he can gather together the few remaining bull mooses protected by Michigan game laws and nail the Presidency, meanwhile ignoring the glorious G. O. P., then, and not until then, will I re-butt into the game and serve up a fruit campaign. I will take the conceit out of Teddy and hand him a lemon while he is reaching for the plum and give the people of the United States, from Mears to New Orleans, a peach of an administration. No sour grapes, either, on my part. I don't think it will be necessary for me to whip Teddy into line, however, as I have him scared right now. No sooner did I publish my withdrawal than he comes out, refusing to run for Governor of New York. He has just finished an active campaign in South America, and is now stumping Spain. He should worry about me, as I ain't plugging a bit, but if the worst comes to frankfurts, you won't see me for dust when I start leading the G. O. P. jumbo down the West Michigan Pike.

Charles A. Brubaker.  
The Chronic Kicker.



Well known among consumers. The line that's easy to sell.

**TWINS they are and VERY SNAPPY**

**Gun Metal Goodyear Welt Oxfords in Button or Blucher for \$1.90 net 30 days**



No. T 1014 Blucher



No. T 1114 Button

The Grandest Values Ever Shown in Michigan

**Grand Rapids Shoe & Rubber Co.**

The Michigan People

Grand Rapids

**Men's Elkskin Bikes**

A Few of the Fast Selling Numbers in Our Spring and Summer Line



IN STOCK FOR IMMEDIATE SHIPMENT

ORDERS SOLICITED

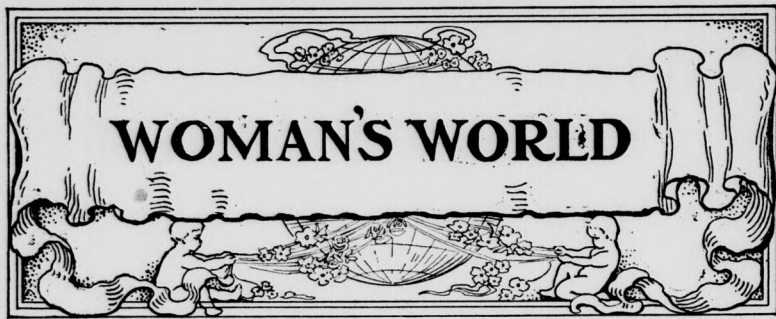
These shoes are not made on the "how cheap" plan, but every pair is strictly up to the high standard of quality set for our product.

- No. 804—Men's Black Elk Bike, two sole ..... Price \$2.00
- No. 805—Boys' same, sizes 3-5½ ..... Price 1.75
- No. 806—L. G., same, sizes 10-12½ ..... Price 1.25
- No. 835—Men's Black Elk Bike ½ Double Sole (same as 804 only 2nd quality) exceptional value..... Price 1.85
- No. 809—Men's Black Elk Bike same as 804 only Blucher..... Price 2.00
- No. 820—Men's Black Elk Bike same as 809 only has three inch cuff..... Price 2.25
- No. 856—Men's No. 1 Tan Elk two sole (Elk) Bike ..... Price 2.20
- No. 857—Men's No. 2 Tan Elk two sole (Elk) Bike ..... Price 2.00
- No. 800—Men's Brown Elk two Hemlock soles Bike..... Price 2.00

**HEROLD-BERTSCH SHOE CO.**

Mfrs. of Serviceable Footwear

Grand Rapids, Michigan



**The Popular Man Considered as a Husband.**

Written for the Tradesman.

Elaine is the most envied of all the June brides of her town and her set, for she was led to the altar "by one of our most popular young business men, Kenneth Westworth," to quote the words of the society editor. Without exaggeration it might have been put stronger, for young Westworth is the very most popular fellow in the place.

When such an exaggeration of good looks, correct dressing, agreeable manners and personal charm as Ken Westworth places himself at the feet of a beautiful but inexperienced young woman, it is not to be wondered at that the great honor goes to her head a little and that, very happy in her own supposed good fortune, she looks with unconcealed pity upon the other girls who have accepted suitors far less brilliant and admired in social and club life. All her friends and acquaintances have been sincere in congratulating Elaine upon her luck, for it truly seems to them that to spend life in constant association with so sunny a presence as Kenneth's leaves little else to be desired.

Only Aunt Polly Hendershot, whose shrewd old eyes have witnessed the happiness and the woes of many, many married pairs, remarked in confidence to her crony, Anut Jemima Fulton, "Everybody's crazy over Ken Westworth. I guess he's all right. I remember he was as handsome a baby as ever shook a rattle. Everybody's thinking that Elaine is the luckiest girl in town and I won't say she isn't. But I shouldn't be surprised if some of the other girls, who had to take up with the quieter boys if they got anybody—I shouldn't be surprised if some of the others would be as happy as Elaine and maybe wear better clothes. I've often noticed that a popular man like Ken Westworth always seems to have too many things on his hands to pay much attention to his family."

Words of wisdom and insight! The girl who becomes the bride of a popular man needs to be of the self-abnegating disposition that is content to occupy a subordinate place in her husband's interests. That magnetic presence and that winning smile are not for her alone nor even for her chiefly. The sooner she learns this and the sooner it is generally known that every very popular person is a sort of community possession to whom no individual can lay claim of undivided ownership, the better.

Kenneth always has been a very

correct young man and I think will give his bride no occasion to trouble her pretty head over attentions, even of a very indefinite and meaningless nature, to other women. His penchant is for his own sex. He is a good fellow, still not the dissipated type of good fellow. It is just that there are so many lodge meetings and club functions and banquets and smokers that he simply has to attend because those things can not go on without him—that he has little time for anything else.

Every sort of creature has to recruit its strength sometime, somewhere. This is one of nature's inflexible laws. No one can give off unremittingly. The man or woman who is all vivacity and brilliance and animation in society is not infrequently a clam or a chump at home. I have known some most genial and urbane social lights who were positively cross and surly to wife and children. I hardly think Ken will be like that, but it's a cinch that he won't be as bright and agreeable at his own table and his own fireside as he is when out with the boys.

Financially the very popular man is always at some disadvantage. There are constant demands on his time and his pocketbook. With so many and so powerful distractions, it is impossible for him to concentrate his mental forces upon his vocation. In consequence he is apt to be outstripped in the commercial or professional race by others from whom far less was expected. Really the quiet fellow with only a few friends is better situated to specialize on earning a good living or even making a fortune. Of course the popular man must dress well and smoke good cigars and spend considerable money entertaining his friends. The corollary of this proposition very often is that his wife must scrimp and go shabby.

The wife of the popular man is not likely to suffer positive ill usage. The worst she has to fear is a sort of passive neglect, more disappointing perhaps to her woman's heart than actual unkindness. If she is found at forty or forty-five a worn and prematurely aged little body, leading what the story-writers call a dull and colorless existence, there is no occasion for surprise, it is only what there was every reason to expect.

In all this no malignity is directed toward the very popular man. Indeed who could feel anything but well disposed toward so fine and gracious a fellow as he is sure to be to all outside his own household? But inas-

much as the first step in ridding the marriage relation of the uncertainty which now overhangs it, is that each party to the contract shall know exactly what he or she is getting, this much is said to place the very popular man in the estimate in which he justly belongs. It is hoped that this may serve also to give some plain, bashful fellows, awkward in manner and ungifted in small talk, the higher standing in the matrimonial rating books which they rightfully deserve.

Quillo.

**Ten Good Resolutions.**

1. I will not be a price cutter.
2. To this end I will study diligently to know what it costs me to sell my goods.
3. I will treat my creditor, my customer, my competitor, my employe, and myself with absolute fairness.
4. I will seek to know my competitors better, and will try to get them all into a local association, for regular social meetings.
5. I will endeavor to systematize my business, and secure the co-operation to the maximum and reduce my cost of doing business to the lowest notch.
6. I will neglect no opportunity to improve my own business knowledge

and condition, and to do what I can to uplift the condition of the trade; to this end lending my influence and support to all movements for that purpose.

7. I will actively support my association, attend its meetings, serve on its committees, if requested to do so; answer promptly all communications from its officers, and in all other ways endeavor to promote its purposes.

8. I will carefully read my trade papers, and see that my subscription is not allowed to expire; and I will freely write to the editor when I am moved either to commend or criticize, realizing that it is my paper, and its value depends largely upon my attitude toward it.

9. I will thoroughly and systematically advertise my business, realizing that if I have something to sell I cannot expect the people to guess it unless I at least give them a hint.

10. I will be loyal to the jobber and manufacturer who are loyal to me, and I will be loyal to the other merchants of my home town, as I have a right to expect them to be loyal to me; realizing that if I am inconsistent in these respects I have no right to complain because people patronize others.

## Nationally Advertised Biscuit Need no Argument

**T**HE 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





# CLOTHING

## Six Per Cent. Every Year on Original Purchases.

Time was once when the announcement of a new shop opening, with its attendant band of music, was not only sure to produce a crowd, but it meant actual business as well; dollars in the till, and enthusiastic shoppers ready at least to try out the new merchant and his merchandise; but openings have gone the way of many of the most cherished business policies of the last decade, and for a new store even to seem busy on its first day must mean an unusually brilliant plan to attract the attention of the advertised-to-distraction American public.

If the event is given widespread publicity, and the time is carefully selected, then business is sure to come, but anything that produces "big business" is as rare as found money.

The well-known and widely advertised "souvenir to every man, woman and child (accompanied by his parent) who comes to our store on the day of the opening" has lost its value, and belongs to the dead yesterday, so far as sales are concerned, and is only mildly satisfactory in so far as introducing a new store to a community is concerned.

Still, what is a merchant to do? There must be openings, and a time-worn custom says that those days shall be ones on which the sales shall be large. In the search for the right move, someone in the organization of Mr. Fred Kennedy, who conducts a chain of shops in New England, hit upon a plan that was at once original and a positive business-getter. It was an idea that drew people to the store and at the same time made them leave their money, which result proved it a stroke of genius, which will be hard to equal and almost impossible to better.

In every store that Mr. Kennedy has opened he has studiously avoided the high-rent districts. He has chosen locations just far enough removed from the shopping center to be lower in rent, and still within striking distance. His slogan everywhere has been "A little out of the way, but it pays to walk," and by elaborating on this policy he has made capital of it, teaching the people the economy of trading in localities in which it costs less to do business, and that the saving on his rent is to their profit.

When Mr. Kennedy opened the Boston store many experienced men in his line of business predicted that a retail shop would never succeed in the Summer street location; but it did, and in his new venture, in Provi-

dence, he has carried this principle to a greater test than ever before.

The Providence store is situated almost three-quarters of a mile from the business center of the city. Owing to the location, it has been empty for almost three years, and it not only required nerve, but a positive belief in his own method for him to fit up a large place at great expense in such a neighborhood. A greater talking point for the "A little out of the way, but it pays to walk" principle was added here by the fact that he was able to advertise that not only would his rent be cheaper later on, but that for the first year he would not pay any rent, and that his customers would reap the benefit from that great saving.

Nevertheless, it required a big motive for men and women to go three-quarters of a mile from the heart of the city to even get acquainted with his store, but he had it. This is what it was: He advertised that to all customers purchasing ten dollars' worth of merchandise or over on the opening day he would give in addition 6 per cent. of their purchase in merchandise, and continue to give them 6 per cent. of that original purchase once every year as long as they lived.

To be more specific, if a man bought clothing, haberdashery and hats to the amount of fifty dollars, he would be entitled to three dollars worth of merchandise in addition, and each year, as long as he lived, he could come in and select three dollars' worth from the Kennedy stock, gratis. Here indeed was a novelty, something new; an original sales plan, and it produced results. Upon the opening day the store was packed with interested lookers and earnest buyers. A tremendous business had been done at 6 o'clock and here again the initiative and courage of the Kennedy organization was clearly demonstrated.

This store had been advertised to keep open until 9 o'clock; but, like everything else, last-minute preparations made it necessary for the clerks to work well into the morning on the night before the opening. Six o'clock found every employe of the store "done up." Although things were coming his way and business was pouring in every minute, Mr. Kennedy immediately ordered that an announcement be made that, owing to the fact that his clerks had been obliged to work the previous night, and because of their tired condition, due to the tremendous day's work, the store would close at 6:15.

In every way the opening was a success, as it well deserved to be.— C. Hudson in Haberdasher.

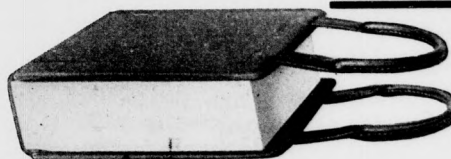
## Diamond Squeegee Auto Tires

Won't Slip      Won't Slide  
Won't Skid      They Grip

Distributing Agents  
**SHERWOOD HALL CO., LTD.**  
30-32 Ionia Ave., N. W.  
GRAND RAPIDS, MICHIGAN

## For Sale

Four cylinder Franklin touring car, 1911 model. Has run only 11,000 milés. In good condition. Enquire Michigan Tradesman office.



## Why issue an entire new catalogue?

It is more economical to simply insert the "new lines" and remove the discontinued items from a KALAMAZET catalogue cover, and your catalogue can always be kept "up-to-the-minute" and complete. Write for information today.

**KALAMAZOO LOOSE LEAF BINDER COMPANY**  
KALAMAZOO, MICHIGAN

**What is an Extension Telephone?**  
The Greatest of Conveniences  
It Saves Those Unnecessary Steps  
Call Contract Dept. 4416  
**CITIZENS TELEPHONE 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.

#### Hot Weather Goods for Hardwaremen.

Written for the Tradesman.

A really hot summer means an enlarged demand for "keep-cool" goods. Here is the opportunity for the alert hardwareman to energetically push the sale of refrigerators.

Every housekeeper is a prospective refrigerator customer. True, there are many who boast of their cool cellars; but every trip to the cool cellar involves many weary steps, and quite often the cellar isn't really as cool as fancy paints it. The refrigerator in the kitchen is, in summer time, a pronounced labor saver for the housewife. From the point of view of health and happiness it is a lot better to spend the cash and save the wife.

"Saving the wife" is a good keynote for hot weather advertising of refrigerators. Play up the fact that a refrigerator handily placed in the corner of the kitchen or on the back stoop just outside the open door is more convenient of access than the fruit cellar in the far corner of the basement. Then, too, there is the other sanitary argument that fits with foods kept clean and sweet, untainted milk and cold, hard, appetizing butter instead of oil, and vegetables as fresh as when you bought them, and—but why enlarge on the subject. The experienced hardwareman knows the arguments that bring conviction.

It is worth while to point out, too, that in the hot weather cold meals are pleasantest and healthiest. A drink of ice cold lemonade is immensely refreshing on a hot afternoon—but if you haven't a refrigerator, you can't have the lemonade ice cold, or anything like ice cold. It's nice to have summer drinks in the house, but without a refrigerator they lose half their value. And so on.

And there's a financial side of the question, too. Every hot day means, without a refrigerator, a lot of spoiled and wasted foodstuffs. The food spoiled and wasted in a season would more than make up the initial cost of the refrigerator and go a long way toward settling the first season's ice bill. Money paid out for a refrigerator doesn't add to the high cost of living.

Many hardwaremen do not handle refrigerators at all; and many others do not feature them prominently. The usual objection raised is that they are bulky—take up too much floor

space. Then, too, there is in some quarters the old cry about catalogue house competition.

A merchant who does handle them aggressively finds that neither complaint is, in his case, justified. If refrigerators require considerable space, they pay a good margin of profit. As for mail order competition, that is a mere matter of aggressiveness. This dealer has on his desk the catalogues of his chief mail order competitors. He advertises liberally, which puts him into touch with a goodly number of prospects. Quite often the prospect raises the familiar objection:

"But I can buy a refrigerator like this at So-and-so's for three dollars less" (naming a mail order house).

"We will have a look at their refrigerator," returns the merchant. "I have their catalogue here." He finds the page; and then, point by point, compares the catalogue house refrigerator with the article he is selling. The difference of shelf space is in favor of his article. The doors are more conveniently arranged. And so on—point by point, until he has demonstrated beyond question that he is giving better in every respect.

This is salesmanship that reaches beyond the immediate sale. The housewife is quick to pass on to her friends information of this sort. The very fact that the merchant is not afraid to compare his article with that furnished by the catalogue house predisposes the purchaser in his favor. A bold front is worth much, even when you have a bad case; it is worth infinitely more when you have a good one.

It pays to feature a good article. The demand for cheap refrigerators is much less than in former years, for one thing; and then, too, an article that does not give satisfaction is apt to have an injurious effect upon future business. To bring repeat orders for other lines, the retailer must first of all satisfy his customer. Hence, he cannot afford to sell goods that are merely cheap.

A low priced line can be handled as a feature; but even here the merchant will be careful to select an article that has a good basis of quality. And first of all the merchant should talk up and push the high priced article. Buyers want service in a refrigerator—they want an article that will keep the food clean and untainted, that will not leak, that can be cleaned easily, and that has sufficient shelf room. The merchant should not handle an article that he cannot back with his strongest personal recommendation. Different sizes can be

# 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.

# Michigan Hardware Company

Exclusively Wholesale



Corner Oakes St. and  
Ellsworth Ave.

Grand Rapids, Mich.

# Foster, Stevens & Co.

Wholesale Hardware



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

Grand Rapids, Mich.



carried to meet varying demands; but quality should reign throughout.

In this connection, there is profit also in the sale of ice cream freezers. Particularly is this so in the smaller places, where the retail ice cream business is not carried on extensively. Even in large places there is bound to be some demand; but in small communities, by means of aggressive selling methods, as good trade in such lines can be built up. Many country people make regular use of them, and it will be found advantageous in some localities to make a strong bid for country trade.

The country demand for refrigerators is, in fact, growing. Farmers nowadays often "put up" ice in winter, particularly in communities where dairying is carried on. The retailer will, of course, in catering to country trade, be guided by his own personal knowledge of the conditions existing in his own locality.

Selling methods in handling these goods should, in season, be thoroughly aggressive. A window display will attract attention, particularly if some ingenuity is shown in the basic idea. In hot weather a window that looks cool is bound to stop ninety out of every hundred passers by. Imitation snowdrifts, emphasizing a slogan, "Keep Cool in Summer" will furnish the keynote for a striking showing of refrigerators and freezers. The nearer the window approaches to a demonstration of the articles you are selling, the more effective it is in attracting trade.

Newspaper advertising can, as always, be effectively used; and if you have a mailing list it will pay to circularize. Many prospective purchasers put off buying until the hot weather has crumpled them up, and I have known refrigerators to be sold at a good profit at the very close of the season. It will pay to go after the business energetically and persistently.

William Edward Park.

**The Folly of Abusing the Weather.**  
Written for the Tradesman.

Yes, it's hot—hot as blazes!—but why be peeved?

It doesn't make it any cooler to fuss and stew about it.

It isn't as hot here as they sometimes have it in parts of India, Africa and South American countries.

It isn't as hot here in our country as it has been on occasions in the past; probably isn't as hot as we'll have it on record-breaking days of the years to come.

If we behave ourselves as we should in the matter of work and diet and amusement, we'll pull through all right.

After all it isn't so much the heat that gets our goat in hot weather; it's hot weather talk and humidity.

In many tropical countries—Malay, for example—the humidity is simply awful. Within a day after one's arrival he discovers that unused leather shoes, his traveling bag, leather trunk and all other commodities in leather, are covered with a fine mold. And this mold is very destructive, as it disintegrates the wood and plaster

of the houses, and necessitates constant repairs. In many sub-equatorial countries, visitors from the north temperate zone, who are used to our relatively mild and salubrious climate, soon get to feeling as if there were a mold on the surface of their brains.

**Avoiding Hot Weather Banalities.**

There ought to be a society for the prevention of all those trite and banal remarks that are tossed and bandied about in hot weather.

"Is it hot enough for you?"

"How's this for a scorcher?"

"Some sizzler, eh?"

"Whew; isn't it terrible?"

And so ad nauseam.

Now if hot weather talk served to cool the speaker and promote comfort in the person addressed, there'd be some sense in it. But it has the contrary effect. It merely directs attention afresh to an unpleasantness that may not, at the moment, be in the other person's mind. The more one dwells on an idea, the larger it grows. If it happens to be an unpleasant one, the more annoying it becomes.

Shopkeepers and merchants of all people ought to strive to overcome the fatal hot weather fluency.

Hot weather talk doesn't sell merchandise.

Hot weather doesn't convey the idea of a cool and pleasant store.

Hot weather talk doesn't impress thoughtful people as a dignified and profitable topic for sales room discussion.

For these and for many other reasons, hot weather talk should be cut down to the vanishing point.

**Good Rules for Hot Weather.**

While I am on this subject I am minded to say a word about so-called rules for hot weather.

One sees a good many of them from time to time. Health officers of our larger communities frequently publish health rules at the beginning of the heated term.

Many of them are excellent; having been carefully prepared at the cost of experience and observation; and, if observed, will be found highly efficacious in promoting health and longevity—and especially summer comfort. I give below a list of such rules. You can't beat them.

1. Cut out all intoxicating beverages in hot weather.
2. Eat only when you are hungry, and never when worried or angry.
3. Eat what you like that agrees with you, but in moderation.
4. Take time to eat and thoroughly masticate your food.
5. Drink plenty of water through the day to fluidize your food.
6. Live as much as possible in the open air and take moderate exercise.
7. Breathe deeply, and do it conscientiously until it becomes a habit.
8. Avoid late hours and take the full amount of sleep.
9. If your life is strenuous, interpolate the grind with an occasional period of rest or change.
10. Keep both your mind and your hands busy in some useful way.
11. Let the official weather man

manage the hot weather talk; he's paid for it.

Now these are merely a few common sense observations reduced to tabloid size; but if you'll think them over, I think you'll agree with me that they are essential to the maintenance of good health and the promotion of warm weather comfort.

Although I haven't statistics to prove it, I'm thoroughly convinced in my own mind that more people die of excess food in this country than for the lack of it. And vastly more people die every year for the lack of fresh air to fill their lungs and oxygenize their blood, than for the lack of medicine. Tuberculosis is a preventable disease—and it could, in many cases, be prevented by energetic and thorough breathing. Nature gave you lungs, but she puts it up to you to keep them filled with air. Any good physician will corroborate these truths, and after a while the principal business of practitioners of all the "schools" will be to teach

people how to keep well, rather than cure them after they become sick. And then we'll do in this country like they do in China; i. e. pay our doctor so much a year to keep us well. When we get sick we'll make him pay us.

Pending this, and a good many other badly need reforms in this country, let us do what we can to discourage silly hot weather talk.

Frank Fenwick.

**One on the M. D.**

"When a man dies, is an inquest always held?"

"Oh, no. If a doctor has been in attendance the coroner is not supposed to have to enquire into the cause of death."

**WHIPS**



**Clemens' Extra**

Rawhide, full hand stocked, loaded butt, 10-plait heavy russet or black thread cover, two hand-stitched buttons, rubber cap, smooth finish, extra long loop, 6 foot.

We believe this to be the best 50-cent retail whip ever offered. Order a sample dozen and note the way they sell.

We carry an extensive line of **SADDLERY HARDWARE, WHIPS, FLY NETS, HORSE CLOTHING, TRUNKS, SUIT CASES, TRAVELING BAGS** and **FARM IMPLEMENTS.**

Catalogues are mailed free upon application.

**Brown & Sehler Co.**

"Home of Sunbeam Goods"

GRAND RAPIDS, - MICHIGAN

**AS SURE AS THE SUN RISES**

**Voigt's CRESCENT FLOUR**

**Makes Best Bread and Pastry**

**---FIRE WORKS---**

RE-ORDERS

**WILL P. CANAAN CO.**

**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.



**Grand Council of Michigan U. C. T.**  
 Grand Counselor—E. A. Welch, Kalamazoo.  
 Past Grand Counselor—John Q. Adams, Battle Creek.  
 Grand Junior Counselor—M. S. Brown, Saginaw.  
 Grand Secretary—Fred C. Richter, Traverse City.  
 Grand Treasurer—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.

#### Do the Right Thing at the Right Time.

We often hear it said that experience is the best teacher. It takes hard bumps to teach most men anything. It was the loss of a good prospective job that brought home to me the value of initiative. A number of years before I went into this business I was assistant salesmanager in a wholesale house. I was known as a pretty good man at grinding out work after somebody else had put it under my nose and explained to me how to go ahead.

One day the salesmanager unexpectedly threw up his job. I thought that here was the chance of my life. I went to the owner of the business and asked to be promoted to the vacant place.

"Well," said the old man, "suppose I make you salesmanager to-morrow! What things do you think of that ought to be done in that department at once? Got any schemes or plans up your sleeve—any new wrinkles—any methods for getting better results at less cost?"

I hesitated. My calculations hadn't included a consideration of these questions. I'd had my eye on the job and its salary, not on what I would do to make good when I got it. But I had to frame up an answer, so I named over half a dozen things which the former salesmanager had started but had left hanging fire when he quit.

"But all those were Jimson's ideas, weren't they?" asked my boss.

"Yes, but he left these things unfinished," I said. "They ought to be cleaned up at once."

"But what new things do you think

of?" said the old man, "things that were never done in that department before, but ought to be done?"

I cudged my brains to furnish up an idea, but there was nothing doing at the works. I could only stammer and scratch my head.

"Look here," said my boss, "I'll just dictate to a stenographer a few possible improvements in that department which occur to me off hand."

He did. The list numbered thirty-six items, every one brand new and practical. All were reeled off without a moment's hesitation.

"Now," said the old man, "I'm not working in the sales end of the business. I'm somewhat in touch with it, of course, but my mind isn't running much along this line. You should have had many more ideas than I. I want a man in that place who will think of such good things to do, and so many of 'em, and who will be able to get 'em all well started and carry 'em through so completely that he'll have me living in a state of perpetual astonishment. I don't want a caboose to hitch onto the end of this sales department—I want an engine to get up in front and pull the whole blamed train. I'm afraid you haven't the initiative to hold down the job."

And I didn't get the job.

That experience taught me the most valuable lesson of my life. I didn't sleep much if any that night, but I came back to the office the next morning a different man. My entire viewpoint in regard to my work had altered; from that day I changed all my methods. Twelve months later I had another chance at the salesmanager's job, and this time, as a result of the change in my tactics, I landed it.

We want men in the traveling fraternity with the same quality of initiative that the old man demanded from me and turned me down for lacking.

We want men who can think up new ways of approaching, convincing and closing difficult prospects—men who can go up against a hard game and win out, as well as gather in the good things in the way of orders that come easily.

We don't want men who come back, after calling on a prospect, to report that his state of mind is unfavorable to our proposition. We want men who can change his state of mind. Of course, his state of mind is unfavorable; if I weren't he would have ordered our goods long ago of his own free will. We know it is unfavorable—that's exactly why we send a salesman around to see him—to

size him up and devise some way to talk him out of that state of mind into another one.

We could get a staff of messenger boys fully competent to go around and collect the orders that customers had already determined to send in to us. We don't want order takers—we want salesmen.

If you are a salesman we believe that you will have the initiative to find the way to make a sale when your prospect bolts the door against you and has a large-sized bull dog tied to the knob. We don't want you to ask us how to go at a prospect in each specific case; that's for the man on the ground to find out—you are in the best position to make the discovery. We'll give you all the instruction and training we can, but we want you to mix a little initiative of your own with it in applying it in the field. We will send you all the assistance we can, but we don't want you to lean on that assistance as a broken cripple leans on a crutch. You have two sound God-given supports of your own—stand erect on them! Don't let yourself acquire the fatal habit of continually shouting "Help! Help!" We will help you all we can, but we want you to help us in return and the best way you can help us is to help yourselves.

Pattern after the leaders in your ranks—the clean-cut courageous hustlers who take all the aid we give them, but never wait for aid; who seize upon every good idea the house sends out, but never stop pumping up ideas from the bottom of their own minds.

Initiative can be cultivated as well as muscular force. Give your ingenuity a systematic course of training by continually thinking up new things to do. Develop your executive faculties by persistently carrying out all the things that come within the reach of your duty. Equip yourself with a note book and jot down bright ideas that come to you; transform them into action when the right time arrives. Deepen your interest in the selling game, and that interest will spur your inventive power. You will soon see possibilities to which other men are blind. Jump at every chance; make the most of it while you have the opportunity. Study the methods of other successful salesmen; adopt them bodily when you are unable to improve them; think up better methods if you can. Before you know it, you will get the initiatory habit fastened on you, and when you've done that you've made one of the longest steps towards success that it's possible for you to take.

Interest your customer in yourself personally as much as you can. Your goods will then be stamped with something of your own personality, which, it is taken for granted, has made a favorable impression. A storekeeper in Peoria had a stock of laces that seemed unsalable, but he was never discouraged with them. He kept repeating to himself that if he were as clever as the salesman who had sold him those laces he would find a means of marketing them, and

this thought jogged his inventive ability so that he did find a means and sold them out at a profit.

Protest against a customer's whims and crotchets fearlessly. If he demands concessions which it is in your power to give, but which will complicate the details of business operations in the house, refuse them. Be firm in your refusal to the point just short of giving offense. If he has honored you with his business he must understand that you regard it as the result of the merit of your goods—not as a reward for allowing yourself and your house to be "beaten down." A customer will respect you the more for "standing by your guns."

W. C. Holman.

#### His Feet Were Clean.

Billy, the grocer's boy, was lumbering up the kitchen stairs at Mrs. Clarke's with his arms filled with parcels.

"Boy," called out Mrs. Clarke, somewhat sharply from above, "are your feet clean?"

"Yes'm," was the prompt reply, as he continued climbing the stairs, "It's only me shoes that's dirty."

P. E. Hackett, druggist, Lyons: "I cannot keep house without the Tradesman."

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

**HOTEL CODY**  
 EUROPEAN  
 GRAND RAPIDS, MICH.  
 Rates \$1 and up. \$1.50 and up bath.

#### 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.

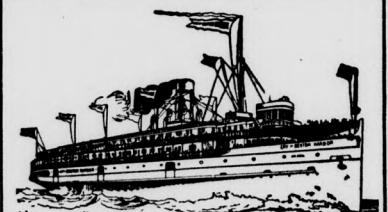
A record of over 300 rooms ought to be evidence of our ability.

Steam and Water Heating with everything in a material line.

Correspondence solicited.

THE WEATHERLY CO.

218 Pearl Street Grand Rapids, Mich.



**CHICAGO BOATS**

Graham & Morton Line

Every Night



### Gabby Gleanings From Grand Rapids.

Grand Rapids, June 23.—G. J. Konig & Son, the cash grocers at 2020 South Division avenue, were putting up some bananas in the show window one day last week and the conversation turned to tarantulas. One of the boys had a handful of bananas at the time and casually turned the cluster over, when to his great surprise and consternation, he saw a large tarantula not two inches from his fingers. Needless to say, he dropped the fruit and, after some maneuvering, the large member of the spider family was captured and placed in a fruit jar, where it is on exhibition in the store at the present time.

F. H. Belsler, who conducts a large hardware store at Chelsea, has been taking treatments in a local sanitarium for the last two months. While the business has been in good hands during Mr. Belsler's absence, both the sons and the clerks will be glad of his return to business. Mr. Belsler is greatly improved in health at the present writing.

Ed. Wykkel and Ed Bottje were up to Myers Lake fishing one day last week. Both are anglers of no mean ability, but they didn't bring home any fish. Both tell of the big one they almost landed, which when hooked weighed ten pounds. Since that time the fish has taken on several pounds.

A. F. Helmer, who is the proprietor of the up-to-date grocery store at 601 Michigan avenue, has bought a Cartecar, which he is using for delivery purposes.

We were glad to note in last week's confession of Jim Goldstein in the Tradesman that when Detroiters are in need of a little "horse sense" in an emergency they call on some man from Kent county.

Mr. and Mrs. Wilbur S. Burns have just returned from Champaign, Ill., where they attended the graduation of their son, Franklin, from the University of Illinois.

Harry D. Hydorn, Secretary-Treasurer of Grand Rapids Council, left for Columbus, Ohio, the first of the week to attend the annual meeting of the Supreme Council.

E. A. Rockwell visited his old home at Chelsea last Monday and went fishing in one of the lakes near there where he used to fish in his boyhood days. In the party were Ed. Farhner, Al Hinderlang and John Freyermuth. Mr. Rockwell reports a nice large catch of blue gills and perch. As this trip was made on the 15th, one day before the bass season opened, he hasn't admitted catching any of the kings of all game fish, but he says the sport was just as good as it was twenty-five years ago when the trip was made to the lake with a slow-going team, instead of the auto which carried them on this occasion.

The next regular meeting of Grand Rapids Council would ordinarily come on July 4. As this is a legal holiday, the meeting has been postponed one week from that date.

C. A. Young met with a very painful accident last Saturday morning. He was making a trip with his car and when he got within two miles of Grandville, he lost control of his machine and it turned turtle. Mr. Young was pinned under the car, but managed to get from under it and was found about half an hour later by some passerby in a semi-conscious condition. He was taken to Butterworth Hospital, where it was feared at first his back was broken. Although suffering a great deal of pain the doctors have found that there were no bones broken, however, and it is expected that he will recover in a short time. Mr. Young is a member of No. 131 and is also a Bagman.

The Bagmen will hold a ceremonial at the U. C. T. lodge rooms next Saturday, June 27.

Mr. and Mrs. Fred Lageman and daughter, of Jaxon, were visitors at the home of Mr. and Mrs. F. E. Beardslee over Sunday.

Tom Burton, of Cadillac Council, was seen the first part of last week in the Southern part of the State wearing the kiltie uniform worn by Cadillac Council in the parade at Saginaw and was still talking about the good times everybody had at the Grand Council meeting.

Mrs. Jennie Harris, of Saginaw, sister of Mrs. Eugene Scott, has been a guest of Mr. and Mrs. Scott for several days. She came to attend the graduation of Miss Gatha Scott.

L. W. Turrell has opened a new grocery and confectionery store on Burton avenue. The stock and fixtures are well arranged and look very attractive.

Al Windt, representing the Widlar Coffee Co. in Western Michigan, went to Cleveland last week to visit his home and to get new samples.

Mrs. C. W. Sibley, 604 West Lovell street, Kalamazoo, died at Burgess Hospital, following an illness of two weeks, at the age of 43. Her husband, C. W. Sibley, is a Past Senior Counselor of Kalamazoo Council. Besides her husband, she is survived by her father, Nelson DeLano, of Cooper, a daughter, Dorothy and a brother, Dale DeLano.

Will. E. Sawyer.

### Democracy and Direct Legislation.

Hancock, June 22.—Those who clamor for more democracy as a cure for the ills of democracy as we have it, need to consider whether the means proposed—direct legislation—obtain the end sought. This phase of the question was emphasized in my mind by a recent experience. A high school boy—a pupil of mine—called at my house lately to solicit my signature to an initiative petition proposing an amendment to the State Constitution. I at once asked him how he came to be circulating this petition, since the initiative provision of the Constitution contemplates that this shall be done only by qualified electors. The boy explained that a person, whom he mentioned by name, had offered him and several other boys three cents per name for all the names to this petition they could obtain. He was doing pretty well, he said. At a neighboring store several men had signed without reading the petition, saying that "it was all right." He was not aware that he might be violating the law. He was interested only in the three cents per name. The law requires him to make affidavit that he is himself a qualified elector and that he knows the signers to be such. How this boy of 16 could make such affidavit was not clear. He supposed that the man, who lived in another town, would have him do this just as if he were really qualified, or that the man, after getting the names, would himself make affidavit that he himself circulated the petition and obtained the names. He said that the father of another boy had been asked to sign for his son, making his affidavit for him. He said that he had "got wise" that all was not right and that he had dropped the matter. This last came to me in a conversation on the following day.

The point that I wish to emphasize here is not the illegality of the proceeding—that would probably have been looked after sooner or later. I am compelled to ask—sympathetic as I am towards complete democracy—just how the ills of democracy are cured by such "democratic" procedure as the foregoing? Yet the possibility of this sort of thing inheres at all times in direct legislation. It points again to our great fallacy of reform through legislation.

L. A. Chase.

### News and Gossip of Interest to Travelers.

Mt. Clemens—Theodore Traver, 81 years old, one of the oldest commercial travelers on the road, died at his home here June 21. He was on the road for the last thirty-five years and only retired five months ago on account of sickness. The funeral was held Tuesday afternoon.

Trout Lake—Out of the ashes of the old Trout Lake House, burned last winter, is arising a structure larger and superior in every way and a credit to the Chippewa county town and its enterprising proprietor, O. W. Smith. The building in so far advanced that Mr. Smith has set the date for the opening at Sept. 1. This is to be one of the biggest events the town ever held. A thousand or more invitations will be sent out. The plans are to have a celebration during the afternoon, a big supper, followed by dancing and merry-making in the evening. The building has a frontage of 75 feet, with two wings, one 100 feet and the other 83 feet in length.

Ann Arbor—Miss L. C. O'Leary, a buxom traveling saleswoman, of 40, was arrested by Deputy Sheriff Matthew Max in Lansing June 19, on a warrant issued on complaint of W. C. Nowlin, manager of the Allenel Hotel here. It is alleged that Miss O'Leary stopped at the Allenel and contracted a bill for \$186, part of it for board and room, and part of it for drinks and taxicab hire. She travels for McGowan Boersig, a Detroit firm of ladies' costumers and dress-makers with offices at 26 Alfred street. Mr. Boering came to Ann Arbor and filed a bond for \$1,000 and had Under Sheriff Freeman Stark replevin the trunk which Miss O'Leary had left at the Allenel. Miss O'Leary was at the Downey House in Lansing where she had contracted a bill for \$198 when she was arrested. Miss O'Leary refused to make any statement. She occasionally burst out laughing and proclaimed it "such a joke." She told the officer, he says, that she owed a hotel bill at the Otsego in Jackson for about \$300 and that she had presented a check which was no good. The Downey, at Lansing attached a trunk of clothes valued at \$4,000.

Grand Rapids—M. Winnie, who represents the American Candy Co., of Milwaukee, has received an addition to his territory comprising the jobbing trade of Iowa, Minnesota and South Dakota. He will cover his new territory twice a year. He retains Michigan, Ohio and Indiana.

Saginaw—That the new hotel for Saginaw is nearer a reality to-day than it has been at any time before during the years it has been discussed seems evident from the latest plan that is being advanced, and under which the promoters are working. The new plan provides for constructing the hotel almost entirely with outside capital. The only Saginaw capital that is demanded is \$35,000, in return for which preferred stock is to be given, bearing 6 per cent. interest per annum. The efforts

to raise this money has been started and no difficulty is expected in securing it. It is believed that this sum can be raised in a very short time. The new hotel is to stand on the present site of the Bancroft House. This property is to be purchased from the Hoyt estate. The price is said to be \$200,000, of which \$50,000 is to be paid down and the balance, \$150,000, will be paid in second mortgage bonds. The company will thus be liable for the \$500,000 bond issue, the \$150,000 issue which is to be held by the Hoyt estate, and the \$35,000 preferred stock, which is to be held by Saginaw residents, in the order named. The plans call for a nine-story building on the site now occupied by the Bancroft House. On the property now vacant adjoining the Bancroft House on Washington avenue there will be a three story building, available for stores and offices. The property in the rear of the Bancroft house, at the corner of Genesee and Washington, will be remodeled for business purposes.

The death rate of the United States has diminished, but illness has not decreased. A Yale professor who has investigated the subject has estimated that fully 3,000,000 people are ill at one time, and of this number one-half are suffering from preventable diseases. The economic loss from this illness he finds to be no less than \$300,000 annually in wages and about that sum in doctors' fees and medicines. Evidently some trustworthy system of reporting cases of sickness and their causes and duration would be the means of the saving of a vast sum to the people of the country.

O. A. Henderson, Lansing: "Enclosed find check for one dollar for subscription to Tradesman. I want to say that it is always full of interesting matter that pays a man to read—the outside cover alone is worth the dollar. I take another trade journal that costs much more, but don't get one-half the satisfaction from it that I get from the Tradesman."

Dorr—Mrs. J. C. Neuman has taken over the general stock which has been conducted under the style of F. W. Noel & Co.

Blok & Van Overloop succeed John Van Westenbrugge in the wall paper and paint business at 512 West Leonard street.

Frank P. Oswald Co. succeeds the Oswald-Hass Co., at 21 Campau avenue, in the auto supply business.

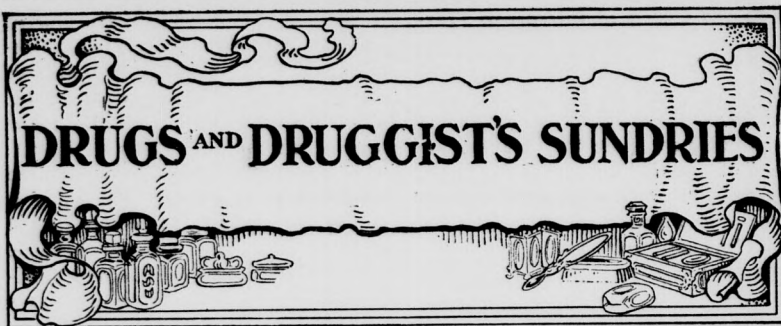
Max R. Birkholz & Co. succeed H. Swieringa & Son in the grocery business at 609 Lyon street.

Ground has been broken at San Francisco for Ohio's building at the Panama-Pacific exposition.

The Century Fuel Co. has decreased its capital stock from \$40,000 to \$27,400.

John H. Myers recently opened a restaurant at 89 North Market avenue.





**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.

**Selling Postage Stamps at a Profit.**

In a recent issue there was an article calling the attention of druggists to the question of selling stamps through a stamp vender and the profit or loss involved in this question. All druggists are interested in this subject, but there are some who seem to be afraid that their customers will object to the small profit to be realized from this source.

But, stamp venders are in successful use in too many places to make this argument of any serious concern; and these places include the smallest towns as well as the larger cities, the individual store as well as the chains of large stores, and not only in a small and restricted territory, but throughout the entire United States.

It is not meant by this to say that no one ever kicks, for some people, you know, kick on anything; but experience shows the percentage to be small, and that it decreases with the continued use of the machine. But as regards the kickers, are they to be found among your best customers or are they merely stamp customers? And are they reasonable in their ordinary trade relations with you? In short, does their trade furnish any considerable portion of your profit, and if you should lose this trade would the profit thus lost equal the saving of 25 per cent., your present loss on stamp trade, and the 25 per cent. the vender would make you? Figure this carefully in cold dollars and cents, and you will decide that the loss of your exclusive stamp customers would benefit rather than damage you.

It might be interesting for you to keep a record for a short time of all the people who come in to buy stamps and see what percentage of these are

stamp customers only and what are customers on other lines of goods. You would probably find that the proportion of good customers who object to your profit is too small to be worth considering. Your good customers are generally reasonable people. They know you are not in business from philanthropic purposes, but to make a living for yourself and family, and they realize you are entitled to a fair profit on the goods you sell and the service you render. They will, therefore, quickly appreciate the justice of charging a small profit on postage stamps in which you invest your money and keep on hand purely for their accommodation. They know it costs you money to do this and are willing to allow you the small profit you ask for the service.

Looking at this in another way: Suppose people do kick and kick universally. You have been furnishing stamps to them at par at a loss to you of 25 per cent. purely for their accommodation.

Why should you lose money merely to accommodate someone else? Would they do the same for you? You are the one who should kick. The public is being accommodated by your having a vender so they can get their stamps without having to go to the postoffice, and they should pay for their own accommodation, and not expect the druggist to stand the expense of it.

After they make a few trips to the postoffice they will see your viewpoint and be glad to pay the small profit to save them the time and trouble.

As to the feeling of some druggists that the sale of stamps at par brings people to their store for stamps and thus make a possible sale of other merchandise, as a general rule it will be found that when a person goes into a drug store for a stamp he goes there especially for the stamp and nothing else, and immediately upon receiving it leaves the store.

But for the sake of argument, suppose there is a possible sale in the call for stamps. Are people going to go to the trouble of a trip to the postoffice for a stamp to save a small profit the vender takes? We think not; they will continue to get their stamps at the drug store just the same, and their calls will be just as frequent, as they will appreciate the convenience the drug store affords them.

A druggist whose store is located one block from a postoffice substation in a Western city, in talking on this subject, said he knew from his personal observation that many people,

most of them his regular customers, would purposely go past his store and go to the drug store substation a block away for stamps, rather than bother him for them, although they knew he kept them and sold them at par. This showed him conclusively that most people prefer not to be under obligations and do not like to ask for stamps when they know the druggist gets nothing for his trouble. And this druggist has since put in a vender.

To any druggists who have stamp venders, the suggestion is made that they be put in a prominent place where people are bound to see them. Do not hide them away in the corner as though you were ashamed of them, as they will not draw trade there any more than any other good article of merchandise that is stuck away where no one could see it and know you have it.

That the installment of a stamp vender may be the occasion of some unpleasant remarks may be expected at first, but there is no reason why any druggist should become discouraged on this account. Even the objector will soon get used to it, and will finally come to see that his objection was unwarranted and unfair. The kicks will soon cease and a nuisance that has long been troublesome will at the same time be done away with and a substantial profit will be realized.

A. P. Moore.

**Uniform Prices for Standard Articles.**

The price maintenance bills now before Congress are destined to play an important role in shaping the drug business of the future. To-day the fight is on between the manufacturers and the druggists on one side and the chain-stores on the other side. The present prospect is that the chain-stores will win the fight unless some measure like the Metz or Stephens bill becomes a law.

Chain-stores purchase goods direct from the manufacturer. Since they buy large quantities at a time they receive the highest rate of discount. The small druggist, who buys in small lots from his wholesaler, often pays a higher price for his goods than the chain-stores sell them for.

One druggist in relating his experience in competing with a chain-store said: "Whenever my competitor sold goods at a price lower than I could purchase them for I would send my friends around to buy them. The next day I would offer the same goods at the same price charged by the chain-store." This certainly was one way of beating the devil around the bush.

Price cutting is a fixed policy with the chain-stores. The object of this policy seems to be three-fold: first, to attract the small-store customer; secondly, to depreciate the value of standard preparations in the minds of purchasers; and thirdly, to dispose of their own preparations. The clerk of a chain-store usually replies to a would-be purchaser of trade-marked preparations: "We have a better remedy at a lower price, and besides we know what is in ours."

National price regulation will do much to readjust the drug business of the country. Such a measure will add thousands of dollars to the income of the independent pharmacist, because he will then regain his prescription business and the business of selling the widely advertised preparation.

**Coming Conventions To Be Held In Michigan.**

**July.**

Michigan State Barbers' Association, Flint.  
 Michigan Retail Jewelers' Association, Grand Rapids, 21-22.  
 Michigan Association of the National Association of Stationary Engineers, Muskegon, 15-17.  
 Michigan Association of Commercial Secretaries, Muskegon, 24-25.  
 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.

**June.**

Grand Council, U. C. T., Lansing.  
 Michigan State Humane Society, Benton Harbor.  
 Knights of Columbus, Menominee.  
 Arbeiter Bund of Michigan, Grand Rapids.  
 Loyal Order of Moose, Ludington.  
 Michigan Poster Advertising Association, Lansing.



WHOLESALE DRUG PRICE CURRENT

<b>Acids</b>	Cupbebs ..... 4 25@4 50	Digitalis ..... @ 60
Acetic ..... 6 @ 8	Eriogeron ..... @ 2 50	Gentian ..... @ 60
Boric ..... 10 @ 15	Eucalyptus ..... @ 85	Ginger ..... @ 95
Carbolic ..... 16 @ 20	Hemlock, pure .. @ 1 00	Guaiaac ..... @ 1 05
Citric ..... 73 @ 80	Juniper Berries .. @ 1 50	Gualac Ammon. @ 80
Muriatic ..... 1 3/4 @ 5	Juniper Wood ..... 40@ 50	Iodine, Colorless @ 25
Nitric ..... 5 1/2 @ 16	Lard, extra ..... 85@1 09	Ipecac ..... @ 75
Oxalic ..... 13 @ 10	Lard, No. 1 ..... 75@ 90	Iron, clo. .... @ 60
Sulphuric ..... 1 3/4 @ 5	Laven'r Flowers .. @ 6 00	Kirrh ..... @ 80
Tartaric ..... 38 @ 45	Lavender, Garden 85@1 00	Myrrh ..... @ 1 05
<b>Ammonia</b>	Lemon ..... 3 00@3 25	Nux Vomica .... @ 70
Water, 26 deg. .. 6 1/2 @ 10	Linseed, boiled bbl @ 54	Opium ..... @ 2 00
Water, 18 deg. .. 4 1/2 @ 8	Linseed, bbl. less 58@ 62	Opium Camph. .. @ 65
Water, 14 deg. .. 3 1/2 @ 6	Linseed, raw, bbls. @ 61	Opium, Deodor'z'd @ 25
Carbonate ..... 13 @ 16	Linseed, raw, less 57@ 61	Rhubarb ..... @ 70
Chloride ..... 12 @ 15	Mustard, true ..... 5 00@5 25	<b>Paints</b>
<b>Balsams</b>	Mustard, artif'l 2 75@3 00	Lead, red dry .. 7 @ 8
Copaiba ..... 75@1 09	Neatsfoot ..... 80@ 85	Lead, white dry 7 @ 8
Fir (Canada) .. 1 75@2 00	Olive, pure ..... 2 50@3 50	Lead, white oil 7 @ 8
Fir (Oregon) ..... 40@ 50	Olive, Malaga, yellow 1 30@1 50	Ochre, yellow bbl 1 @ 1 1/4
Peru ..... 2 00@2 25	Olive, Malaga, green 1 30@1 50	Ochre yellow less 2 @ 5
Tolu ..... 1 00@1 25	Orange sweet .. @ 4 50	Putty ..... 2 1/2 @ 5
<b>Berries</b>	Organum, pure 1 25@1 50	Red Venet n bbl 1 @ 1 1/2
Cubeb ..... 65@ 75	Organum, com'l 50@ 75	Red Venet'n less 2 @ 5
Fish ..... 15@ 20	Pennyroyal ..... 2 25@2 50	Shaker, Prepr'd 1 40@1 50
Juniper ..... 7@ 10	Peppermint ..... 5 50@5 75	Vermillion, Eng. 90@1 00
Prickley Ash ... @ 50	Rose, pure ..... 16 00@18 00	Vermillion, Amer. 15@ 20
<b>Barks</b>	Rosemary Flowers @ 1 35	Whiting, bbl.... 1 @ 1 1/2
Cassia (ordinary) 25	Sandalwood, E. I. .... @ 7 00	Whiting ..... 2 @ 5
Cassia (Saigon) 65@ 75	Sassafras, true @ 1 10	<b>Insecticides</b>
Elm (powd. 25c) 25@ 30	Sassafras, artif'l @ 60	Arsenic ..... 6 @ 10
Sassafras (pow. 30c) @ 25	Spearmint ..... 5 50@6 00	Blue Vitrol, bbl. @ 5 1/2
Soap Cut (powd. 25c ..... 15 @ 20	Sperm ..... 90@1 00	Blue Vitrol less 7 @ 10
<b>Extracts</b>	Tansy ..... @ 5 75	Bordeaux Mix Pst 8 @ 15
Licorice ..... 24@ 28	Tar, USP ..... 30@ 40	Hellebore, White powdered ..... 15 @ 20
Licorice powdered 25@ 30	Turpentine, bbls. @ 57	Insect Powder .. 20 @ 35
<b>Flowers</b>	Turpentine, less 60@ 65	Lead Arsenate .. 8 @ 16
Arnica ..... 18@ 25	Wintergreen, true @ 5 00	Lime and Sulphur Solution, gal... 15 @ 25
Chamomile (Ger.) 25@ 35	Wintergreen, sweet birch ..... @ 2 50	Paris Green ... 15 1/2 @ 20
Chamomile (Rom) 40@ 50	Wintergreen, art'l @ 50	<b>Miscellaneous</b>
<b>Gums</b>	Wormseed ..... 3 50@4 00	Acetanalid ..... 30 @ 35
Acacia, 1st ..... 40@ 50	Wormwood ..... 6 00@6 50	Alum ..... 3 @ 5
Acacia, 2nd ..... 35@ 40	<b>Potassium</b>	Alum, powdered and ground ..... 5 @ 7
Acacia, 3d ..... 30@ 35	Bicarbonate ..... 15 @ 18	Bismuth, Subnitrate ..... 2 10@2 25
Acacia, Sorts .... @ 20	Bichromate ..... 13 @ 16	Borax xtal or powdered ..... 6 @ 12
Acacia, Powdered 35@ 40	Bromide ..... 45 @ 55	Cantharades po. 2 50@2 75
Aloes (Barb. Pow) 22@ 25	Carbonate ..... 12 @ 15	Calomel ..... 95 @ 1 00
Aloes (Cape Pow) 20@ 25	Chlorate, xtal and powdered ..... 12 @ 16	Capsicum ..... 20 @ 25
Aloes (Soc. Pow.) 40@ 50	Chlorate, granular 16 @ 20	Carmine ..... @ 3 50
Asafoetida ..... @ 50	Cyanide ..... 30 @ 40	Cassia Buds .... @ 40
Asafoetida, Powd. Pure ..... @ 75	Iodide ..... 3 20@3 40	Cloves ..... 30 @ 35
U. S. P. Powd. .... @ 1 00	Permanganate .. 15 @ 30	Chalk Prepared 6 @ 8 1/2
Camphor ..... 57 @ 62	Prussiate, yellow 30 @ 35	Chalk Precipitated 7 @ 10
Guaiaac ..... 35 @ 40	Prussiate, red .. 50 @ 60	Chloroform ..... 32 @ 42
Guaiaac, Powdered 50 @ 60	Sulphate ..... 15 @ 20	Chloral Hydrate 70 @ 90
Kino ..... 60 @ 70	<b>Roots</b>	Cocaine ..... 4 10@4 40
Kino, powdered 65 @ 75	Alkanet ..... 15 @ 20	Cocoa Butter .. 50 @ 60
Myrrh ..... @ 40	Blood, powdered 20 @ 25	Corks, list, less 70% ..... @ 90
Myrrh, Powdered @ 50	Calamus ..... 35 @ 40	Copperas, bbls. .. 2 @ 5
Opium ..... 7 75@8 00	Elecampane, pwd. 15 @ 20	Copperas, powd. 4 @ 6
Opium, Powd. 9 25@9 50	Gentian, powd. .. 12 @ 16	Corrosive Sublim. 85 @ 90
Opium, Gran. .. 9 25@9 50	Ginger, African, powdered ..... 15 @ 20	Cream Tartar .. 30 @ 35
Shellac ..... 28 @ 35	Ginger, Jamaica, 22 @ 25	Cuttlebone ..... 25 @ 30
Shellac, Bleached 30 @ 35	Ginger, Jamaica, powdered ..... 22 @ 28	Dextrine ..... 7 @ 10
Tragacanth	Golden seal pow. 7 00@7 50	Dover's Powder 2 00@2 20
No. 1 ..... 1 40@1 50	Ipecac, powd. .. 2 75@3 00	Emery, all Nos. 6 @ 10
Tragacanth, Pow 75 @ 85	Licorice, powd. .. 14 @ 16	Emery, powdered 5 @ 8
Turpentine ..... 10 @ 15	Licorice, powdered 25 @ 35	Epsom Salts, bbls @ 1 1/2
<b>Leaves</b>	Orris, powdered 20 @ 25	Epsom Salts, less 2 1/2 @ 3
Buchu ..... 1 85@2 90	Poke, powdered 20 @ 25	Ergot, powdered 1 50@1 75
Buchu, Powd. .. 2 00@2 25	Rhubarb, powdered 75 @ 1 00	Flake, White ..... 12 @ 15
Sage, bulk ..... 18 @ 25	Rhubarb, powd. 75 @ 1 25	Formaldehyde lb. 10 @ 15
Sage, 1/2s Loose 20 @ 25	Rosinweed, powd. 25 @ 30	Gambier ..... 7 @ 10
Sage, Powdered 25 @ 30	Sarsaparilla, Hond. ground ..... @ 65	Gelatine ..... 35 @ 45
Senna, Alex. .... 45 @ 50	Sarsaparilla Mexican, ground ..... 50 @ 55	Glassware, full cases 80%
Senna, Tinn. .... 15 @ 20	Squills ..... 20 @ 35	Glassware, less 70 & 10% @ 1 1/4
Senna, Tinn, Pow. 20 @ 25	Squills, powdered 40 @ 60	Glauber Salts bbl. @ 1 1/4
Uva Ursi ..... 10 @ 15	Tumeric, powd. 12 @ 15	Glauber Salts less 2 @ 5
<b>Oils</b>	Valerian, powd. 25 @ 30	Glue, brown ..... 11 @ 15
Almonds, Bitter, true ..... 6 00@6 50	<b>Seeds</b>	Glue, brown grd. 10 @ 15
Almonds, Bitter, artificial ..... @ 1 00	Anise ..... 15 @ 20	Glue, white ..... 15 @ 25
Almonds, Sweet, true ..... 90 @ 1 00	Anise, powdered 22 @ 25	Glue, white grd. 15 @ 20
Almonds, Sweet, imitation ..... 40 @ 50	Bird, 1s ..... 8 @ 10	Glycerine ..... 23 @ 30
Amber, crude ..... 25 @ 30	Canary ..... 9 @ 12	Hops ..... 50 @ 80
Amber, rectified 40 @ 50	Caraway ..... 12 @ 18	Indigo ..... 85 @ 1 00
Anise ..... 2 50@2 75	Cardamon ..... 1 85@2 10	Iodine ..... 4 35@4 60
Bergamont ..... @ 8 00	Celery ..... 30 @ 35	Iodoform ..... 5 40@5 60
Cajeput ..... @ 85	Coriander ..... 12 @ 18	Lead Acetate ..... 12 @ 18
Cassia ..... @ 2 00	Dill ..... 25 @ 30	Lycopodium ..... 55 @ 65
Castor, bbls. and cans ..... 12 1/2 @ 15	Fennel ..... @ 30	Mace ..... 80 @ 90
Cedar Leaf ..... 90 @ 1 00	Flax ..... 4 1/4 @ 8	Mace, powdered 90 @ 1 90
Citronella ..... 75 @ 85	Flax, ground ..... 4 1/4 @ 8	Menthol ..... 4 25@4 50
Cloves ..... @ 1 75 ..	Foenugreek, pow. 6 @ 10	Mercury ..... 75 @ 85
Cocanut ..... 20 @ 25	Hemp ..... 5 @ 7	Morphine all brd 5 05@5 30
Cod Liver ..... 1 10@1 25	Lobelia ..... @ 50	Nux Vomica ... @ 10
Cotton Seed ..... 80 @ 1 00	Mustard, yellow 9 @ 12	Nux Vomica pow 20 @ 25
Croton ..... @ 1 60	Mustard, black .. 9 @ 12	Pepper, black pow 20 @ 25

# 1914 Seasonable Goods

Linseed Oil Turpentine  
White Lead Dry Colors

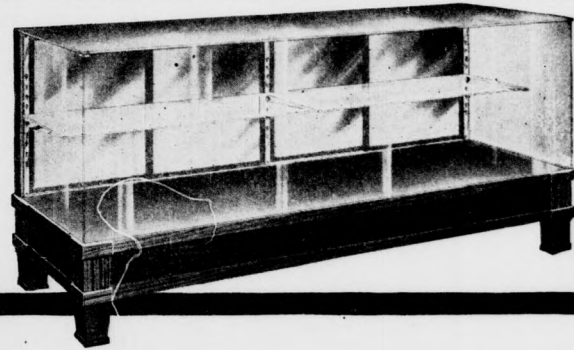
Sherwin-Williams Co.  
Shelf Goods and Varnishes  
Shaker House and Floor Paint

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.



"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

## 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.

## 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: ADVANCED, DECLINED, Gasoline, Rye, Wheat, Sweet Pickles. Lists various grocery items and their prices.

Index to Markets

By Columns

Index to Markets table listing categories A through Y and corresponding column numbers (1-14).

1 2

Main price list table with columns 1 and 2, listing items like Ammonia, Axle Grease, Beans, Blueberries, Clams, etc.

Continuation of price list table with columns 3, 4, and 5, listing items like Cheese, Mocha, Bogota, Package, New York Basis, etc.



6

Graham Crackers Red Label, 10c size ... 1 00
Lemon Snaps ... 50
Oysterettes ... 50
Premium Sodas ... 1.00
Royal Toast ... 1.00
Saratoga Flakes ... 1.50
Social Tea Biscuit ... 1.00
Uneeda Biscuit ... 50
Uneeda Ginger Wafer ... 1.00
Vanilla Wafers ... 1.00
Water Thin Biscuit ... 1.00
Zu Zu Ginger Snaps ... 50
Zwieback ... 1.00
Other Package Goods
Barnum's Animals ... 50
Chocolate Tokens ... 2.50
Butter Crackers NBC Family Package ... 2.50
Soda Crackers NBC Family Package ... 2.50
Fruit Cake ... 3.00
In Special Tin Packages
Adora, 10c size ... 1.00
Festino ... 2.50
Mallomars ... 1.00
Nabisco, 10c ... 1.00
Nabisco in bulk, per tin ... 1.75
Festino ... 1.50
Bent's Water Crackers ... 1.40
CREAM TARTAR
Barrels or drums ... 33
Boxes ... 36
Square Cans ... 34
Fancy Caddies ... 41
DRIED FRUITS
Apples
Evapor'd Choice blk 10 1/2
Evapor'd Fancy pkg.
California ... 15@17
Corsican ... 16
Currants
Imported 1lb. pkg. ... 8 1/2
Imported, bulk ... 8 1/4
Peaches
Muir's—Choice, 25lb. ... 7 1/4
Muir's—Fancy, 25lb. ... 8 1/2
Fancy, Peeled, 25lb. ... 15
Peel
Lemon, American ... 12 1/2
Orange, American ... 12 1/2
Raisins
Cluster, 20 cartons ... 2.25
Loose Muscatels, 4 Cr. ... 7 1/4
Loose Muscatels, 3 Cr. ... 7 1/2
L. M. Seeded, 1 lb. ... 9@9 1/4
California Prunes
90-100 25lb. boxes ... 7 1/2
80-90 25lb. boxes ... 8 1/4
70-80 25lb. boxes ... 9 1/4
60-70 25lb. boxes ... 10
50-60 25lb. boxes ... 11
40-50 25lb. boxes ... 12
FARINACEOUS GOODS
Beans
California Limas ... 8 1/2
Med. Hand Picked ... 2.40
Brown Holland ... 2.00
Farina
25 lb. packages ... 1.50
Bk. per 100 lbs. ... 4.00
Original Holland Rusk
Packed 12 rolls to container
3 containers (40) rolls ... 3.20
Hominy
Pearl, 100 lb. sack ... 2.25
Maccaroni and Vermicelli
Domestic, 10 lb. box ... 60
Imported, 25 lb. box ... 2.50
Pearl Barley
Chester ... 3.15
Empire ...
Peas
Green, Wisconsin, bu. ... 1.45
Green, Scotch, bu. ... 1.45
Split, lb. ... .04
Sago
East India ... 4 1/2
German, sacks ... 4 1/2
German, broken pkg.
Tapioca
Flake, 100 lb. sacks ... 4 1/2
Pearl, 100 lb. sacks ... 4 1/2
Pearl, 36 pkgs. ... 2.25
Minute, 36 pkgs. ... 2.75
FISHING TACKLE
1/2 to 1 in. ... 6
1 1/4 to 2 in. ... 7
1 1/2 to 2 in. ... 9
2 in. ... 11
3 in. ... 15
Cotton Lines
No. 1, 10 feet ... 5
No. 2, 15 feet ... 7
No. 3, 15 feet ... 9
No. 4, 15 feet ... 10
No. 5, 15 feet ... 11
No. 6, 15 feet ... 12
No. 7, 15 feet ... 15
No. 8, 15 feet ... 18
No. 9, 15 feet ... 20
Linen Lines
Small ... 20
Medium ... 26
Large ... 34
Poles
Bamboo, 14 ft., per doz. ... 55
Bamboo, 16 ft., per doz. ... 60
Bamboo, 18 ft., per doz. ... 80

7

FLAVORING EXTRACTS
Jennings D C Brand
Extract Lemon Terpeneless
Extract Vanilla Mexican
both at the same price
No. 1, F box 7/8 oz. ... 85
No. 2, F box, 1 1/4 oz. ... 1.20
No. 4, F box, 2 1/4 oz. ... 2.00
No. 3, 2 1/4 oz. Taper ... 2.00
No. 2, 1 1/8 oz. flat ... 1.75
FLOUR AND FEED
Grand Rapids Grain & Milling Co.
Winter Wheat
Purity Patent ... 5.00
Sunburst ... 4.80
Wizard Flour ... 4.60
Wizard Graham ... 4.80
Matchless ... 4.70
Wizard, Gran. Meal ... 4.40
Wizard Buckwht cwt ... 3.40
Rye ... 4.40
Valley City Milling Co.
Lily White ... 5.15
Light Loaf ... 4.65
Graham ... 2.15
Granena Health ... 2.25
Gran. Meal ... 2.25
Bolted Med. ... 2.00
Voigt Milling Co.
Voigt's Crescent ... 5.15
Voigt's Royal ... 5.55
Voigt's Flourist ... 5.15
Voigt's Hygienic Gra-ham ... 4.20
Watson-Higgins Milling Co.
Perfection Buckwheat Flour ... 6.00
Perfection Flour ... 5.00
Tip Top Flour ... 4.60
Golden Sheaf Flour ... 4.20
Marshall's Best Flour ... 4.75
Worden Grocer Co.
Quaker, paper ... 4.60
Quaker, cloth ... 4.70
Graham Buckwht bbl ... 4.50
Kansas Hard Wheat
Voigt Milling Co.
Calla Lily ... 4.70
Worden Grocer Co.
American Eagle, 1/8s ... 5.35
American Eagle, 1/4s ... 5.25
American Eagle, 1/2s ... 5.15
Voigt Milling Co.
Columbian ... 5.25
Roy Baker.
Nazetta ... 4.90
Golden Horn, bakers ... 4.80
Wisconsin Rye ... 3.65
Bohemian Rye ... 3.75
Worden Grocer Co.
Wingold, 1/8s cloth ... 5.85
Wingold, 1/4s cloth ... 5.75
Wingold, 1/2s cloth ... 5.65
Wingold, 1/8s paper ... 5.70
Wingold, 1/4s paper ... 5.65
Wykes & Co.
Sleepy Eye, 1/8s cloth ... 5.50
Sleepy Eye, 1/4s cloth ... 5.40
Sleepy Eye, 1/2s cloth ... 5.30
Sleepy Eye, 1/8s paper ... 5.30
Sleepy Eye, 1/4s paper ... 5.30
Meal
Bolted ... 4.20
Golden Granulated ... 4.40
Wheat
New Red ... 87
New White ... 87
Oats
Michigan carlots ... 44
Less than carlots ... 40
Corn
Carlots ... 76
Less than carlots ... 78
Hay
Carlots ... 16.00
Less than carlots ... 18.00
Feed
Street Car Feed ... 30
No. 1 Corn & Oat Feed ... 30
Cracked Corn ... 30
Coarse Corn Meal ... 30
FRUIT JARS
Mason, pts., per gro. ... 4.25
Mason, qts., per gro. ... 4.55
Mason, 1/2 gal. per gro. ... 6.90
Mason, can tops, gro. ... 1.30
GELATINE
Cox's, 1 doz. large ... 1.45
Cox's, 1 doz. small ... .90
Knox's Sparkling, doz. ... 1.25
Knox's Sparkling, gr. ... 14.00
Knox's Acidu'd doz. ... 1.25
Nelson's ... 1.50
Oxford ... 75
Plymouth Rock, Phos. ... 1.25
Plymouth Rock, Plain ... 90
GRAIN BAGS
Broad Gauge ... 18
Amoskeag ... 19
Herbs
Sage ... 15
Hops ... 15
Laurel Leaves ... 15
Senna Leaves ... 25
HIDES AND PELTS
Hides
Green, No. 1 ... 12
Green, No. 2 ... 11
Cured, No. 1 ... 13 1/2
Cured, No. 2 ... 12 1/2

8

Calfskin, green, No. 1 ... 15
Calfskin, green, No. 2 ... 13 1/2
Calfskin, cured, No. 1 ... 16
Calfskin, cured, No. 2 ... 14 1/2
Pelts
Old Wool ... 60@1.25
Lambs ... 10@.25
Shearlings ... 10@.15
Tallow
No. 1 ... @.5
No. 2 ... @.4
Wool
Unwashed, med. ... @.20
Unwashed, fine ... @.15
HORSE RADISH
Per doz. ... 90
Jelly
5lb. pails, per doz. ... 2.40
15lb. pails, per pail ... 55
30lb. pails, per pail ... 1.00
JELLY GLASSES
1/2 pt. in bbls., per doz. ... 15
1/2 pt. in bbls., per doz. ... 16
8 oz. capped in bbls. ... 18
per doz. ... 18
MAPLEINE
2 oz. bottles, per doz. ... 3.00
1 oz. bottles, per doz. ... 1.75
MINCE MEAT
Per case ... 2.85
MOLASSES
New Orleans
Fancy Open Kettle ... 42
Choice ... 35
Good ... 22
Fair ... 20
Half barrels 2c extra
Red Hen, No. 2 1/2 ... 1.75
Red Hen, No. 5 ... 1.75
Red Hen, No. 10 ... 1.65
MUSTARD
1/2 lb. 6 lb. box ... 16
OLIVES
Bulk, 1 gal. kegs 1 00@1.10
Bulk, 2 gal. kegs 95@1.05
Bulk, 5 gal. kegs 90@1.00
Stuffed, 5 oz. ... 90
Stuffed, 8 oz. ... 1.25
Stuffed, 14 oz. ... 2.25
Pitted (not stuffed)
14 oz. ... 2.25
Manzanilla, 8 oz. ... 90
Lunch, 10 oz. ... 1.35
Lunch, 16 oz. ... 2.25
Queen, Mammoth, 19 oz. ... 4.25
Queen, Mammoth, 28 oz. ... 5.75
Olive Chow, 2 doz. cs. ... 2.25
per doz. ... 2.25
PICKLES
Medium
Barrels, 1,200 count ... 7.75
Half bbls., 600 count ... 4.38
5 gallon kegs ... 1.90
Small
Barrels ... 9.50
Half barrels ... 5.25
5 gallon kegs ... 2.25
Gherkins
Barrels ... 14.00
Half barrels ... 6.50
5 gallon kegs ... 2.50
Sweet Small
Barrels ... 17.00
Half barrels ... 9.25
5 gallon kegs ... 3.50
PIPES
Clay, No. 216, per box ... 1.75
Clay, T. D. full count ... 60
Cob ... 90
PLAYING CARDS
No. 90, Steamboat ... 75
No. 15, Rival assorted ... 1.25
No. 20, Rover, enam'd ... 1.50
No. 572, Special ... 1.75
No. 572, Golf, satin fin. ... 2.00
No. 808, Bicycle ... 2.00
No. 832, Tour'n't whist ... 2.25
POTASH
Babbitt's, 2 doz. ... 1.75
PROVISIONS
Barreled Pork
Clear Back ... 21.50@22.00
Short Cut Cl'r ... 20.00@20.50
Bean ... 18.50@19.00
Brisket, Clear ... 26.00@27.00
Pig ... 23.00
Clear Family ... 26.00
Dry Salt Meats
S P Bellies ... 14 1/2@15
Lard
Pure in tiers 11 1/2@12
Compound Lard ... 9 1/2@10
80 lb. tubs ... advance 1/8
80 lb. tubs ... advance 1/4
50 lb. tubs ... advance 1/4
50 lb. pails ... advance 3/4
10 lb. pails ... advance 7/8
5 lb. pails ... advance 1
8 lb. pails ... advance 1
Smoked Meats
Hams, 12 lb. av. ... 18@18 1/2
Hams, 14 lb. av. ... 16 1/2@17
Hams, 16 lb. av. ... 15 1/2@16
Hams, 18 lb. av. ... 16@16 1/2
Ham, dried beef
sets ... 29@30
California Hams ... 13@13 1/2
Picnic Boiled
Hams ... 19 1/2@20
Boiled Hams ... 26 1/2@27
Minced Ham ... 14@14 1/2
Bacon ... 18@24

9

Sausages
Bologna ... 12 @12 1/2
Liver ... 9 1/2@10
Frankfort ... 13 @13 1/2
Pork ... 13 @14
Veal ... 11
Tongue ... 11
Headcheese ... 10
Beef
Boneless ... 20.00@20.50
Rump, new ... 24.00@24.50
Pig's Feet
1/4 bbls. ... 1.05
3/4 bbls., 40 lbs. ... 2.10
1/2 bbls. ... 4.25
1 bbl. ... 8.50
Tripe
Kits, 15 lbs. ... 90
1/4 bbls., 40 lbs. ... 1.60
3/4 bbls., 80 lbs. ... 3.00
Casings
Hogs, per 1/2 ... 35
Beef, rounds, set ... 18@20
Beef, middles, set ... 80@85
Sheep, per bundle ... 85
Uncolored Butterine
Solid Dairy ... 12 @16
Country Rolls ... 12 1/2@18
Canned Meats
Corned beef, 2 lb. ... 4.65
Corned beef, 1 lb. ... 2.40
Roast beef, 2 lb. ... 4.65
Roast beef, 1 lb. ... 2.40
Potted Meat, Ham
Flavor, 1/8s ... 55
Potted Meat, Ham
Flavor, 1/4s ... 95
Devised Meat, Ham
Flavor, 1/8s ... 55
Devised Meat, Ham
Flavor, 1/4s ... 95
Potted Tongue, 1/8s ... 55
Potted Tongue, 1/4s ... 95
RICE
Fancy ... 6 1/2@7
Japan Style ... 5 @5 1/4
Broken ... 3 3/4@4 1/4
ROLLED OATS
Rolled Avena, bbls. ... 5.90
Steel Cut, 100 lb. sks. ... 2.50
Monarch, bbls. ... 4.75
Monarch, 90 lb. sks. ... 2.25
Quaker, 18 Regular ... 1.45
Quaker, 20 Family ... 4.25
SALAD DRESSING
Columbia, 1/2 pt. ... 2.25
Columbia, 1 pint ... 4.00
Durkee's, large 1 doz. ... 4.50
Durkee's, small, 2 doz. ... 5.25
Snider's, large, 1 doz. ... 2.35
Snider's, small, 2 doz. ... 1.35
SALERATUS
Packed 60 lbs. in box
Arm and Hammer ... 3.00
Wyandotte, 100 3/4s ... 3.00
SAL SODA
Granulated, bbls. ... 80
Granulated, 100 lbs. cs. ... 90
Granulated, 36 pkgs. ... 1.25
SALT
Common Grades
100 3 lb. sacks ... 2.60
70 4 lb. sacks ... 2.40
60 5 lb. sacks ... 2.40
28 10 lb. sacks ... 2.25
56 lb. sacks ... 40
28 lb. sacks ... 20
Warsaw
56 lb. sacks ... 26
28 lb. dairy lb drill bags ... 20
Solar Rock
56 lb. sacks ... 26
Common
Granulated, Fine ... 1.05
Medium, Fine ... 1.10
SALT FISH
Cod
Large, whole ... @.9
Small, whole ... @.8 1/2
Strips or bricks ... 9@13
Pollock ... @.5 1/2
Smoked Salmon
Strips ... 9
Haddock
Strips ... 18
Chunks ... 19
Holland Herring
Y. M. wh. hoop bbls. ... 10.50
Y. M. wh. hoop 1/2 bbls ... 5.50
Y. M. wh. hoop kegs ... 65
Y. M. wh. hoop Milchers kegs ... 65
Standard, bbls. ... 7.75
Standard, 1/2 bbls. ... 4.63
Standard, kegs ... 54
Trout
No. 1, 100 lbs. ... 7.50
No. 1, 40 lbs. ... 2.25
No. 1, 10 lbs. ... 90
No. 1, 2 lbs. ... 75
Mackerel
Mess, 100 lbs. ... 15.00
Mess, 40 lbs. ... 6.50
Mess, 10 lbs. ... 1.70
Mess, 8 lbs. ... 1.45
No. 1, 100 lbs. ... 14.00
No. 1, 40 lbs. ... 6.10
No. 1, 10 lbs. ... 1.60
Lake Herring
100 lbs. ... 4.25
40 lbs. ... 2.10
10 lbs. ... .62
8 lbs. ... .54

10

SEEDS
Anise ... 14
Canary, Smyrna ... 7 1/2
Caraway ... 10
Cardomom, Malabar ... 20
Celery ... 50
Hemp, Russian ... 5
Mixed Bird ... 5
Mustard, white ... 8
Poppy ... 9
Rape ... 5 1/2
SHOE BLACKING
Handy Box, large 3 dz. ... 3.50
Handy Box, small ... 1.25
Bixby's Royal Polish ... 85
Miller's Crown Polish ... 85
SNUFF
Scotch, in bladders ... 37
Maccaboy, in jars ... 35
French Rapple in jars ... 43
SODA
Boxes ... 5 1/2
Kegs, English ... 4 1/4
SPICES
Whole Spices
Allspice, Jamaica ... 9@10
Allspice, lg Garden ... @11
Cloves, Zanzibar ... @22
Cassia, Canton ... 14@15
Cassia, 5c pkg. dz. ... @25
Ginger, African ... @.9 1/2
Ginger, Cochin ... @14 1/2
Mace, Penang ... @.70
Mixed, No. 1 ... @17
Mixed, No. 2 ... @16
Mixed, 5c pkgs. dz. ... @45
Nutmegs, 70180 ... @30
Nutmegs, 105-110 ... @25
Pepper, Black ... @15
Pepper, White ... @25
Pepper, Cayenne ... @22
Paprika, Hungarian
Pure Ground in Bulk
Allspice, Jamaica ... @14
Cloves, Zanzibar ... @29
Cassia, Canton ... @20
Ginger, African ... @17
Mace, Penang ... @.75
Nutmegs ... @35
Pepper, Black ... @19
Pepper, White ... @27
Pepper, Cayenne ... @24
Paprika, Hungarian ... @45
Kingsford, 40 bs. ... 7 1/4
Muzzy, 20 1lb. pkgs. ... 5 1/4
Kingsford
Silver Gloss, 40 lb. ... 7 1/4
Muzzy, 40 1lb. pkgs. ... 5
Gloss
Argo, 24 5c pkgs. ... 90
Silver Gloss, 16 3lbs. ... 6 1/4
Silver Gloss, 12 6lbs. ... 8 1/4
Muzzy
48 1lb. packages ... 5
76 3lb. packages ... 4 1/2
12 6lb. packages ... 6
50lb. boxes ... 3
SYRUPS
Corn
Barrels ... 27
Half barrels ... 29
Blue Karo, 2 lb. ... 1.80
Blue Karo, 2 1/2 lb. ... 2.30
Blue Karo, 5 lb. ... 2.25
Blue Karo, 10 lb. ... 2.15
Red Karo, 1 1/2 lb. ... 3.60
Red Karo, 2 lb. ... 2.15
Red Karo, 2 1/2 lb. ... 2.55
Red Karo, 5 lb. ... 2.50
Red Karo, 10 lb. ... 2.40
Pure Cane
Fair ... 16
Good ... 20
Choice ... 25
TABLE SAUCES
Halford, large ... 3.75
Halford, small ... 2.25
TEA
Uncolored Japan
Medium ... 20@25
Choice ... 28@33
Fancy ... 36@43
Basket-fired Med'm ... 28@30
Basket-fired, Choice ... 35@37
Basket-fired, Fancy ... 38@45
No. 1 Nibs ... 30@32
Siftings, bulk ... 9@10
Siftings, 1 lb. pkgs. ... 12@14
Gunpowder
Moyune, Medium ... 28@33
Moyune, Choice ... 35@40
Moyune, Fancy ... 50@60
Ping Suey, Medium ... 25@30
Ping Suey, Choice ... 35@40
Ping Suey, Fancy ... 45@50
Young Hyson
Choice ... 28@30
Fancy ... 45@55
Oolong
Formosa, Medium ... 25@28
Formosa, Choice ... 32@35
Formosa, Fancy ... 50@63
English Breakfast
Congou, Medium ... 25@30
Congou, Choice ... 30@35
Congou, Fancy ... 40@60
Congou, Ex. Fancy ... 60@80
Ceylon
Pekoe, Medium ... 28@30
Dr. Pekoe, Choice ... 30@35
Flowery O. P. Fancy ... 40@50

11

TOBACCO
Fine Cut
Blot ... 1.45
Bugle, 16 oz. ... 3.84
Bugle, 10c ... 11.00
Dan Patch, 8 and 16 oz. ... 32
Dan Patch, 4 oz. ... 11.52
Dan Patch, 2 oz. ... 5.76
Fast Mail, 16 oz. ... 7.80
Hiawatha, 16 oz. ... 60
Hiawatha, 5c ... 5.40
May Flower, 16 oz. ... 9.36
No Limit, 8 oz. ... 1.80
No Limit, 16 oz. ... 3.60
Ojibwa, 8 and 16 oz. ... 40
Ojibwa, 10c ... 11.10
Ojibwa, 5c ... 1.85
Petoskey Chief, 7 oz. ... 2.00
Petoskey Chief, 14 oz. ... 4.00
Peach and Honey, 5c ... 5.76
Red Bell, 16 oz. ... 3.96
Red Bell, 8 foll ... 1.98
Sterling, L. & D 5c ... 5.76
Sweet Cuba, Canister ... 9.16
Sweet Cuba, 5c ... 5.76
Sweet Cuba, 10c ... 9.5
Sweet Cuba, 1 lb. tin ... 4.50
Sweet Cuba, 1/2 lb. foil ... 2.25
Sweet Burley, 5c L&D ... 5.76
Sweet Burley, 8 oz. ... 2.45
Sweet Burley, 16 oz. ... 4.90
Sweet Mist, 1/2 gro. ... 5.70
Sweet Mist, 8 oz. ... 11.10
Telegram, 5c ... 5.76
Tiger, 5c ... 6.00
Tiger, 25c cans ... 2.40
Uncle Daniel, 1 lb. ... 60
Uncle Daniel, 1 oz. ... 5.22
Plug
Am. Navy, 16 oz. ... 32
Apple, 10 lb. butt ... 38
Drummond Nat. Leaf, 2 and 5 lb. ... 60
Drummond Nat. Leaf per doz. ... 96
Battle Ax ... 32
Bracer, 6 and 12 lb. ... 30
Big Four, 6 and 16 lb. ... 32
Boot Jack, 2 lb. ... 90
Boot Jack, per doz. ... 96
Bullion, 16 oz. ... 46
Climax Golden Twins ... 48
Climax, 14 1/2 oz. ... 44
Climax, 7 oz. ... 47
Days' Work, 7 & 14 lb. ... 38
Creme de Menthe, lb. ... 62
Derby, 5 lb. boxes ... 28
5 Bros., 4 lb. ... 66
Four Roses, 10c ... 90
Gilt Edge, 2 lb. ... 50
Gold Rope, 6 & 12 lb. ... 58
Gold Rope, 4 & 8 lb. ... 58
G. O. P., 12 & 24 lb. ... 40
Granger Twist, 6 lb. ... 46
G. T. W., 10 lb. & 21 lb. ... 36
Horse Shoe, 6 & 12 lb. ... 43
Honey Dip Twist, 5&10 ... 45
Jolly Tar, 5 & 8 lb. ... 40
J. T., 5 1/2 & 11 lb. ... 40
J. T., 5 1/2 & 11 lb. ... 35
Keystone Twist, 6 lb. ... 45
Kismet, 6 lb. ... 48
Maple Dip, 20 oz. ... 28
Merry Widow, 12 lb. ... 32
Nobby Spun Roll 6 & 3 ... 58
Parrot, 12 lb. ... 32
Patterson's Nat. Leaf ... 93
Peachey, 6-12 & 24 lb. ... 41
Picnic Twist, 5 lb. ... 45
Piper Heidsick, 4 & 7 lb. ... 96
Piper Heidsick, per doz. ... 69
Polo, 3 doz., per doz. ... 48
Redicut, 1 1/2 oz. ... 38
Scrapple, 2 & 4 doz. ... 48
Sherry Cobbler, 8 oz. ... 32
Spear Head, 12 oz. ... 44
Spear Head, 14 1/2 oz. ... 44
Spear Head, 7 oz. ... 47
Sq. Deal, 7, 14 & 28 lb. ... 30
Star, 6, 12 & 24 lb. ... 43
Standard Navy, 7 1/2, 15 & 30 lb. ... 34
Ten Penny, 6 & 12 lb. ... 35
Town Talk, 14 oz. ... 31
Yankee Girl, 12 & 24 lb. ... 31
Scrap
All Red, 5c ... 5.76
Am. Union Scrap ... 5.40
Bag Pipe, 5c ... 5.88
Cutlas, 2 1/2 oz. ... 30
Globe Scrap, 2 oz. ... 30
Happy Thought, 2 oz. ... 30
Honey Comb Scrap, 5c ... 5.76
Honest Scrap, 5c ... 1.55
Mail Pouch, 4 doz. ... 5.20
Old Songs, 5c ... 5.76
Old Times, 1/4 gro. ... 5.50
Polar Bear, 5c, 1/2 gro. ... 5.76
Red Band, 5c 1/4 gro. ... 5.76
Red Man Scrap, 5c ... 1.42
Scrapple, 5c pkgs. ... 4.48
Sure Shot, 5c 1-6 gro. ... 5.76
Yankee Girl Scrap 2oz. ... 5.76
Pan Handle Scrap 1/4 gr. ... 5.76
Peachy Scrap, 5c ... 5.76
Union Workman, 2 1/4 ... 6.00
Smoking
All Leaf, 2 1/4 & 7 oz. ... 30
BB, 3 1/2 oz. ... 6.00
BB, 7 oz. ... 12.00
BB, 14 oz. ... 24.00
Bagdad, 10c tins ... 11.52
Badger, 3 oz. ... 5.04
Badger, 7 oz. ... 11.52
Banner, 5c ... 5.76
Banner, 20c ... 1.60
Banner, 40c ... 3.20
Belwood, Mixture, 10c ... 94
Big Chief, 2 1/2 oz. ... 6.00
Big Chief, 16 oz. ... 30



SPECIAL PRICE CURRENT

12

Table with 2 columns: Item Name and Price. Includes categories like Smoking, Soap, and various household goods.

13

Table with 2 columns: Item Name and Price. Includes categories like Soap, Washboards, and various household goods.

14

Table with 2 columns: Item Name and Price. Includes categories like Faucets, Mop Sticks, Traps, and various household goods.

15

BAKING POWDER Royal. Includes image of a tin and list of prices for various sizes.

CIGARS. Includes Johnson Cigar Co.'s Brand, Dutch Masters, and other brands with prices.

Worden Grocer Co. Brands Canadian Club. Includes London, 50s, wood and other products.

COFFEE Roasted. Dwinell-Wright Co's B'ds. Includes White House Coffee and other brands.

White House Coffee. Includes image of a tin and list of prices for various sizes.

White House, 1 lb., White House, 2 lb., Excelsior, Blend, 1 lb., etc. List of coffee products and prices.

YEAST CAKE. Magic, 3 doz., Sunlight, 3 doz., etc. List of yeast products and prices.

AXLE GREASE. Mica Axle Grease. Includes image of a tin and list of prices.

YEAST CAKE. Magic, 3 doz., Sunlight, 3 doz., etc. List of yeast products and prices.

16

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.

OLD MASTER COFFEE. Includes image of a tin and list of prices.

Royal Garden Tea. Includes image of a tin and list of prices.

THE BOUR CO., TOLEDO, OHIO.

SAFES. Includes image of a safe and list of prices.

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.

White City (Dish Washing), Tip Top (Caustic), No. 1 Laundry Dry, Palm Pure Soap Dry. List of soap products and prices.

SOAP CHIPS. BBLs. List of soap products and prices.

White City (Dish Washing), Tip Top (Caustic), No. 1 Laundry Dry, Palm Pure Soap Dry. List of soap products and prices.

White City (Dish Washing), Tip Top (Caustic), No. 1 Laundry Dry, Palm Pure Soap Dry. List of soap products and prices.

White City (Dish Washing), Tip Top (Caustic), No. 1 Laundry Dry, Palm Pure Soap Dry. List of soap products and prices.

White City (Dish Washing), Tip Top (Caustic), No. 1 Laundry Dry, Palm Pure Soap Dry. List of soap products and prices.

17

SOAP. Lautz 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; Lautz Naphtha 100 ck., 3 85; Marseilles, 100 cakes, 6 00; Marseilles, 100 cks, 5c, 4 00; Marseilles, 100 ck. toil, 4 20; Marseilles, 1/2 bx toil, 2 10.

Proctor & Gamble Co. Lenox, 3 20; Ivory, 6 oz., 4 00; Ivory, 10 oz., 6 75; Star, 3 35.

Swift & Company. Swift's Pride, 3 15; White Laundry, 3 75; Wool, 6 oz. bars, 4 00; Wool, 10 oz. bars, 6 65.

Tradesman Co.'s Brand. Black Hawk, one box, 2 50; Black Hawk, five bxs, 2 40; Black Hawk, ten bxs, 2 25.

A. B. Wrisley. Good Cheer, 4 00; Old Country, 2 40.

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

Soap Compounds. Johnson's Fine, 48 2 35; Johnson's XXX, 100 5c, 4 00; Rub-No-More, 3 85; Nine O'clock, 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; Kirkolline, 24 4lb., 2 80; Lautz Naphtha, 60s, 2 40; Lautz 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, 20s, 4 00; Swift's Pride, 24s, 3 55; Swift's Pride, 100s, 3 85; Wisdom, 3 80.

KITCHENIZER. 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—Store building. Good location for clothing or department store, in a live Michigan town. Address No. 328, care Tradesman. 328

For Sale—National cash register, No. 542, cost \$380, used eight months; bought with stock of groceries. A splendid opportunity to get a high-grade cash register cheap. Address The Millethaler Co., Ltd., Harbor Beach, Michigan. 319

For Sale—Second-hand elevator, lift 1,500 pounds. Platform 4 x 7 feet, 18 inch drum; belt attachment; geared for electric motor attachment. People's Hardware Co., Inc., Fulton, N. Y. 318

For Sale—One chair barber shop, Koches latest chair. Good business. Write at once. Jacob Reves, Portland, Michigan. 317

For Sale—Meat market, only market in country town of 600. A moneymaker. A good one. For particulars write 161 Hague Ave., Detroit, Michigan. 316

We have space for a fine shoe department. Would like to sublet this space on a percentage basis. We are doing a very extensive ready-to-wear business, occupying a three-story building at 43-45 Whitehall street, the most popular and high-priced retail section of Atlanta. Would only consider a high-class party or a very reputable concern who is financially able to do this department full justice. If you know the shoe business and want to make money, address G. W. Seay, President Southern Suit & Skirt Co., 43 Whitehall, Atlanta, Ga. 315

For Sale—Hardware in good live town in Central Michigan, invoices about \$4,000. Good chance for someone to make safe investment. If interested it will pay you to investigate. Address No. 327, care Tradesman. 327

For Sale—Department store in best growing suburb of Toledo, Ohio, near big manufacturing industries; established six years; large cash trade; stock new and clean; good lease; cheap rent; a rare chance; act quick. Best reason for selling. Address M. J. F., 809 Sylvania Ave., West Toledo, Ohio. 325

\$2,500 for loss of life, \$15 per week if sick or hurt; \$5 per year; no dues or assessments; ages 16 to 65; all sexes. Box 75, Nevada, Mo. 324

For Sale—Shoe stock and fixtures. Four year lease on building. One of the best locations in the south for shoe business. For particulars address P. O. Box 745, Meridian, Miss. 323

For Sale—Clothing and furnishing goods stock, best town in Central Missouri. \$7,000 stock, good town of 20,000 population. Two good railroad shops. Best clothing stand in town. Established trade in city and country. Will stand investigation. Address Clothing, care Michigan Tradesman. 322

Exchange—Men's and boys' clothing and gents' furnishings (six months old) for shoes. A. & B. Leach, 248 Gratiot Ave., Detroit, Michigan. 321

For Sale—General store in inland town, fine farming country. Stock invoicing \$2,000, mostly new. L. E. Quivey, Fulton, Michigan. 320

For Sale—Only barber shop, confectionery and ice cream parlor in town. Doing good business. Good farming country. Box 73, East Leroy, Michigan. 314

Hotel fixtures: 30 rooms; in good Kansas town; long lease; \$600 will handle. Address Walter Messing, Abilene, Kansas. 313

Exchange—Two hundred and forty acre improved grain and stock farm in the corn belt of Indiana for a clothing or dry goods store in a good live place. August Dreifus, Monticello, Indiana. 312

For Sale—To close an estate, the George L. Granger drug business at Mt. Pleasant is offered for sale. The stock of drugs, medicines, toilet articles and sundries is complete. No better location in the city. Mrs. Emma Granger, Special Administratrix. 311

For Sale—Ice cream parlor, hotel and restaurant. For particulars address Bert Bridwell, Vestaburg, Michigan. 310

For Sale—Small stock bazaar goods in hustling little town of 500. For full particulars address No. 309, care Tradesman. 309

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—Shoe store, live town Southern Michigan. Nearly all Selz shoes. Address C., care Tradesman. 296

Location—Desirable for dry goods, clothing or variety store. Address G., care Tradesman. 297

Meat market, tools, fixtures, ice house and ice; only one here, good trade. Cheap if taken at once. C. S. Waters, Bannister, Michigan. 295

Your 20 word ad. in 100 magazines. Proof copy sent all for \$5. Send ad. at once for next issues. System Service Co., Kenton, Ohio. 308

A Gilt Edge Investment. The Interstate Oil, Gas and Development Co., of New Orleans, owners of valuable lands in the great Caddo oil field of Louisiana, having placed \$42,000 of its capital stock of \$60,000, offers a few more shares of Treasury Stock at par value (\$30 per share). Can be paid on installments. Drilling operations will begin at an early date. Don't miss this opportunity for a good investment. Address at once for full particulars, 402 Godchaux Bldg., New Orleans, La. 305

For Sale—A most unusual opportunity in the Northwest. Store, 30 x 90. Plate front, high-posted steel ceiling, plate glass across entire back. Broad office balcony across rear of store. \$20,000 business done with no advertising. Easily increased to \$30,000 or more. Rent, \$125 per month; lease, 3 years. Stock of clothing, hats, shoes and furnishing goods, \$8,000. Fixtures, \$1,300. Located in fast growing town Washington; 10,000 population; center of railroads, coal mining, lumber and farming interests. Great future. Stock in A1 condition. Established 3 years. Address Hammond Mortgage Co., Portland, Oregon. 303

For Rent—Modern store with sales basement, 46 feet front, 120 deep, best choice central location, suitable for ladies' ready-to-wear dry goods, etc. Population doubled last ten years, now 24,000. Nearest largest city, 200 miles away. Country and climate best. Geo. Ludwigs, Walla Walla, Wash. 302

Small grain elevator, coal, feed and flour business. C. E. Emery, Forest, Ohio. 301

For Sale—Complete set of tinners' tools, with 8 ft. brake and 8 ft. rolls, one large double oven, hotel range and a large quantity of hoes, spading forks, manure forks, miners' coal shovels, bar iron, bar steel, light and heavy sheets, wire rope, manilla rope, wrought iron pipe, valves and fittings, belting, packing, bolts, nuts and washers, anchors, chain and heavy hardware, strap and tee hinges. The Bialy Hwwe Co., Bay City, Michigan. 300

For Sale—Stock of furniture and wall paper at Empire, Michigan. Inventories \$1,200. Store well located. Rent of store and living rooms, \$10 per month. A good opportunity. Address J. R. De Vries, c-o H. Leonard & Sons, Grand Rapids, Michigan. 298

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 Company, 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 Drugs, 519 John St., Kalamazoo. 287

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

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

\$6,000 stock dry goods, shoes, groceries. Can be reduced to suit purchaser. Sales \$18,000; town of 300; best farming section in Iowa. No trades. Discount. Address P. E. Brown, Eldora, Iowa. 304

**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 Mdsc. Brokers, Jackson, Mich. 275

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

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

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

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. Autopress, Wayland, Mich. 65

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

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

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

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

**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

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

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

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

Try a "want ad." in the Tradesman and watch results.

## HELP WANTED.

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 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—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.

Wanted—Permanent situation as salesman, 12 years' experience in dry goods. Married man, age 28. Unquestionable references. Address Salesman, care Tradesman. 326

Position Wanted—As manager of grocery. Can furnish best of references. Address 265, care Tradesman. 265

## ORGANIZE

### Merchants—Organize

Get busy and join the

### Retail Grocers' and General Merchants' Association of Michigan

Write the State Secretary

for information and get the benefit of the Card Credit System adopted by the Executive Committee, March 24-25. Have a part in the distribution of a

ONE HUNDRED DOLLAR

Electric Coffee Mill

at the

State Convention, Lansing, February, 1915.

Our 1914 Slogan—

DOUBLE THE MEMBERSHIP

PRESIDENT

Wm. McMorris, Bay City

FIRST VICE-PRESIDENT

J. A. Lake, Petoskey

SECOND VICE-PRESIDENT

W. J. Cusick, Detroit

SECRETARY

Fred W. Fuller, Grand Rapids

TREASURER

Charles W. Grobe, Flint

BOARD OF DIRECTORS.

Charles Wellman, Port Huron

L. W. Schwemer, Saginaw

M. C. Goossen, Lansing

G. W. Faulmann, Detroit

Leonard Seegar, Cadillac

## Safes That Are Safe

**SIMPLY ASK US**

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

**SAFE SAFES**

**Grand Rapids Safe Co.**

**Tradesman Building**



**BANKRUPTCY MATTERS.**

**Proceedings in the Western District of Michigan.**

Grand Rapids, June 15—In the matter of Frank J. Cook, voluntary bankrupt, Grand Rapids, the first meeting of creditors was held this date. Claims were allowed and the matter was adjourned to July 20, and the bankrupt ordered to appear for examination. There are no assets in this estate not claimed to be exempt by the bankrupt and the liabilities aggregate in the neighborhood of \$25,000.

June 16—In the matter of Le Roy A. Smith, voluntary bankrupt, Grand Rapids, formerly operating a small confectionery store, the first meeting of creditors was held this date. Claims were allowed. By vote of creditors Charles H. Lillie, of Grand Rapids, was elected trustee and his bond fixed at \$200. Lewis T. Van Winkle, Charles R. Green and John H. Hilding, all of Grand Rapids, were appointed appraisers. The first meeting was then adjourned to July 20. The assets of this bankrupt consists of a small amount of fixtures suitable for the confectionery business.

In the matter of Edward Hiemenga, bankrupt, Grand Rapids, the trustee has this day been authorized to accept a part payment of the claim of this estate against the estate of Duke Van Dyke, deceased, amounting to \$1,110.68. The first report and account of the trustee is expected within a few days, upon the receipt of which a special meeting will be called and the first dividend declared and ordered paid to creditors. The only asset of this estate is this claim for work, labor and material against Duke Van Dyke, deceased, totaling about \$1,500. The claims are few and the estate should pay a substantial dividend to creditors.

June 17—In the matter of the Grand Rapids Motor Truck Co., bankrupt, Grand Rapids, a special meeting for the purpose of hearing contested claims was held this date. Claims in this matter have now nearly all been disposed of and it is expected that the trustee will soon institute suit against certain of the stockholders for alleged unpaid stock subscriptions. If this suit is successful, the estate will pay a substantial dividend to creditors, but if the trustee is defeated in this matter the dividend to general creditors will be a very small one.

June 18—In the matter of the Gelder Millinery Co., bankrupt, Grand Rapids, the first meeting of creditors was held this date. This bankrupt is the owner of eight stocks of millinery located in Grand Rapids at the Norton and Green stores and at stores in Muncie, Indiana, Findlay, Cincinnati, Dayton, Toledo and Lima, Ohio. The claims filed against the estate were allowed and the objected claims referred to the trustee for investigation and report. Heber A. Knott, receiver, made a verbal report, which was by vote of creditors approved. A resolution was adopted by the creditors authorizing the receiver to continue operation of the stores in his capacity as receiver until July 22, and to purchase new merchandise not to exceed in amount \$1,000. By the unanimous vote of creditors present and represented, John Snitser, of Grand Rapids, was elected trustee and his bond fixed at \$5,000. The inventory taken by the receiver was filed showing total assets of about \$18,000. The liabilities are about \$20,000.

In the matter of Edward E. Taylor, bankrupt, Grand Rapids, the first meeting of creditors noticed for this date has been adjourned to July 24.

Fred C. Jacobs, of Frankfort, Benzie county, has filed a voluntary petition in bankruptcy and the adjudication made, and matter referred to Referee Wicks for administration. The estate has no assets and the liabilities are listed at \$759.59. The creditors are listed as follows:

Bank of New Lathrop .....	\$210.00
A. L. Dryer, Marion .....	7.33
Isabella County State Bank, Mt. Pleasant .....	40.00
Isabella County Savings Bank, Mt. Pleasant .....	15.00
Piper & Lowery, Marion .....	9.00
Temple Mfg. Co., Temple .....	8.50
Geo. A. Moody, Park Lake .....	14.00
G. McLaughlin, Cadillac .....	6.25
Frederick & Sales, Frankfort .....	18.00
Dr. Kinney, Frankfort .....	10.00
Russell & Poland, Mt. Pleasant ..	2.50
Frankfort Grain Co., Frankfort ..	23.00
Hummell & Toyette, Mt. Pleasant ..	8.00
Johnson & Honeywell, Mt. Pleasant	2.46
B. Grosenfelt, Mt. Pleasant .....	3.92
J. A. Kinney & Son, Mt. Pleasant ..	76.63
Johnson Bros., Mt. Pleasant .....	10.70
L. N. Marsh, Mt. Pleasant .....	3.00
C. F. Marsh, Mt. Pleasant .....	4.00
J. F. Faulkner, Mt. Pleasant .....	6.00
J. Rowan, Mt. Pleasant .....	2.75
W. E. Lewis, Mt. Pleasant .....	9.15
S. Potter, Mt. Pleasant .....	2.65
J. A. Hendricks, Mt. Pleasant .....	19.00
Dr. Burch, Mt. Pleasant .....	14.00
Dr. Pullen, Mt. Pleasant .....	9.75
Dr. Bronstetter, Mt. Pleasant .....	5.00
Union Tel. Co., Mt. Pleasant .....	5.00

Marion State Bank, ..... 120.00  
 J. A. Kenny & Son, Mt. Pleasant 91.00  
 June 19—In the matter of the Plamer Auto Co., bankrupt, Hart, the final meeting of creditors has been adjourned to July 23.

June 22—In the matter of John E. Truman, bankrupt, Manton, the special meeting of creditors set for this date for the purpose of declaring the first dividend has been adjourned to July 23.

June 23—In the matter of Lowrie & Coles, bankrupt, Traverse City, the final meeting of creditors was held this date. Claims were allowed and the first and final dividend ordered paid to creditors. The dividend will be a very small one.

In the matter of the Champion Quick Repair Co., operated and owned by L. J. McNaughton, Lowell, the involuntary petition in bankruptcy made by creditors against this bankrupt has been referred to the referee for administration after having been adjudicated by the court. The receiver has appointed R. E. Springett, Lowell, as custodian. Order has been entered for the bankrupt to file his schedules within ten days from this date.

**St. Joseph Referee.**

St. Joseph, June 12—In the matter of Herbert L. Levey, Harry J. Lewis and Levey & Lewis, a copartnership, bankrupt, of Kalamazoo, the trustee filed his final report and account, showing total assets of \$323.58 and disbursements of \$26.50, leaving a balance on hand of \$297.08. An order was entered by the referee calling a final meeting of creditors at his office on June 27, for the purpose of passing upon the final report and account and the declaration and payment of a dividend providing there are funds upon which to declare a dividend. Creditors were also directed to show cause why a certificate recommending the bankrupt's discharge should not be made by the referee.

June 15—In the matter of Louis Van Huis, bankrupt, of Kalamazoo, an order was entered by the referee directing the bankrupt to show cause on June 27 why his petition should not be dismissed for want of prosecution, it appearing that the bankrupt had made no effort to advance funds for the calling of the first creditor's meeting, although the adjudication occurred more than nine months ago.

June 16—In the matter of the Michigan Buggy Company, bankrupt, of Kalamazoo, an order was entered by the referee adjourning the examination of the officers of the bankrupt for a period of sixty days.

June 19—Willis Meredith, of Kalamazoo, a retail dealer in coal and wood, filed a voluntary petition and he was adjudged bankrupt and the matter referred to Referee Banyon, who was appointed receiver to take care of the bankrupt's assets until the first meeting of creditors. An order was entered by the referee appointing Roscoe G. Goembel, of Kalamazoo, custodian. The schedules of the bankrupt disclose the following assets and liabilities:

Kalamazoo .....	\$342.39
G. R. & I. Ry. Co., Grand Rapids	169.81
Woodhams, Oakley, Oldfield Co., Kalamazoo .....	125.00
Rai River Coal Co., Cleveland ..	162.19
Chas. W. Ambrose Co., Bay City ..	64.14
American Coal & Coke Co., Detroit	160.93
W. C. Alwater Coal Co., Cleveland	192.51
Lehigh Valley Coal Co., Buffalo ..	545.59
Middle West Coal Co., Chicago ..	351.94
A. Mulholland, Reed City .....	173.97
Kalamazoo Gas Co., Kalamazoo ..	65.00
Kalamazoo National Bank, Kalamazoo .....	127.83
<b>Total .....</b>	<b>\$2,038.91</b>
<b>Assets.</b>	
Cash on hand .....	\$192.65
Stock in trade .....	300.00
Account receivable .....	782.05
Other assets .....	332.00
<b>Total .....</b>	<b>\$1,606.70</b>

June 20—In the matter of James Ingersoll Day, bankrupt, of Decatur, an adjourned first meeting of creditors was held at the referee's office. Certain creditors filed objections to the allowance of the claim of Maurice Wallbrun for the sum of \$1,500, secured by chattel mortgage upon the assets of the bankrupt, and an order was entered by the referee for a hearing on said objections at his office on June 30. The bankrupt was allowed to amend his schedules to include the claim of the First State Bank of Decatur. The first meeting was then further adjourned for thirty days.

**Correct.**

A paper received from a reader the following query: "What do you think is the matter with my hens! Every morning when I go to feed them I find two or three of them lying on their backs, stiff as buckrams." The editor's reply was to the point: "We are afraid that your hens are dead,"

**Domestic Ideals Lead to Extra Burdens.**

That the high cost of living is really and more strictly, the cost of high living, has been stated and pretty well proved on analysis again and again, but probably nowhere more forcibly than by Fred Mason at a recent banquet of the Ann Arbor Retail Merchants' Association. Mr. Mason sounded a strong blast to summon back to the simplicity of the past, the mad rush of to-day and to show that in the general scramble for luxury, the merchant is unjustly blamed for the increasing expense of ordinary existence.

"It makes me hot," said Mr. Mason, "when I read of the attacks made upon the merchant or middleman and see him assailed as the cause of this high cost of living.

"I was raised on a farm out in Minnesota, and I can remember how modestly we lived. We used to go to church and benefit by what we learned there and it didn't cost us much. No we go to church and vie with each other to see who can wear the best clothes and put up the best appearance. We want the preacher who draws the biggest salary, but do you think that we get any more good from attending church now than we did when we were more humble in our tastes?"

"When I was a kid if we wanted a good time we would throw a lot of straw into the bottom of a sleigh, call around at the houses of the different boys and girls and wind up at the country school house, where we would have a dance and what modern dance is there that is prettier than the Virginia reel? For refreshments we would have some doughnuts, pop corn and cider.

"Now, when the young people want to go to a dance, what do they do? The young man thinks he must have a carriage, furnish flowers and candy for the lady and regardless of the salary he is earning, spends an amount of money out of all proportions to his income. All of this is added to the high cost of living.

"I remember that we used to sell calico for from 12 to 15 cents a yard and when people had a dress made from this material, they could consider themselves well dressed. In the old days I remember how my mother used to have the other ladies come to our house to attend the sewing circle. They used to take a personal interest in each other's affairs and the subjects that they talked about were wholesome and uplifting.

"Now if one of our wives wants to have an afternoon tea, she must call up her grocer and get all of the finest delicacies for her luncheon in order to outdo the lady who gave the last reception. She will pay up to a hundred dollars for a gown that doesn't cover nearly as much of her as that calico dress in which I used to think my mother used to look so beautiful. These increased expenses are also charged up against the high cost of living and the business man is blamed for it.

"It isn't an increase in the neces-

saries of life that has caused the high cost of living, it is the expense connected with the service which customers demand and the big increase in the amount which we spend for luxuries. The merchant is blamed for everything that enters into the higher standard of living, whereas he ought to be rewarded for his many charities.

"We hear a great deal about what Andrew Carnegie and Rockefeller give in philanthropic work. Without in any way detracting from the contributions which these men have made to charitable causes you could take the total of their gifts multiplied by 100 and you wouldn't reach the amount that has been given to the poor and needy by the retailers of this country.

"I believe that the majority of people are honest, but a great many of them have been made dishonest because it was so easy for them to get credit. I believe in the credit system, properly conducted, for the man who sells for cash can never feel that the trade of any customer belongs to him. A good credit customer, however, is an asset to any store. She has confidence that she will get absolutely fair treatment and she gives that store all of her trade.

"Let us have confidence in one another, be consistent in our actions and co-operate in improving the conditions under which we do business."

**Quotations on Local Stocks and Bonds. Public Utilities.**

	Bid.	Asked.
Am. Light & Trac. Co., Com.	338	342
Am. Light & Trac. Co., Pfd.	107 1/2	110
Am. Public Utilities, Pfd.	71	74
Am. Public Utilities, Com.	45	49
Cities Service Co., Com.	82	84
Cities Service Co., Pfd.	72	75
Citizens Telephone Co.	76	80
Comw'th Pr. Ry. & Lt., Com.	58 3/4	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.	67	69
United Light & Rys., Com.	65	67
United Light & Rys., Pfd.	74	76
United Lt. & Ry. new 2nd Pfd.	67	69
United Light 1st and ref. 5% bonds		89
<b>Industrial and Bank Stocks.</b>		
Dennis Canadian Co.	99	102
Furniture City Brewing Co.	60	65
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 17, 1914.		

**BUSINESS CHANCES.**

Sale or Exchange—\$5,500 stock of clothing, shoes and furnishings in a good country town. Would exchange for clear farm of equal value or larger general store, security for balance. Address No. 329, care Tradesman. 329

Wanted—Some glass dry goods counters and a few show cases. Address Oscar Sundstrom, Newberry, Michigan. 332

Wanted—Grocerymen and druggists to handle our Anthie non-poisonous ant exterminator. Sure shot. Big profit. Salesmen please write. Address Noremman Chemical Co., Cameron, Mo. 331

**HELP WANTED.**

Wanted—First-class salesman, one who understands clothing, shoes and gents' furnishings thoroughly. Must be able to trim good windows. Good wages and steady position to the right party. Address A. Lowenberg, Battle Creek, Michigan. 330

**Overalls and Jackets**

Prices \$4.25, \$5.00, \$7.35, and \$8.00 per doz. Samples at dozen prices plus 5c postage. Superior Overall Co., Detroit Mich.



The  
**“Pure Foods House”**

ALL GOODS bought  
of us will measure up  
to the highest standards  
of PURITY. 🌿 🌿 🌿

Quality First



**JUDSON GROCER CO.**

The Pure Foods House  
GRAND RAPIDS, MICHIGAN

**El Portana Cigar**



This is Size No. 5  
**THE POPULAR SHAPE**  
Handled by all jobbers—sold by all dealers

**G. J. JOHNSON CIGAR CO.** Grand Rapids

**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.

---

# ARGO

CLOSS  
Starch

*The Big Package that  
Captured the Country*

ARGO the clean package starch that is saving the grocer's time—spent in weighing and packing.

Argo is the starch that is saving the grocer's profits—no more wastage and dirt-spoiled bulk stock.

Argo is the starch that is displayed in a prominent place by every dealer who knows a quick selling, easy-handling staple when he sees it.

There is a bonus in free goods for these live grocers. Ask your jobber to ship you at once an order subject to this special allowance.

CORN PRODUCTS REFINING CO.  
NEW YORK



---

## Safety First

---

In buying goods for a store, the first consideration is SAFETY.

The twin dangers are: *Paying too much and overstocking.*

Merchants go to the wall every year because they *buy* too much in an effort to avoid *paying* too much.

You can be safe from both of these perils during July if you have our July catalogue of General Merchandise. The net guaranteed prices in this catalogue will show you how to own your goods at *rock bottom* without buying more than you know YOU can use.

Don't run by this signal! Safety first!

---

## Butler Brothers

*Exclusive Wholesalers of General  
Merchandise*

NEW YORK   CHICAGO   ST. LOUIS  
MINNEAPOLIS   DALLAS