

### Same Hurrah

Same old Fourth  
 Day of July;  
 Same old Eagle—  
 Let him cry!  
 Same old Rockets,  
 Let 'em fly!  
 Same old pinwheels,  
 Same old noise  
 Made with 'crackers  
 By the boys.  
 Same old flag—  
 Same hurrah!  
 Same old blisters  
 Dressed by ma!  
 Same tired out  
 Boys and girls—  
 Hair next morning—  
 How it curls.  
 Same experience  
 Once a year!  
 Burns up millions!  
 Yet not dear.  
 Same old promise  
 To reform—  
 Start next year  
 At early morn.  
 Make same noises—  
 Recompense:  
 Though we're older  
 No more sense!  
 Always happy  
 'Merican boy,  
 On the Fourth  
 Day of July.  
 Will V. Tufford.

### The Flag Goes By

Hats off!  
 Along the street there comes  
 A blare of bugles, a ruffle of drums,  
 A flash of color, beneath the sky;  
 Hats off!  
 The flag is passing by.  
 Blue and crimson and white it shines  
 Over the steel-tipped, ordered lines.  
 Hats off!  
 The colors before us fly;  
 But more than the flag is passing by  
 Sea fights and land fights, grim and great,  
 Fought to make and save the state;  
 Weary marches and sinking ships;  
 Cheers of victory on dying lips.  
 Days of plenty and years of peace;  
 March of a strong land's swift increase;  
 Equal justice, right and law,  
 Stately honor and reverend awe.  
 Sign of a Nation great and strong  
 To ward her people from foreign wrong;  
 Pride and glory and honor—all  
 Live in the colors to stand or fall.

Hats off!  
 Along the street there comes  
 A blare of bugles, a ruffle of drums;  
 And loyal hearts are beating high:  
 Hats off!  
 The flag is passing by!

*Henry Holcomb Bennett.*

# 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.

Good Yeast  
Good Bread  
Good Health

Sell Your Customers  
**FLEISCHMANN'S**  
YEAST

# Summertime Is Tea Time

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

We recommend our

# PEERLESS



## ICED TEA BLEND

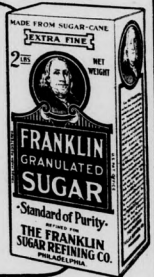
As the acme of perfection. Scientifically blended specially  
for Iced Tea, from the choicest growth of Ceylon and India.  
Put up in handsome 10 lb. caddies.

The Pure Foods House

**JUDSON GROCER COMPANY,** Grand Rapids, Mich.



**BREAK AWAY**  
*from the*  
**BARREL**



**And Know Where You Stand on Your Sugar Sales!**

Selling FRANKLIN SUGAR in CARTONS is not only profitable because it saves you the cost of bags and twine and the loss from overweight, but it's the EASY way to sell sugar. It saves you a lot of time and bother, and, why shouldn't you save yourself if you can? There's enough hard work in a grocery store without doing any that is no longer necessary; instead of bothering with a barrel of bulk sugar that must be weighed out and bagged, why not stock up with FRANKLIN CARTON SUGAR? It's as easy to handle as a can of tomatoes, there's no work about it, no bother. The neat, handy, dust-proof cartons will please your customers just as much as their convenience will please you. 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.



# 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, JULY 1, 1914

Number 1606

## SPECIAL FEATURES.

Page	
2.	Men of Mark.
3.	Doings in Michigan Cities.
4.	News of the Business World.
5.	Grocery and Produce Market.
6.	Upper Peninsula.
7.	Honks From Auto City Council.
8.	Editorial.
9.	Cost of Doing Business.
10.	Financial.
14.	Detroit Detonations.
18.	Practical Retail Salesmanship.
20.	Show Card Writing.
22.	Butter, Eggs and Provisions.
24.	Dry Goods.
26.	Hardware.
28.	Woman's World.
30.	Good Rule To Go By.
32.	The Meat Market.
34.	Shoes.
36.	Half a Hundred Years.
39.	Clothing.
40.	The Commercial Traveler.
42.	Drugs.
43.	Drug Price Current.
44.	Grocery Price Current.
46.	Special Price Current.
47.	Business Wants.

## MUSSELS NOT APPRECIATED.

Mussels grown in salt water for food and mussels grown in fresh water for their pearl is an industry that is being encouraged by the Department of Commerce through the Bureau of Fisheries. The growing of mussels in fresh water for their pearl to be used in making buttons is a considerable industry in the Mississippi Valley, especially in Iowa.

The Department has announced that the mussel grown in salt water has a nutritive food value and is being introduced as a sea food in restaurants of the cities on the Atlantic Coast. The value of the Mississippi Valley mussel industry is now computed at from \$8,000,000 to \$10,000,000 annually and employs several thousand people. The Department of Commerce has asked for additional appropriations for this work. It is expected that Congress will include it in the annual appropriation measures. Advocating the appropriation, Secretary Redfield said:

"The sea mussel is eaten in great quantities in Europe, but almost not at all here. It exists in countless tons all along our coast and is a delicious and a very cheap source of food, almost entirely unutilized. We determined that we would try to introduce it into the markets of this country within the past year and we began by furnishing them to certain hotels.

"They use them in a variety of ways fresh. We concluded that that was not the way to reach the average man with this very cheap grade of food, and the suggestion was made to use push carts to introduce it to the humblest citizens. We started that work and have been carrying it on with placards marked: 'Sea mussels recommended by the Bureau of Fisheries, and it has taken hold and is spreading.'

It was pointed out that the sea mussel is very good during the summer when the oyster is out of sea-

son. The mussel is also just as nutritious as the oyster. There are 400,000,000 pounds used in France every year. Holland exports \$1,000,000 worth of mussels to the London market alone every season and Belgium has an enormous output.

The Department admitted that the Mississippi Valley mussel is not a food fish, but it has been established so that its shell has a value in the making of pearl buttons. Methods have been devised to produce the pearl button mussel in enormous quantities. Last year the Bureau of Fisheries planted 150,000,000 of these young mussels in fifteen localities.

## GROCERY TRADE ECONOMICS.

A thorough going, country-wide study of the retail grocery trade, in co-operation with the grocers themselves, has been undertaken by the Bureau of Business Research of Harvard University. A preliminary study, as a result of which this decision was reached, has already been made in Massachusetts and Rhode Island.

This investigation will follow the same general lines as the University's study of the retail shoe trade which has been in progress since the fall of 1911, and for which detailed information has already been obtained from over 650 retail shoe stores in twenty-six states and Canada. The object is to collect facts about business, the actual costs of retailing, and the policies adopted by retailers in handling their problems.

For establishing comparative standards a uniform system of accounts is essential. Hence such a system similar to the Harvard system of accounts for shoe retailers is being prepared for the grocery trade. In its preparation the advice of successful grocers will be followed. The cumulative experience of the bureau in its study of the shoe trade and preliminary investigations of other commodities will be utilized.

Stock-keeping methods and means for increasing the rate of turn-over will be studied. And there will be a comprehensive enquiry into the other special problems of the grocery trade. Agents will be sent out to gather information directly from the retail grocers. When sufficient progress has been made, a summary of the results will be published. Thus the experience of many grocers of varying degrees of ability will be summarized on a comparable basis and practical standards set up.

Harvard has undertaken this study in order to obtain a better knowledge of present-day business methods to aid in the scientific teaching of business. It does not claim that retailers are getting an unwarranted profit nor aim to make any sensational disclosures. The work will be conducted with impartially and the information obtained will be treated

as confidential. The figures will later be furnished to the trade for the mutual benefit of all and will not reveal the source of the figures.

## MUNICIPAL MARKETS ABROAD

There is not much new under the sun and Uncle Sam does not monopolize all the mercantile problems of the time. In fact his own troubles are substantially the same in other lands and a report from Consul General William Coffin, stationed at Budapest, Hungary, tends to prove that Hungarians are experimenting with the municipal marketing scheme with many points of analogy to our own experiences. It appears, according to his report, that the municipal council of the city of Miskolez, Hungary, has decided to establish and operate in that city a municipal meat market and has voted in this connection the expenditure of \$1,250. The object is to make possible the sale of meat at reasonable prices and thus prevent the private meat markets from earning excessive profits.

The proprietors of the meat markets in Miskolez, just as they do in America, have protested against the action of the municipal council and have appealed to the Minister of the Interior, but inasmuch as such municipal meat markets exist in various cities in Hungary, it is not expected that the Minister will prevent the establishment of the municipal meat market in Miskolez. In such markets, as well as in the municipal bakeries and municipal dairy establishments in Budapest and other Hungarian cities, prices are adjusted so that there is a reasonable profit for the city and at the same time independent establishments are prevented from making excessive profits.

It sometimes seems to the thoughtful observer of events as if everything in the fabric of business were to be broken down—the old ideas of property-holding subverted by socialism, the Government to take over functions which it is incapable of performing satisfactorily, the profits on business enterprise limited, the motive for action taken away and the loafer to supersede the active man as the winner of the prizes of life. Much has happened to encourage this belief and to discourage the honest worker and the fair minded capitalist. But this country always has turned from the bad things and gone forward to the good things and we may feel sure that that will happen in the present instance. Patience will be required, but the man who holds steadily in view that America is America still, and who governs his policies accordingly, will be awarded by a recovery of our affairs to a normal condition.

Pleasure is mostly brainless activity.

## LATEST SEA FOOD PRODUCT.

The latest food product proposed is the "belanus aquilla," or giant barnacle, according to Prof. Trevor Kincaid, head of the department of biology at the University of Washington.

According to the Professor, last summer at the Friday Harbor marine experiment station a hungry summer student cookingly experimented with scallops, mussels, sea cucumbers, sea urchins and different specimens of clams by boiling them. He ate them and survived all these gastronomic tests, but the exquisitely superior flavor of the belanus aquilla lingered longest on the point of the student's palate. He next beguiled Prof. Kincaid into sampling the barnacle, and so pleasurable was the effect on the man of science that he has voluntarily become publicity agent for this humble, marine incubus. He says:

"They were delicious. We ate barnacles during the remainder of the summer season. If a demand for them could be created, canning the giant barnacles should be profitable. They are common in the waters of Puget Sound, and they can easily be transported alive some distance."

The question as to what, under such general business conditions, caused the Claffin suspension, will be more clearly answered as the process of straightening out the entanglements of the company proceeds. What is already apparent, however, is that the Claffin Company, during the dozen past year especially, had engaged in the process of combining separate undertakings on a scale which led to the whole enterprise getting out of hand. In its way it was part of the combination craze which pervaded all of our industries in 1901, with deplorable results to many of the "promotions" of the period. The violent re-adjustment of 1903 was largely due to the breakdown of a number of such combinations which had tried their experiment with inadequate working capital, and which had trusted to discount facilities at the banks to pull them through. In the case of the Claffin Company, the process turned out to be workable for a longer period, undoubtedly because of the long-standing credit and prestige of the parent concern and because both it and its subsidiaries were personally well known to lending institutions. But there is abundant reason for believing that the precarious nature of an intricate trade combination, financed on the plan applied to the smaller individual merchant, has been manifest almost from the start, and has been a recurrent menace in every time of slackening trade or credit disturbance.

## MEN OF MARK.

**C. H. Bender, President Michigan Bankers' Association.**

We are apt to look upon him who inherits wealth as fortunate, but it is a question if on the average it is not the man who inherits the right to work, provided he also have a sound body and an active mind, who is the fortunate one.

It is often said that any one will develop what is in him, but it is a fact that circumstances often develop a man and as between those of apparently equal ability and ambition, the one thrown upon his own resources will develop a self reliance and initiative and a command of men and things which the other may never secure.

Charles H. Bender was born at Batavia, N. Y., Sept. 11, 1860. His father and mother were both natives of Germany—his father having been born in Diedesheim and his mother in Baden-Baden—and he inherited the sturdy independence and personal dependableness which have always been characteristic of the German people. Mr. Bender was the youngest of a family of ten children, all of whom have passed away except the oldest and the youngest. Mr. Bender's father was a contracting painter and decorator and enjoyed an excellent reputation in the city of his adoption for honesty and integrity.

When Mr. Bender was 14 years old he felt the necessity of seeking a broader field than that presented by his native city. He therefore went to Rochester, where he attended a private school for about a year. He then went to Buffalo, where he entered the office of Slocum & Thornton, court stenographers, to acquire a knowledge of the stenographic profession. By close application and constant effort, he soon became an expert shorthand reporter, establishing an enviable reputation with his employers and the court officers with whom he served. His career in Buffalo forms a correct index to the character of the man. In the first place, he concluded that he should no longer be supported by his father, who was not burdened with a surplus amount of worldly goods, because he depended upon his daily labor for the support of himself and family. He started in as office boy, performing the menial duties which usual accompany such a position. He noted that the firm had a large number of small accounts on its books and solicited an opportunity to collect them. He was so successful in this undertaking, and was so faithful in his other duties to the firm, that his salary was increased to \$8 a week within a month after he entered the office. Nor did his activities end when the day's work was done. He attended night school for several years, acquiring a thorough knowledge of Latin, algebra, geometry and history, thus laying the foundation for a liberal education which served him to useful purpose in his chosen

occupation. During the last year he attended this school the German teacher died and he took charge of the German classes as regular instructor.

Mr. Bender came to Grand Rapids in 1881 and entered the employ of the late Melbourne H. Ford, who was then regarded as one of the foremost court reporters in the country. After continuing in this capacity for about a year, he formed a partnership with Mr. Ford in the spring of 1883 under the style of Ford & Bender. On the retirement of Mr. Ford to engage in the practice of law, Mr. Bender conducted the business alone for a time and then took in a partner in the person of Dar Luther under the style of Bender & Luther. Mr. Luther subsequently retired, after which Mr. Bender continued the business on his own account for a time, in the meantime em-

Bank and the National City Bank, he became Vice-President of the consolidated institution. On account of the long-continued illness of President Wylie and the frequent absence of Chairman Waters, on account of his acting as one of the receivers of the Pere Marquette Railway, the responsibility of directing the affairs of the Bank largely rest on his shoulders, and it goes without saying that he discharges every duty with credit to himself and with satisfaction to the officers, stockholders and customers of the Bank. He is also Vice-President of the City Trust & Savings Bank.

When it was decided to hold the next meeting of the Michigan Bankers' Association in Grand Rapids, it was in order to select a Grand Rapids banker for President of that organization. Mr. Bender was loath to accept the position under the cir-

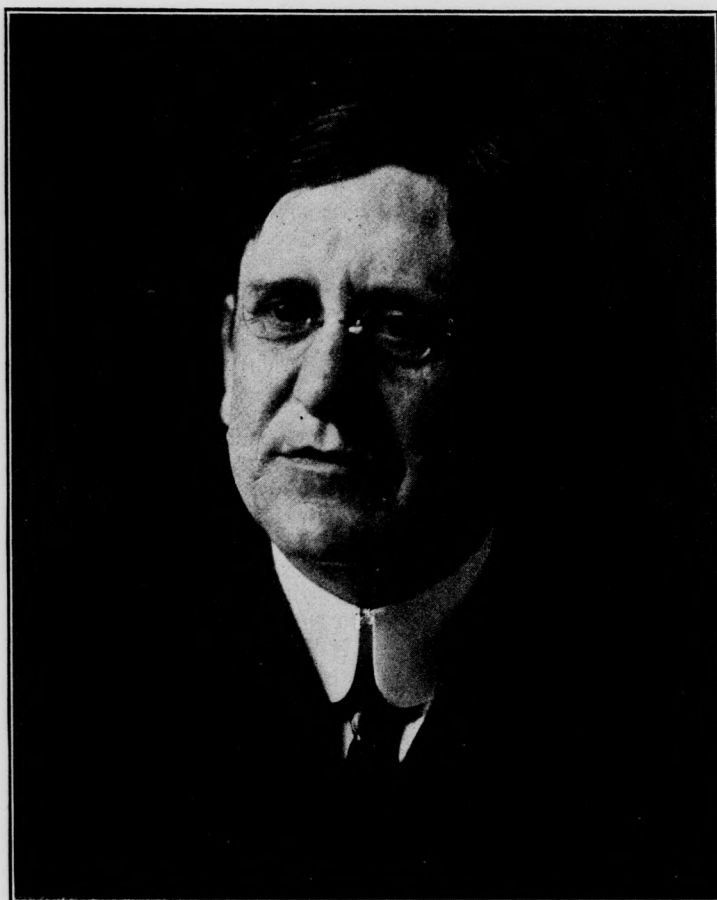
Sweet and acted as presiding officer the fifth year for a second time. With the exception of Mr. L. H. Withey, Mr. Bender is the only man who has served on the Board for ten consecutive years. He took much interest in the work and gave it a great deal of time. One of the things that he feels especially proud of is that he was the first one to suggest the election of Harvey Carr for Superintendent of Police. He is more proud of his accomplishment in that direction than of anything else he did while a member of the Board. He remembers very distinctly approaching Mr. Carr on the matter twenty-one years ago and recalls how reluctant Mr. Carr was to accept the position until he had assured himself, and been assured by his friends, that he was competent to undertake the difficult duties that would devolve upon him as Superintendent. Mr. Bender made the selection because of his actual knowledge of the sterling honesty of the man and is naturally very much gratified to realize that, although Mr. Carr has been in a position which saps the manhood of many men, he has kept his hands clean and will retire from the office this year without a breath of suspicion ever being uttered against him. Mr. Bender always took a decided stand on every progressive measure which came before the Board and came to be regarded as a strong factor for law and order.

Mr. Bender is a Jury Commissioner of the United States Court, having been appointed to that position two years ago by Judge Sessions.

Mr. Bender was one of the incorporators of the Kent Country Club and has been a director and Secretary ever since the Club was established. He is also a long-time member of the Peninsular Club. He is a member of Grace church and served that organization as vestryman for thirteen years.

Mr. Bender was married February 5, 1891, to Miss Sallie Knapp, whose father had been rector of Grace church for several years prior thereto. Two children have joined the family circle—Theodore, age 22, who will graduate from the engineering department of the Michigan University in 1916. He is pursuing the architectural course. The other child, a daughter, Miss Josephine, will graduate on the literary course at Vassar College with the class of 1916. The family reside in their own home at 221 South Union avenue.

Mr. Bender has no hobby but golf, of which game he is a devoted adherent and acknowledged expert. He is an unusual combination of the shrewd financier and the amiable companion. He is conspicuously successful in life, accumulating by reason of native ability a goodly fortune and rising from the lowly ranks of a toiler in the courts to the possession of a competence and its comforts. He has made his way in the world without trampling down those along his pathway, and has preserved the gentle characteristic and the good will



CHARLES H. BENDER

ploying Joseph H. Brewer to assist him. Mr. Brewer subsequently became a partner under the style of Bender & Brewer, which relationship continued about twelve years, being dissolved by the action of Mr. Brewer to engage in the bond and stock business under the style of Kelsey, Brewer & Co.

Seven years ago Mr. Bender was elected a director of the Grand Rapids National Bank. He acted on the theory that a director is elected to direct and became so useful to the Bank in his new connection that before the end of the year he was elected a member of the Executive Committee. In May, 1910, he was elected Vice-President of the Bank and on the merger of the Grand Rapids National

Bank and the National City Bank, he became Vice-President of the consolidated institution. On account of the long-continued illness of President Wylie and the frequent absence of Chairman Waters, on account of his acting as one of the receivers of the Pere Marquette Railway, the responsibility of directing the affairs of the Bank largely rest on his shoulders, and it goes without saying that he discharges every duty with credit to himself and with satisfaction to the officers, stockholders and customers of the Bank. He is also Vice-President of the City Trust & Savings Bank.

When it was decided to hold the next meeting of the Michigan Bankers' Association in Grand Rapids, it was in order to select a Grand Rapids banker for President of that organization. Mr. Bender was loath to accept the position under the cir-

to humanity that many lose in the struggle for success.

Mr. Bender stands for the best things in the community, State and Nation. He is not a professional reformer and never fought for personal gain. In every public movement he has the interests of the public at heart as he sees them and works for them with rare disinterestedness according to his light. He shines resplendently in comparison with many self-seeking reformers who have tried to change existing conditions for their own personal advancement or gain.

**What Some Michigan Cities Are Doing.**

Written for the Tradesman.

Holland is growing, the school census showing 154 more pupils than last year.

Dr. Rockwell, head of Kalamazoo's health department, after exhaustive investigation, recommends that garbage be disposed of by incineration as soon as a suitable plant can be built. He advises that householders be charged \$4 a can per year, that the ordinance be amended to provide for draining and wrapping of garbage and that the contract for its collection be awarded to lowest bidder.

The Frankfort Board of Trade has been in conference with Ann Arbor railroad officials in regard to needed improvements in the harbor. A wider channel is urged, also the construction of breakwaters, and these improvements will give Frankfort one

of the best harbors on Lake Michigan.

The paper mill at Munising is being enlarged and a high grade bond paper will be added to the product.

Benton Harbor is entering the street paving business on its own account, having purchased equipment for laying asphaltic concrete pavements.

Chesaning will vote on the question of a bond issue of \$8,000 to extend the water mains.

Charlotte people have been notified that they must not use city water during fires.

A pickle salting station will be built at Belding by the Keokuk Co., contracts for upwards of 100 acres of cucumbers having been secured with farmers.

Free delivery of mail went into effect at Grand Ledge this week, with three carriers.

The South Bend Business Men's Association, 150 strong, will visit Benton Harbor and St. Joseph July 15, making the trip in special inter-urban cars.

Casnovia has fixed upon a home coming celebration to be held Aug. 19. It will be a rouser.

Coldwater will celebrate on July 4, with flights by bird men and other big doings.

Hancock has a new \$15,000 industry, the Eilertson Manufacturing Co., maker of a household specialty.

The school census at Manistee shows a loss of 221 children, as compared with last year.

Things are moving at the Rock Products plants, Charlevoix, and six new lime kilns will be in commission by fall.

Battle Creek is still considering plans for a municipal gas plant. One expert has offered to tell the city what he knows about gas plants for \$2,200, and he was turned down. Another expert estimates that such a plant will cost the city over a million dollars and the figures nearly upset the city commission.

Muskegon Heights is growing. So far this year 142 new houses have been built, as against a total of 148 during 1914.

Kalamazoo will bow to no city of its size in the world in respect to its electric light plant. The system complete has cost \$161,232.80.

The twin cities of St. Joseph and Benton Harbor will have a fourth boat line to Chicago, starting July 1. The Israelites will put on a boat carrying both freight and passengers, and the management announces that it will not cut rates.

Saginaw's traffic bureau will begin operations July 1, with W. R. Work and Chas. Fretz in charge. This bureau will be operated in connection with the Board of Trade.

According to the new directory Lansing has gained 1,000 in population since a year ago.

Almond Griffen.

Many a woman loses a good friend when she acquires the pinnacle of fame.

**Simplicity in the Manufacture of Candy.**

The child finds sugar in its mother's milk and so acquires the taste early. We should not, therefore, be indifferent to the demands of the sweet tooth. But we should strive to minister to its wants in a rational manner and in a way promoting health.

Simplicity in candies is to be recommended, as it is in foods. I am not a believer in preparing candy in such a way as to make it a confection. The health and the taste to the child are best served by a simple product. The ideal candy would be a sugar so manipulated as to make it attractive to the eye. It is possible to make from pure sugar as great a variety of candies as the needs of the growing child, and even of the adult, require.

I consider pure candy to be a wholesome diet for children 2 years old or over, provided it is given in extreme moderation, so as not to unbalance the ration.

As soon as the mothers of this country consistently and persistently demand of the tradesmen absolutely pure candies they will greatly hasten the time when such products will prevail.

Harvey W. Wiley.

**He Should Worry.**

A pompous individual stopping at a leading hotel asked a waiter: "Is this a pork chop or a mutton chop?" "Can't you tell by the taste?" replied the waiter. "No," said the guest. "Then," said the waiter, "what difference does it make, which it is?"

**Increase Your Profits  
By Helping Your Customers Make More Money**

Tell your dairy men customers that you can sell butter of rich yellow color at the highest price. Explain that

**Dandelion Brand Butter Color**

gives that color. Sell them a trial order, at least.

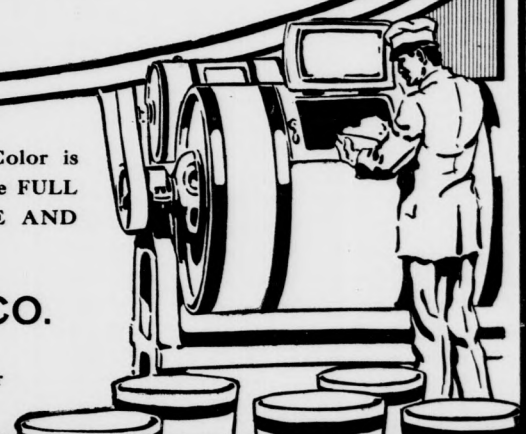


We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS, STATE AND NATIONAL.

**WELLS & RICHARDSON CO.**

BURLINGTON, VERMONT

Manufacturers of Dandelion Brand Butter Color



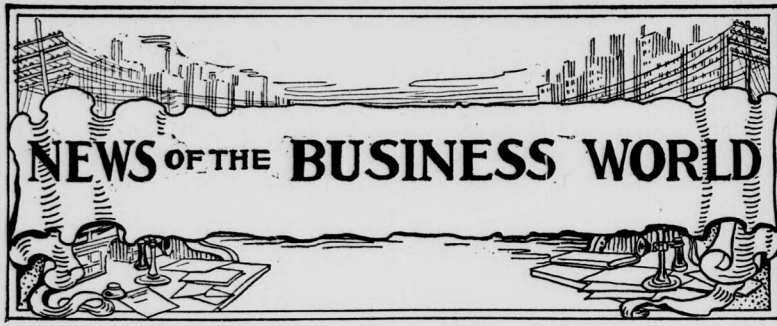
**Dandelion Brand**



**Butter Color**

*The color with*

*the golden shade*



#### Movements of Merchants.

Greenville—C. H. Potter, grocer, is succeeded by J. L. Case.

Allegan—The Allegan Bottling Works is succeeded by Fred Germain.

Pellston—J. K. Brower succeeds W. L. McManus, Jr., in the retail lumber business.

Detroit—Edgar's Sugar House has increased its capital stock from \$200,000 to \$400,000.

Otsego—Bingham & Young, furniture dealers, are remodeling and enlarging their store building.

Traverse City—A. Wildman & Son succeed Alfred Wildman in the confectionery business.

Sparta—Bernard McCarthy succeeds E. Whalen as manager of the Whalen Grain & Produce Co.

Matherton—F. P. Williams, formerly of St. Cloud, Florida, has engaged in the meat business.

Ludington—Winey & Cheesebrough, in the grocery and meat business, are succeeded by Foster Winey.

Greenville—William Zuller is closing out his stock of shoes and will devote his entire attention to his dry goods business.

Mt. Pleasant—J. A. Hendricks has sold his lumber yard to William Hood and G. A. Bugbee, who will continue the business.

Portland—Miss Katherine Coleman has sold her stock of millinery goods to Mrs. Carrie Belen, who will continue the business.

Manistee—John Switalski has engaged in the furniture business in the building formerly occupied by the People's Hardware Co.

Tustin—O. W. Swanson formerly connected with the clothing business of Swanson Bros., has engaged in business on his own account.

Kalamazoo—C. F. Sanders has engaged in the grocery and ice cream business at 719 Winslow avenue under the style of the Sanders Supply Co.

Lansing—C. F. Riede & Co., dealers in general merchandise at 210 South Washington avenue, are closing out their stock and will retire from business.

Elmdale—The Elmdale Elevator Co. has been organized with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and \$2,000 paid in in cash.

Detroit—The Graham County Lumber Co. has engaged in business with an authorized capital stock of \$100,000, which has been subscribed and \$10,000 paid in in cash.

Big Rapids—James 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.

Detroit—The Rieck Co. has engaged in the retail dry goods, clothing and furnishing business, with an authorized capital stock of \$25,000, of which \$19,000 has been subscribed and \$2,500 paid in in cash.

Shelby—O. J. Morse, hardware dealer, has been thrown into bankruptcy by his creditors. His assets are \$4,000 and his liabilities are about \$6,900. His largest creditor is the Buhl Sons' Co., of Detroit, whose claim is \$2,700.

Brown City—W. R. Elliott, in the furniture and undertaking business, has merged his business into a stock company under the style of Elliott & Co., with an authorized capital stock of \$6,000, all of which has been subscribed and paid in in cash.

Holland—Nienhuis & Knoll, meat dealers, have merged their business into a stock company under the style of Nienhuis & Knoll Co., with an authorized capital stock of \$10,000, of which \$8,500 has been subscribed and \$3,500 paid in in property.

Lapeer—Herbert W. Smith, trustee, will sell the Fred B. Kay stock of crockery, glassware, wall paper, etc., at auction to the highest bidder for the whole, if possible, although it may be divided and sold provided more can be realized by so doing.

Kalamazoo—W. J. Houston and J. C. Steurnagel, of Buffalo, N. Y., have leased a store building at 121 West Main street which they will occupy with a stock of clothing and men's furnishing goods Sept. 1, under the style of the Men's Store of Kalamazoo.

Kalamazoo—A permit for the new Kresge block to be erected at 115-117 South Burdick street has been taken out by the A. W. Lange Co., of Lawrence, Mass., the builders of all the Kresge blocks. The building will be built of brick, terra cotta, steel and cement.

Alden—F. E. Holt, of Grand Rapids, has sold his stock of general merchandise, hardware and farm implements to Ernest F. Foster and Clara L. Foster, his wife, old residents of Alden, who will continue the business under the style of the Foster Company.

#### Manufacturing Matters.

Onsted—Fire destroyed the Sheeler & Gallup flour mills June 26. Loss, \$13,000; insurance, \$6,000.

Detroit—The capital stock of the Huetter Shoe Co. has been increased from \$25,000 to \$50,000.

Detroit—The Michigan Electric Shoe Shining Machine Co. has engaged in business with an authorized capital stock of \$25,000, which has been subscribed and \$3,500 paid in in cash.

Ludington—The Carrom Archarena Co., manufacturer of games, etc., has changed its name to The Carrom Co.

Charlotte—Ground has been broken and the erection of the factory for the Fenn Manufacturing Co. will be begun at once.

Fremont—The Fremont Canning Co. has purchased the entire peach crop of Friday Brothers, the largest peach growers at Watervliet.

Grand Haven—The tinsmith shop conducted by August Hartel, who died a short time ago, is being continued by Hartel Bros.

Detroit—The White, Craft Building Co. has been incorporated with an authorized capital stock of \$2,000, of which \$1,050 has been paid in in cash.

Battle Creek—The Maple-Flake Mills has been organized with an authorized capital stock of \$150,000, of which \$103,500 has been subscribed and paid in in property.

Detroit—The Aetna Motor Truck Sales Co. has been incorporated with an authorized capital stock of \$5,000, which has been subscribed and \$1,000 paid in in cash.

Croswell—The Croswell Marble & Granite Co. has been incorporated with an authorized capitalization of \$1,000, all of which has been subscribed and paid in in cash.

Adrian—The Wright Gas Lamp Co. has engaged in business with an authorized capital stock of \$70,000, which has been subscribed, \$3,520 paid in in cash and \$58,980 in property.

Jackson—The Jackson Candy Co. has engaged in business with an authorized capital stock of \$5,000, which has been subscribed, \$1,000 being paid in in cash and \$4,000 in property.

Benton Harbor—The Peters Piano Co. has engaged in business with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and \$1,000 paid in in cash.

Bay City—The Comet Motorcycle Co. has engaged in business with an authorized capital stock of \$5,000, of which \$2,500 has been subscribed, \$1,000 being paid in in cash and \$1,500 in property.

Detroit—The Economy Wallpaper Co. has been incorporated under the same style, with an authorized capital stock of \$50,000, of which \$37,000 has been subscribed, \$4,000 being paid in cash and \$33,000 in property.

Detroit—The Western Gear Manufacturing Co. has been incorporated with an authorized capitalization of \$5,000, of which \$2,500 has been subscribed, \$747.90 being paid in in cash and \$1,752.10 in property.

Detroit—The Frank S. Callendar Co. has been incorporated to manufacture and deal in castings and automobile accessories, with an authorized capital stock of \$2,000, of which \$1,000 has been subscribed and paid in in cash.

Detroit—A new company has been organized to manufacture and deal in water stills, distilled water, ice, soft drink, extracts, syrups, acids, colorings, etc., under the style of the Tripure Water Company of Detroit, with an authorized capital stock of \$50,000, of which \$25,000 has been subscribed \$70 paid in in cash and \$12,640 in property.

Cheyboygan—W. A. Rideout, Jr., is erecting a factory in which to manufacture a French noise producing machine to be used in theaters imitating all sorts of noises and operated by a system of keys similar to those of a piano.

Ionia—Fred W. Green, who recently purchased the plant of the Portland Manufacturing Co., has sold the Terriff washer branch of the business, including the machinery, to Mrs. Nora Bates Young, who will continue the business.

Detroit—The Honkey-Konkey Bracer Co. has been organized to manufacture and sell a beverage or tonic known as Honkey-Konkey, with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in property.

Holland—Lokker & Co., operating a creamery, has merged its business into a stock company under the style of the Holland Crystal Creamery, with an authorized capital stock of \$25,300, which has been subscribed, \$17,500 being paid in in cash and \$7,800 in property.

#### Bankruptcy Matters in Southwestern Michigan.

St. Joseph, June 24—In the matter of the Mohn Wine Co., bankrupt, of Bertrand township, Berrien county, the trustee filed his supplemental final report and vouchers, whereupon an order was made by the referee closing the estate and recommending the discharge of the bankrupt. The record book and files were returned to the clerk of the court.

June 25—In the matter of the Michigan Buggy Co., bankrupt of Kalamazoo, the Detroit Trust Company, trustee, has filed objections to the allowance of ninety-one claims. On July 7, at Kalamazoo, hearings will be had on the following claims of creditors: E. J. Ross, Hoosick Garage, W. F. Bolman, Henry Loomis, Emily A. Balch, Charles F. Balch, Volny Ross, E. B. Ketcham, J. A. Campbell, J. E. Vanderveer, Warner & Rech, B. S. Vail, G. S. Patterson, Charles T. Foley, L. G. Conrad, J. E. Clark, Herbs & Wilcox, Clayton Voorhis, A. S. French Auto Co., W. R. Beebe, W. H. Vaughn, Arcade Motor Car Co., E. R. Nelson, Selfridge & Horan, F. G. Wood, J. W. Shreeve & Co., Royal Garage & Livery Co., Prina Auto Sales Co., Jenkins & Neely, W. H. Bain, L. A. Shaw and James Maddock.

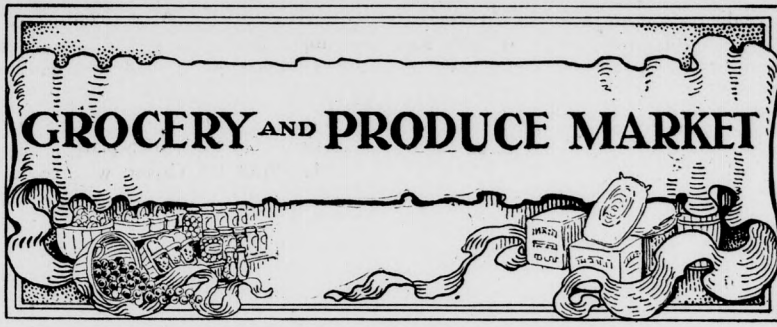
June 26—In the matter of Frederick W. Hinrichs, bankrupt, of Kalamazoo, the trustee sold certain real estate of the bankrupt estate to Milo A. Snow, of Kalamazoo. Certain other real estate will be sold at private sale.

June 27—In the matter of Willis Meredith, of Kalamazoo, bankrupt, an order was entered by the referee calling the first meeting of creditors at Kalamazoo on July 10 for the purpose of proving claims, the examination of the bankrupt, the election of a trustee and the transaction of such other business as may come before the meeting.

In the matter of Herbert L. Levey, Harry J. Lewis and Levey and Lewis, a copartnership, bankrupt, of Kalamazoo, the final meeting of creditors was held at the referee's office. Claims were allowed and the trustee's final report and account approved and allowed. Certain administration expenses were allowed and ordered paid. Claims to the amount of \$5,540.64 having been filed and allowed, a dividend of 2.6-10 per cent. was declared and ordered paid on the same. Creditors having been directed to show cause why a certificate recommending the bankrupt's discharge should not be made, and no cause having been shown, it was determined that such favorable certificate be made. It was further determined that the trustee be not authorized to interpose objection to the discharge of the bankrupts. The first and final dividend list of creditors was filed, and the final order of distribution made. The final meeting of creditors was then adjourned without day.

June 29—In the matter of Louis Van Huis, bankrupt, of Kalamazoo, the bankrupt having failed to advance the necessary costs for the purpose of calling the first meeting of creditors, and having had ten days' notice to show cause why he should not pay the same, and having failed to respond to such notice, a certificate was made by the referee recommending that the case be dismissed for want of prosecution.

June 30—In the matter of Frank W. Flint, bankrupt, of Saugatuck, the trustee having filed his supplemental final report and vouchers, an order was entered by the referee closing the estate and recommending the discharge of the bankrupt. The record book and files were returned to the clerk of the court.



### 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—Receipts continue about normal for the season and the average quality is good. The market is firm on the present basis, and all arrivals are being cleaned up. They meet with a ready sale. The nearby make is shortening somewhat, and the present range of prices is likely to last as long as the fine quality does. Factory creamery is now quoted at 27@28c in tubs and 28@29c prints. Local dealers pay 20c for No. 1 dairy, 15c for packing stock.  
 Cabbage—\$1 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.  
 Coconuts—\$4.25 per sack containing 100.  
 Cucumbers—75c per dozen for home grown hot house.  
 Currants—Red, \$1.25 per 16 qt. crate.  
 Eggs—Reports indicate that the imports of eggs are likely to have a very serious influence on the market, but this has yet to be proven. If no considerable quantity of eggs is imported it is probable that present prices will be fairly well sustained. The bulk of the eggs arriving are showing the effects of the heat and do not grade extra. The market on strictly fancy eggs is therefore 1/2c higher than a week ago, and all such eggs are selling promptly on arrival. Local dealers pay 18 1/2c 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@7.50 and Verdellis at \$6.50@7 per box.  
 Lettuce—Hot house head, \$1 per bu. Garden grown leaf, 50c per bu.  
 New Beets—25c 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 \$2.75@3.  
 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, 90c; daisy, 90c; celery, \$1.  
 Potatoes—Old stock, \$1 per bu.; Virginia, \$5 per bbl.  
 Pop Corn—\$1.75 per bu. for ear; 5 c per lb for shelled.  
 Poultry—Local dealers now pay 11c for fowls; 9c for old roosters; 9c for geese; 9c 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.  
 Raspberries—\$2 per 16 qt. crate for either red or black.  
 Spinach—65c per bu.  
 Tomatoes—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—Refined sugar has been quiet, the withdrawals being fair. The resting spell need cause no surprise, for the country has been compelled to absorb a large amount of granulated forced out on old contracts. Until there is some new stimulus, consequently, the distributors and manufacturers will go slow in making new commitments. But the consumption keeps up well and is accelerated by the hot weather, while the prospects of a big fruit crop spell a good demand. At 4.30c, the price quoted by all refiners, fine granulated is 89 points above the level of raws, but local circles are not apprehensive of this margin leading to price cutting, for a recovery in Cubas would lessen the difference.  
 Tea—Dispatches from Japan indicate that the supply of first crop teas will not be more than enough to fill orders and may run some short. Good qualities command full prices with advances over last year, as previously noted. Formosas hold steady and strong. The quality of Ceylons now being offered is not as good as are expected later and prices at present are somewhat easier. Common grades of India slightly lower.  
 Coffee—The market is quiet and about unchanged. Fine grades of Santos coffee are still wanted and firm, and show a fraction of perhaps 1/2c above a month ago. These grades are not very abundant, and will probably continue steady to firm for some weeks. Ordinary grades of Rio and Santos are unchanged and quiet. Mild grades are in fair demand, and some grades are slightly firmer, notably Buckramangos, Caracas and Guatemalas. Java and Mocha grades are unchanged and quiet.  
 Canned Fruits—Gallon apples are easy and dull, but prices are not notably lower. The pack in this State promises

to be a large one and as a result buyers are withholding offers while looking for more advantageous terms. California canned goods are unchanged in price. Practically all packers have now named new prices, on a basis about like that previously reported. Small Eastern staple canned goods are unchanged and in fair demand. Cherries are scarce.

Canned Vegetables—There is a firmer tone to the market for spot No. 2 tomatoes, the demand for which of late has been fairly active. Future tomatoes remain firm at the opening prices, but seem to be getting little attention. Some sales of standard early June No. 2 peas have been made at 65c f. o. b., but there seemed to be no more stock available at that price at the close of last week. Buyers seem to be pretty well supplied, however, and are not inclined to make further commitments. String beans are firm but quiet. Corn is inactive, but packers show no disposition to shade prices on spot goods and futures are held firmly up to the opening prices pending crop developments.

Canned Fish—For the cheap grades of salmon there continues a good demand, but orders as a rule are for small lots. The market is firm, as stocks are closely controlled and, according to report, are comparatively light. Red Alaskan is in small compass and firm stocks being in second hands, but the demand is not urgent. Shrimp is scarce and wanted. There is no increase in the run of sardines on the Maine coast and Norway still reports a light catch of bristling. The demand is not urgent, but sufficient to absorb all that offers for immediate delivery.

Cheese—The market is steady and unchanged, with a normal consumptive demand. Some lots of high-grade cheese are going into storage. The average quality of the arrivals is fancy and the market is above the normal for the season. If there is any change it will likely be a slight decline.

Corn Syrup—The production is being curtailed as this is the dull season and prices are consequently steady.

Molasses—The molasses situation is quiet and steady with no interest to speak of shown in the article. The summer weather checks the consumption in most quarters and things will be slow until the fall. Blackstrap is quiet.

Rice—Transactions are small and prices are steady. It is a summer market and purchases are for actual requirements, distributors, as a rule, being supplied for the present. Scarcity of desirable quality rice is still remarked in the South and the mills are not inclined to give way on the remaining stocks of Honduras and Japans. No improvement in foreign rice is noted and the arrivals are lighter, despite attractive prices. The new crop domestic is still making good progress, although it promises to be late in most sections.

Salt Fish—Spot Norway mackerel is not much wanted, as prices are too high. New Norways are not yet offered, but probably will be before very long. The trade are much interested in the effect which the combine in Norway will have upon the forthcoming prices. New shore mackerel are now freely offered, and the demand is fair. Cod, hake and haddock are unchanged and very dull.

### Battle Creek Merchants Form an Organization.

Battle Creek, June 30.—Retail business men of Battle Creek took initial steps Friday for the organization of an association whose object will be the bettering of trade conditions and relationships, the extension of business and the boosting of Battle Creek in general. Those behind the movement assembled at the Chamber of Commerce for luncheon, after which they held a business meeting, with J. C. Toeller presiding.

Mr. Toeller, who is a man of wide experience in the mercantile business, and who, adopting Battle Creek as his home town, has quickly developed into a first class booster, outlined the reasons for an organization of this character, aside from the social aspect of an organization of merchants.

Among other things Mr. Toeller mentioned the mutual protection an organization could afford against fake advertising schemes, such as draw heavily from the legitimate advertising funds of every business house each year. He mentioned, in particular, the foreign solicitor, who, working "50-50" with some local lodge or similar organization, gets merchants to take space in programmes, in catalogues, etc., where the value received is nil. He took pains to explain that he did not mean such publications as the high school Paen or the Key, which all merchants should feel like boosting, without consideration of possible lack of returns on the investment. His shafts were aimed at the stranger, who, although, backed by home organization, gets the larger share of the profit, has the printing done out of town, and after mulcting the merchant of one city, moves on to another.

Often mercantile concerns spend so much money on advertising of this character—advertising of questionable value—during the year, that when it comes to their legitimate advertising at the Christmas holidays their advertising fund is cut so low that they are unable to hold their own with their competitors.

Other merchants pointed out the work the merchants could do, if organized, along the line of securing better railroad service to Battle Creek from small towns that should do the bulk of their trading here; the "extension" work possible in the rural districts; the good that could be accomplished, as an organization, in boosting special holidays, special movements and things in general for the good of the town.

After free discussion of the situation, a committee was appointed, consisting of L. M. Schroder, J. Seaman and H. J. Mulrine, to effect a permanent organization and draw up a set of by-laws, to be voted on at a subsequent meeting.

Cornelius Proos is succeeded by Vanderhyde & Benkama in the grocery business at 672 West Leonard street.

Hunt & Faulson have leased the Comstock House, at Hudson, and will make important changes and improvements.

J. M. Jorgens succeeds Cleveringa & Van Egmond in the grocery business at 337 West Leonard street.

Powell & Dunn are succeeded by E. B. Dunn in the electrical supply business at 1401 Lake Drive.

D. S. Thomas recently sold his cigar and tobacco store at 9 Oaks street to Thomas R. Hayes.

A. Sigel & Co. recently opened a feed store at 746 Monroe avenue.

## UPPER PENINSULA.

## Recent News From the Cloverland of Michigan.

Sault Ste. Marie, June 29.—The Soo will regret to learn that we are soon to lose our Barney Oldfield, Max Schoeneman. Mention was made some time ago of his selling out his stock of men's clothings and furnishings in order to move to Cleveland, where he expected to engage in business, but later deciding to continue the business here. He has finally decided to leave us, selling his entire stock and fixtures to D. K. Moses, proprietor of the Leader here. As the two stores are next door to one another, it is Mr. Moses' intention to put both of them into one, making a three front store of the Leader. This will give the Soo one of the largest dry goods stores in the State. Mr. Schoeneman has decided to move to Cleveland where he will engage in other business. He has made many friends here who will regret to see him depart, but wish him every success in his new venture.

The Fourth of July committee are certainly a bunch of hustlers. They expect to have all of the amount necessary to defray expenses for the elaborate celebration on the third and Fourth and the business men have certainly been working hard to make the third of July a day long to be remembered in the business history of the Soo. The large crowds outside of town are to be given a rare treat in the line of bargains, which are to be offered on the business day, July 3, and it will be quite easy for them to make all of their expenses by purchasing on that day. The committee is negotiating for an aeroplane flight, but have been unable to get any definite information at this writing. The street parade, including the business and society floats, is expected to eclipse anything of its kind ever pulled off at the Soo. Some of the societies are putting in numerous floats, while others are putting in one or two, and each society is trying to outdo the other in grandeur and unique splendor. The automobile decorations are also expected to be far above the ordinary, as several Chicago trimmers are on the job putting up some of the finest designs they have to offer, and the parade committee is highly elated over the success they have met with. Large bills have now been posted in all towns along the Soo line as far as Gladstone and spurs along the D., S. S. & A. as far as St. Ignace. Charles Hass, one of the active members of the parade committee, has spent several days with his big touring car making all of the inland towns such as Raber, DeTour, Gatesville, Hessel, Cedarville, Donaldson, Dafter, Rosedale, McCarron, Thorice, Drummond Island, Rockview and Tone, while Mr. Chipley, another active member is looking after the Canadian advertising, distributing bills as far East as North Bay, Ont. All the different lines of sports are arranged for as well as the water floats and boat races and auto races, which promise to be very exciting. The merchants in general are very enthusiastic over the celebration which will put the Soo on record as the liveliest Fourth of July town of its size in Michigan.

Charles Supe, pioneer grocer here, died at his home, 921 Swinton street, last Monday. Mr. Supe was 78 years of age and had made his home at the Soo for the past twenty-seven years, coming here from Bay City, where he was conducting a large elevator and was one of the leading business men there. Since coming to the Soo he started in the grocery business which he has conducted for twenty years, after which he retired from active business and devoted most of his time to selling insurance, in which line he was very successful. He was

born in Unna, Germany, Jan. 11, 1836, and came to this country in 1850. He leaves, besides his widow, one daughter, Miss Caroline A. Supe, of Los Angeles, Charles, of Los Angeles, Gustav, of Hawaii, and Otto, of this city. His death takes from our midst one of our most esteemed business men and his departure is mourned by the entire community.

The friends of J. A. Roberg, one of our retail butchers, will regret to learn that Mr. Roberg lost his 12 year old son, Erina, who passed away last Monday night, and Mr. and Mrs. Roberg have the sympathy of their many friends in their bereavement.

W. B. Sprague, pioneer confectioner and one of the hardest workers in this city, as well as the most successful, surprised his many friends by taking a vacation last week, in company with F. D. Beardsley. He departed quietly in Mr. Beardsley's launch for the fishing grounds, where they spent several days in selecting the largest fish in the immediate vicinity and from the size of the bag which Mr. Sprague brought back with him it would be hard to make his friends doubt his success, as it required Mr. Sprague's entire strength to move the bag from the vehicle to his place of business. It was estimated that he had fish enough to run his restaurant for an entire week. As this department enjoys the largest patronage in the city, it can easily be surmised how many fish were hooked by Mr. Sprague while on his vacation.

F. G. Freimuth, for the past four years representative for the Cornwell Beef Company on the Canadian division, has tendered his resignation to take effect July 10, after which he intends to devote his entire time to insurance. While Mr. Freimuth's numerous customers and friends will regret his departure, they wish him every success in his new venture.

From present indications there is going to be a lively contest in local elections here this fall. We have four candidates for sheriff and as they are all good men in this community and any one of them would be a credit to Chippewa county, there is nothing that can be said about the candidates but what would be to their credit. The same is also true of the candidates for country treasurer. An exceptionally fine lot of men are going to be put up, so that nothing but bouquets can be handed out about the numerous candidates.

John F. Goetz, former proprietor of the Hotel DeTour, has been elected chairman for the Board of Supervisors in Chippewa county.

E. S. Taylor, Pickford's hustling grocerman, is bringing in large amounts of butter to the Soo each week in his auto. Mr. Taylor reports that the quality of the dairy butter this year is exceptionally fine and many tons of the best grades are being put in storage here for the winter's consumption.

Anderson McLennon, an old Soo boy, who moved to Petoskey about three years ago, returned this week for the first time since leaving here and his numerous friends were more than pleased to see him again. The change seems to have been beneficial to Anderson's health, as he is about seventy pounds heavier than when he left three years ago and is looking more like Wm. Jennings Bryan now than ever. Mr. McLennon is traveling out of Petoskey for a furniture house and doing very nicely. He reports a very satisfactory business since leaving here and, after a short visit with some of his relatives, expects to go back on the job again.

Clarence Bemer, one of our most popular teachers at the high school and a general favorite in the musical circles throughout the city, was married Wednesday last to Miss Ruby Comb, one of the Soo's fairest daughters. The happy couple left on a wedding trip via boat for Buffalo and

other points. They have the congratulation of their many friends for a bright and happy future.

August Musielak, the jovial proprietor of the Alto Hotel, mention of whom was made in this paper several weeks ago, is not being satisfied with all the improvements he has so far made. He put the finishing touches on this week by adding to his equipment a new 6 cylinder Jeffrey limousine. Mr. Musielak does not believe in doing things unless he does them up right. He expects to use the new auto for carrying passengers to and from the boats and trains during the summer months.

E. E. Michael, local manager of the Michigan State Telephone Co., since last September, has tendered his resignation to engage in the electrical contract business in Minnesota. Mr. Michael has made many friends who regret to learn of his departure. His successor is R. T. White, who arrived in the city last week and took up his duties as manager. Mr. White comes highly recommended.

We are pleased to note that the United States Government test on the city water discloses that the water is free from pollution. There is no typhoid fever in the city.

A. Harper, our progressive Easter-day avenue grocer, has returned from a two weeks' visit with relatives in Columbus, Ohio. Mr. Harper, reports a most excellent time and is back in the harness now able to work harder than ever. He is contemplating taking up in the restaurant proposition again in the near future. He has every confidence in the Soo, which he states is one of the most prosperous places he has visited during his trip.

We note with much interest the item entitled, "Do we get all we paid for" by the State Dairy and Food Commissioner, reflecting upon the method of selling ham and bacon by weight at time of sale, including weight of the wrapper. We doubt very much whether the merchants would rather handle the fancy smoked meats without being properly wrapped during the summer months, and as there are many locations where canvassed meats are demanded during the hot weather in order to be proof against the skippers and flies, it would be a question of whether or not the consuming trade would rather buy them unwrapped. While it is true that the weight of the paper in which the smoked meats are wrapped is included in the weights when sold, still it would seem as if the value would be that much greater in order to keep the meats free from being flyblown.

Thomas Lindsay, a former popular Soote, but now living at Marquette, who spends six days each week out on the road selling hardware, is calling on Soo trade this week. Tom was wearing an unusually happy smile when greeting his friends and, incidentally, passed around a few cigars on the new arrival. When questioned very closely, however, he gave the new arrival's age as two and a half years and states that he has been wearing the happy smile ever since. Many of his Soo friends, however, were not posted on the matter and are smoking Tom's good cigars just the same.

W. A. Pakka, manager of the Erickson Grocer Co., was called to Newberry last week to attend the funeral of his cousin, Mary Anderson. He returned here Monday.

We note with interest the remarks of the Detroit correspondent that he does not like the name given Detroit by some of the writers as Fordtown and we can hardly blame him for making objections to the new name, as it does sound rather cheap.

Four of our Cloverland salesmen attended the salesmen's banquet at Saginaw last Saturday and report a most excellent time. There were nearly fifty of the firm's traveling

men in attendance. Frank Hayward, the company's story teller and banner salesman, entertained the party between acts and loaded the visitors with enough good stories to last them for at least three trips, without going over the same one twice. Nelson Simpson, toastmaster, was the busiest man in the force and it took him until 12:30 o'clock Saturday night with his auto to deliver the last of the guests to the late trains. Wm. Perkins, head of the official department, was on hand with that never failing smile to greet the boys, while Jim Copas, the general sales manager did all the handshaking and patting on the back, while the remainder of the boys did all the work and smoked the cigars and had a royal good time.

Bruce Mines, Ont., one of the Canadian dead towns heretofore, recently underwent a new birth when American capital was interested in putting up the Trap Rock Company. This causes much new life and activity in the old town and at present they are negotiating with D. Morris, of Grand Rapids, representative of the Morris Automatic Basket Co., of Plymouth, Indiana, to have a factory started there. Mr. Morris seems to think that it is a splendid location for such an industry and is seriously considering the proposition. As the factory would employ upwards of 200 men, it would add much to the already prosperous town.

Dr. Deadman, considered to be one of the best known veterinary surgeons in Cloverland, has bought the last Ford auto in the large stock that J. L. Lipsett had this season and if we remember correctly the Doctor bought about the first Ford sold here. Doc has had more fun than any other auto enthusiast in Cloverland. It was his delight to get out on a rainy day and select the poorest roads and largest holes and watch his Ford plow through the mire and the advertisement that the Ford people get from the Dr. would repay them amply to furnish him with a new auto free, but as there was only one Ford left out of Mr. Lipsett's stock, the Dr. got uneasy and cinched the deal, so as not to be out of a Ford in case the old one collapsed. As the doctor wore out his speedometer on the old Ford it was hard to get the number of miles that he run during the three years it was in his possession.

Henry E. Coulter, our ex-police captain, is making a hit with the Canadian Pacific Railway police department. While being with them only a short time he has been advanced in the department and is now in charge of the police officers on the Western division, with headquarters in the Canadian Soo. It did not take the C. P. R. long to get stuck on Mr. Coulter's shape as his physique and general makeup would make him a credit and a drawing card for any police department. Wm. G. Tapert.

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

Buffalo, July 1.—Creamery butter, fresh 22@27c; dairy, 18@22c; poor to good, all kinds, 16@20c.

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, 20@25c.

Beans—Marrow, \$3@3.10; medium \$2.20@2.25; pea, \$2.15@2.20; white kidney, \$3@3.25; red, \$3@3.35.

Potatoes—\$1 per bu.

Rea & Witzig.

An appeal to a man's reason may be more effective than an appeal to his pocketbook.

The "pen" is mightier than the county jail.



**Goldstein as an Apostle of Optimism.**

Some men collect stamps and some collect coins, but Jim Goldstein has been making a fad for many years of collecting friends. He has a wonderful collection now and they take up most of his time. For five months of the year, when the spring and fall lines of underwear are blossoming forth in all their chaste beauty, genial Jim takes to the road. He is one of the first salesmen out and misses none of the larger towns in the State of Michigan. Then, for seven months, he remains in the store, welcoming his friends to the underwear department and reading his mail—carefully stacking up the many mail orders.

James M. Goldstein is the name which he signs on the hotel registers, but at all other times he is called "Jim." He is one of those fortunate chaps who make friends readily—and then hangs on to them by living up to the square deal motto. He is a booster and his spirit of optimism is catching. Unlike many others, he can write as cheerfully as he talks.

Starting in the store of his father, A. M. Goldstein, at Lakeview, Mr. Goldstein had all the essentials of merchandizing down pat before he was a man grown. Fifteen years ago he decided to get into the wholesale end and has manfully worked his way up from the bottom by sheer pluck and good nature. For about nine years he was connected with Edson, Moore & Co., as Western Michigan representative, having his headquarters and sample room in Grand Rapids. Once, for a time, he returned to the retail business as manager of a large department store at Ludington, where he made good in great shape.

Mr. Goldstein has been with Burnham, Stoepel & Co. for something more than a year. He represents the underwear department on the road and, during part of the year, in the house. He also writes very original matter for the Michigan Tradesman. The combination of a hustling salesman and a live, dependable line has been an excellent one and Mr. Goldstein has been extremely successful with Burnham, Stoepel & Co.—Dry Goods Optimist.

At the annual meeting of the Supreme Council, U. C. T., held at Columbus last week, Michigan was well represented. The regular delegates were E. A. Welch, M. S. Brown, Michael Howarn, H. A. Marks, John W. Schram and John Quincy Adams. Frank S. Ganiard was present as a member of the Supreme Council and Fred Richter and several other subordinate council secretaries were there to attend a convention of secretaries. Supreme Counselor Duval designated Mr. Welch as the second member of the Committee on Mileage and Per Diem and he was also elected clerk of elections. Michael Howarn was greeted with applause whenever he spoke and his advice and counsel were eagerly listened to. He is regarded as one of the strongest men who attended the Supreme Council. Mark Brown surprised all present by his oratorical powers in nominating Mr. Ganiard for the position of Supreme Junior Counselor. It was plainly

in evidence that Mr. Welch could have been appointed on any committee at the disposal of the Supreme Counselor, if he desired to accept same. The weather was very warm, but, despite unpleasant climatic conditions, the Michigan delegation attended strictly to its duties, responding to every roll call from Tuesday to Saturday inclusive, keeping clear of all entanglements and voting on the winning side of nearly every important question.

**Honks From Auto City Council.**

Lansing, June 29.—William Bradley (National Biscuit Co.) is recovering from a three weeks' illness.

Norm. Riste, of Battle Creek, was in town last Friday. Just couldn't stay away from the carnival.

Fred R. Jury (Hammond Beef & Provision Co.) has recovered from a week's illness, brought about by staying too long at one time in the cooling room.

Geo. O'Tooley leaves next Friday for a two weeks' vacation, during which time he will visit friends and relatives in Grand Rapids, Belding and Fenton. It is unnecessary to say that he will take his fishing tackle with him.

A. E. Leighton sustained painful injuries last Tuesday at St. Johns by reason of a faulty plank in the depot platform. He still carries one arm in a sling, but appearances indicate his appetite is not impaired.

Brother Halloway, of Howell, has forwarded two applications for membership in our Council and writes that he is after others. Just two more, Elmer, and our entire Council will be with you for one whole night.

One of the members of Bay Council promised us a personal interview with Pub. Co. at the Saginaw Grand Council meeting, but failed to make good.

The traveling public is, in a large measure, indebted to the Lansing Chamber of Commerce for the continued early morning train service East on the P. M.

E. H. Simpkins (Perry Barker Candy Co.) is somewhat disappointed in the speed of his new car. He wagered with another member of our Council that he could drive from Lansing to Saginaw on the first day of the Grand Council meeting, in two and one-half hours and lost by the narrow margin of two hours only.

The U. C. T. convention will be held in Lansing in 1915. By carefully saving their money from now until June, 1915, the traveling men may have enough to pay for a room for themselves and wives for one night at the Downey House—Goldstein, June 17.

For information of our esteemed brother, will say that the Hotel Downey, as well as the Hotel Wentworth, has promised free rooms to all U. C. T. ladies for this convention; furthermore, the Hotel Wentworth, prompted by its appreciation of the United Commercial Travelers, has, without solicitation, offered a check of a very generous size for other entertainments at this convention. If you can pad your expense account for enough to pay the railroad fair, bring the good wife with you, James, and our entertainment committee will see that it don't cost you more than it would two nights at the Ponchartrain.

H. D. Bullen.

The testimonial banquet and reception given Charles B. Hayes, of Kalamazoo, at the Park American Hotel Tuesday evening was worthy of the occasion. Mr. Hayes and his friends were at their best. The service at the banquet was perfect and reflected much credit on Landlord Ernest McLean.

**Harks Back to the Good Old Times.**

Owosso, June 29.—Before joining the patriotic throng to once more celebrate a (sane) Fourth, we take our pen in hand to let you know that we hope you are all well and that these few lines will find us the same. We have just read Fred Mason's talk to the Retail Merchants' Association at Ann Arbor on the high cost of living and I want to take off my hat to Mr. Mason. It is one of the very best things along that line I have had the pleasure of reading. I have ridden in that same old sleigh with hay in the bottom, paid 15 cents toward a jug of Porto Rico molasses for a candy pull and 20 cents to the fiddlers and had a better time than I have had since at a function where it cost two plunks to waltz me around again, Mary, and two plates of cold chicken salad at \$2 per and \$2.40 tax; total, \$8.40, just because a few other blank fools did the same thing and I wanted to keep in the procession.

I notice in the Bay City Boomlets that the correspondent of that article tries to put one over on Brother Sawyer of Grand Rapids, on Saginaw River wafer and color blindness. Now, Brother Sawyer, don't feel hurt. Those Bay City boomers don't know it all, but we must admit they are the best in fractions that we have met yet, for they convinced Saginaw that sixty-four men out of a membership of 125 was a larger percentage than Owosso Council of fifty-five members with thirty-two in line in the U. C. T. parade. We smiled and smothered our chagrin and went home, supposing it was because we lived in a dry county. We sure had a very pleasant day and the Saginaw fellows are a royally good bunch. It might be well to add that we arrived home sober, with our wearing apparel variegatedly decked with hospital tags at 25 cents per. As a souvenir of the event we were the proud possessor of one of those proverbial cork screws which have long since made Saginaw historically famous. Like Brother Boomlet, we wish to be set right. The Saginaw News had us down as Owosso Council riding in autos. The facts are Owosso had on their hands four fat old cripples with ingrowing toe nails (and the price) who were given the honors of standard bearer—and carried our 218 Council banner in an auto. The other twenty-eight members present walked the same as pedestrians.

Some of our smaller towns in this neck of the woods are growing. Robert Shannon, of Carland, has erected a fine store building and will occupy the same with a stock of general merchandise about July 15.

As next week is the annual vacation week for grocery salesmen, the boys are putting in over time selling groceries and contracting fresh fish.

Honest Groceryman.

**Co-Operative Delivery System at Marquette.**

Marquette, June 29.—Perhaps it will interest you to know that nearly every butcher and grocer in Marquette belongs to the Marquette Commercial Club. We are now trying to establish a central delivery system here such as is in operation in Escanaba. At the meeting of the tradesmen, held June 22, twenty-four butchers and grocers indicated their willingness to co-operate in the establishment of such a system. Another meeting will be held this evening to make final arrangements. During the past week the grocers and butchers have been keeping a record of their deliveries to determine the average cost per delivery. I am confident that with a central delivery system they will not only eliminate a great waste and expense for deliveries, but will give the consumer better service.

E. A. Daley,  
Executive Secretary.

**Four Corner Stones of Business.**

A business is a construction; it is built on a foundation; there are four cornerstones. Service, efficiency, character, progression. It matters not how much money you have—it takes these four qualities to make your business firm and lasting. If you haven't money as an asset, then these four essentials combine to get it for you.

Aside from money which all want and deserve if they have merited it, business is a game. It is the most fascinating and absorbing of all games ever devised. Men of untold wealth forget their uncounted dollars and get into the game of business, because they like it. All the millions of the Rothschilds did not make them stand aside and let others play the game and leave them out.

What is the secret of growing big? It is the love of achievement; it is planting a plan, and nurturing it until it develops into its logical and natural production; it is creating a scheme, and connecting it by live wires to the sources of working powers.

There is no such thing as the game of "Solitaire" in business. This has been tried over and over again—the trusts are the present example.

**Keeping John Barleycorn Off the Train.**

A Western railroad corporation had employed a "social engineer," a functionary whose duty was (or is) to make life off duty comfortable and satisfactory to the trainmen. To this end a series of clubhouses at terminal points were established at the cost of the company, and greatly to the detriment of numerous saloons. Many of the engineers and firemen still felt the occasional old hankering for a drink. To overcome this craving the social engineer tried candy. It did the trick. The thirsty man, tempted to backslide, found that chocolates and bonbons were really what he needed to satisfy his inside economy. So candies were placed on sale at cost in the club houses. The name of the railroad is not specified, but by way of assuring the reader that he is getting real facts it is stated that last year the railroad management handled in its club houses 48,000 pounds of confectionery. Most of the saloons have quit business in those localities.

**Her Kind Offer.**

James K. Hackett, the actor, tells the story of a merchant who had been traveling some months and upon his return was informed of the death of a valued friend.

A few days later he called on the bereaved widow to offer his expressions of sympathy. During the visit he remarked:

"I was a good friend of your late husband. Is there not something of his which I could have as a memento of him?"

She raised her velvety brown eyes to his, which a few moments before were moist with tears, and said:

"How would I do?"



(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.

July 1, 1914.

**THE CLAFLIN FAILURE.**

The episode of the H. B. Clafin Company failure, on Thursday of last week, has a broad and interesting bearing on the larger problems of the financial situation. It was the largest house in the American mercantile trade; its long and successful history had made its name almost a household word; to the general public, news of its failure was not only unexpected, but incredible. Its liabilities, according to the estimate of the creditors' committee, reached \$34,000,000—a total nearly one-third as large as those under which Baring Brothers went down in London during 1890. Furthermore, both the ramifications of the Clafin business and the distribution of its indebtedness extended to almost every important commercial and financial market of the country; it was involved, through indirect stock investment and through endorsement of paper, with nearly forty interior mercantile houses.

Here, then, was apparently material for a financial shock of formidable character. The bankers who, in the earlier days of the week, were engaged in considering the application of the company for help, were probably convinced that the consequences of an actual failure would be generally disastrous. They had learned that, to save the embarrassed house, not less than \$24,000,000 was required. That was too great a task. But there could hardly have been one participant in the conference who did not look for some sort of convulsion on the markets when the outcome of its deliberations should be publicly announced.

No fright or panic followed. Even the dispatches from the business centers most heavily involved were surprisingly reassuring as to the general effect. Announcement that mercantile enterprises, controlled along with the Clafin Company by the Associated Merchants and United Dry Goods holding companies, were in sound condition and would be protected by their banks, was accepted without question. On the Stock Exchange there had been a sharp decline in prices Wednesday, while the Clafin Company's embarrassments were still under private consideration, and

there was some irregular weakness, although of no formidable sort, on the day when the failure was announced. But after a night to reflect upon the matter, Friday's stock market turned to a movement of general and decided recovery.

Matters of this sort are not settled by the action or inference of the first week or ten days. It is entirely possible that, in the present episode, the loss or tying-up of so enormous an amount as the Clafin Company liabilities will involve some unpleasant consequences. The fact, which has properly been emphasized, that the \$34,000,000 indebtedness was distributed among an estimated 3,000 banks, would leave no overwhelming average burden in such institutions. But the large sum total remains, and the fact that the average bank holdings are not large does not prove that some institutions may not hold an unduly great proportion.

With the further work of straightening out the tangle of the company's complications, there will come up for broader consideration the question of what the Clafin failure really means, considered as an incident in the financial history of the period. At the moment, the quite unanimous comment, in both financial and commercial circles, has been that the collapse was a clear result of over-extension on the basis of insufficient capital; that situation having been created by long pursuit of an intrinsically unsound machinery of finance. This was indicated, on its face, by the fact that when the news of the failure sent all interested parties to the reports and statements of the insolvent corporation, it was impossible to learn from any such documents what were the retail stores, upon the profits from financing which the company's announcement said that it had been compelled mainly to rely, in order to offset the curtailment of its wholesale business. It was not even possible to discover from these statements what was the basis on which such retail establishments were controlled or operated by the Clafin Company. As for the holding-company device, freely employed in connection with the Clafin Company, the investing public gets one side-light just as it got another one in the Rock Island episode. The danger in a holding company's shares is impairment in the value of the enterprises owned. The danger in the collateral trust bonds of a holding company is the chance that investors may forget that their investment is merely in an underlying stock, called by another name.

You can spank more sense into some children in a minute than you can reason into them in half a day.

Don't expect to become the owner of a mansion in the skies if you are an earthly tax dodger.

It's so much easier to be entertained than it is to be entertaining.

Man likes to climb to the top by way of the elevator.

**DOWN WITH THE JOBBER.**

Grand Rapids, June 30.—I am enclosing herewith a clipping taken from the Grand Rapids Press of Saturday, June 27, the substance of which I want to call to your attention. Of course, I am aware of the fact that some one in connection with the Press seems wholly incapable of writing sound editorials. At any rate, I notice a good many of them that seem to show a complete lack of knowledge or understanding of the subject in hand, and I think that this editorial about wholesalers is certainly of this character.

I am handing you this clipping in the hope that you will answer it in the Tradesman. I had intended writing a letter to the Press myself today, but I question whether it is wise or would do much good, and I think that you can make clear to him that there are many advantages to be gained by the consumer and the retailer through the servicers of the wholesaler, and that in many lines he is an absolute economic necessity.

This editorial mentions shoes specifically, but the probabilities are that what he knows about the shoe business—the production and distribution of shoes—could be printed in large print on the first page of a primer for a primary class, and prove easy reading at that. This writer in the Press impresses me as one who writes to the grandstand without much thought of the truly fundamental principles which are involved.

D. T. Patton.

When a daily paper attempts to discuss topics pertaining to the mercantile business it invariably makes a mess of it. The more knowledge of the subject the writer assumes the more ridiculous his utterances appear. The reason for this is that the editorial writers on the daily papers are usually so steeped in sensationalism and subterfuge that they find it impossible to get down to hard common sense and talk about things as they actually are. Less than a year ago the Press got in a bad muddle with the retail merchants of Grand Rapids, which was ended only after the amateur manager of that publication had made humiliating apologies to all concerned. Not profiting by this experience, in which the Press got its fingers badly burned, it now seeks to show that the jobber is an unnecessary factor. As a matter of fact, the position of the jobber was never more secure than it is at the present time. There are, of course, lines in which the manufacturer can deal directly with the retailer—with the consumer even—but men now living will never see the time when most of the great staples will not be handled through the jobber, because he is an economic necessity, both to the manufacturer and retailer. It is unfortunate for Grand Rapids that she should have a newspaper that is never so happy as when fomenting a disturbance of some kind, such as the strike of furniture workers which the Press and Mayor Ellis precipitated in 1911. The Press appears in its truest light in the community when it is printing full page advertisements for the brewers and cigarette manufacturers.

**WHEAT GOING ABROAD.**

Export sales of over 30,000,000 bushels of the new wheat have been made for August and September shipment. This is more than has been sold in any recent year up to this time in June, and at the time of writing, all the old crop

wheat in the Chicago market is under contract to go out. The figures are so large that exporters hesitate to give them out. Charters have been made for over 10,000,000 bushels from Montreal by Chicago shippers, and August sailings from there will take all the available room. One genuinely good feature about the wheat situation is that the record breaking crop in the United States comes on a market comparatively bare of old wheat and with the world's stocks the lightest since 1910, the year following the Patten deal.

As against these export sales, more new wheat than is usual at this time has been sold by producers in the fortnight past. Belief in a winter wheat crop of over 600,000,000 bushels, and in a 300,000,000-bushel yield of spring, making 900,000,000 of all wheat, has led to free selling by the farmers of late, and there has seldom been a year when so much had been already bought in the last of June for arrival in July and August.

The Clafin Company's failure was preceded by that of E. S. Jaffray Company, of Sweetser, Pembroke & Co., and of the Teft-Weller Co., and by the discontinuance of Lee, Tweedy & Co. Only one other house remains to represent the general dry goods distribution in New York City. New York jobbers long ago ceased to be able to do a profitable business in competition with the virile, aggressive jobbing interests of the Central West and of other districts nearer to sources of supply. To offset this came the plunge into retail dry goods, in which the Clafins encountered the direct competition of their own source of supply. Whatever business was obtained under these highly competitive conditions produced only a very small margin of profit, entirely out of proportion to the overhead expense which the company's jobbing system entailed. In other words, a wholesaler, finding himself losing his business because of changed trade conditions, tried to save himself by embarking not only in retail trade unfamiliar to him, but scattered all over the country, under such conditions that close and economical supervision was impossible, and the retail end could not carry the burden of the wholesale.

For the first time in the history of this country it is a crime to be a business man and high treason for a business man to write a letter to the President or a member of Congress urging expedition in the enactment of legislation which will tend to unsettle values even more than they are disturbed at the present time or protesting against the enactment of class legislation exempting members of labor unions from prosecution for crime. In the meantime Samuel Gompers is given the glad hand everywhere. He is received with open arms at the white house and in the halls of Congress and struts around boasting that the President and Congress "have heard their master's voice."

If you intend to do a thing, do it—and don't talk so much.

**COST OF DOING BUSINESS.****Current Fallacies in Ascertaining Mercantile Profits.**

Until recently retail grocers in a certain Western city were paying \$1.40 for a 50-pound sack of flour which they were selling at \$1.55. This allowed them a gross profit of only 15 cents per sack.

The retail grocers' association in this Western city took up this problem in a special convention. Most of the grocers agreed that this 15 cents did not allow a profit, although a few were of the opinion that they were making a little on it.

The result of the discussion was an investigation into the cost of doing business in that city. When the different grocers began producing their books to show their expenses a very wide range of costs was shown.

Some of them had cost systems and clared it cost them 22 to 25 per cent. to do business. A few, while admitting that their system were not very complete, estimated their costs at 10 to 12 per cent.

The final result of the investigation was an agreement (those who knew didn't "agree") upon the average of 15 per cent. as the proper and correct cost of doing business.

But this average was plainly incorrect because the low figures ranging around 11 and 12 and 13 per cent. were from the stores of grocers who did not figure to make anything over a reasonable salary for themselves; who did not figure to make anything on the investment in the store buildings they happened to own; who did not figure for interest on their investments and who overlooked a score or more important items that should be included in the expenses.

The high percentages, ranging around 20 to 25 per cent. were from the stores of retailers who had applied a searching cost system to their business. These merchants were charging up to their business every item that could be considered as expense and it made their expenses seem high.

The investigators took these high percentages and the low percentages, which were 8 or 10 to 15 per cent. too low, and combined the whole list to arrive at the average of 15 per cent. Now a good many retailers who think they are fixing things right are puzzling over their failure to find the profit they expected last year.

The cost of doing business is, of course, just the same whether a merchant includes all of the items or only a few of them in his expense account.

The only difference is that he deludes himself into thinking that the cost of doing business is only 15 per cent. when in reality it probably is 20 to 25 per cent.

If he fools himself in this way and figures for a 10 per cent. profit the chances are that the expenses and the extra cost of doing business, which he hasn't figured into his percentages, will eat up that profit and leave him holding the sack at the end of the year.

A Cleveland grocer thought he was clearing \$100 a month, \$1,200 a year, over and above his expenses.

But the \$100 a month included his own salary, the interest on his investment, the salary of his wife who spent most of her time in the store, and a number of other items.

If the grocer had allowed himself interest on his investment that alone would have produced \$50 a month without risk or worry.

Another \$25 a month of his profit rightly came out as expenses incurred in running the store. He had charged several expense items as "investment."

Instead of making \$100 a month clear, he was not only failing to make anything but he and his wife were both working for almost nothing.

If they had both worked in some other store they might have earned \$100; so instead of making \$100 they were losing \$100 a month.

A grocer in Pittsburg was interested in politics. Last year he succeeded in landing a city job paying him \$2,500 a year.

When he got this job he decided to sell his store. He placed the store in the hands of a broker and had an accountant go over the books to place a value on the stock and to see what the business was worth.

The accountant's report showed that no charge had been made for salaries.

The grocer, his wife and four children ran the store. When proper allowance was made for salaries, the store was found to be paying a fraction over one-half of one per cent. a year on the investment.

Instead of a fairly profitable business, one salable at a premium for good will, it was found to be a business so nearly unprofitable as to be unsalable.

Fixtures and stock were finally sold at a loss. Nothing was received for good will, because there was no good will—only a chance to work for nothing and take the ordinary business risks besides.

In scientifically managed stores it has been found that the salaries of the clerks average around 9 per cent. of the gross sales by those clerks.

The salaries of managers, bookkeepers and other employes who do not sell run the average cost for salaries up to about 13 to 13½ per cent. of the gross sales.

Rent is likely to average around 4 per cent. delivery around 1½ to 2 per cent. light and heat from 1 to 2 per cent. and so on down the list of expenses.

No merchant, as he so frequently does, should assume these percentages to be his costs. He should get his own costs from his business, considering these percentages only as standards by which to judge whether he is higher or lower than the average.

The merchant who would know his cost of doing business should classify his expenses into such accounts as will give him the information he needs.

He should install a cost system that

will search out all of the expenses and enable him to know, not merely a few of the things which he pays for, but all of the things which enter into his cost of doing business.

Here is a list of the expenses used by one wide awake merchant:

Rent if the building is leased; depreciation or upkeep if it is owned; salaries of all employes and the manager.

Delivery expense, including repairs to wagons, harness, shoeing of horses grease, feed, barn rent, etc.

Light, including coal, fireman, etc.

Light, including light in barns, etc.

Heat, including coal, fireman, etc.

Ice, for drinking fountains, refrigerators, soda fountains, etc.

Advertising in newspapers, circulars.

Printing, stationery, blank books, bill heads, etc.

Gifts, presents, donations, etc.

Telephone and telegraph tolls.

Insurance—stock, fixtures, burglar, etc.

Taxes, on fixtures, stock, etc.

Interest paid out.

Paper bags, wrapping paper, twine, etc.

Breakage and spoilage of goods.

Repairs on fixtures, etc.

Depreciation on merchandise.

Shrinkage of merchandise.

Depreciation on fixtures, furniture, etc.

Bad accounts.

Depreciation from cost price by change of style and by the purchase

of unsalable stock which makes it necessary to reduce prices.

Some merchants add freight and cartage to this list, but it should not be charged as an expense. It is a part of the original cost of the goods and should be charged to goods and not to expense.

A. M. Borroughs.

The store where the employes are not well treated is sure to be a store where customers will not be well treated.

**WHIPS****Clemens' Extra**

Rawhide, full hand stocked, loaded butt, 10-plait heavy ruset 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**

**SERVICE**

Service means to us the obtaining at any cost, and every pains, and every effort the best goods that the world's markets can afford.

**WORDEN GROCER COMPANY**

**Grand Rapids—Kalamazoo**

**THE PROMPT SHIPPERS**



William H. Anderson, President of the Fourth National Bank of Grand Rapids, finds much pleasure in escorting his friend to his fine 335 acre farm near Sparta. Mr. Anderson specializes on Galloway cattle and his herd is very generally conceded to be one of the finest in the country. His horses, pigs and sheep are the pride of the county and are pointed to as excellent examples of what can be done under ideal conditions, with a master hand as the directing force. Mr. Anderson visits the farm three times a week—he makes the eighteen miles in his Pierce-Arrow in from forty to fifty minutes—and keeps in touch with his farm manager in the meantime by means of the telephone. The boys on the farm have a graceful way of indicating his presence by raising a handsome flag on a tall flag pole as soon as he arrives. The silent emblem of patriotism is a sign to all the employes on the place, as well as the neighbors roundabout that the commodore is on hand, ready to deal out directions or advice in the same painstaking and conservative manner which characterizes his course as a successful banker.

Truman Gilmet, of Manistique, has been elected Cashier of the Garden State Bank, at Garden, Delta county. Eight years ago he accepted a position with the Chicago Lumbering Co. and steadily advanced until he reached the post of head book-keeper, which position he resigned a short time ago.

With preparation by the Organization Committee of the ballots for the election of Federal Reserve Bank directors in class A and class B, and consideration by the Senate of the five men nominated by President Wilson for membership in the Federal Reserve Board, the actual work of equipping the twelve regional banks will soon begin. After the Board is organized, its first duty will be to appoint thirty-six directors in class C—three for each regional bank—after which the full board of each bank must elect a president and other officers, and provide an adequate clerical force. This work, together with the task of securing proper quarters for each regional bank, devising a system of accounts, and determining what classes of paper shall be eligible for discount, will require at least six or eight weeks after the Federal Reserve Board gets down to business. The indications are, therefore, that the new banks cannot be

properly equipped before the end of September or later.

There is nothing in the law to prevent the Federal Reserve Board from permitting one or two regional banks to open before the whole twelve were ready, and although that has been proposed, there is no probability that it will be permitted. The regional banks to be formed in New York and Minneapolis could be started with little trouble, owing to the large amount of preliminary work that has been done. But in some districts, notably the fifth and sixth, there has been so much strife over the location of the regional banks at Atlanta and Richmond that the organization of the banks in those cities may be attended with much difficulty. One question asked everywhere this week, however, has been what will the reserve banks do when they are ready to start. Will they handle most of the paper formerly rediscounted for interior banks by Wall Street institutions, or will they be given merely the overflow in times of money market activity?

There is no authorization in the law under which the regional banks may discount or lend directly to private individuals. They will lend to, and receive deposits from, member banks alone. The law provides, however, that a regional bank may "purchase and sell in the open market, at home or abroad, either from or to domestic or foreign banks, firms, corporations, or individuals, cable

Ask for our Coupon Certificates of Deposit

Assets over \$4,000,000



### 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

## 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

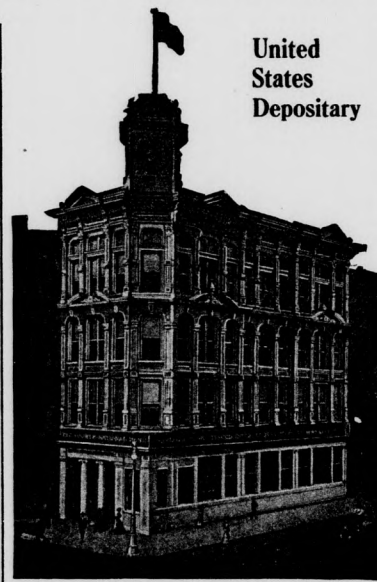
Savings Deposits

3

Per Cent Interest Paid on Savings Deposits

Compounded Semi-Annually

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



United States Depository

Commercial Deposits

3 1/2

Per Cent Interest Paid on Certificates of Deposit Left One Year

Capital Stock and Surplus \$580,000

## 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

transfers and bankers' acceptances and bills of exchange of the kinds and maturities by this act made eligible for rediscount, with or without the endorsement of a member bank." This provision does not relate to domestic business at all, but it shows clearly that the reserve banks may ultimately become a good deal of a factor in the foreign exchange market.

This means that the staff of the regional bank in New York will have to include a high grade foreign exchange man. It may be that one of the vice-presidents will be given that department, in which case a large enough salary will have to be paid to command the services of a thoroughly trained expert. Whether or not the foreign exchange end of the business will be developed by the other regional banks is a matter to be determined later. The chances are, however, that the regional banks at New York and Chicago will do most of this business, acting possibly for the regional banks in other cities. In course of time the regional banks will in all probability handle a large proportion of the foreign business now done by banks of New York.

A very interesting question has to do, however, with the payment of interest on deposits. The law does not forbid the Federal Reserve Banks to pay interest on deposits of member banks, but it is not at all certain that they will do so. There will be no competition for the deposit of reserves required by law, and although some member banks may find it convenient for exchange purposes to carry larger balances with the regional banks than those called for by the new regulations, such action will be governed by self-interest alone, and not because the excess balances have been "bid for."

The feeling is, however, that the interior banks will carry their excess balances with the large Wall Street banks, and give the regional bank only their reserve account. On this account many bankers believe that the regional bank will not pay interest on ordinary balances belonging to member banks. But this question will be one of many which the Fed-

eral Reserve Board will be called upon to consider as soon as it gets down to the highly important problems connected with the operation of the regional banks.

A different question arises, however, with reference to Government deposits carried by the reserve banks. It has been supposed that the regional banks would carry most of the money that the Government will have to put out, although the law permits the Secretary of the Treasury to make deposits with individual banks, as formerly. But under the act of May 30, 1908, the Secretary collects from the banks 2 per cent. interest on "all special and additional deposits" made by the Government. On that account it is possible that the Secretary will require the regional banks to take Government deposits on the same terms as the member banks do; that is to pay interest on them.

The Federal Reserve Board has the right "to determine or define the character of the paper" eligible for rediscount. Its ruling on this point will be awaited with keen interest, but the feeling is that it will include "single-name paper" as well as "double-name paper." Many country banks have signified their intention of rediscounting with their New York and Chicago correspondents, as formerly. This will mean that paper held by banks in the West, instead of being rediscounted with the regional bank at Chicago or Minneapolis, will be rediscounted by the large Wall Street banks, which, if they desire, will secure advances upon it from the Federal Reserve Bank there.

**New Baggage Rule Suspended.**

The new baggage rule proposed by the railroads, to become effective June 1, prohibiting the acceptance as baggage, "trunks or cases constructed in the form of trunk or other rigid containers which are not square or rectangular," was suspended recently by the Interstate Commerce Commission until Sept. 29, in order to investigate its reasonableness. The commission will permit the roads to put in effect on June 1, a rule prohibiting the acceptance as baggage trunks with more than two bulging side which are not opposite each other.

**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 4445 and 1122  
Bell Main 229

Grand Rapids, Mich.

Fifth Floor  
Mich. Trust Bldg.

**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 Old National Bank**

GRAND RAPIDS, MICH.

Our Savings Certificates of Deposit form an exceedingly convenient and safe method of investing your surplus. They are readily negotiable, being transferable by endorsement and earn interest at the rate of 3½ % if left a year.

6%

Bonds may be bought from us as easily and safely by mail as in person.

Tax Exempt in Michigan.

We recommend them for investment.

The Michigan Trust Co.



**The City Banks of Grand Rapids**

welcome the accounts of country banks.

Efficient organization and perfect equipment assure collections promptly handled, and quick, courteous, and dependable service in every particular.

Wide connections in Michigan and financial centers.

Largest Resources in Grand Rapids.

Grand Rapids National City Bank

City Trust and Savings Bank

Grand Rapids, Mich.

### How Horace Dryan Spent His Fourth of July.

Written for the Tradesman.

That was the sorriest Fourth Horace Dryan ever experienced.

Horace was a land cruiser of ability and discernion. The latter trait in his character gave him ample opportunity to improve his own financial standing in the world. When cruising among the tall pines of Northern Michigan and Wisconsin, he thought of the future and of the blue-eyed little lady who made bright the home of a down State farmer.

It was Horace's ambition to be one of the rich timbermen in the days to come when he should have a home of his own and the said blue-eyed farmeress became the head of his household.

It was while on his present trip that the fact dawned upon the young man that it did not pay to use red liquor.

His companion on this trip far into the Northern wilds was Jack Rogerson, an old timber-looker, whose name was a synonym for exactness in estimates and from whom Horace had taken his first lessons in estimating pine. Jack never went to the woods without his flask of liquor. In those early days the use of ardent spirits, especially to those who frequented the woods, was considered almost a necessity.

Horace seldom indulged, had in fact been laughed at by Rogerson for his old fashioned notions. On the present occasion the trip had been

unusually laborious. The two men had crossed swamps, waded streams, climbed rugged hills, penetrating to new fields of discovery, working like beavers, and the weather was something awful because of the intense heat.

Even the most smothering streets of the city are ice-houses in comparison with the heat of the woods on a hot summer's day. Take it in a low shanty in a small clearing in the pine woods, with the mercury mounting above a hundred, no breeze, with the sun at zenith, pouring his scalding rays down on the roof of that shanty and there is a fair realization of the place preached about in bygone days of the circuit-riders.

Rogerson used his flask freely.

"Now I would be careful, Jack," warned Horace.

"Careful, hades!" roared the elder man. "What d'ye take me for, boy? a nursing she baby—"

"No, no, Jack," hastily cried Horace, "but it's weaker than a nursing baby you'll be if you continue to suck that bottle."

"It's too blamed hot, Hod. You'd be better off to take a wee drop. I'd a died in the woods years ago if it hadn't been for the whisky, boy."

It was useless to remonstrate although the younger man could see the effect of so much drink was enervating to the energies of his companion. They had made their trip and were ready to return. The heat grew more intense each day. They had been out

a week, were forty miles from anywhere.

Facing once more homeward Rogerson fell suddenly ill. He staggered and rolled down a steep bank into a creek.

Horace hastened to his side, lifting him in his arms.

Carrying him to the top of the bank Horace laid his burden on the ground and began to work over his comrade, who seemed unable to speak or to move.

Overcome by the heat!

Horace knew what the verdict of the coroner would be in such a case. He was himself very much "out of whack" from this same heat, but he perspired freely, having his wits about him.

Rogerson was ill twenty-four hours then passed away. His companion felt a chill steal over him despite the torrid heat. He was alone in the woods, forty miles from anywhere, with a dead man. The terrific responsibilities of his situation almost prostrated him.

Horace consulted his watch, his compass, took his bearings, then braced himself for action. The body of his friend must be got to some habitation at the earliest possible moment. It was the evening of the Fourth of July. Horace remembered the numerous other Fourths when he had attended village celebrations or gone to the big Independence balls. What a contrast with to-day!

When he started to raise the stiffening body of his friend a flask half

filled with whisky slipped from a pocket to the ground. Instantly the man snatched it, pulled the cork and carried the nozzle to his lips.

Only a second thus then he dropped the bottle, the liquor untasted. He had been tempted most sorely, yet he remembered his father's advice to never touch liquor when about to attempt a Herculean task. "If you think you must drink, wait until the work is over."

Thrusting the flask into a pocket Horace lifted the dead land cruiser and set out toward the settlements.

The record of that tramp left its lasting impression on the brain of Horace Dryan. The body he carried was that of a man scarcely less than 180 pounds weight. Himself was thirty pounds lighter. Dryan was a rugged man, corded and muscled like a Hercules, yet with the heat something terrific, the mournful solitude of the woods all about, the task he set himself was a fearful one.

He shuddered to think that he might miss his way. The body would soon decompose under the torrid heat. He knew that at least forty miles lay between him and the nearest town.

Onward through the dim aisles of the wood trudged Horace Dryan, bearing his burden. Now and again, raining perspiration, he would pause to rest, easing his burden down upon the trunk of some fallen tree.

Striking a match to read his compass he would resume his journey. All night long he pushed on, stagger-



The Bowser Outfit makes *two sales* grow where *one* grew before. The motorist brings his wife to buy groceries and naturally buys his gasolene at the same time, next day he comes to buy gasolene and sees some groceries that please him and buys *them*. Grocers who have no *Outfit*, lose both these sales and all the profit-

**BOWSER**  
ESTABLISHED 1885

able trade in high grade goods that follows. The man who rolls along the street in a car that costs as much as a house and lot *has money*, he's a good customer and you want his trade. You want to *sell him his gasolene* because he has to buy that almost *every day*. We do more than supply you the Bowser Outfit that handles the gasolene—we have taught motorists to look for the Bowser Outfit and buy their gasolene where they find it. Write us for suggestions that will increase your sales. Ask for free booklet. No obligation incurred.

Sales Offices in all Centers and Representatives Everywhere

**S. F. BOWSER & COMPANY, Inc.**

Engineers and Manufacturers of Oil Handling Devices

Home Plant and General Offices

Box 2089, Fort Wayne, Indiana, U. S. A.

ing at times with an awful faintness. Once he pulled the cork of his bottle and tasted—the merest sip sufficed.

He dared not drink fully. Too well he knew what that meant. Once under the influence of the liquor he might forget his duty to his dead friend. On he pressed until the dawn of day. The blood-red sun came up, hot as kettle brass. Dryan rested twenty minutes to partake of the last bit of lunch he had left.

While he sat there he dared not look at the bloated face of the corpse. He felt that one glance would unnerve him. His throat was dry; his morsel of food almost choked him. It was hard to swallow. He went to a swamp-hole, scooped out the dirt; water oozed into the basin thus formed, and he drank.

Again he resumed his burden and staggered on. The glorious Fourth! Never until his dying day will Dryan forget. "I have passed many Fourths without celebrating, but this was the worst one of all."

Toward night of that day a wet and dripping figure staggered into the village store of a considerable town, falling prostrate with a dead man clasped in his arms.

When Horace Dryan came out of his swoon he felt the hot liquor from his own bottle trickling down his throat. Although he drank nearly half a pint his exhaustion was such that he never felt any other effect than a reviving of strength throughout his whole frame. Old Timer.

#### A Little of Everything, and Not Much—

Mears, June 30.—No more politics. Glad I am out of it. Teddy is going to be good. The whole bunch of our county supervisors went through Mears to-day, headed by Mr. Skeels, representing the State. Skeels had an 80-pound crowbar with him, which he intends to use in raising our valuation. The county supervisors are along helping (?) him. It will be a Godsend to us poor rubes if Mr. Skeels does succeed in raising our taxes, as we have had a hard time raising them heretofore. The supervisors had a body guard, consisting of Sheriff Gebhart and Gus Kobe, grocer of Hart, also a vanguard of politicians—present and future County Clerk Bert Wickham and Charles B. Eddy, merchant, good fellow, Mason, Elk, salvationist and next County Register of Deeds in Oceana county. (If he doesn't slip a cog.) With that crowd there was such a good show that I started to take the census of our village over again. But they left too soon. I didn't care, because the Florence Blunt Society Circus had just arrived and was erecting its tents. One show in our town at one time is plenty.

I have just finished reading last week's Tradesman. Thanks, Brother Pfander, for putting your O. K. on the C. K. That is much better than J. G. trying to put the C. K. on the blink. I noticed Will Sawyer's report that Al Wendt had gone to Cleveland to change his sox and samples. Will pass up the sox, but by the looks of his samples three weeks ago, when Al called on me, they needed a change or a shave. Thank goodness, the Widlar Co. doesn't send out goods according to sample. It sends out fresh goods. I am not knocking Al. He is a perfect lady.

I asked to have Milton Steindler removed to Detroit. No. 9, where

he belongs, as I wanted to get his chair in Muskegon, No. 404. He must have transferred at my request, as I fail to see his regular scribble in the Michigan Tradesman. Too bad, just when he had a scoop in Herman Anderson getting the train butcher job. Herman is peddling buns from Saginaw to Muskegon. Guess I better not tell the whole works, nor give Welton away, even if he did tip it off to me.

I was just going to make some heated remarks about the weather, but dare not, after reading "The Folly of Abusing the Weather."

I am not particularly hungry now, as I just finished lunch, but I do wish I had an Irish stew.

I enjoy a joke, if it is on the other fellow. Here I have been semi-occasionally roasting Charles Corey through the only trade journal in Michigan that is of any account, the Michigan Tradesman, and he had a good chance to get back and was such a good fellow that he didn't come back at me. (God bless a good-natured fat man). I had taken Charles up to Jess Crowner's store, at Tigris, five miles east of Hart. (Coming back it was 100 miles or seemed so) and had one of the most exasperating blowouts that mankind has ever been up against. What happened in the next two hours would fill a book, but I am not writing books. If Charles is decent enough to protect my good name, I certainly am not going to murmur a word.

C. A. Brubaker.  
The Chronic Kicker.

The customer who likes to argue does not grow more fond of the man who accommodates him by arguing with him.

Two-thirds of the bakers' troubles come from the poor oven foundations.

## Many Lines In One Bill

Buying on this principle gives you variety without over stocking. It gives you many profits on the same investment in place of a few. It saves you money on freight.

Our monthly catalogue—America's Price Maker in general merchandise—is dedicated to this kind of buying.

### Butler Brothers

Exclusive Wholesalers of  
General Merchandise

New York Chicago  
St. Louis Minneapolis  
Dallas

ASK YOUR JOBBER FOR

# Hart Brand Canned Foods

HIGHEST QUALITY

Our products are packed at five plants in Michigan, in the finest fruit and vegetable belts in the Union, grown on lands close to the various plants; packed fresh from the fields and orchards, under highest sanitary conditions. Flavor, Texture, Color Superior.

*Quality Guaranteed*

The HART BRANDS are Trade Winners and Trade Makers

Vegetables:—Peas, Corn, Succotash, Stringless Beans, Pork and Beans, Pumpkin, Red Kidney Beans, Tomatoes, Spinach, Beets.

Fruits:—Cherries, Strawberries, Red Raspberries, Black Raspberries, Plums, Pears, Peaches.

## W. R. ROACH & CO., HART, MICH.

Factories at

HART, KENT CITY, LEXINGTON, EDMORE, SCOTTVILLE.

## DETROIT DETONATIONS.

## Cogent Criticisms From Michigan's Metropolis.

Detroit, June 29.—Learn one thing each week about Detroit: The largest table desk factory in the world is located in Detroit.

The annual report of the Board of Commerce showed a surplus of \$14,282.53. The receipts for the fiscal year that ended March 31, were \$166,521.56. The disbursements were \$152,239.03, leaving the above mentioned balance. A detailed account of the work accomplished by each department was mailed to the members.

Leo Edelstein, of the perpetual smile and sunny disposition, was a business visitor in Detroit last week. Mr. Edelstein owns and conducts a men's and ladies' furnishing goods store in Cheboygan that would do justice to a town many times its size.

Scientific note says the horse succumbs to an intensely cold temperature sooner than any other animal. That being the case a horse has no business associating with the Bancroft Hotel clerks at Saginaw.

Patrick Hayes, the retired merchant of Marshall, who died last week was well known to many in Detroit. He was also the father of two of Detroit's residents, Edward Hayes and Mrs. H. L. Coon. In his home town Mr. Hayes was known for his sterling honesty. Before engaging in business for himself he clerked for one of the local stores for a number of years. He also served as alderman and Justice of the Peace and was an active member of the Knights of Columbus. At the time of his death Mr. Hayes was 79 years old. Two brothers, one sister and seven children survive.

There is a remedy for everything but death, who, in spite of our teeth, will take us in his clutches.—Cervantes.

Louis Buckingham, of the Buckingham Co., clothiers and furnishers at Flint, was in Detroit on a combined business and pleasure trip last week. After transacting his business he left with a party of Detroiters in an automobile for Kettle Point, Canada, where the party, augmented by two dozen "live wires" from Cleveland, intend to put in the time fishing. Kindly note we said the party "intend" to fish—and mebbe they will.

The deafening roar made by the populace demanding that Chase Osborn become a candidate for Governor has been heeded and it is now up to the other candidates to Chase Osborn.

Another shift in the business district will be made as soon as the new ten-story Stott building is completed. Neil & Co., who have conducted a furniture store for the past eighteen years at 188 Woodward avenue, occupying the entire building, will move into the new structure, which will be completed about January 1. The property, located at the corner of Wayne street and Michigan avenue, has a frontage of 60 feet on Michigan avenue and 100 feet on Wayne street. The building will contain 10,000 square feet to a floor or a total of 110,000 square feet. The structure will give Neil & Co. one of the largest furniture stores in Michigan and in its appointments one of the finest in the Middle West. David Stott, the flour manufacturer, is erecting the building.

A man that is a habitual drinker is bound to get somewhere. Sometimes hither and sometimes thither.

E. L. Riggs, veteran dry goods merchant of Plymouth, was in the city on a business trip last week.

And still they come. In order to boost the marriage percentage for the recently departed month of June, Theron Straight—who by the way is just what his name indicates—and Miss Alyce Copeland Stuart, daughter

of Captain and Mrs. Thomas Stuart, were married on Saturday, June 27, at the home of the bride's parents in Port Huron. Mr. Straight who represents Liggett & Meyers Detroit branch, is a former Grand Rapids boy and is very well known in that city, having been employed in Delamater's drug store for some time. He is a registered pharmacist. Somewhere there may be finer fellows than Theron Straight, somebody might have more friends than he, but they haven't been unearthed to date. His bride is very well known and popular in Port Huron. The happy couple have the well wishes of hundreds of friends, including the Tradesman, who join in extending the wish that their married life may be a long and happy one.

Somewhere we read among Henry Ward Beecher's proverbs: "Well married, a man is winged; ill matched, he is shackled." We think the latter day version might run thusly: "Well married, a man is singed; ill married, he gets pickled"—with apologies to our newly wed friends the Straights.

C. F. Millen, prominent dry goods merchant of Ann Arbor, was a Detroit business visitor last week.

Henry B. Eggeman, civil war veteran and father of Norman Eggeman, well known hat salesman, died at Harper hospital last Thursday. Mr. Eggeman was 75 years old and has been a resident of Detroit for seventy years. He served in the second Michigan infantry during the Civil War and was discharged on account of injuries received in battle. Mr. Eggeman is survived by five children. Our sympathy is extended to the bereaved family.

Three hundred druggists from different points in Western New York, Ohio, St. Louis, Grand Rapids and Southern Michigan, spent the latter part of last week in Detroit as guests of Parke, Davis & Co. The party spent some time inspecting the plant, after which they were taken out for an auto ride about the city and Belle Isle. A banquet was given at the Hotel Cadillac, at which H. B. Mason, editor of the Bulletin of Pharmacy, a publication issued by Parke, Davis & Co., acted as toastmaster. On Friday a lake ride on the steamer Pleasure was enjoyed by the visitors, who returned in time for those from New York to catch the D. & B. boat for Buffalo.

When a woman loses her heart to a man she always knows where to find it when things to do progress satisfactorily.

A railroad in the East is suing a man for damages to the cowcatcher of an engine, caused by striking him. The man must have been one of those ball players of solid ivory we hear so much about.

S. S. Kresge has leased for twenty-five years the new Siegel building, at the corner of Woodward avenue and Clifford street. It is said the building, which is to be eight stories, will rent for \$50,000 a year with a twenty-five year lease. The Kresge Co., which conducts 5 and 10 cent stores, will occupy the main floor and basement with a store and the center portion of the upper floors for stock rooms. The remainder of the building will be sub-let. Ten years ago the location of the Siegel building was practically out of the down town district. It is a well-known fact that what counts in a business such as the Kresge Company controls is a good location and its removal to the corner of Woodward avenue and Clifford street, which to-day is near the center of the down town section, is only another indication of the growth of the city.

"Nick" Schlaff, department manager for Crowley Brothers, returned from a business trip to New York last week.

John P. Fitzgerald, of Farrand,

Williams & Clark, wholesale drugs, says after sizing up the grocery and provision bills, the trusts make mountains out of coal bills.

Ed Varnum, well-known druggist of Jonesville was a business visitor in Detroit last week.

Mr. Strauss of the Strauss Co., Alpena, was in the city on business last week.

Charles Behm, C. Elliott & Co.'s popular representative, and Mrs. Tracy Mertz were united in marriage June 23. Both Mr. Behm and his bride are well-known in the city and throughout the State. The close proximity of the marriage to the two-day outing given the salesmen of the firm he represents, last Saturday, did not prevent Mr. Behm's appearance, whereas our informant says that Charley's choice for his future helpmate was a most happy one. Our best wishes, with those of their many friends, are extended to the happy couple.

F. M. Miller, druggist and auto fiend of Milan, was in Detroit last week on business.

There's many a slip 'twixt a cup and the spaghetti.

B. Newberger, general merchant of Avoca, was in the city last week on business.

At the convention of the Michigan Bankers' Association in Alpena last week, Henry B. Joy, of Detroit, was unanimously endorsed as director in Class B of the Federal Reserve Bank to be located in Chicago.

Mrs. Guy Pfander, wife of the redoubtable scribe from Battle Creek, is spending the week in Detroit visiting her many friends. Not wishing (?) to stir up dissension in the Pfander home, we might suggest careful investigation by the missus, if there are no chirpings of the Crickets in this issue.

Black note paper is a new fad in London. This is our idea of nothing to worry about.

Gordon Gunniss, Algonac's jovial druggist, was in Detroit last week on business.

C. F. Peck, general merchant of Warren, was in Detroit last week in the interest of his store.

News reports state that John L. Sullivan has saved \$100,000 since he quit drinking eight years ago. It isn't every one who can drink \$12,500 worth of liquor a year.

E. A. Miller, formerly of the Harbor Beach Grocery Co., has accepted a position with the National Grocer Co., Detroit branch, and will take the territory formerly covered by Pysl Pfeister, who will, in turn, succeed Frank Ganiard, who has tendered his resignation and will become a member of the firm of Lamb & Spencer, Ann Arbor's leading grocers.

The Associated Advertising Clubs of the World, at their convention held in Toronto last week, adopted the slogan, "Swat the lie." When all advertisers "swat the lie" in their advertising, then will they find the results accrued will eventually be increased several fold. Fake advertising also hurts legitimate and honest advertisers who should frown on papers or magazines accepting it.

Lee Morden, of the George B. Forrester general store at Deckerville, was in Detroit last week, where he attended the wedding of his brother.

On June 20 and 21, the C. Elliott & Co. branch of the National Grocer Co. entertained the salesforce and department managers, taking them to Denmark's Hotel, located on Lake St. Clair, about six miles east of Mt. Clemens. The original plans were for a fishing trip, but as things turned out the proper name should have been a fish trip, one little orphan fish that strayed away from home being all that the party could lasso. Dad Reynolds, Fred Trester and George Rowe all claimed the honor of capture. Sunday the party treated the hotel

guests to a sure enough minstrel show, with Al. Jehle and his trio of singers as the star performers. The real object of the house was to tender a farewell party to Frank Ganiard who leaves to engage in the retail business, as mentioned in another part of this page. Mr. Ganiard, who is known throughout the State as a prominent U. C. T. officer, leaves the position he held with such marked success for many years, with the well wishes of his friends and employers. We feel we can add for his hosts of friends in the State that he has their sincere wishes for his success, so well deserved in his new undertaking.

Ludington has a big celebration this week in honor of the "million dollar harbor" recently completed. The city is gaily bedecked with flags, bunting and welcome signs. We can understand why Henry Seeba would put a welcome sign over his place of business and anything our old friend Joe Sohlmark, the druggist, would put over his drug store in the shape of a sign, would not surprise anyone—not even a Christmas toy sign in March—but when George Dorrell puts a welcome sign over his undertaking establishment, we pause to blow the dust from our goggles and gasp for another drink—of fresh water. As we understand it at long range Bill Roth and his Collection Committee are the only ones barred from full privileges and rights of the welcome signs in the business places.

We have the news but lack the details of the sudden death of Mrs. George Potts at her home last Friday. Mr. Potts is one of Burnham, Stoepel & Co.'s veteran traveling men and is well known in all parts of the State. The news of his wife's sudden death will be received with sadness by the hosts of friends of the family.

Roy Kirkem was in Detroit on a business trip last week in the interest of the Neddermyer Co., of Richmond. Roy is well known in Grand Rapids, having acted as a department manager for I. M. Smith Co., later going to Sparta, where he acted as manager of the dry goods section of the A. A. Johnson & Co. store until that firm changed ownership.

Mr. Arbaugh, of Arbaugh & Co., Lansing was in Detroit last week on a business trip.

Fred Miller manager of the bargain basement for L. H. Field & Co., Jackson, was in the city last week on business.

Harry Whitbeck, (Burnham, Stoepel & Co.) accompanied by his wife and daughter, has gone to Duluth via boat on a pleasure trip.

At 10½ o'clock on Saturday, June 20, a nine pound—no, at 9 o'clock a 10½ pound—boy made his appearance at the home of Dan Sullivan, cashier for C. Elliott & Co. Dan thinks he's some pumpkins, being father of such a lusty young mick and, perhaps, after all, he should be.

With the passing of June, we wish to place on the honor roll for the month those who so kindly assisted us by sending in news items:

Sidney Pungs.  
Guy Caverly.  
Charles Welker.  
Elmer Brevitz.  
John McMahon.

On the other hand, to the following we wish to state our address is 202 Montclair avenue:

Bill Freleigh.  
Willie Freleigh.  
Jack Heintzman.  
William Freleigh.

B. W. Wright, of Carlton, was in Detroit last week in the interest of his general store.

Huerta, by this time, has discovered that Villa has a punch in either mitt. Frank S. Ganiard has been elected Supreme Junior Counselor of the United Commercial Travelers of America. This means that next June he will be elevated to the position of Supreme Counselor, which is the high-



est office within the gift of the organization.

Louis N. Valpey, former shoe merchant and prominent member of the Board of Commerce, died at his home on Edison avenue Friday. Mr. Valpey came to Detroit when he was 26 years old and in 1884 opened a retail shoe store. For eighteen years he continued in the business, which became one of the largest of its kind in the city. A short time ago he gave up the shoe business to look after his real estate holdings. He was born in New Brunswick, B. C., fifty-six years ago and is survived by a widow and one daughter.

J. F. Rankin, dry goods merchant at Walkerville, Ont., was in Detroit last week on a business trip.

Tuesday sounded taps for the United States Express Co., the business in Detroit being taken over by Wells, Fargo & Co. The Adams Express Co. took over the business in the State. According to the officers of the company, the parcels post was instrumental in driving the company out of business.

Grand Rapids has lost another honor in the elimination of G. K. Coffey as the world's largest man. James Sturgill, 16, of Sergeant, Ky, weighs 409 pounds.

C. C. Starkweather manager of the local branch of the Buick Motor Co., entertained forty-one dealers and salesmen from the territory handled by the Detroit office last Monday and Tuesday. On Tuesday morning the private car Yolande was chartered and the party was taken to Flint to inspect the factory. The representatives were given a luncheon at the Dresden Hotel in that city, returning in the afternoon to Detroit. While in Detroit they were royally entertained by Mr. Starkweather.

Money makes the auto go and the auto does likewise to the money.

The welcoming banner over the undertaking establishment in Ludington may have been placed there with a view to entertaining the Manistee contingent of joy seekers. In Ludington they consider Manistee dead.

M. B. Girard, the sphinx-like dry goods merchant of Pentwater, was in Detroit last week. Mose, as he is popularly known, is one of the kind of people who say little, but do much and is one of Pentwater's progressive merchants and citizens.

Dick Boter, of the P. S. Boter & Co. clothing store at Holland, is the proud possessor of a receipt for a fine paid to an Allegan justice last week. Dick, you know, is known as a real auto and fence buster, but never was noted for excessive speed manipulations with his engine, hence he is wearing the broad smile because he has demonstrated to the world that his machine can exceed the speed limit. What has happened to him since he purchased his automobile, a couple of years ago, would make as interesting reading as the "Adventures of Mary." After the party that accompanied Mr. Boter left Allegan, they proceeded to Kalamazoo, where a fishing trip was planned. Later a long distance call informed the folks back home that the fishermen had snared two fish for their trouble. As fishermen are noted for their truth stretching proclivities, there is much doubt about the catch. If a movie man could but follow that party and place the films on the market, his fortune would be assured. Accompanying "Dare Devil Dick" were C. Fris, John Dykstra, A. Keppel and John Vandersluis, business men of Holland.

Mr. Pengelly, of the Colman Drug Co., or Kalamazoo, was in Detroit last week in the interest of his store.

The building occupied by the manufacturing plant of A. Krolik & Co. was destroyed by fire last week. The company expects to resume operations in a short time. The loss was fully covered by insurance.

M. Levinson, proprietor of Birmingham's leading dry goods and furnishing goods store, was a business visitor in Detroit last week.

Even a blind man can find fault.

According to newspaper reports of recent date, Saginaw is to have a new half million dollar hotel to be erected on the present site of the Bancroft House. While the service has been as good as the average, the hotel itself is over fifty years old and one of the oldest in the State. Undoubtedly, if some of the present clerks are retained in the new hotel, a crown of gold would not be amiss for them to wear during the hours they are on duty.

Tom White, Lapeer's hustling and up-to-date dry goods merchant, spent a portion of last week in Detroit on business.

The United Commercial Travelers of America, at the convention in Columbus last week, decided to start a campaign for a reduction of excess baggage rates and a uniform price in every state in the Union. Michigan already enjoys a reduction of baggage rates. Claud Duvall, of Kansas City, was elected Supreme Counselor.

Fools in their row boats are soon departed.

M. E. McKenny, formerly sales manager for the American Plow Co., Madison, Wis., and advertising and service manager of the Zender, Paeschke, Frey Co., manufacturer of household utensils, Milwaukee, has joined the sales force of the Federal Motor Truck Co. and will look after the trade promotion department. Mr. McKenny is an expert in this line, having had a wide experience with manufacturers in all parts of the country.

John Fowler, druggist of Pontiac, was a business visitor in Detroit last week.

John Brasch, of Brasch Bros. department store, one of the largest on the west side, after being indisposed for several months, is making daily trips to the store although unable to take up any active duties. Mr. Brasch recently returned from a trip to Florida where he went in quest of health.

Wm. Skerrett of Wm. Skerrett & Sons furniture dealers Wayne, was in the city on business last week.

To the victor belongs the spoils, which often spoil the victor.

The entire sales force of the J. L. Marcero Co. and a portion of the office force are taking their vacation simultaneously this week. The Marcero Co., jobbers of tobacco and candy, is one of Detroit's progressive houses and has been making rapid strides during the eight years that it has been located in Detroit. It is distributor for the G. J. Johnson Cigar Co., of Grand Rapids, which, incidentally, is a big asset to its business.

Oscar Levy, A. Krolik & Co.'s chubby Grand Rapids representative, was in the city for a couple of days last week.

One that that made an impression on the writer recently was the fact that a traveling man was doing his banking in one of the smaller towns in his territory. When asked the reason, he stated that the employees in the banks in the larger towns invariably act as though they were doing a person a favor accepting their money for deposit and seldom show the first requisites of courtesy. This is only too true and many have spoken of the lack of politeness in a bank that must be shown by employees in the mercantile business. Why should not the same obliging spirit be displayed in a bank as well as in a grocery store or any other place that depends on patronage for its livelihood? Of course this state of affairs is not to be found in all banking institutions. The writer during the time he has been depositing his small pittance in one of the banks, has the first time to receive a "thank you"

from the receiving teller. The party we mentioned first hails from a city on the Western shore of Michigan.

It looks very much as though Liggett & Meyers have inserted a new stipulation in the contracts with their traveling representatives—something concerning married life, etc. Perhaps to use the famous words of our illustrious President, the move may be merely a "psychological" one—the recent numerous marriages of the employes and salesmen. Two was last week's record. G. A. Bonnette, of the healthy mien and perpetual smile, Southern Michigan representative for the above named firm, and Miss Fern Patterson, daughter of Mr. and Mrs. John Patterson, were married at the home of the bride's parents in Boyne City last Wednesday. The bride's father, Mr. John Patterson, is a prominent furniture dealer. Mrs. Bonnette is well known and is very popular with the younger set in Boyne City. Mr. Bonnette has hosts of friends throughout the State and is an active member of Cadillac Council No. 143. He will make his headquarters in Jackson and has already located there. Joining with the happy couple's many friends, we extend congratulations.

A new Yorker named Brown, pensioned their housemaid after thirty-eight years' service in his home. Nowadays, if a family keeps a housemaid there isn't enough left for a pension.

Mr. Chapin, C. R. Chapin & Co., general merchants of Willow, was in Detroit last week, replenishing his stocks.

William Trurit, well-known confectioner, 2962 Woodward avenue, was struck by a speeding automobile last Saturday night, the injuries proving fatal. Mr. Trurit has been in business for about two years, coming here from Sturgis. He was unmarried and had a brother in Detroit who is a member of the police force.

John A. Burbank, the hardware merchant, who was murdered by hold-up men last Saturday night in Detroit and who shot one of them to death before being killed himself, was one of the most popular business men in the city. He was formerly connected with the Fletcher Hardware Co. for twenty years, the last few years with the firm as head of the city sales force. His ability and pleasing personality won him many friends, all of whom predicted a bright future for him in the retail business, when he resigned to take up the management of the Mintz Hardware Co., which he and his associates purchased about five years ago. True to the predictions, the business prospered and Mr. Burbank was on the high road to success when the sudden end came. He was born in Detroit forty-four years ago and is survived by a widow.

H. C. House, of Deerfield, was a business visitor in Detroit last week.

James Wilson (Burnham, Stoepel & Co.) is in New York on business.

Synonymous terms: Loss of appetite and European plan.

Bill Canfield, Michigan representative for Strawbridge & Clothier of Philadelphia, with headquarters in Detroit, believes that trusts are hogs. He also believes that there is money in trusts, likewise hogs, so together with his brother, he purchased an 86-acre farm near Coloma, with the object of raising hogs for the market—and making money. They own about 100 hogs and fifteen head of cattle at the present time. Mr. Canfield will spend Saturday and Sunday on the farm, looking over his new money-makers.

On the other hand, we know of one or two hotel keepers who should feel right at home on Canfield's hog farm.

By special request, Gaylord Gillis Goldstein is spending his vacation (and part of his father's money) with his grandmother in Lakeview. Gay-

lord is the grandson of the writer's father.

Judging by the way the monarchs are being assassinated, a fellow will be afraid to hold three kings for fear someone might shoot at them.

P. C. Palmer, former Grand Rapids resident and representative for Burnham, Stoepel & Co., now a prosperous merchant in Windsor, Ont., was in the city on a business trip last week. And still we live to write this important news.

Henry Shorter, a negro of Washington, is 109 years old.

Shorter can't last much longer.  
James M. Goldstein.

#### Boonlets From Bay City.

Bay City, June 29.—Charles Supe, who died at his home in Sault Ste. Marie June 22, was formerly a well-known Bay City business man. His body was brought to this city and the funeral was held at the residence of Mrs. Clara Von Walthausen last Thursday afternoon. For many years Mr. Supe was one of the representative business men of our city. He located here in 1868 and in 1871 he built the elevator at the corner of Adams and Third streets now occupied by Bromfield & Colvin. About twenty years ago Mr. Supe removed to Sault Ste. Marie and engaged in the grocery business.

Bay City is a popular convention city. A large number of conventions have been held here this summer, including that of the Michigan Municipal League, held last week. Many cities were represented and the commission form of government, the sealing of weights and measures and other important topics were discussed.

The Bialy Block on Water street, which is being rebuilt, will be a modern structure when completed.

R. T. Willoughby, general merchant at Capac, has sold his stock to R. J. Bailey.

The merchants of Bay City, west side, have arranged for a series of Saturday evening band concerts.

Pub. Com.

#### Quotations on Local Stocks and Bonds.

	Bid.	Asked.
Am. Light & Trac. Co., Com.	339	342
Am. Light & Trac. Co., Pfd.	107½	110
Am. Public Utilities, Pfd.	70½	72½
Am. Public Utilities, Com.	45	49
Cities Service Co., Com.	82	84
Cities Service Co., Pfd.	72	75
Citizens Telephone Co.	75	78
Comw'th Pr. Ry. & Lt., Com.	59	60
Comw'th Pr. Ry. & Lt., Pfd.	81	82
Comw'th 6% 5 year bond	99	101
Pacific Gas & Elec. Co., Com.	38	40
Tennessee Ry. Lt. & Pr., Com.	13	15
Tennessee Ry. Lt. & Pr., Pfd.	67	69
United Light & Rys., Com.	65	67
United Light & Rys., Pfd.	72	74
United Lt. & Ry. new 2nd Pfd.	67	69
United Light 1st and ref. 5% bonds		89
Industrial and Bank Stocks.		
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	
Kent State Bank	255	265
Peoples Savings Bank	250	

July 1, 1914.

#### He Calls It Poetry.

Read on! Read on! though I don't hear a word.  
Absurd?  
Why, not at all. I'm trying to unload  
An ode  
On Michigan, its beauty and its woe,  
And so  
It stands to reason that sometimes  
My rhymes  
Chime in with what you glibly read.  
Indeed.  
A lovely passage may quite well suggest  
The rest.  
And beauty of the State, while now  
again  
A strain  
Of dreadful import may bring to my  
mind  
The wind,  
The rain, the sleet, and all the rest of it.  
Don't quit  
Until to sleep unconsciously I've gone.  
Read on!

—James M. Goldstein.

### Some Phases of the Summer Footwear Trade.

Written for the Tradesman.

According to the reports of many shoe dealers both large and small, in numerous widely separated sections of the country, business in the retail shoe trade is good.

Tans, white shoes, dull finishes, and pretty much everything of a pronouncedly summery nature, seem to be having the call. In one locality, tans have the lead; in another white shoes are forging to the front. But nothing especially seems to be left in the lurch, and it begins to look as if we were going to have one of those encouraging all-round seasons.

In a few localities it would appear the dealers find themselves rather heavily stocked on women's tan low-cuts; but where such is the case, association team-work is helping to relieve the situation. By planning all-tan windows, unitedly exploiting tan low-cuts through the papers, and putting on special tan-week sales, they are making tan-shoe demonstrations that will undoubtedly result in moving the surplus stock.

From the very first there appears to have been no uncertainty about white goods. Contrary to some rather confident predictions one recalls having read and heard last fall, white footwear is still popular. Indeed its popularity is constantly increasing—and for good and substantial reasons. The white shoe is a serviceable and practical commodity. Little girls have always liked white shoes, women are coming to like them more and more, and so are the men.

The sale of a pair of white shoes is a good proposition from the dealer's standpoint, for it virtually amounts to the sale of an extra pair. White shoes are distinctively fair weather shoes; but all summer days are not fair; and nobody thinks of pinning his summer hope to white shoes alone. He must have other summer shoes to fall back on when the weather is off color.

#### The Low-Cut Shoe.

Some people imagine that the low-cut shoe is a strictly modern achievement. But it isn't. Low shoes were popular as early as the thirteenth century. And if we are willing to extend our definition of the word so as to include the oriental sandal—the earliest type of a shoe used by civilized man—we discover that the low-cut type of footwear has on its side the weight of antiquity. It was in later times, when the art of shoemaking had become more highly specialized, that shoes came to be built higher. The grotesque "poulaine" or, as it was sometimes called, the "crack-ow" shoe, which was introduced into Europe towards the end of the thirteenth century, and was all the rage until the fifteenth, was a low-cut shoe. The "poulaine" was a curious affair. It had a long toe, stiffened and curled up over the foot like a ram's horn; and often the quarters were highly decorated and embellished with embroidered effects in gold. A pair of "poulaines," such as those worn by

the smart dressers among the ruling classes of Europe during the fourteenth century, doubtless represented a considerable investment.

Methods of shoemaking, happily, have been tremendously changed since those remote times; but it is interesting to observe that the low-cut shoe is still favored—especially for summer wear. It's the natural summer shoe. It's cool, for it provides more adequate ventilation for the foot.

Speaking about low shoes, I have been greatly interested to read the "proclamation" thereupon as issued by Mayor Wallace G. Nye of Minneapolis. "Now cometh before me the low shoe, and the burden of its complaint follows: 'Why is yon straw hat given attention above me?'" and so forth to the conclusion, "I have yielded to the request, backed as it has been by the merchants and shoe dealers who handle low shoes in all sizes, colors, shapes and degrees of ease on the feet of the wearer. And so doing I proclaim Friday, June 5, as Low Shoe Day For Minneapolis."

#### Postpone Price-Cutting.

The dealer with an eye to profits will postpone as long as he can the day of cut-price activities.

In other times, when each dealer was an Ishmaelite, with his "hands against every other man's hands," premature price-cutting on summer footwear was not as anomalous and ridiculous as it now is. Nowadays alert dealers of the various communities are (or ought to be) organized for mutual benefit. Through their associational work they accomplish things impossible of accomplishment individually.

There are lots of people in every community who are postponing the purchase of summer footwear until such time as the dealer announces attractive price-concessions. Shoe dealers have themselves taught these people to expect such things; and the people are not to blame for taking their economic education seriously.

The time has arrived to instruct the public differently. If the dealers of a given community get together and let it be known kindly, but positively, that there isn't anything doing in the price-slashing line until the season is far advanced, then folks'll get tired of waiting half the summer for their new seasonable footery. They'll do the only thing they ought ever to have been trained to do; namely, buy their summer shoes at the beginning of the season, paying therefor the usual asking price.

#### The Dealer's Profit.

Substantially what has been said in the foregoing leads up to the subject of the dealer's profits.

The worst feature about the price-cutting craze is that it plays the very deuce with profits.

A good many retail shoe dealers have found out from personal experience that the profit-margin on shoes is none too wide, even under the most favorable conditions of selling.

The materials from which shoes are made are getting scarcer all the time, and the cost of production is going up—chiefly because of the increased

cost of labor, and the uncertainty in labor circles. But in spite of this, people seem to feel that the footwear "traffic" is taxed to the very limit of its capacity. They are looking for the day of cheaper shoes. Well, to be plain and blunt, the day of cheaper shoes isn't in sight. The trend is just the other way.

In the meantime how is it to fare with the dealer? Where does he come in? He is between the devil and the deep sea. On the one hand, the increasing cost of shoes; on the other hand, the popular clamor for less expensive footwear.

Now if he is to continue in business and making a decent living, he's simply got to buck up and mark his merchandise so as to make a good average profit. Insofar as he loses his nerve, gets panicky for the business and cuts the profits out of his prices, just in that far he is injuring himself. Personally I cannot see that he is required to do it. If he will associate himself with other dealers of his community, and agree with them to stand pat on the basis of a legitimate price-marking crusade and the postponement until a definite, late date of the price-reduction time, he'll clean up the season with a good profit showing. And this he ought to do. The weather's too hot to be in business just for the fun of it. Cid McKay.

After acquiring the art of talking well a wise man keeps still.

Some men are too busy to enjoy prosperity.

### Service Is Judged by Efficiency.

You cannot consider business as a personal matter, because it depends upon service to others; that service must stand upon and be characterized by efficiency; and that efficiency must have a reputable and stable character; and that character must be large and generous and wide-awake; in other words, it must be ever led by Progression. Therefore, it must be seen that business—the great absorbing game, must not be selfish, lest it shrivel up and die of starvation.

Every little thing you do that is higher and broader and better than the thing you have been doing, is a step toward bigness. We grow big by doing—let us never forget that. Doing things—not merely planning, theorizing, scheming, waiting—but doing; that is what makes people sit up and take notice. Not what you want to do or are going to do, but what you actually do to hold the attention of people.

It is a curious fact that very few fountain pens of foreign make are used in this country. The domestic makes occupy the field too well to be ousted and they are to be had at every price from \$1 up. This pen ranks as a favorite holiday gift and can always be found with the jewelry as well as at the fancy goods counter attached to the regular stationery department. Last year we exported 309,200 fountain pens, one-half going to England.

## 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.

## 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.



# Our Golden Anniversary

## 1864—1914



Factory, Office and Salesrooms

The 5th of July, 1914, marks the fiftieth anniversary of the firm Rindge, Kalmbach Logie Company, and it is with pleasure and satisfaction that we look back to these years of growth, based on a standard of *high quality, honest value and good service*, which we have maintained to this day. We have coupled our experience of fifty years with the modern methods of shoe making, and are prepared to give the best satisfaction in *workmanship, quality of material and quick service*.

**Whereas,** We take this opportunity to thank you, discriminating shoe dealers, to whom we owe our success, by virtue of your patronage, and extend to you our greetings, hoping that the friendly relations of the past may, for our mutual interests, extend far into the future.

**Be it Resolved,** That this house will endeavor to co-operate in the merchandising of good shoes, rendering the greatest good to the greatest number, so making good business better.

**Rindge, Kalmbach, Logie Company**  
Grand Rapids, Michigan



### Underlying Fundamentals of Practical Retail Salesmanship.

Written for the Tradesman.

There are, perhaps, no salesmen as a class more in need of instruction or information regarding their business than the average retail clerks.

This can be readily accounted for from the fact that in the generality of cases the proprietors themselves do not know what constitutes first-class salesmanship, and those who are not experts themselves, and never have employed the best talent, can not realize the vast difference in sales during the year. One of the great professions in America to-day is merchandising—selling goods. Everywhere merchants are calling loudly for more salespeople who know how to sell goods.

A high percentage of clerks, both in large and small stores, do not apply modern methods to their selling.

They have never been taught how. They need instruction. They need a full knowledge of what they have to sell, mixed with good old common sense.

There is no open mind that is not desirous of improvement, regardless of previous training or years of service.

There is nothing so fascinating as salesmanship when the spirit is once grasped. Every man who comes in contact with men is bound to develop this spirit if it is once begotten.

#### Profit in Training Clerks.

Every merchant can make more money by systematically training his clerks to sell goods, which, of course, means how to treat customers and how properly to present the goods they have to sell. Since the college high brows have dabbled in commercial subjects, there is a tendency to treat salesmanship as a purely psychological proposition and to create the idea that selling merchandise is a complicated job, dependent upon scientific knowledge. This may be all right as theory, but practically it is bunk. Selling goods is a simple transaction between merchant and customer. But our success, as retailers, depends on how many of these simple transactions we can consummate during the year. So far as everybody's needs are concerned, the average sale is made before the customer enters the store. If we stop at these sales we will never get far as merchant. We must create demand as well as supply it. And here is where selling ability helps us out. If we know merchandise and watch the moods of our customers, we can make many extra sales in the course of each day.

Calling our customers attention to new goods on display, demonstrating the use of a simple kitchen utensil, a timely suggestion about different lines of goods we have to sell and an enquiry as to household needs are a few of the ways in which extra business is created. This is practical salesmanship, and common sense is the force that keeps it in motion.

Good salesmanship behind the

counter is a prime necessity in building up a business.

We should try to develop the selling instinct ourselves, and impart it to our clerks. Impress upon them that they are paid to sell goods; that the merchandise was not bought for store ornaments, but to sell, and that the faster it sells the better we like it.

I have frequently noted that a new and inexperienced clerk will do more business the first thirty days than



JOHN I. BELLAIRE

during any other sixty or ninety thereafter, which is sufficient proof that energy and push are as much required in this particular capacity as tact and experience.

Therefore, it should always be constantly borne in mind that there is no telling what a single effort or an extra exertion in trying to effect sales may accomplish.

We may not realize the importance of calling customer's attention to new lines of goods as they are placed on sale, and we may think that because we may have failed to make a sale by doing so two or three times in succession it is too much trouble for the profit gained by it. This is a practice that should not be omitted, for every person employed should understand that his time belongs to the company, and whether a sale is made or not, he has done his duty and will expect his full salary when it is due. Should Make Profit-Producing Sales.

If we want to be enterprising, wide-awake, successful salesmen we should never lose an opportunity to sell the class of goods which pays the largest profit, nor to make a sale to the customer who has the least thought of buying. I have frequently carried out the above ideas successfully. A lumber jack once came into the store where I was employed and asked for some underwear. I handed him a garment. He picked it up and, with an oath, threw it at me. The proprietor, who was in the store office at the time, started down to order the fellow out.

I made no remarks but went to the cigar case, took out a 5 cent cigar and handed it to the fellow, together with a lighted match. He looked at me a minute in utter bewilderment, accepted the cigar and lighted it.

I then asked him the kind and qual-

ity of goods wanted, soon sold him a bill of \$30, all good, profitable merchandise.

When he went out the proprietor came to me and said, "I could not have done that. I was on the point of ordering the fellow out."

That little act was far better than to have ordered the fellow out. It added several good dollars profit to the store and made a satisfied customer, who, by the way, feeling ashamed for his rude act, never failed to put in a good word for the store to his fellow workmen. He became a regular customer and each trip down from camp always brought several unacquainted customers to the store. It is the little things which help or hinder good salesmanship.

It is funny how some bad practices spread. I have been guilty, and will venture to say from Maine to California, a customer entering the average retail store is met with, "What can I do for you to-day?" or "Something to-day?" This is poor salesmanship, because it offends many people. Why it offends is not so clear. It doesn't offend everyone, but the fact remains that this form of salutation offends the majority, so we should learn to cut it out.

Never will I forget a lumber company superintendent entering the store where I was employed one morning. I approached him with "Something to-day Mr. —?" He stopped, looked at me a minute, and turned away in disgust, with a gruff, "No! If I want anything I know enough to ask for it," and walked on entirely ignoring me. I said nothing, but it set me to thinking good and hard.

I soon learned that by pleasant "Good Morning" or "How do you do?" followed by a remark about the weather, or some local topic, was the better way to greet customers.

Then there are two expressions common to the majority of retail stores that are dead sale-killers. You will probably recognize them. After a customer has been given what he has asked for, "Will that be all?" and "Anything else to-day?" Are any of us still guilty? These expressions kill sales because they are so easily answered by one word, usually the wrong one for the store.

We should change the form and make the customer think. Say, "What else?" and the customer will take a mental inventory of his needs before answering. Instead of "Will that be all?" suggest further purchases by asking, "How about some of those new goods on the bargain counter?" or by calling attention to some seasonable things specially priced. Done is a tactful way. These methods get the customer interested, and other sales frequently result.

We can shut off a great deal of competition by anticipating what our customers are going to buy in the future.

We should get our customers interested in our goods before they arrive. Now that the summer season is here, begin to talk to customers about the beautiful lines of new prints, gingham, and dress goods we have

bought, the useful household goods we expect in a few days, the new goods in groceries and other lines that will soon arrive. Picture our incoming goods to our customers, so when they are tempted to buy elsewhere they will say, "No, I believe I will wait and see what the company store is going to show before buying." We can clinch many an advance sale in this way, particularly on the more important purchases people make every season.

#### Extra Sales Make the Money.

It has been said by authority that the regular sales of the average retail store about pay expenses; extra sales make the profit and these extra sales are brought about by good salesmanship. They do not come unasked; they must be angled for. Without pressing our customers to buy, we can suggest things that they will find useful, articles that economize household work, and goods that will add to the beauty or enjoyment of the home.

We should never get into an argument over price. It is the value of the goods that we are selling. If we can convince customers of the value, then the price is secondary. If quality of the article is not presented correctly, and with conviction and enthusiasm, selling goods does become a matter of price.

Under such conditions we who handle the transaction lower ourselves to the level of a slot machine or an auctioneer.

A customer hardly ever goes into a store and talks price unless allowed to do so by the clerks. It is perfectly natural for a customer to say that he can buy the same goods cheaper. Yes, and he can buy his clothes cheaper. But he actually bought his goods because he thought he was getting his money's worth.

It is safe to believe he will buy our goods if we convince him that he is getting his money's worth.

I have found it the best policy in meeting competition, local and mail order, not by open antagonism, disgusting people and making them shy off from our side of the street, but by competing on a quality basis. We can't meet price with price. Let us create confidence in the goods we sell by stocking only good goods bearing real values—articles which the manufacturers stand behind and we back up. Lowest-priced merchandise is not cheapest in the long run. Let us educate our customers to pay our price by not talking price. Let us sell quality; price is secondary if we prove the superiority of our goods. Show that we are selling honest merchandise—sound to the core. Demonstrate that a dollar buys a full dollar's worth at our store.

The following suggestions for "selling take" to use when we meet customers face to face may be of interest:

Our customer asks for a good shoe. We take him to the shoe department, enquire his size, whether high or low top shoe is desired, and which he prefers, a tan or black leather shoe, light or heavy work shoe. This enables us to learn at once the custom-

er's wishes; we then select as near as possible a shoe to meet the wishes of the customer. We display the shoe, nothing is said about price. Customer makes an enquiry about quality. We are ready to advise that in making the shoe the manufacturer's main object, constantly kept in mind, was the production of a shoe that would wear. They spared no money to obtain this. The upper stock was tanned especially for them and the bottom is the best that could be bought. The workmanship is first-class in every respect. These shoes are made as solid as any shoe can be made out of leather. They are made to wear, made to give satisfaction. If this shoe gives out through the fault of workmanship or material, flaws in the leather, return it and we will give you another pair or refund your money. We stand back of every pair. The shoe is tried on the price is secondary, whether \$3.50, \$4 or \$4.50.

The customer knows we are as good as our word, and we know that the makers guarantee their shoes and will stand back of us. A customer may ask for a pair of rubbers, the best we have. We explain that although we have two or three brands we would recommend a certain brand because it is not an ordinary rubber. It is a rubber produced and perfected after years of experiment. It is made of high grade material by men who know how—and vulcanized by vacuum process, which makes it positively the best ever offered by any one. Customer says, "I want a rubber for hard wear?" We answer, "Yes, you will find these rubbers are adapted particularly to hard wear. By actual test they have shown their superiority over all rubber footwear worn in mines, fisheries, creameries, construction work and in the lumber woods. Wherever a rubber is subjected to unusual wear. We welcome tests with any other rubber in the world. A new pair, or your money back if it fails to give satisfaction, gives out through any flaws in workmanship or material." The price is a secondary consideration.

Our customer may ask "What fabrics have you that are suitable for a house dress for myself and that are equally suitable for dresses and play suits for my children?" We explain that we have several, but we would recommend a certain kind, and follow up with, "Here it is, feel of it, see how soft it is, yet how firm and strong it feels. That's because it's made of long staple cotton and is close woven. Then, too, you know that has been the standard for years; no one has succeeded in making a better quality. Here are the blue striped effects, and here are some dainty checks. The striped goods will make a pretty home dress for you, and you couldn't get a handsomer and more durable piece of goods for a girl's dress or a boy's play suit than this check. Yes, the colors are fast—wash them all you want to—you'll find that this is the best wearing material you ever bought."

All the selling points we can ad-

vance about our goods demonstrates to the customer that we know our business and beget confidence. All manufacturers with whom we are doing business will be glad of the opportunity to furnish us the salient points about their goods which we have to sell.

Write them for needed information, and you will find how ready they are to help you sell.

We should learn to be sellers, not clerks. "Tending store" will never put our names over the front doors. Get out of the "take or leave it" style of talk. Don't say, "there it is, over there." Take the customer to it, and tell him all about it. When we come in personal contact with our customers, nothing convinces like face-to-face talk right in our own stores—right under our own influence. We can personally explain the advantages of our goods and demonstrate them. We can personally prove quality. We can personally meet objections. Our customers can actually see and feel the goods; nothing needs to be taken for granted. We should keep looking up new and better selling arguments, learn our stock between customer's visits, learn to know value, keep busy, keep enthusiastic, keep everlastingly at it. Don't get discouraged because a few customers buy from our competitors or send to distant cities. We can hold our old customers, and make a host of new ones. In our eagerness to make sales we should not overdo it. Never be too anxious to sell; it creates suspicion and drives away trade. We should impress this fact on our clerks. We have customers who like to browse around the store (so to speak), looking at merchandise without having a clerk always at their elbow. We let them look without being interfered with. Such customers usually sell themselves. They also become good advertisements for the store, for they note prices carefully, and will tell their friends of the bargains they noticed on our counters. If a customer comes into our store and we sell him only what he came into the store to buy, that is not salesmanship. To sell this customer something else, to influence him to come again, to make him feel that we are doing him a service in serving him, that is salesmanship.

We should encourage our clerks to read all salesmanship literature that they can possibly get. Induce them to read the folders and booklets sent us by the manufacturers. They will undoubtedly use with customers the arguments set forth in this literature. Talk to them collectively and individually about salesmanship. Saturate them with the spirit of selling. The largest stores in cities hold sales conventions for the benefit of their employes. They train them; they try to make them worth more money to themselves by making more money for the store.

The same principle should govern every store in America even though there is only one clerk employed. Even if we do all the work ourselves,

we should use the same opportunities for our personal improvement. As we study line after line of the guaranteed goods we are selling, we should read the literature which the manufacturers send us. Have we been throwing away their booklets? Quit it? We've been losing some of the strongest arguments to help us sell our goods. Manufacturers are spending fortunes to get merchants and customers to know the process of manufacture, the high quality of materials, the perfection of finish of their merchandise. This well-written, finely illustrated, convincing printed matter is invaluable to any merchant.

Besides these, we probably receive bright, neat store cards, window trims counter displays and similar business bringers. By all means put these up prominently, for they tell that we sell the goods customers see advertised in their favorite magazine or farm paper. Manufacturers are always glad to give us all the selling points on their goods. We will find these facts mighty interesting—as will our customers—and interest makes sales. Try this method on every line of goods. Then we should make our stores a salesman. Do we know that our store either draws or repels customers? Do we realize that a bright, clean store, well stocked, well kept and conveniently arranged half sells the goods? Look around. Is our store inviting? Do our customers find fresh stocks of well-known goods evenly placed and prominently displayed? Have we a full assortment of sizes and styles? We should remember that we must get people into our store before we can sell them. Therefore, we should have bright and sunshiny surroundings. Keep things systematized and

in "apple pie" order. Many a merchant whose stock is first-class loses sales because of a poorly lighted, dusty store.

If we get the people in the habit of coming into our store, if our clerks are trained as suggested, the sales will jump like grass after a spring rain. Tell the clerks frankly to sell more goods, and you'll boost their salaries. The more efficient our salesmen, the more money we will make; therefore the salesmen are entitled to an amount in keeping with the service rendered.

Never let a customer go away dissatisfied. Put ourselves in the customer's place, and an equitable adjustment can always be reached. The manner in which we and our clerks treat customers will determine where those customers buy. We must have faith in our goods and faith in ourselves; "sail in" to study our stock and our customers, too. Be courteous, businesslike, sincere and accommodating. Learn how to approach men; develop a compelling personality and a genial presence; learn how to convince and sell; turn interest into desire, and desire into sales. Attempt bigger results than ever before. Put grit and go-to-it-ness into our actions. Remember, "where there's a will there's a way," and remember, also, that we will get only what we work for. So, when we get to the root of the matter, practical retail salesmanship consists in using plain, everyday common sense in finding outlets for our wares, and treating our customers so fairly that they are ready to go out of their way to give us their business.

John I. Bellaire.

Be like a rooster; if you can't lay an egg, boost.

## 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.

# Command your hand to guide the brush

## Fifth of a Course of Lessons in Show Card Writing.

In this lesson we have the plain or unspurred Egyptian alphabet. I am unable to give any good reason, or in fact any reason why it is called by this name. It seems to be a purely arbitrary designation; but since it has obtained a wide usage among show card writers for this style of letter, it is probably as well to adhere to it. A printer might prefer to call this alphabet a form of Gothic.

The name matters but little. It is very useful, in fact a most necessary alphabet in the card writer's work. In getting hold of it, the student will also have nearly mastered the other indispensable alphabet that comes immediately after it in this course.

The pupil very likely has found out before this, that while he can use the alphabets that have preceded for most of his work, that in almost every card he needs to make some word or some one line of wording especially prominent, and that he requires very plain bold capital letters

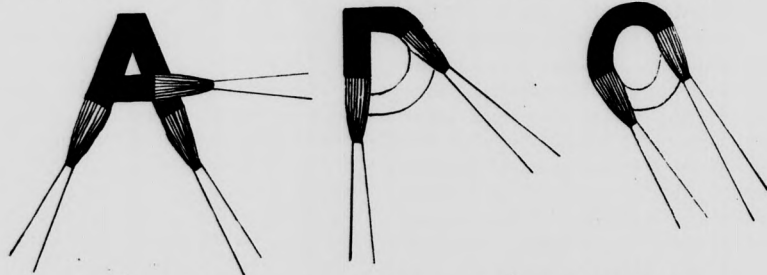
ed. Suppose you want to make a vertical stroke. In other alphabets you have placed the chisel at an angle of 34 degrees to the direction of the stroke. In this you lay the chisel flat across the direction of the stroke and pull straight down. See left-hand stroke of D in Cut No. 1. You

established principle of pedagogics—that only what is correct and exemplary should be placed before the eye of the learner—I give a little cut showing the ugly, irregular and angular effect which the student is almost sure to obtain in his first efforts, and which is carefully to be

ter preceding it. There are, however, some exceptions to this rule. The vertical stroke of J usually is made first; as also the top stroke of C, G and S. In making the horizontal strokes of E, make the top one first, then the middle one, lastly the base stroke.

Expert card writers are not entirely agreed as to the order of the strokes in some letters of this alphabet. Some make the right-hand stroke of both M and W before the center portion of the letter. I am inclined to think the beginner will have best success with M to make the left-hand stroke first, then the V or central portion, lastly the right-hand stroke, just as given in the cut. W he may consider as two V's, making the left-hand one first, then the right-hand one. This is the plan shown in the cut. However, the order given here need not be followed inflexibly if the pupil finds the other better for him.

In making curved strokes, say in such a letter as O, do not try to join



Showing Brush Always at Right Angles to Direction of Stroke.

will observe that with the chisel in this position you make a wider stroke with the same brush.

Since in this alphabet you usually need a fairly heavy stroke, you make another important change in order to further increase the width. Hereto-

avoided. Of course some curves must be sharper than others, particularly in slender letters, but always the curve should be smooth, well-proportioned and beautiful.

By study of Cut No. 1, the student will see how the chisel of the brush



Showing Order of Strokes.

for this "featuring" purpose. The alphabets given in this lesson and the next supply this need. The student is urged to master both thoroughly.

The average observer, noting the prevalence of straight lines and square corners (or what look like square corners) in these letters, is apt to pronounce this alphabet easy to make. He would far rather attempt it than the Marking, for instance. In the beginning of my own card writing, a friend, always greatly interested in whatever piece of work I was undertaking, often would ask, "Why don't you make more use of those plain straight letters?" She did not realize that making "plain straight letters," as she called them, at all well, was at that time beyond my powers. If we were employing some methods of outlining and filling in, this alphabet could be made more easily than any we have presented heretofore. To form these letters well and quickly by the one-stroke method, requires a certain skill that it takes some practice to obtain.

The distinguishing characteristic of this alphabet is the uniform width of stroke. This is obtained by a correct position of the brush and by maintaining an unvarying pressure.

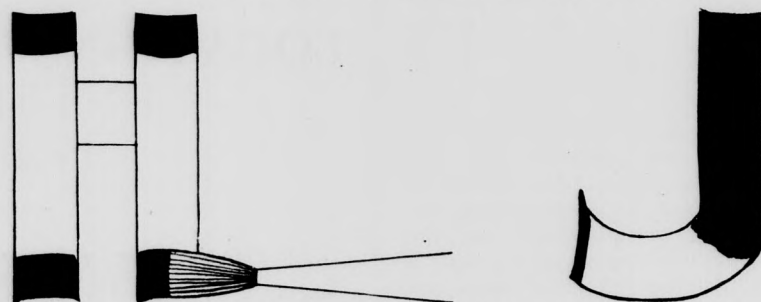
The right position for the brush in this alphabet is with the chisel always at right angles to the direction of the stroke, this whether the stroke is horizontal, vertical, slant or curv-

fore you have worked with the chiseled tip of your brush. Now you press the brush down well toward the heel, and pull it along in that position. Observe the much greater width obtained.

You will not have much trouble with vertical, horizontal, or straight slant strokes. The crux of this alphabet is in making the curves. To keep a uniform width of stroke and a smooth, even degree of curvature in forming such a letter as C, or O, requires certain knack which the

always can be placed at right angles to the direction of the stroke. It is not to be inferred that two or three different brushes are used on each letter. The cut represents one brush in several different positions.

Now give attention to Cut 3, which shows the strokes used in forming a number of the capital letters of this alphabet, and the order in which these strokes are made. From a study of these letters the pupil readily will see just how to make the remaining capitals, the figures, and the lower case



Showing Finish of Letters.

student should acquire as soon as possible. The thing is done by rolling the handle of the brush between the fingers, in order to keep the chisel all the time at right angles to the stroke. Since a curve changes its direction at every point, it is necessary that the brush be slowly rolled during the entire progress of the stroke.

At the risk of violating a well-es-

letters. The separation of the strokes unavoidably distorts the letters. The student will understand that Cut 3 is not to be taken as a model for the letter forms.

Generally speaking it is best to make the stroke forming the left-hand portion of each letter first, because in this way you are most likely to get a correct spacing with the let-

ter preceding it. There are, however, some exceptions to this rule. The vertical stroke of J usually is made first; as also the top stroke of C, G and S. In making the horizontal strokes of E, make the top one first, then the middle one, lastly the base stroke.

The old card writer does not use as many separate strokes in forming curves as we have indicated in cut No. 3. As the pupil acquires dexterity in rolling the handle of the brush in his fingers, he will find he easily can make O with two strokes instead of four, each loop of B with two strokes or perhaps even one stroke C with two or one, etc. We use the method shown in the cut in order to place the beginner on his feet with this alphabet. With practice he naturally will lessen the number of strokes.

The rough, untidy extremities of the strokes in Cut 3 will suggest to the student that some finish is needed. Now a plain, unspurred effect is desired in this alphabet. Accordingly the characteristic finish of these letters is made simply by drawing the flat chiseled brush across the ends

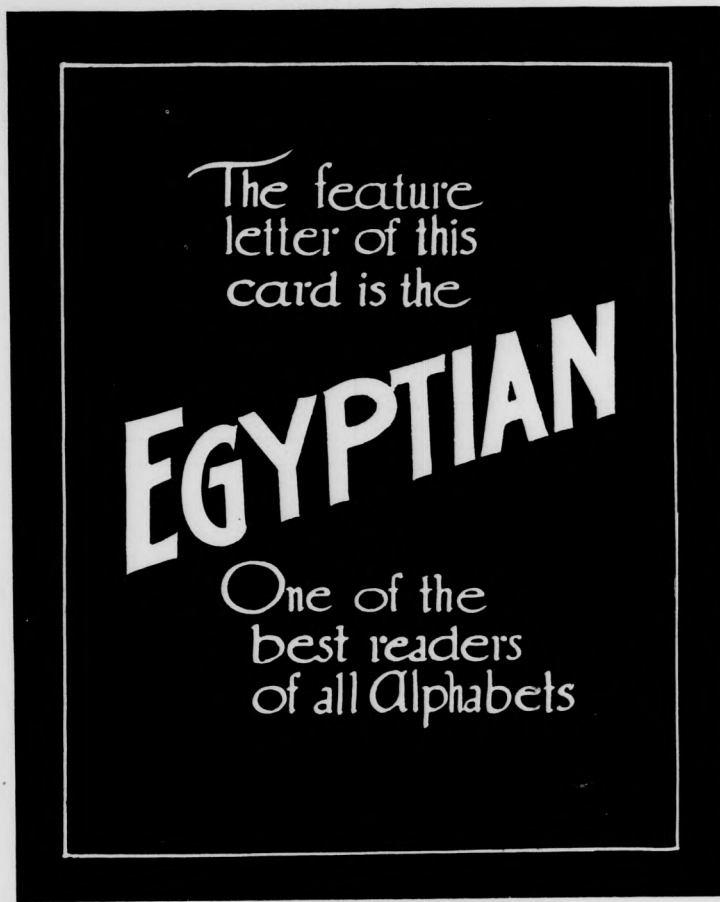


Showing Angular Effect to be Avoided.

of the letters. Cut 4 shows how the letter H is finished at top and bottom. Observe that the finishing stroke is curved a little in the center, downward in the case of a top finish, upward in the case of a base finish. In finishing the horizontal bars of E you curve toward the left or inward. This curving of the finishing stroke is considered as giving a smart effect to letters. It should not be overdone, in fact should be hardly noticeable.

Always finish with a rather dry brush. After making the other strokes of a letter, the brush is apt to be in good condition for finishing. In a few letters it is necessary to finish a curved stroke. The letter J in Cut 4 shows the tiny spur made with the chiseled brush, and the finish, curving slightly inward, of the curved stroke of the letter, the finish in this case being made before the curved stroke is begun. A similar finish is used for the top stroke of C, G, and S, only the little spur projects downward in these letters instead of upward as in J, and the finish comes at the end of the stroke. The bottom stroke of S is finished like J; the bottom stroke of C is finished like the top stroke of the same letter, only the spur extends upward. The ends of C, G, S and the curved part of J, should be kept as nearly vertical as possible. It may be necessary to turn the brush a little in the fingers at the end of the stroke in order to avoid a slant ending.

The copy of Egyptian given in this



lesson is quite "condensed—that is, the letters are tall in proportion to their width. In his practice the student may vary this, sometimes making them wider in proportion. In Cut 5 the word Egyptian is featured with broader letters. However, it is well to practice this alphabet often in the slender form, for it is in fairly tall letters that Egyptian is most used. Lower case Egyptian letters are not used quite so much as the capitals. They are needed, however, since by their use you can give somewhat the effect of capitals when space is too limited for good capitals.

Practice partly on newspapers, partly on plain paper. Using the column lines of the newspaper for alignment lines makes a good size of capital for practice, but practice with other sizes also.

The student doubtless will discover that by using double strokes he easily can make a larger, heavier letter. But for ordinary practice, I do not recommend this. Particularly if you have a brush as large as No. 14, make the single stroke letters in pretty much all your Egyptian practice. When you go to the work of double stroking, you would better make the Bulletin, or as it sometimes is called, the Thick and Thin Egyptian alphabet, rather than the even-width Egyptian. The Bulletin alphabet will be given in the next lesson.

Ella M. Rogers.

227 Orizaba Ave., Long Beach, California.

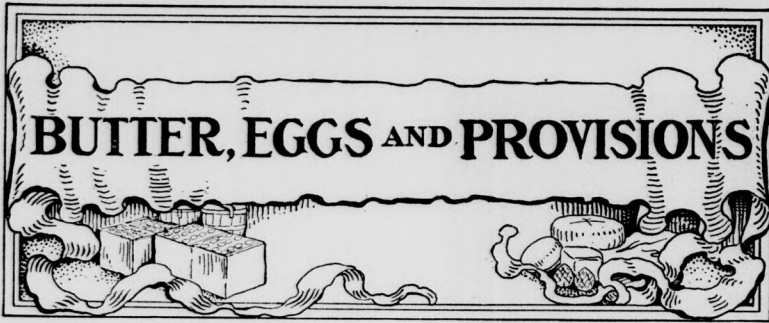
ABCDEFGHIJKLMNOPQRSTUVWXYZ

TUVWXYZ & -123456789

abcdefghijklmnopqrstuv

WXY YZ &

Unsurpassed Egyptian Alphabet.



**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, Williamsston; C. J. Chandler, Detroit.

**Sensible Method of Solving Bad Egg Problem.**

Chicago, June 30.—My attention has been called to the campaign the Tradesman is conducting in an attempt to eliminate the bad egg; and I have been prompted to write you upon this subject from the poultryman's standpoint. In the beginning let me say there is no excuse for a bad or rotten egg being offered to the consumer. The whole trouble seems to arise from the fact that all who handle eggs commercially seem to think it is a good keeping article, simply because it is covered with a shell. The farmer to-day handles his eggs like the dairyman did his milk twenty years ago. He thinks any kind of treatment will do. But the milk buyer and health departments have demonstrated that milk must be obtained cleanly, cooled immediately after milking, and that it must be offered for consumption within a certain number of hours. This campaign has resulted in making it possible for all to get clean, fresh, wholesome milk.

An egg, even though it is surrounded with a shell, is a more perishable article of food than milk, fish or meat. The fact is that an egg is almost of the same composition chemically as milk, and as the shell is porous, will become sour or rancid just as quickly as milk, fish or meat. A tainted egg is really just as undesirable an article of food as a tainted piece of meat. Eggs are more perishable than milk or meat, because eggs obtained on farms are from flocks among which males have liberty and all such eggs are fertilized. It is now supposed that the germ is fertilized before the yolk of the egg enters the oviduct, and it is from one to three days in passing through the oviduct before being dropped by the hen. Therefore, all such eggs are partially incubated before they are laid and when cooled after being dropped by the hen, incubation is arrested, as it is called. With this explanation, it is easy to see how fertilized eggs spoil so quickly in summer, when the thermometer is above 90 degrees. In fact, many cases are known where eggs arriving in Chicago from various points in August, often have live chickens in the cases.

This fertilized egg also explains how we often find clots of blood in eggs that are not over thirty-six hours old. In fact, I have found blood clots in eggs which were not over twenty-four hours old. This may be due to feeding too heavily on clover or alfalfa. There are two cases on record of hens which laid bad eggs due to a diseased condition of the ovaries. With this explanation of the trouble, the question naturally arises, "How are we to prevent it?" The farmer can help by removing the male birds from his flock of laying hens. Missouri and Pennsylvania

have inaugurated a day in the spring, after the hatching time, to "Swat the Rooster," and I understand this is to be an annual event. The farmer can help by removing the setting hens from the laying house, so that the eggs may cool after laying; and the eggs should be collected daily and stored in a cool, dry cellar where the temperature is below 70 degrees.

The egg buyer can work wonders by following the example of one merchant in Michigan who has frames made with perforated metal bottom. These perforations are little smaller than the circumference of the egg and similar to the holes in the egg-candler's box. When the farmer or his wife brings in the eggs, they are counted from the basket or carrier onto one of these trays and, when it is full, it is set over another frame of the same size which has several incandescent electric lamps in it. By turning on a switch, the whole tray of eggs is illuminated, and if there are any with spots they are easily detected. I am told that when this tray arrangement was first installed many farmers were dumbfounded to find they were bringing so many bad eggs to market. But as this egg merchant, by thus carefully selecting the eggs, was able to pay one or two cents above the market, Mr. Farmer soon got wise and bad eggs soon became unknown at that place. Remember eggs are perishable. This is the solution of the problem; "Swat the Rooster." Imprison the Clucking Hens, Collect Eggs Daily, Store in Cool Place and Rigid Inspection by all who handle eggs.

We are told that a dozen eggs have a food value equal to two pounds of lean beefsteak; and when steak is selling from 20 to 28 cents a pound, eggs should retail from 40 to 56 cents. The only reason these prices do not prevail, is because eggs are not dependable.

Raise the standard, as has been suggested, and see the public scramble for the product at the higher prices.  
E. J. W. Dietz.

**Preaching Egg Candlering in Iowa.**

Food inspectors in Iowa have lately been active in a campaign to induce buyers of eggs to candle their purchases at time of sale and throw out the rots and spots. The department set June 15 as the date after which it recommended all eggs purchased by merchants and other dealers should be candled. There is no law compelling dealers to candle eggs when buying in the State of Iowa but, according to the commissioner a bad egg is classable as an adulterated food product and the man who sells it is punishable for a misdemeanor or by a fine not exceeding \$100.

**A Good Business.**

"Every customer pushes my goods."  
"What do you sell?"  
"Baby carriages."

Anyway, false hair looks better on a woman's head than when scattered about on her dresser.

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.

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.

**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

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

Eastern Market Detroit, Mich.

**EGGS AND LIVE POULTRY**

WRITE FOR QUOTATIONS



**The 1913 Apple Crop.**

According to the monthly report of the Department of Agriculture, the commercial apple crop of 1913 was considerably less than in the preceding year, as indicated by the quantities of apples shipped by rail and water, which amounted to 64 per cent. of the shipments for the preceding season. The greatest falling off was in the North Central States west of the Mississippi River, where the movement in 1913 was scarcely one-third of that of the preceding season. This low average is borne out consistently by a number of individual reports from apple-carrying railroads, all of which show very small shipments compared with the season before.

It is to be noted that the commercial crop constitutes a relatively small part of the total apple crop of the United States, possibly as low as one-fourth or even one-fifth of the total crop. Hence, it is not to be expected in all cases that the commercial crop will increase or decrease from year to year at exactly the same rate as the total crop. An estimate based upon the percentages of a full crop, as published in the "Agricultural Outlook" for November, 1913, indicates that for the United States the entire apple crop of 1913 was 65 per cent of that of 1912. This happens to be practically the same as the relation of the commercial crop of 1913 to the preceding year. In the New England States, the South Central east of the Mississippi River, the Mountain, and the Pacific States, the full crop of apples in 1913 was represented, respectively, as 67, 65, 91, and 68 per cent. of the 1912 crop; while their shipments in 1913, as compared with 1912, were represented, respectively, by 65, 66, 95 and 72 per cent. of the preceding year. With the other geographic divisions the agreement was not so close. The full crop for the Middle Atlantic, South Atlantic, North Central east, North Central west, of the Mississippi River, and the South Central west of the Mississippi River, in 1913 was represented respectively, by 55, 32, 83, 74 and 72 per cent. of the 1912 crops; while the shipments in 1913 equaled 69, 50, 67, 31, and 93 per cent. respectively of the preceding season. Such disagreement between the full crop and the commercial crop, as stated above, is to be expected, especially in regions where the non-commercial apples constitute a large part of the total crop.

**Declare Egg Grading in Need of Revision.**

A committee has been appointed by the Cincinnati Chamber of Commerce to recommend changes in the organization's rules. During the past few weeks there has been considerable dissatisfaction over the present rules.

Trouble arose over the fact that most operators were unfamiliar with the by-laws, and it was discovered that there was a flaw in the ungrad-

ed egg rules. Ungraded eggs were sold on the Board as "ungraded prime firsts," but upon delivery it was discovered that they turned out to be the various grades, with seconds in them. The buyer immediately returned the low grades, as he purchased prime firsts and not seconds. This caused heated arguments on the Exchange floor, and members declared that this ruling should be changed at once.

In many cases eggs are sold over the Board as "ungraded prime firsts" and were eggs that the seller never saw, but were sent direct to the buyer from the station, and the ruling should be rectified. After discussing the rules of the various commodities, such as eggs, poultry and butter, it was found that all rules could be changed for the better, and this was recommended to the newly appointed committee. The committee will hold a special meeting shortly and make changes. The committee will make its report to the Exchange for a vote on the recommendations. The board of directors of the Chamber of Commerce will then make the revisions they feel proper.

One merchant, who has done considerable selling of ungraded eggs, declared that unless some action was taken he would not sell, allowing the buyer to grade as he saw fit, even if he was offered 50c a dozen. He added that this merchant would purchase on one day, and would not make returns for three or four days.

During the week, whenever there was a bid for ungraded eggs, holders who had plenty would not offer them, regardless of what prices were offered, owing to the manner of inspecting them. This had a tendency to advance the market. There was a demand, but owners would not sell, and newspapers and price current people, who are not familiar with these methods, would be under the impression the market was firmer.

**In The Toils at Last.**

Delmar Crandall, arrested some months ago by the postal authorities for using the mails to defraud, was arraigned in the U. S. Federal Court in Brooklyn last week and pleaded guilty. A number of shippers of produce who claimed to have been swindled by Crandall were in court, and inspectors of the postal department had a mass of evidence to present, which would surely have convicted him in any court. Understanding the situation, he pleaded guilty and took his medicine, which was a sentence of two years in the federal prison at Atlanta, Georgia. Crandall's usual method of operating was to issue circular letters quoting extreme prices for different kinds of produce, particularly butter and eggs. He made prompt and satisfactory returns on the first shipments, after which he cut the price and in instances got away with all the proceeds. His operations extended over nearly twenty years, although long periods elapsed when he was very quiet, evidently fearing trouble.

**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.

**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.

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.



**Are You Sharing**

with us the steadily growing popularity of

**Mapleine**

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

Crescent Mfg. Co., Seattle, Wash.

**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.



When in the market to buy or sell

**FIELD SEEDS**

Call or write

Both Phones 1217 MOSELEY BROTHERS Grand Rapids, Mich.

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

**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.

You don't have to explain, apologize, or take back when you sell

**Walter Baker & Co.'s  
Chocolate  
and Cocoa**



Registered U. S. Pat. Off.

Grocers will find them in the long run the most profitable to handle.

They are absolutely pure; therefore in conformity with the pure food laws of all the States.

53 Highest Awards in Europe and America

**Walter Baker & Co. Ltd.**

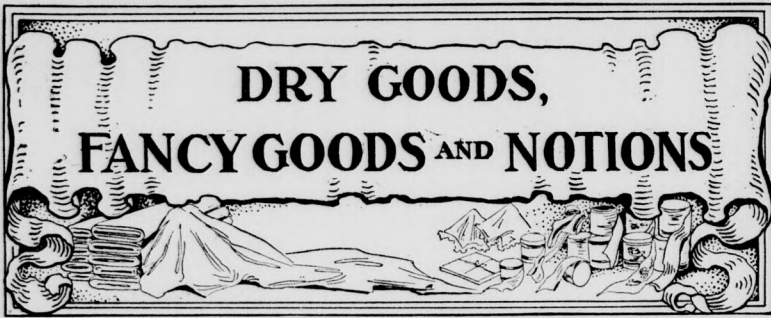
Established 1780 DORCHESTER, MASS.

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

Wholesale Live and Dressed Poultry, Calves, Butter, Eggs and Country Produce.

29 Woodbridge St. West  
DETROIT, MICH.

**Use Tradesman Coupons**



### The Whittamore Store and the Laraway Store.

Written for the Tradesman.

Eight years ago George Laraway started his dry goods store in Riverdale. At the same time Ben Whittamore began business in the same town and in the same line, in fact the two shops opened up within two weeks of each other.

The conditions under which the two men began there were nearly alike. Both were bright young men about 35 years old, seemingly equal in natural capacity. Whittamore had enjoyed somewhat better educational advantages and he also had a little more money, his share of his father's estate being nearly \$5,000 while Laraway had only about \$3,000, which he had saved and scraped together from his own earnings. The odds seemed a little in Whittamore's favor.

They located on opposite corners in buildings that were much alike. Neither had any advantage over the other as to location. Whittamore's stock was larger and he was able to pay for it all down, while Laraway limited his initial stock to \$4,000, buying about a quarter of it on his credit.

Both men were happily married and both have economical wives. The two households were alike in number and the style of living in each was much the same.

Thus they started.

A close observer would have noted in the beginning that Laraway's stock was more carefully selected than Whittamore's, and that he showed a positive talent for finding pleasing items of character and excellence; also that he had a very keen and practical sense of values. Moreover he possessed a great knack of making simple, yet striking displays. When he got that little stock spread out it looked mighty good to Riverdale eyes, full better than the larger stock in the store on the opposite corner. Riverdale was a little town and there were no large stores there when George and Ben started in.

From the very beginning one man put the punch into his business and the other didn't. When you were walking along the street and neared George Laraway's corner you seemed to feel the vim and energy and pulling power of the little shop before you went inside. Perhaps the catchy bargains that always formed a prominent feature of his window and outside displays had something to do with it. At any rate anyone who was

wanting anything usually went in to get it, and many who were not conscious of specific needs were drawn inside by the general attractiveness of the place, or reminded of wants they had forgotten by the tempting bargain offerings.

Once inside, if the customer didn't buy it wasn't the fault of the store. George himself has a wonderful way with him as a salesman. He makes every woman who honors his shop with her presence feel that she is a queen, and that it is his supreme delight to show her goods and cater to her every preference. While he tries to sell all that he can at the time, he takes even greater care to make every customer feel that she wants to come back and shop at the Laraway store again. He has been very successful in developing the same spirit and manner in his assistants.

When passing the Whittamore store most persons dread to enter, perhaps because they dislike to disturb the peaceful quiet that seems to have settled over the place. Mr. Whittamore always says and doubtless with sincerity that he desires patronage, but his cold, distant manner seems to contradict his oral and printed statements. His clerks are like him. A lady who goes in to his place of business and fails to find what she is looking for, always is made to feel that she is putting the salesperson to a lot of trouble, and usually she leaves resolving never to bother them there again. No wonder that most of the Riverdale people shun Whittamore's and flock to Laraway's.

There is a wide difference in the way the two men advertise. Mr. Whittamore always has felt that it is his duty "to help support the local paper," so he takes a certain amount of space at a yearly rate. It helps the paper, which in return frequently mentions him as "one of our businessmen of staunchest integrity." Unfortunately, advertising in the way he does it is of little or no benefit to his business. He pays out good money in setting forth to the readers of "The Eagle-Eyed Argus" that "At Whittamore's you always find the best goods at the lowest prices," and that "We carry the very latest styles and the most attractive novelties." He changes his copy sometimes—not often it is true—but this is a mere matter of form. His advertisements are all practically alike—last summer's would answer just as well for this summer as any he is likely to write. Readers of the paper long

## Your Best Hot Weather Seller

We have a large stock of it in Ladies' gauze and light weight mercerized hose to retail for 25c.

"Lincoln Mills" hosiery will please you.

"Prompt service" our motto.

## Grand Rapids Dry Goods Co.

Exclusively Wholesale

GRAND RAPIDS, MICHIGAN



## Unfold Old Glory

Every true American will want a flag to decorate with on the Fourth. Our supply of U. S. flags is equal to the present unprecedented demand. Flags of every wanted size—stick flags, wool bunting flags and cotton bunting flags, also tri-color bunting. Send us your order to-day.

PAUL STEKETEE & SONS  
Wholesale Dry Goods Grand Rapids, Mich.



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

ago found out that there never is anything of interest in Mr. Whittamore's advertisements, and they have ceased to more than glance at them.

While Laraway! Well, if George Laraway has genius for one thing more than for another it is for writing snappy and effective advertisements, no two of them alike except in that they set all the women of Riverdale to talking, and most of them to hurrying to get to his store before all of his latest bargain shall be sold out. Families who can't afford to take "The Argus" borrow a copy from their neighbors just to see what Laraway is advertising. Laraway helps the paper more than Whittamore does, because he uses more space, and he helps his own business more than he helps the paper.

Mr. Whittamore always is complaining because some residents of Riverdale send their money away to the mail order houses or go in to the city to shop. Mr. Laraway doesn't waste any time in grumbling, but he induces as many as he possibly can to come into his store, where he shows them exactly what he is offering. Usually he succeeds in deflecting the dollars from the big city and the big houses into his own cash register.

With Whittamore, business is a bore. He is openly and obviously tired of it. When he gets out in his auto or otherwise in recreation, he stays away from his store as long as he can and returns to it with reluctance.

With Laraway, business is a fascinating game for which he never loses his zest. While he does not believe in being a slave to work, and so takes his hours and days off when he rests and plays, while he is on duty and perhaps when he is not, his active brain always is busy working away at some phase of his many-sided problem of selling dry goods to the people of Riverdale and the surrounding country.

Still another difference to be noted between these two men is a difference in results. Some of his friends stand by Mr. Whittamore and continue to buy of him, so he does a little business. But his balance sheet at the end of the year shows a very meager total of profits—barely a living for himself and family. Less than one-third in fact of the yearly profits of his neighbor across the way, which profits are abundantly witnessed by the increased stock of the Laraway store—nearly treble what it was in the beginning and every dollar paid for—and by its constantly growing business, which makes the larger, finer, better building now being constructed for his occupancy, a necessity.

Do we we need to draw any moral? Fabrix.

**Handkerchiefs Are Sheer.**

The sheerness in so many fabrics to-day is very prominent in handkerchiefs, they being filmy and lacy beyond the possibility of practical with one or four corners delicately embroidered and a hem of narrow, medium or wide—an inch and a quarter—dimensions.

The more original the design the better, bees, flowers, scrolls, butterflies, knots, leaves, bouquets, single flowers and even flies are used.

There is a set of seven handkerchiefs sold in a box, one for every day, each different. Pure white is for Sunday, Monday's shows blue touches, Tuesday's pink, Friday uses lavender, Saturday gold color, etc.

The style known as Longfellow is the standard initial now.

Children's handkerchiefs have become a much sold article. Hems ornamented with children at play, animals, etc, are very attractive. Many of the figures are done in cross stitch embroidery.

Turret-shaped edges on hems are coming in again. They look well with a corner self-trimmed in overlaid embroidery.

Wide hems, one inch wide, are new, appearing only on goods of fine quality, and look well. Maderia and Armenian edges are used in fine and medium qualities on white, colored and embroidered designs.

**Silk Prices Advance.**

An advance of 5 per cent, has been made by silk manufacturers, both on goods from stock and on orders. This is due to the high cost of raw silk. Japan silk, the most largely used, is 75 cents a pound more than it was at the same period last year, and qualities most wanted are difficult to get, even at such prices. Coming just at this time, when immediate business is light and orders are conservative for next season, such an advance shows clearly that this condition of affairs is produced by the situation in raw silk.

**Important Ribbon Decision.**

In a recent decision handed down by several Appraisers which reduces the collector's assessment of duty on a special kind of silk ribbons from 60 per cent, ad valorem to 50 per cent, ad valorem, an important victory has been won by the silk importing trade. J. Kridel Sons Co., et al, had imported the goods, which were invoiced as fancy ribbons returned by the Appraisers as silk gallons trimmings and assessed for duty at 60 per cent, ad valorem under the specific provision in paragraph 402 of the tariff act of 1909.

**Prevents Their Leaving the Store.**

"You look disgruntled," said the shoe man.

"Yes," snapped the hatter. "Had a little rush just now, and a couple of prospective customers walked out without being waited on."

"They seldom get away from me," declared the shoe man. "I take off their shoes as soon as they come in."



**Handle Your Accounts and Records the New and Easy Way**

In the past eleven years more than a 100,000 merchants in many different leading lines of business discarded the old bookkeeper methods and installed the NEW and EASY WAY of handling accounts and records.

The following is a list in part of some of the different lines:

- General Merchant
- Music
- Garage
- Commissary
- Electric Goods
- Tailoring
- Lumber
- Furniture
- Wall Paper and Paint
- Laundry
- Coal, Ice & Transfer
- Jeweler
- Shoe

- Manufacturer (Stock Keeping and Inventory)
- Drug
- Book Store
- Dairy
- Dry Goods
- Flour & Grist Mill
- Confectioner
- Plumber
- Provisions
- Contractor (Time & Stock Keeping)
- Hardware



THIS NEW STYLE EXPANSION REGISTER contains a minimum of 220 regular accounts and can be expanded to a maximum of 860 regular accounts. Expansion possibilities, 640 accounts. Built and finished to suit your business.

With Only One Writing **The McCaskey SYSTEM** The End of Drudgery  
FIRST AND STILL THE BEST

is the NEW and EASY WAY and can be fitted to your business, large or small.

Let us explain what the McCaskey SYSTEM will do for you. The information we can give will be worth real money. Don't delay, but write to

**THE McCASKEY REGISTER COMPANY**  
ALLIANCE, OHIO

BRANCHES: New York, Chicago, Boston, Minneapolis, Washington, Pittsburgh, Memphis, Atlanta, Kansas City, San Francisco, Cincinnati; Dominion Register Company, Ltd., Toronto, Canada; Manchester, England.  
The Largest Manufacturers of Carbon Coated Salesbooks in the World



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.



**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.

#### Advantage of Featuring the Kitchen Shower.

Written for the Tradesman.

The kitchen shower is a striking symptom of the trend toward the practical in wedding gifts. Naturally, it is welcomed by the hardware dealer, who will find it profitable, particularly in the month of weddings to cater to this class of business. First, because of the immediate profit. Second, because it brings him into touch with many people who, a little later, will be purchasing more expensive wedding gifts. And, finally, because it gives the dealer a line upon the trade of a good many new families.

The "shower" is a popular social function, now-a-days. A short time before the wedding, some enterprising friend of the bride-to-be sends out invitations to other friends to a shower for Miss So-and-So. She entertains, and each guest brings some practical, sensible gift. There are linen showers, and granite showers, and tinware showers; but the hardwareman, as the vendor of practical articles, gets a goodly share of the incidental business. Perhaps three, four or half a dozen showers will precede a wedding, particularly where the bride or groom is popular and widely known.

Hence, whatever will assist the merchant in catering to this class of trade is eminently worth while considering.

Naturally, it pays to advertise, and to feature suitable articles in your advertising. Give the kitchen utensils a good share of window display at this particular season. Talk them up in your newspaper space. The window and the newspaper are the merchant's most effective advertising media.

Then, it is worth while to give careful attention to interior display of these goods. Many merchants, particularly those who are well supplied with floor space, now make use of tables for the display of kitchen utensils and small wares of various kinds. These tables are placed between the counters. Everything is price ticketed; which naturally helps the selling. The idea is perhaps borrowed from the 5, 10 and 15 cent stores, and has been found very helpful by many hardwaremen in meeting that class of competition. In June, such tables can be given particularly to articles suitable for kitchen showers. Table dis-

plays assist the customer materially in making a selection, and materially save the time of the clerks, who otherwise might be required to search in all parts of the store for small articles.

"Be helpful" is the watchword of the shrewd merchant. He realizes that people are appreciative of good service; and, even if the amount of a purchase is small, he will put forth his best efforts to give thorough satisfaction, and will see that his salespeople are equally obliging.

Helpfulness finds expression in many practical ways. One retailer had prepared a printed list of goods suitable for kitchen showers. The very process of preparing the list was an education to the merchant himself, and to his salespeople. Starting out with the notion of perhaps a score of articles at most, he finished with upwards of a hundred. Before the list was finally printed he subdivided it systematically into granite-ware, cooking utensils, aluminum ware, and so forth, not forgetting a department for odds and ends.

Copies of this list he mailed, accompanied by a brief personal letter, to a number of young people whom he knew to be leaders in various social organizations. In the accompanying letter he called attention to the very complete nature of the stock, and proffered his services and that of his staff in assisting to make a selection of suitable goods. Copies of this list were also kept in the store, and handed out to purchasers, to assist them in making selections. Quite frequently the purchasers found in the list items that had not been provided for in the "programme" of the shower, and additional purchases were in a number of instances the result.

The wisdom of the merchant's policy in classifying the articles under different heads is shown by the fact that, where formerly a single "kitchen shower" usually preceded each wedding, now "aluminum showers" and "graniteware showers" and even "miscellaneous showers" are coming into vogue—giving new possibilities, for social entertainment, and adding to the merchant's avenue of service and profit.

It is worth while, in catering to this class of business, to push the sale of quality goods. Even if the gift bought is only a frying pan or a sink-strainer, the purchaser is as a rule in the mood to buy the best. No giver of a wedding gift wants to appear "cheap." And, the better service the goods give, the better the advertisements the merchant receives with at least

one new family in the community. Every little bit helps to make the reputation of a store.

So push the sale of good goods. If something is asked for a kitchen shower, take it for granted that the best is desired, and show the more expensive articles. With such goods you can always speak with confidence regarding their quality; and, even if the purchaser wants something cheaper, it is an easy matter to find something less expensive. In the meantime, your chances are good of selling the higher priced articles; the cheap stuff should be kept in the background, to be shown only as a last alternative to losing a sale. In four cases out of five, the purchaser will buy the quality article if you show it first; but if you feature the cheap goods, you needn't look for quality sales.

In this way, aluminum ware can be profitably pushed. It may be worth while to suggest a special "aluminum shower" for the bride-to-be. Many a guest invited to participate in a kitchen shower will want to go the hostess one better, and will be only too glad to hold a subsequent shower which will help the merchant to sell his aluminum goods.

Many of the guests at these events will be guests also at the wedding, though the primary purpose is to get together those who do not expect to attend the happy event. The wide-awake salesman will, in any event, call attention to his regular stock of more expensive wedding gifts. Cutlery, cut

glass, silverware, brass goods—these will at least interest the purchaser of kitchen stuff, and the merchant's courtesy in showing them will result in many sales.

It is worth while, too, to secure the names of the happy couple and the date of the ceremony. This information may prove helpful in getting in touch with the more intimate friends, who are sure to be in the market for expensive wedding gifts. And the names should go upon the merchant's mailing list; for every new family in the community constitutes a prospective customer.

William Edward Park.

#### One Missing.

A farmer wrote as follows to a distinguished scientific agriculturist, to whom he felt under obligations for introducing a variety of swine:

"Respected Sir: I went yesterday to the swine show. I found several pigs of your species. There was a great variety of hogs and I was astonished at not seeing you there."

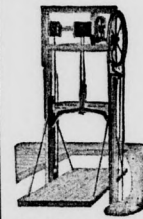
## ELEVATORS

For All Purposes

We make

Hand Elevators  
 Power Elevators  
 Dumbwaiters  
 Invalid Elevators  
 Box Hoists, Etc.

Write for information  
 and prices



SIDNEY ELEVATING MACHINE CO.  
 Miami St. Sidney, Ohio

## Foster, Stevens & Co.

### Wholesale Hardware



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

Grand Rapids, Mich.

## Michigan Hardware Company

Exclusively Wholesale



Corner Oakes St. and  
 Ellsworth Ave.

Grand Rapids, Mich.

**Importance of Keeping Out of Debt.**

We live in an age of debt. We might almost change the motto on our coins to the words, "Charge It." The average American woman, if awakened from her sleep and told that the house was on fire would probably say "charge it" before recovering her senses.

The struggle of the ordinary American man at the end of the month is to pay that which has been charged during the four preceding weeks.

Of the men in the United States nine-tenths are in debt.

The Nation is in debt. Every city and county and state is in debt.

The railroads owe thousands of millions.

Our whole business and whole life is based on the "charge it" plan.

The big opportunity is for the man who can keep his chin above the debt level.

Keep out of debt and you keep out of danger.

Keep out of debt in youth and you keep out of slavery in old age.

"Neither a borrower nor a lender be," said Shakespeare, and it was good advice from a wise adviser.

If laws would discourage lending and credit-giving, instead of protecting usury, as they do, general prosperity would increase 50 per cent.

If you will learn to keep out of debt, your individual prosperity will increase many thousand per cent.

Debt makes the debtor a slave.

Worse than that, it deadens his mind, discourages him, makes effort seem not worth while.

Next to the gambler who cannot conquer his vice, the chronic debtor is the most miserable of creatures.

This article will go into the hands of many millions of readers.

A certain percentage of them, thinking about life's problem and turning the thought into mental muscle, will keep free from debt.

First, they will get rid of debts that they have now, keep out of other debts—and they will be men and women to be envied.

Very dull and uninteresting are the truths in life. But, dull as they are, they alone help to solve the real problems.

Here is one truth:

If you get out of debt—

And stay out of debt—

And begin to save, however little—

The material side of your life problem will be solved.

If you can keep your head up in regard to money matters and debts, if you can look straight ahead without fear of meeting the eyes of some man who owns you because you owe money to him, you can look without fear into the future that worries so many of us.

**A Distinctive Entrance.**

A hardware dealer found himself in this position: His store was in a block of eight stores and every entrance and every window was of the same size and design. Because just several squares away there was a competitor of larger capital and better quarters, it became necessary for him to attract attention and assist his

chance customers to learn his address and his name.

He installed a soft light system in his display window, which gave his illumination individuality and set him apart from the others in his row. To partly offset the soft light of his window and complete his idea of being original, he attached to his ceiling just inside his door the most brilliant cluster of electric globes he could obtain. The result was both pleasing and profitable. The interior light set his glass door apart from the rest—a brilliant glass affair with his name and number easily read from considerable distance.

For daylight hours he placed across the entire door a round brass bar, and to the right on the woodwork is a shiny brass plate inscribed "Push." The door swings both in and out. Every other door in the row has a catch, and half of them are not in good working order.

He smiled when the unusual distinctiveness of his entrance was mentioned in comparison to the others.

"I'm a hardware man, you know," he said, "and it wouldn't be exactly right, considering my line if I could not make it it easy for customers to enter my store!"

His reply reveals a big secret in the successful beginning and arranging of the beginning of all things—the entrance to the store. Make it easy for the customer to enter; assist him by suggestion in display; attract him by individuality and hold him by personality. Make your entrance the one among the many who are fighting for business along your street.—Hardware Dealers' Magazine.

There is this difference between rents and tears: If a man goes on a tear he may not be able to pay his rent.

**For Sale**

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

**20th Century Standard Computing Scales**

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

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

50 Ionia Ave., S. W. W. J. KLING, Sales Agent Grand Rapids, Michigan



**Tanglefoot**

THE SANITARY FLY DESTROYER—NON-POISONOUS

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

**Coast College of Lettering**

Germain Building

LOS ANGELES, CALIFORNIA

We teach the following branches by mail:

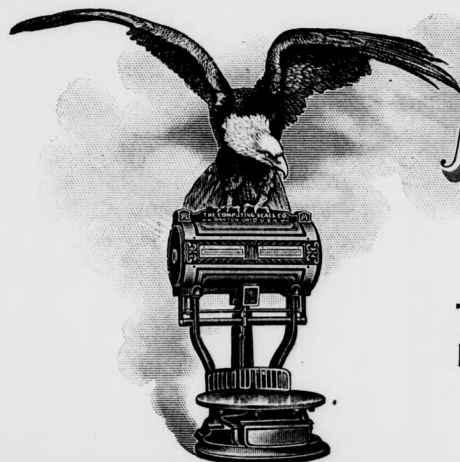
**Show Card Writing**

- Business Writing      Engrossing
- Ornamental Writing      Pen Drawing      Round Hand
- Automatic Pen Lettering
- Pen Lettering      Flourishing

**Show Card Writers' Supplies**

- The Famous Eberhard Brushes
- Cost Brand of Dry Adhesive Colors (To be mixed with water)
- Coast Manual. A Text Book for the Sign and Show Card Writer, \$3.00

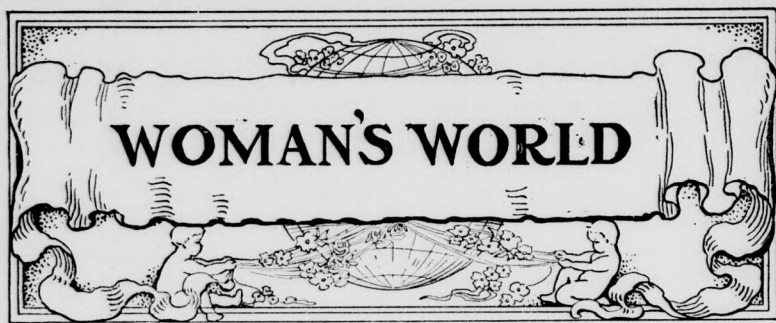
Send for Catalogue of School and Supplies



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

**THE FIRST AND FOREMOST BUILDERS OF COMPUTING SCALES**

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



### The Threatened Extinction of the Sleeping Room.

Written for the Tradesman.

It has been a long slow process for civilized man to learn to construct for himself a commodious dwelling house. The end is not yet accomplished, for the reason that when we make progress in one direction we are sure to take some kind of a setback in another. It is the old case of the snail that went up the pole so many feet each day but dropped back at night almost the entire distance.

Recent tendencies in housebuilding show much that is commendable. Residences of all sizes are better proportioned and more comely than formerly, besides being better adapted to specific needs. Especially is the artistic small home, the four, or five, or six room cottage or bungalow pleasing to the eye within and without and still convenient and usable, an achievement of which we may well be proud.

But simultaneously with this great wave of advancement is the seemingly inevitable countercurrent of retreat. We no sooner have the other parts of our abode constructed sensibly and on lines of beauty, than we lose or are likely to lose our bedrooms. In many recently built flats and apartments, and even in some houses, the bona fide bedroom, built and used solely as a sleeping room, is not to be found; and in a great proportion of bungalows and cottages now being erected, the number of bedrooms compared with what would have been considered necessary in buildings of the same class ten years ago, is greatly decreased.

Over the passing of the old-time parlor no one makes any lament. It really was no good anyway; we shed no tears over its disappearance. But giving up our bedrooms—that, rightfully considered, is a serious matter.

People rather begrudge themselves a proper place to sleep. In the days of our pioneer grandfather the great four-poster bed stood in the corners of the main rooms of the house. The capacity of these feathery resting places was supplemented by trundle-beds for the children, drawn out at night and rolled back beneath the big beds in the daytime. Large families and small houses perhaps necessitated such arrangements. The "bed-sink" was another device for economizing space.

As our forefathers got out of the woods a little and built larger houses, it came to be considered not quite genteel to have a bed in a reception

or living room. So they had bedrooms—tiny affairs they were, those bedrooms of the early days, still insuring a considerable degree of privacy and comfort.

Next the small bedroom was tabooed and in the better class of dwellings were bedrooms that amounted to something, each not less than ten feet by twelve or the equivalent—many of them larger than this—a space big enough for a good-sized bed, a dresser, two or three chairs, and any other furniture that might be needed or desired. A bedroom of this description with a closet adjoining is just the sort of place that a human being needs for keeping his or her clothes and other personal belongings.

Fortunately there are many such bedrooms in houses built forty, thirty, twenty, ten, five years ago, and they are to a considerable extent being put into dwellings in process of erection at the present time; but as has been said, their number is diminishing; and if the deplorable tendency already alluded to continues, at no distant day we may look upon the three or four decades ending with the present time as the golden age of the sleeping apartment, the one time in the history of the race when the human creature in ordinary circumstances had a really suitable place in which to repose.

For the old idea that a bed takes up space that ought in the daytime to be used for living and dining room purposes, has come back with redoubled force.

About the first symptom of the present attack of the old malady came in the invention of the folding bed and its quite extended use in city houses. The folding bed had many and serious faults besides its murderous tendency to shut itself up occasionally without orders, killing or crippling the poor victim who chanced to be within. It never became nor could become really popular. Davenport and sanitary couches were some improvement over folding beds, but fell short of being entirely satisfactory.

More recently inventive skill has produced concealed, disappearing, and wall beds that are most ingeniously devised in every detail, practically perfect in mechanical construction, and the identity of which is entirely hidden when they are not in use.

Here is what seems to the outer eye a dignified built-in bookcase along the side wall of a living room. In the center is a convenient writing desk and at either side are shelves filled with the works of favorite au-

thors. When night falls and the sandman comes and begins to sprinkle your eyes, presto change! From beneath the bookcase a bed is drawn out, complete with springs, mattress, blankets and pillows, and on it you lie down to sleep. It is the old trundle-bed idea improved and elaborated. When you have arisen in the morning, the bed is made up and rolled back into its hiding-place, very likely sliding under the raised floor of a bathroom or closet.

In the same house or flat the dining room may be equipped with another concealed bed, placed under the buffet and rolling back beneath a kitchen cupboard or a linen closet. There are wall beds that let down at night and stand upright in daytime, there is the style of bed that is attached to a closet door, and the other style, like it but better, which is stayed to an upright rod on which it swings around inside the closet.

It is impossible here to enumerate all the kinds and manufactures of concealed beds. It would seem that every conceivable method of hiding a bed and putting it in the guise of some other piece of furniture has been exhausted. The extent to which these contrivances are coming into use may be known from the fact that actually a three-room flat has been advertised as containing six disappearing beds!

The popularity of the concealed bed in its various forms rests upon the old idea that the space occupied by a bed in the daytime is a regrettable waste; and that if the bed can be gotten out of the way, then your living room is the equivalent of both a living room and a bedroom; that with two concealed beds you can make a five-room house into a seven-room house, and so on. The manufacturers of the beds did not invent this idea. It existed long before their time. They have simply played efficiency upon it. That it is in the main a delusion is not their fault. It is a close cousin to those other fallacies with which the human mind is so prone to deceive itself—that a flat is just as good as a detached house or cottage; that an apartment is just as good as a flat; that family life can be carried on successfully where children are not wanted and are only in the way; and that the human creature, whether youthful or adult, can thrive under conditions that are wholly artificial, away from green grass and trees and without a tiny garden of its own.

The delusion that you can make one room answer in place of two rooms seldom takes into account the fact that you need a place in which to dress. Where the bed slips back under a very large light closet that can be used as a dressing room, this very serious objection is to some extent obviated. But buildings in which space is being rigidly economized, do not as a rule have large light closets. That to occupy for sleeping purposes a room that is used as a family dining or living room necessitates an unpleasant lack of privacy; that the early evening nap and

the late morning snooze, either of which is so valuable to a person overweary or convalescent, must be forgone; that one must often retire in a heated room with atmosphere rendered impure by human breathing and vibrant with human presence; that in sickness a bed in a main room is distressing to the patient and inconvenient to the rest of the family—these are objections which can not be met.

Some—not all—of the concealed beds have methods of ventilating. It takes a good deal of faith to believe that a bed rolled back into a dark recess in the early morning can be perfectly sanitary, but possibly the thing can be done. But even a current of fresh air can not take the place of sunshine.

A concealed bed for occasional use when there are visitors, in a house that affords no guest room, is a convenience to which there is no reasonable objection; but that a bed drawn out in a living room or dining room will, for continuous use, afford anything like the comfort of a separate bedroom—be not misled by any such sophistry. A sleeping room where the sunshine and fresh air can play upon sheets and blankets and mattresses for two or three hours in the morning or all day if you like; where you can keep all your things; where you may retreat at any time from the noise and bustle of the outer world and the lesser but still wearying sounds of your own household; where the air is fresh and pure and repose and tranquillity seem fairly to set upon things; where you may sleep peacefully if in health and rest undisturbed if ill or ailing—just this is the inalienable right of everyone who does his share of honest daily work. Beware of any specious substitute. Quillo.

### Make Out Your Bills

THE EASIEST WAY

Save Time and Errors.  
Send for Samples and Circular—Free.  
Barlow Bros., 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.

### 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.

### 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

# The Taste is the Test

You eat what you eat because you like the taste.

Your favorite food is the one which tastes best to you.

Given two loaves of bread you will eat the one which has the best flavor.

And if all the bread placed on your table came up to your standard of taste you would eat more of it.

You would then be healthier, stronger.

Because bread is a fundamental food and when properly made is eaten freely by the normal person.

Eating more bread means eating less of the rich, digestion destroying foods, highly spiced to tempt appetite.

Bread and biscuits made of

## LILY WHITE

*"The Flour the Best Cooks Use"*

have the maximum true bread flavor, extremely pleasant and satisfying to the normal appetite at every meal, without becoming insipid or cloying.

Chew your bread slowly and think of the taste. Don't gulp it down with tea or coffee.

You can't eat too much good home-made bread. Doctors warn you against other foods, but never against bread.

Each sack of Lily White is carefully sewed. It is for your protection in more ways than one.

VALLEY CITY MILLING CO.  
GRAND RAPIDS, MICH.

## GOOD RULE TO GO BY.

### Make Your System as Crook-Proof as Possible.

Written for the Tradesman.

A large surety company of New York City, in a report recently made public, places \$40,000,000 as a conservative estimate of the defalcations throughout the United State during the year 1913.

The figures seem astonishing at first, but it must be remembered that \$40,000,000, as compared with the total volume of business done in this country during the same period, is as a drop in the bucket.

Dishonesty is, after all, the exception to the general rule—honesty. Defalcations are of the nature of abnormalities. Integrity and fair dealing on the part of employes and trusted public officials is the general rule.

In considering phenomena of this sort, we must also remember that our present-day news-gathering facilities are the completest and most perfect the world ever knew. And matters of this sort possess a news-value by virtue of the fact that they are exception, uncommon, out-of-the-ordinary.

It isn't the hard-working, conscientious employe who stays on the job through hot and cold, serving according to his ability, his employer's interests, that gets the big write-up; it's the fellow that quits the job unceremoniously with a big roll of his employer's money.

It isn't the faithful public official who does his work with absolute loyalty, accounting for every dollar of the public's money that has passed through his hands, and makes it a care to see that the public gets value received for every dollar spent. No; it's the fellow who yields to temptation and attempts to get away between two days with a gripful of public funds. (who gets a gratuitous write-up in the daily papers.)

When we read these human-interest stories, picturing in glaring headlines the weaknesses of our fellow-men, let us not forget that, after all, the average man is honest; and occasional lapses will not in the least affect the enduring foundation of modern business—the credit system. Manufacturers and jobbers will still continue to ship merchandise to men they have never seen and do not personally know; and merchants will still continue to trust their salespeople and the customers to whom they sell goods and the vast and intricate machinery of modern business will run along without serious interruption.

Men are naturally honest—this is the creed of manufacturers, wholesalers, credit men, advertising men, retail dealers, and traveling men. Some men bend under the weight of too much responsibility and now and then one gets crooked through force of circumstances; but the rank and file is honest. It doesn't pay to get sore and soured and pessimistic because of occasional experiences with people who are crooked and dishonest. The fallacy of arguing from

the particular to the universal was long ago exploded. Because some women of a given locality are of easy virtue, it does not follow that all the women of that community are so. Because here and there throughout the country, defalcations and cases of palpable dishonesty come to light, it does not follow that human nature is essentially untrustworthy.

Thefts publicly reported, during the year 1913, amounted to \$4,000,000. The \$40,000,000 include not only defalcations, but burglaries and other evidences of loss through speculation.

But why is the aggregate so large? Granting, as we have done, that the amount is inconsiderable as compared with the total volume of business transacted, isn't it conceivable that it might be made appreciably less, if greater care were taken? I believe the time has come for us to consider the underlying causes that lead to dishonesty and defalcations. Even if they are, as everybody agrees, exceptional, the reasons back of them are tangible. And if we know what they are, we are able to protect the would-be defalter from the pit into which he is likely to topple; and, incidentally, protect ourselves from direct or indirect losses because of his fall.

Undoubtedly the carelessness with which employers and public officials check up the books of trusted employes is a prolific occasion of dishonesty and defalcation. The system is too often loose and unscientific. Practical safeguards are wanting in too many cases.

Shrewd employes come to see how easy it would be, under existing conditions, for any one to pull off a speculation if he were so minded. And the more he ponders the matter, the easier it looks. Seems as if he might get away with it and nobody would be the wiser.

So he works out a scheme or a system of his own. Many defaulting bank employes have explained in detail the methods of their operations. Although seemingly secured by every safety device possible to human ingenuity, the bank funds were really most insecure.

Of course it may be urged that this is not a cause, but rather an occasion of dishonesty. And you will observe that I so phrase it. But the point I am making is, that cause or occasion, it has no right to exist at all. It is both unwise and unbusiness like to tempt human nature. Assume that your employes are absolutely honest, and then proceed to make it as nearly impossible as you can for them to quit being honest at any time. Trust them, and then keep a check on them—a thoroughly reliable, smooth-working check.

Credit men connected with manufacturing and wholesaling institutions doing business with merchants and dealers in remote sections of the country, believe in the essential honesty of mankind, but they look up the rating of dealers just the same. Too much credit is just as bad for the local dealer as it is for the distant house. It doesn't pay to help the

dealer cultivate careless and extravagant habits in his methods of doing business. Always there's a limit beyond which it is neither wise nor prudent to extend credit. And it's a wholesome thing for everybody concerned if the house insists on having its money when the money's due. Positiveness on the part of those extending credit is not without a beneficial effect on those to whom credit is extended.

One of the best ways of minimizing, if not preventing losses through dishonesty and defalcation, is to tighten up all along the line. Do business on a business basis. Make your system as nearly crook-proof as you possibly can. Not because you are pessimistic and suspicious, but because you want to continue in business and because you want to help the inherently weak fellow keep strong and true.

Extravagance is a fruitful source of dishonesty. Too many men on a stogy income have acquired mi favorita taste. And extravagance, not only on the part of men, but also in the home, must not be overlooked. Many people are shocked and angered by interviews and contributed articles from foreigners who have visited this country and feel called upon to express their impressions of the average American housewife. These visitors generally pay tribute to the average American woman's charm and brilliancy, her independence and her vivacity; and then they go on to marvel at the inefficiency of her domestic arrangements and her extravagant and wastefulness. The tremendous alertness and indefatigable industry of her husband, as a money-maker, is exceeded only by the resourcefulness and everlasting endurance of the wife, as a money-spender. As he gathers in, she scatters abroad. Now this criticism, like all criticisms of a superficial character, is to be taken with the proverbial pinch of sodium chloride; but there is a grain of truth in it. There is room for vastly more domestic economy than is at present practiced in the average home. And I know of more than one case where the husband sidetracked from honesty and went to quick destruction, simply because of the extravagance of his wife and family. The simple truth is, this is a madly extravagant age; and many women are simply victims of a widely-diffused malady that has more or less affected the whole social body.

When a trusted employe is known to have extravagant habits, or to have a wife who is extravagant, it is a good plan to test the safety devices and see if the emergency brake is in good working order.

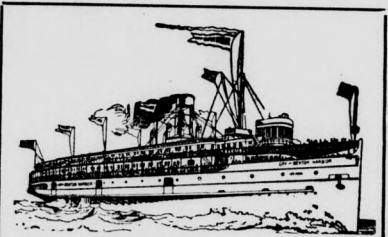
I once knew a bank cashier who got to playing the races, giving wine dinners to fast-livers, sporting about in a big car out of all proportion to the size of his salary, and otherwise cutting a swath of spectacular proportions in local affairs. His father who was a solid business man, was greatly disturbed, and went to the directors of that institution and told them they'd better investigate their books;

that their cashier was evidently spending four or five times as much money as they were paying him. But the directors of the bank scouted the old gentleman and laughed him out of the President's office. "Oh, no," they said, "Will's all right! Straight as a die! Nothing—absolutely nothing—wrong!" But there was something wrong. And those directors were either stupid or criminal; but the old man's son was the goat just the same; and the crash wasn't long in coming. It was some crash, as such things go.

But the point is, extravagance was not only a cause but a symptom. The old man saw it. The directors could have seen it if they would.

Another cause, according to many authorities, is insufficient salaries. Thefts are made from banks, commercial and public funds, in a good many instances, because trusted employes are under-paid. The price of living has gone up, but the salaries of such men have not advanced step by step with the increasing cost of living.

Petty peculations are sometimes hard to find, but you can generally get wise to them if your system is in good working order. Of course, the fellow who is dishonest on a larger scale is sooner caught with the goods. Both in large and small matters, the dishonest employe or official generally gets his medicine in short order. It still holds true that the way of the transgressor is hard. If he's under bond, as he usually is, the bonding company pays its forfeit and business goes on as if nothing had happened. Man is usually honest. At the same time it is a good rule—and also in keeping with the best tradition of business—to make your business system as nearly crook-proof as you can. Charles L. Garrison.



## CHICAGO BOATS

Graham & Morton  
Line

Every Night

### 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.

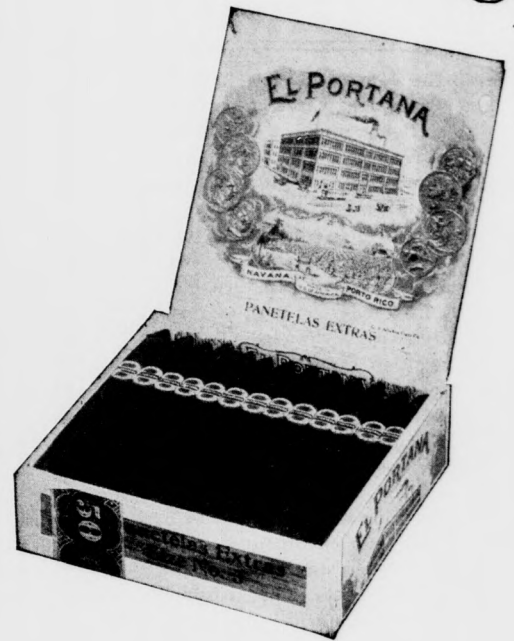
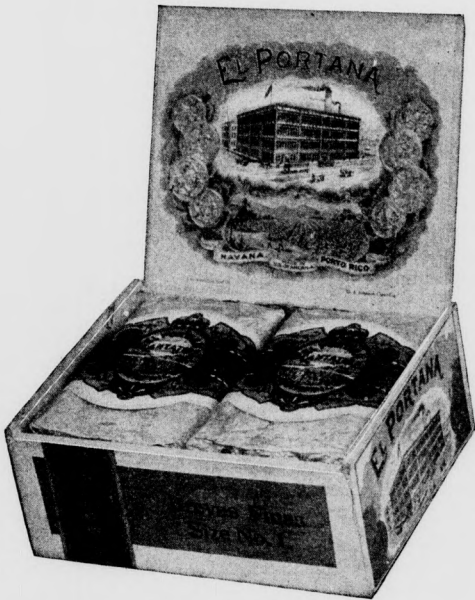
Correspondence solicited.

THE WEATHERLY CO.

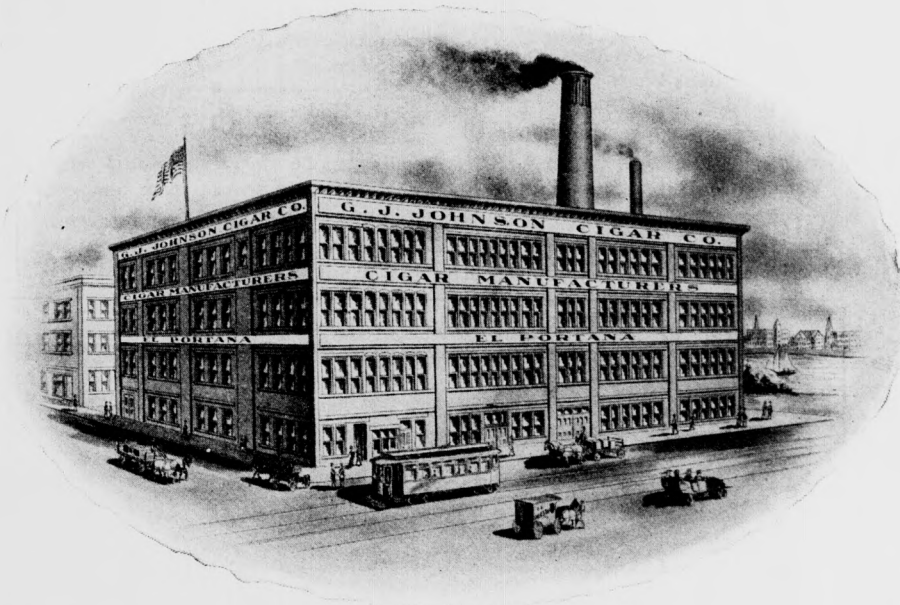
218 Pearl Street Grand Rapids, Mich.



# EL PORTANA 5c CIGAR



“In a  
Class by  
Itself”



Manufactured  
Under  
Sanitary  
Conditions



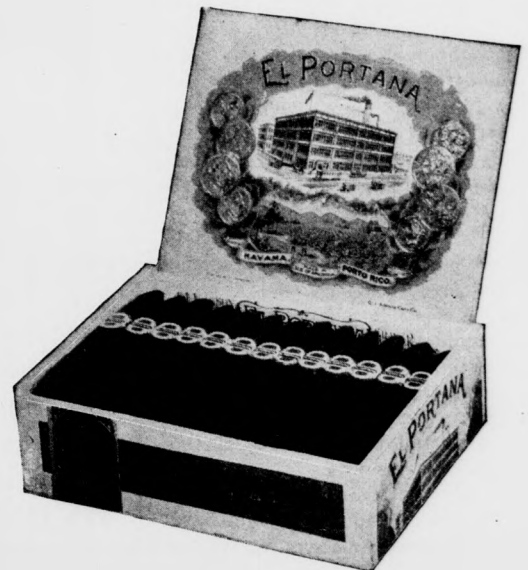
Made in

## Eight Sizes

### G. J. Johnson Cigar Co.

Makers

Grand Rapids, Mich.



## THE MEAT MARKET

### Believes the Master Butcher Should Train His Clerks.

The man who employs clerks has a certain responsibility for them which few employers seem to realize. By that I don't mean that the master butcher should endeavor to pry into the personal affairs of his employes, nor should he assume a paternal attitude toward them, for both of these are bound to cause irritation, which will do much to reduce the spirit of mutual helpfulness which should exist between them. What I do mean is that while men are in your employ, you must remove all possible temptation from their way, and do everything in your power to teach them to become more efficient men in their own line. Leaving out the idealistic part of it, the increased profit which an efficient man returns on the investment you make in the salary you pay him, makes it well worth your while to make this effort.

A friend of mine who has been in the business for more than thirty years came to me the other day, and began to tell me how he had caught a trusted clerk tapping the till in his market. Evidently he came looking for sympathy, and expecting me to be as indignant against the poor devil who had fallen into temptation as he was himself. Finally, he came to a stop; probably he didn't see the sympathy in my face he expected.

"Seems to me," he said, "that you don't think that it is anything to lose \$900 in a year just because of a confounded thief."

"Well," said I, "judging from what I know of the way you run your market, I haven't the slightest sympathy for you. The only thing I wonder at is that the same thing didn't happen to you twenty years ago. You have been a mighty lucky man." they finally fall and dip into it. Then we put them in jail, and go around to our friends, getting their sympathy for tempting a man, through our carelessness, to commit a crime.

I know you are going to say that men should be honest, and when they fail to be they should be punished. That's all very well when dealing with the burglar who blows up a safe, or the clever schemer who circumvents all possible safeguards. Those men should be punished and punished severely. But the man who yields to the lure of the open cash drawer, his guilt should be shared equally with the employer who placed the temptation in his way.

And all this leads up to the fact that every retail butcher should have a good system of accounting in his

"Lucky!" he exploded. "Here I lose \$900 through no fault of mine, and you tell me I am lucky!"

"Sure you are," I answered. "A darn sight luckier than you ought to be. Thirty years running a meat market, thirty years tempting your employes with an open and unprotected cash drawer, and only finding one dishonest or rather weak man in all that time. You've been too confounded lucky!"

And that shows the point I want to impress upon you. There are always a certain proportion of men who have not strong wills. These are the ones that fill our jails. They go to their work and constantly see the open, unguarded cash drawer staring them in the face. It isn't any wonder market. By this means there could be no extended series of peculations, which only come to light through accident. The man who might be tempted knows that his thieving cannot long remain undetected, and this knowledge often keeps him from going to the dogs. You owe it to yourself and your employes to remove all possible temptation from their way.

You also owe it to yourself to use every means in your power to make your clerks more efficient. The old days when many employers believed

in keeping their employes ignorant of the actual business going on, so that the latter would not be constantly asking for increased salaries, or else leaving him as soon as they had learned something, to give the benefit of their knowledge to another butcher, many times a competitor, are passed.

Nowadays progressive men have come to realize that this is a very poor way of doing business. They know that the more efficient a man is, and the greater the knowledge he obtains in their employ, the more he is worth to them, even though they are compelled to pay him an increased salary. They know to-day that it isn't the size of the salary you pay; it's the return you get for the salary you pay.

So you see it's good business to make your employes more efficient. Use every method at your command, every means you can think of. Get them together and talk things over. Welcome their ideas. Let them use their brains. They have them and probably a bunch of good ideas are going to waste simply because they never have had an opportunity to bring them out. And when a man does give you an idea which yields you a profit never forget that you owe something to him, and see that you pay it in some shape or form.

The good old saying, "Two heads are better than one," holds good in business every time.—Butchers' Advocate.

### Had a Good Excuse.

Mother—Tommy, if you're pretending to be an automobile, I wish you'd run over to the store and get me some butter.

Tommy—I'm awfully sorry, mother, but I'm all out of gasoline.

### He Was in the Right Store.

Cornelius Crawford tells a new one worth repeating.

Some time ago, he said, Uncle Hiram, who lived about five miles farther out than the Cross Roads, went to the county seat to buy some tarred rope and to get wise upon the politics of the day. Finally Hiram became hungry and rambled into the nearest store.

"Say, little gal," said he, addressing a pretty young saleswoman, "jes' gimme 10 cents' worth o' dried beef an' crackers."

"You have evidently made a mistake, sir," was the smiling response of the saleswoman. "This is a dry goods store."

"Then I'm in the right pew, all right," promptly rejoined Uncle Hiram. "If ther's anything drier than dried beef an' crackers I hain't never yet chewed on 'em."

### Never Again.

A Muncie man, who had been sick, told a friend that he was being treated by a certain physician.

"Don't you know," said the friend, "that that doctor allows all his patients to die on his hands?"

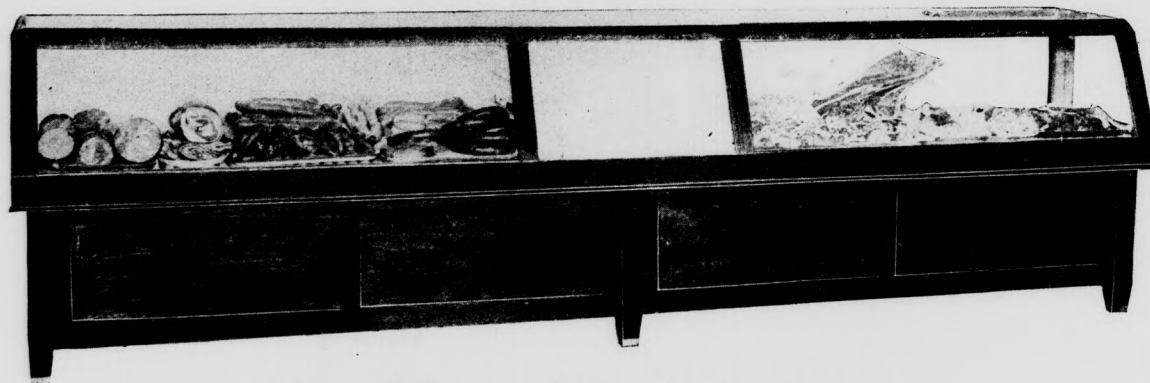
"Well if he lets me die on his hands, I'll never patronize him again!" replied the other, indignantly.

### 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.



## Mr. Meat Market Man

### Are You Moving With the Times?

Let me prove to you what one of my new Refrigerator Counters can save you in dollars—how it can increase your trade and augment your business. Double cooling system. Two compartments. One ice chest does the work of two. One-half of your ice expense. Most sanitary, most practical and most economical counter ever shown to the trade. I can alter to suit your requirements and give you satisfaction and also make prices that are honest.

Phone or postal will bring you representative.

I make anything in store or office fixtures.

## Nowaczyk Furniture Co.

High-Grade Cabinet Work and Office and Store Fixtures

415 Bridge Street

Citizens Phone 2253

Grand Rapids, Mich.

**WALL PAPER DEPARTMENT.**

**Branch of Business That Will Bring Good Returns.**

Of the dry goods merchants who handle wall paper as a sideline, there are not a few whose avowed purpose is merely to provide a convenience for their customers. The latter, they say, like to buy their wallpaper at a dry goods store, the merchant stocks wall paper for their convenience; and profits are an entirely secondary consideration. So long as the neglected wall paper department breaks even, what is the difference? It is merely a minor item in the business, anyway.

Strange as it may seem in an age of keen competition, this mental attitude on the part of merchants is occasionally met with. Yet is it wise? Is it good policy to stock any line of goods and then put only the most half-hearted selling efforts behind that line? True, the merchant is there to provide good service for his customers, but he is entitled to remuneration for that service, either in direct profits upon the actual goods sold, or in indirect profits as a result of the attractiveness of some special feature in influencing the sales of other lines. And the wall paper department which isn't given sufficient attention to make it directly profitable, is rarely so attractive or so efficiently managed as that it brings new customers to the store or helps to make up for the outlay involved by promoting the sale of other goods.

Whatever is worth doing is worth doing thoroughly; and, when done thoroughly, the task will almost always be found to bring with it a substantial reward. And the wall paper department which is properly looked after, will bring the dry goods man returns both direct and indirect.

Wall paper as a rule yields a good margin. Some manufacturers claim that the great difficulty with many merchants is that they do not price their papers high enough. The merchants who are not afraid to ask fair prices—prices fair to themselves as well as their customers—and who back their prices with quality talk, as a matter of fact, usually command the bulk of the trade.

Intelligent service is the basis of successful salesmanship, in wall paper as elsewhere. The salesman who has no eye to color harmony should look for opportunities in another department. So should the clerk who is merely content to turn over one sample after another without comment or elucidation beyond the quoting of the price.

Ability to help the customer make an intelligent choice makes the good wall paper salesman. As a rule, the general color scheme of the room to be papered is already settled. The interior woodwork and the rugs or carpets have probably been in service for years; for in a great many cases, even with new houses, people are content to go without paper until their plaster walls become actually dirty. Hence, the customer's task is

usually to select some paper which, while suitable in general to the room itself—bedroom, dining room, living room or kitchen—will also harmonize with the woodwork, furniture and rugs. Here an intelligent salesman with an eye for color combinations can render excellent service. This, in turn, involves some study of the subject.

Knowledge of the stock is essential, and is very helpful in making sales. The clerk who has the selling points of his paper at his fingers' ends can often induce a customer to purchase a better grade of paper than at first intended; and a better grade always means better satisfaction, and a store's satisfied customers are, as the modern saying runs, its best advertisement. To serve and satisfy the customer is the surest way to success.

The salesman should, too, be able to rapidly calculate the amount of paper required, for any specified size of room. Where there is plenty of a paper in stock, this is not so important a matter, as most stores make it a rule to take back double or single rolls in good condition; but it is awkward for both customer and merchant to sell a certain design for a room and find, after the work is well under way, that there is not sufficient of that paper left in stock.

In this connection, a comprehensive stock is of great importance. In the first place, the store which does not carry a good selection of attractive designs might just as well carry no paper at all.

In addition, there is always the need of tactful and courteous salesmanship. This should not take the form merely of pleasant words and smiles, but should embody a genuine eagerness to serve. Good service on the part of selling staff has a dollars-and-cents value to the dry goods store and the wall paper department is no exception.

Where good service is given and there is a good and well-selected stock from which customers may make their selection, merchants need not be at all timid in asking fair prices. In addition to the direct profit, the well conducted wall paper department, just like any other specialized sideline of the dry goods business, will help to attract customers to the store, and to draw their trade in the more staple lines of the dry goods stock.

William Edward Park.

**After the Eggs Too Often.**

Angry Purchaser—"Didn't you tell me that you had got as many as twelve eggs in one day from those eight hens you sold me?"

Poultry Raiser—"Yes ma'am."

Angry Purchaser—"Then why is it that I'm never able to get more than two eggs from them, and sometimes not so many in one day?"

Poultry Raiser—"I don't know, ma'am' unless it's because you look for eggs too often. Now if you look for them once a week I feel quite positive that you will get just as many eggs in one day as I did."

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

**Reynolds Flexible Asphalt Shingles**

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

HAVE ENDORSEMENT OF  
LEADING ARCHITECTS

Fully Guaranteed  
Fire Resisting

10  
Years  
Test

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

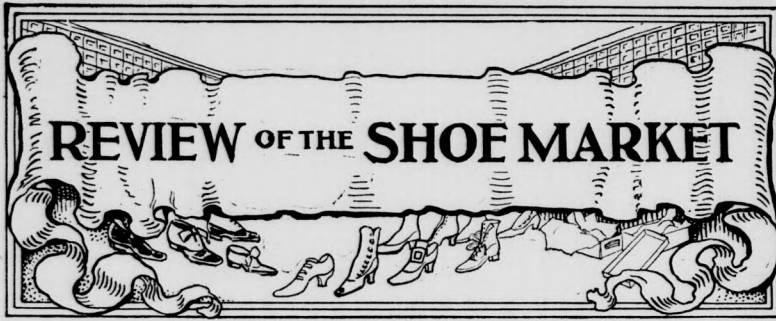
**H. M. REYNOLDS ASPHALT SHINGLE CO.**  
Original Manufacturer GRAND RAPIDS, MICH.

**IMPERIAL BRAND**

Spraying Largest Line Compounds Superior Quality

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

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



#### Harvard System of Accounts for Shoe Dealers.

Harvard University, at a considerable expense, is undertaking an educational campaign for the benefit of the retail merchant that is attracting special notice.

It has long been realized that there has existed a sad lack of system in keeping the records necessary to the successful conduct of a retail store, many of the methods being crude in the extreme, and in a surprisingly large number of cases no records being kept at all. Without the proper tabulation of all the expenses that necessarily must be covered by the selling price in order to net the merchant a fair return upon the capital invested, and a remuneration for the energy expended in the service he is endeavoring to render his community. The absence of such systematic accounting, it is felt, is due to a lack of education along this particular line, and in supplying this need Harvard University is certainly rendering the country a service which shall be invaluable, resulting, it is hoped, in a more prosperous condition among the retail trade, and hence a better served community in which these merchants conduct their business.

The efforts of the Bureau of Business Research of Harvard University have thus far been concentrated upon a careful investigation of the retail shoe business, and two Bulletins have been issued by the Bureau, based upon its three years' experience with more than 650 stores in twenty-six states, giving expert information which will be found highly instructive to the shoe merchant. The first is entitled "Object and History of the Bureau with Some Preliminary Figures on the Retailing of Shoes." The second is entitled "Harvard System of Accounts for Shoe Retailers, Explanation of the Profit and Loss Statement."

These bulletins may be had without cost by any merchant whose business is either wholly or in part the sale of shoes at retail, by writing to Harvard University, and will be found invaluable to many a merchant who finds himself making little headway owing to his lack of knowledge of the facts vital to his interests, and who at the same time finds it difficult if not impossible to devise means that will enable him to remedy the conditions. Although no charge is made to retailers for the system, it is asked that retailers receiving this system should return to the Bureau a copy of their last profit and loss statement, on the Bureau's Publica-

tion 10, in accord with the accounts as defined in Publications 10 and 10a. Only by such co-operation by retailers has it been possible to prepare these bulletins. All such information is kept strictly confidential. No name ever appears upon any of the material, even in the confidential file of the Bureau, a number only is assigned to it. Even where a satisfactory system is already in use, a careful study of these bulletins will without doubt cast some new light upon the subject and aid in locating and correcting errors that still exist in the accounting system used.

The Bureau is now engaged in the preparation of a stock-keeping system. After two years spent in collecting the best stock-keeping forms in practice in the leading cities and states of the United States, a composite of these systems is being prepared in the light of modern scientific stock-keeping practice, and elastic enough to be employed by both small and large stores. In fact, the quality of the stock-keeping system is intended to be on a par with that of the accounting system, and it will be mailed, free of charge, probably not later than fall, to co-operators who co-operate with the Bureau by furnishing figures upon their own businesses.

Applications from outside the shoe trade for Bulletin Number 2 should be accompanied by a remittance of 50 cents for each copy desired. Bulletin Number 1 is distributed without charge. In writing for bulletins or information, enquiries should be addressed to the Bureau of Business Research, Harvard University, Cambridge, Mass.

#### Razor Marathon in a Shoe Store.

Cincinnati, June 30.—A shoe dealer of this city had an exciting experience with an unruly customer a few days ago, which ended in his doing a Marathon around his store which probably broke all records for a race of this character. The story came out when the man who held the razor was haled into court on a charge of assault.

It seems that the customer clashed with the dealer over the price of a pair of shoes and the alleged withholding of 50 cents in change. After the argument had waxed warm for a few minutes, the customer pulled a razor from his pocket, at sight of which the dealer started to run around his store. The police were called in and the man was hustled off to court, where he was given a sentence of thirty days and costs.

## It's the Name That Protects You

"H. B. HARD PAN" shoes have been made so well and so long that every FARMER, MECHANIC or RAILROAD MAN is satisfied with the goods shown him if they bear this name.

They know that the name H. B. HARD PAN is a sure protection against inferior leather and poor workmanship.

Think what an exclusive agency for this line means to you in protection and profit.

THEY WEAR LIKE IRON

HEROLD-BERTSCH SHOE CO.

GRAND RAPIDS, MICH.

Manufacturers of Serviceable Footwear.

## Who Are "The Michigan People?"

We will send an attractive souvenir free to every merchant who will answer this advertisement by writing a postal card or letter to us CORRECTLY giving our FIRM NAME.

For over two years we have advertised as

## The Michigan People

Have we fixed this name and our firm name in your minds?

Who are "The Michigan People?" Write us a letter telling us you know who we are and we will send you a very attractive souvenir *Free of Charge*.

Come on Now

The Michigan People

Grand Rapids, Mich.

**Late Shoe News From Detroit.**

Detroit, June 30.—The Crowley, Milner Co.'s children's shoe department last week sold babies' shoes at 3 cents a pair to attract mothers to the department. The shoes were of the soft sole style and were in varied colors. A limit of two pairs to a customer was fixed and the whole allotment was sold out before the end of the day. The bargain announcement undoubtedly brought many people to the department who had not previously visited it.

Frank Huetter, 239 Woodward avenue, last week gave a pair of Onyx hosiery free with every pair of white oxfords, shoes or pumps purchased in his store. The offer was limited to the week and proved to be a good advertising scheme.

It is rumored in the trade that a high class store dealing exclusively in men's shoes will be located in the new eighteen story Whitney building now in course of construction at Woodward avenue and Park street. It is also reported that the new store will be operated by a man already well known in the Detroit shoe trade. The building will not be completed and ready for occupancy for four or five months yet. The new store it is said will be located on the first floor.

Many Detroit shoe dealers have recently cleaned up odds and ends in their stock at 50 and 75 cents a pair, some at \$1 a pair. These sale's appeal particularly to women and each store announcing such a sale has been crowded with buyers and the bargains have been rapidly snapped up. A woman patron of one of these bargain sales, in one of the biggest exclusive shoe stores in the city, recently remarked: "Three weeks ago I came down to this store to get a pair of shoes for 50 cents," said the woman. "I was unable, however, to get anything that would fit me and I ended up by buying a \$4 pair of high shoes. I am very well satisfied with the shoes but I was disappointed because I did not get a pair of the 50 cent shoes, which I figured would be plenty good enough to wear around the house. I read in last night's paper that another 50 cent sale was to be held and I hurried down here this morning. I secured a pair and I also bought a \$3.50 pair of tan oxfords." In this instance the store sold \$7.50 worth of shoes from its new summer stock just through the 50 cent bargain sale of odds and ends.

**Fancy Shoes Next Fall.**

Retailers this coming fall will show more fancy shoes than they have in several seasons past. In ladies' high grade shoes there will be many different panel effects and patent vamps with cloth or buckskin quarters. Several manufacturers inform us that fancy stitching will be featured on the tops of ladies' shoes.

Some women will insist upon high shoes for cold days and evenings in summer and for that trade manufacturers making the better grades have produced several snappy gaiter patterns, as well as cloth tops of the

lighter shades. These shoes will also sell next season.

Men's high-grade shoes will show more color effect combinations. Cloth and buckskin tops will be worn with patent, gun metal and Russia calf vamps. Gaiter patterns are being shown by custom boot makers, but their sale in any quantities for men the coming season is doubtful.

Perforations, however, will go well with or without colored tops, but small holes only will be in demand. Wing caps will also be sold and their popularity is again looked for.—Shoe Retailer.

**Michigan Convention of Shoe Dealers.**

Detroit, June 30.—The annual convention of the Michigan Retail Shoe Dealers' Association will be held in Bay City Sept. 8 and 9. At the same time the meeting of the directors of the fire insurance company, which is operated in conjunction with the Association, will be held. Officers of the Association predict a large attendance and a series of helpful and interesting meetings during the two days in Bay City. Secretary Ed. Stocker will send invitations to dealers all over Michigan to attend the convention.

**Don't Neglect Findings Department.**

Special stress should be laid on the findings department. Push this end of the business for all it is worth during this month and next.

July is the actual beginning of the vacation period, and offers much in the way of featuring findings. Call special attention to the findings department by making small "unit" displays in the windows and in the interior of the store, with display cards here and there calling attention to the fact that vacationists will need extra supplies, such as hosiery, polish, laces, cleaners, etc.

**Novel Shoes for Geese.**

Where railway stations in Kentucky mountain regions are few and far between, the farmers have hit upon a novel scheme which enables them to drive geese a long distance to meet the train which takes them to market. Geese are not built for cross-country walking, but by driving them through warm pitch and then through fine gravel they are quickly shod in perfect fitting shoes and go gravely on their way, little suspecting that their days on earth are numbered.

**Some Ox.**

Guest—Waiter, are you sure this is oxtail soup?

Waiter—Yessuh.

Guest—But I've found a tooth in it.

Waiter—Well, I don't know suh; but I reckon dat ox must have been biting his tail.

**Mayer HONORBILT SHOES**  
THE LINE THAT SATISFIES

**A Trade Winner  
No. 420**



An Ideal Summer Work Shoe for the man who does not fancy the regular outing shoe pattern.

This is a Golf cut bal, with full bellows tongue, two chrome soles of unexcelled wearing quality, eyelets and hooks.

A big value, and rapid seller at \$2.20 per pair.

Order a sample case. You'll want more.

**HIRTH-KRAUSE COMPANY**

Hide to Shoe  
Tanners and Shoe Manufacturers  
GRAND RAPIDS, MICH.

**MACAULEY SAID**

Those inventions which have abridged distance have done the most for civilization.

**USE THE BELL**

And patronize the service that has done most to abridge distance.

**AT ONCE**

Your personality is miles away.

Every Bell Telephone is a long distance station.

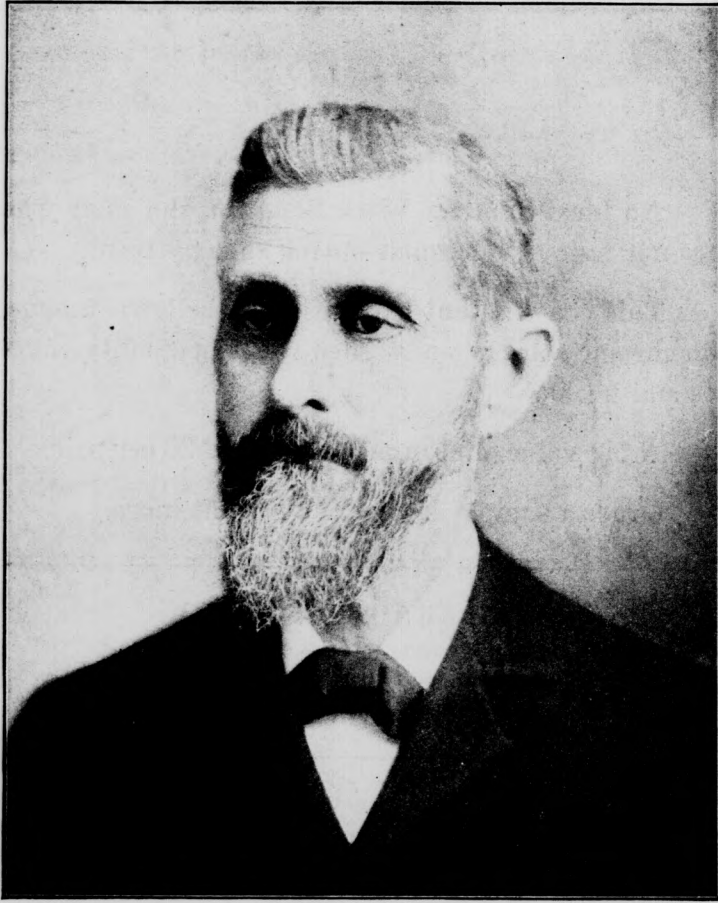


**What is an Extension Telephone?**  
The Greatest of Conveniences  
It Saves Those Unnecessary Steps  
Call Contract Dept. 4416  
CITIZENS TELEPHONE COMPANY

## HALF A HUNDRED YEARS.

### Fiftieth Anniversary of Rindge, Kalmbach, Logie Co.

That father is fortunate who has a good son. Only one man is more fortunate and that is the son who has a good father. All the poetry and prose in the world contain no more beautiful sentiment than that



JOHN GEORGE KALMBACH, President

inscribed on the swinging sign over the office door which bears the simple words "John Smith & Son." It means that the hopes of the father have been realized and the future of the son has been assured. It means that the father's greatest asset, his child, is paying dividends whose richness cannot be measured in money or computed in figures.

The son is fortunate that he has been able to grow up in a great business without having to win his way among strangers or to prove his worth with men not interested in his welfare. His scheme of life has been well defined from the first. He has known it will be his duty to conserve and increase the material things that his father has accumulated.

The father is no less fortunate. It has been possible for him to build up an enterprise knowing that when age and time shall compel him to lay it down he will not need to depend upon the services of strangers for its perpetuation or to sacrifice to alien hands an institution that has been his care and thought for years.

One hears much about the legacies that men of wealth leave to their sons; but the richest legacy that can be handed down from the elder to

the younger is the legacy of responsibility; and the greatest joy that can come to the heart of the father is to know that responsibility will be well borne when the time shall come. He has seen the boy grow under his direction, educated in his ideals and enthused with his ambitions. He knows the policy he has pursued will be continued; that his business will re-

main intact and that it will continue to grow in returns to his family and in usefulness to the community.

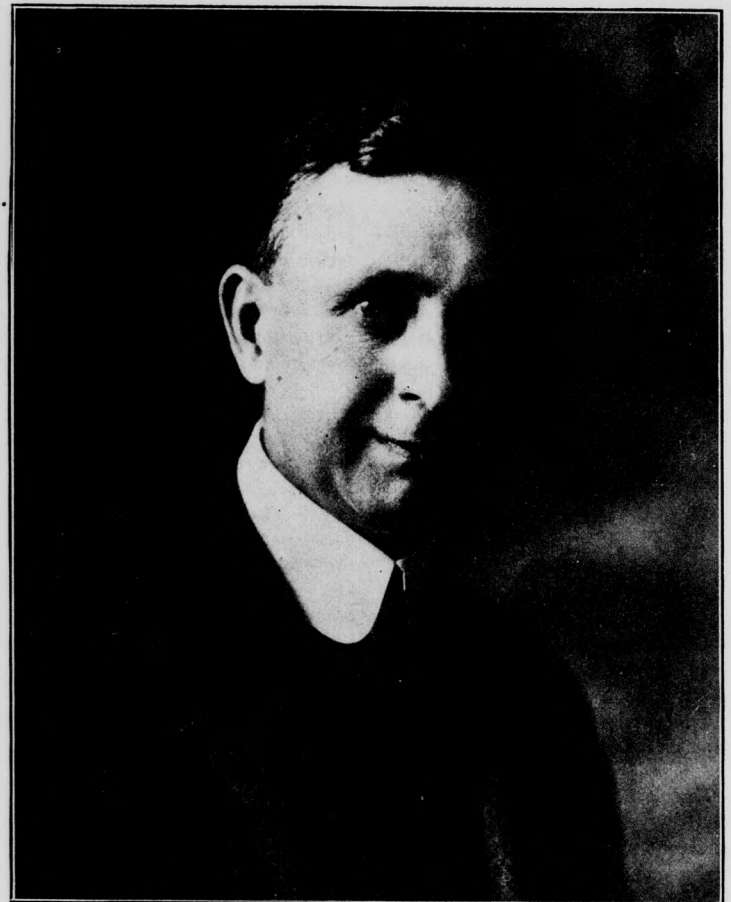
American business life presents no more inspiring example of a father and son working out their ultimate destiny, carrying on the business of a large and successful institution, than that of Rindge, Kalmbach, Logie Co., where the sons of Lester J. Rindge, John George Kalmbach and William Logie mesh as perfectly as the cogs of the machines employed in manufacturing shoes in their institutions. It was the fathers who began the work, but their labors were lightened by the knowledge that their sons were equipped by ability, experience and desire to continue the great institution whenever it came their turn to lay down the reins.

The career of the house of Rindge, Kalmbach, Logie Co. began July 5, 1864, on which date George Whitley and Lester J. Rindge formed a copartnership to engage in the boot and shoe business under the style of Whitley & Rindge. Mr. Whitley had been engaged in the shoe business for some years, but as he was an illiterate man, being able to write his name only, he felt the necessity of allying himself with an intelligent and educated associate

and selected Mr. Rindge on account of the record he had achieved and the friends he had made as clerk in the general store of John W. Peirce. For fifteen months the firm did business in a small wooden building, 20x40 feet in dimensions, located where the Nelson & Matter Furniture Co.'s showrooms now are. They then moved to the Clancy block, 8 Canal street, and the firm name was changed to Whitley, Rindge & Co., John Bertsch and Isaac Cappon being admitted to partnership. The capital stock was \$10,000, divided equally among the four partners. Mr. Whitley did the buying and Mr. Rindge handled the selling end. Mr. Whitley drew \$1,200 a year salary and Mr. Rindge \$800. The first year the firm cleared \$7,000. Then Mr. Whitley loafed on the job and the profits for the next two years were only \$1,000 per year. In the meantime William Logie came into the business as book-keeper, receiving \$800 a year salary when only about 17 years of age. A small jobbing trade had been done by the firm for some time, but now they embarked in the wholesale business in earnest, and, in the spring of 1866, Mr. Rindge went on the road. He was the first traveling shoe salesman out of the Grand Rapids market. In January, 1867, the busi-

ness was removed to 16 Canal street, where Rindge, Krekel & Co. were so long located. One year later Mr. Whitley retired and the firm became L. J. Rindge & Co. In 1870 Messrs. Cappon and Bertsch sold their interests in the business to Christian Bertsch, Frederick Krekel, Godfrey and John George Kalmbach, the firm name remaining the same until 1878, when the wholesale department was removed to the corner of Pearl and Campau streets, and the firm style was changed to Rindge, Bertsch & Co. This copartnership continued until January, 1893, when Christian Bertsch retired and the firm name was changed to Rindge, Kalmbach & Co. The name was subsequently changed to Rindge, Kalmbach, Logie & Co., Ltd., and for the past sixteen years it has occupied its own building, six stories and basement, at the intersection of Fulton, Ionia and Louis streets. The death of Mr. Logie in the fall of 1912 and the death of Mr. Rindge in the spring of 1913 necessitated some changes in the management of the business and this was accomplished by the merging of the business into a corporation under the style of Rindge, Kalmbach, Logie Co. The new corporation has a capital stock of \$450,000, of which \$200,000 is preferred and \$250,000 common. The common stock is divided among eight stockholders, as follows: J. G. Kalmbach, J. G. Kalmbach, trustee; Estate of Wm. Logie, Frederick Krekel, Henry G. Krekel, H. C. Rindge, George W. Kalmbach, Wm. G. Logie.

The directors are J. G. Kalmbach, H. C. Rindge, Wm. G. Logie, Henry



H. C. RINDGE, Vice-President

ness was removed to 16 Canal street, where Rindge, Krekel & Co. were so long located. One year later Mr. Whitley retired and the firm became L. J. Rindge & Co. In 1870 Messrs. Cappon and Bertsch sold their interests in the business to Christian Bertsch, Frederick Krekel, Godfrey and John George Kalmbach, the firm name remaining the

Krekel, George W. Kalmbach and George Hefferan.

The officers are as follows:

President—J. G. Kalmbach.

Vice-President—H. C. Rindge.

Secretary—Wm. G. Logie.

Treasurer—Henry Krekel.

President Kalmbach no longer gives the business active attention, although he undertakes to visit the

office once a day. Harry C. Rindge looks after the credit department, taking up the work where his father left off. William Logie manages the buying and manufacturing departments, assisted by George W. Kalmbach. Treasurer Krekel is not active in the business.

The firm of Whitley, Rindge & Co. were the first shoe jobbers and manufacturers in Grand Rapids and among the very first to engage in the jobbing trade in any line in the city. L. H. Randall & Co. were jobbers of groceries at that time, but no member of that firm as then constituted is now in the business. The late Charles N. Shepard had quite a wholesale drug trade, but he is gone, and the personnel of the house is completely changed. W. D. Foster did a wholesale as well as a retail hardware business, but he, too, has long ago joined the great Silent Majority and none of the old firm are now in business. Mr. L. J. Rindge was actively engaged in the shoe business for forty-nine consecutive years. Although the style of the firm was changed several times the Rindge name has never been eliminated from it and has always occupied a prominent place in it.

In an interview with the writer in 1894, Mr. Rindge remarked: "Not

in him. No loafer or shirk could possibly succeed, for work—and the hardest kind of work—was the common lot of all. 'Rough and ready' was the watchword to which all answered. We were compelled to pull together in those days, too, and our customers were our personal friends. The country was new, the roads were bad, and the people poor, and it was often necessary to trust much to the innate honesty of human nature; and this much can be said, we were seldom deceived. Let me give you an illustration of how some men did business in those early days: One evening, when on one of my trips, I got stuck in the mud, and was compelled to put up for the night at the log house of a settler. After supper, we sat down for a chat before going to bed, and my host asked me if I knew W. D. Foster. On my answering in the affirmative, he said; 'I came to this country with next to nothing. We had no stove, and no plow—and badly needed both—and had no money to buy either. Finally, I made up my mind to go to Grand Rapids and see what I could do. I went to Mr. Foster and told him just how I was situated. After looking at me a moment he said, 'My friend, you must have a cook stove and you must have a plow—

"In the fall of 1866, shortly after I went on the road, the roads were the worst ever known in this section. Between here and Newaygo they were exceptionally bad, and no livery man would let out a buggy. I left Grand Rapids one morning in a skeleton wagon with a team attached and reached Newaygo at 5 o'clock in the evening. The stage

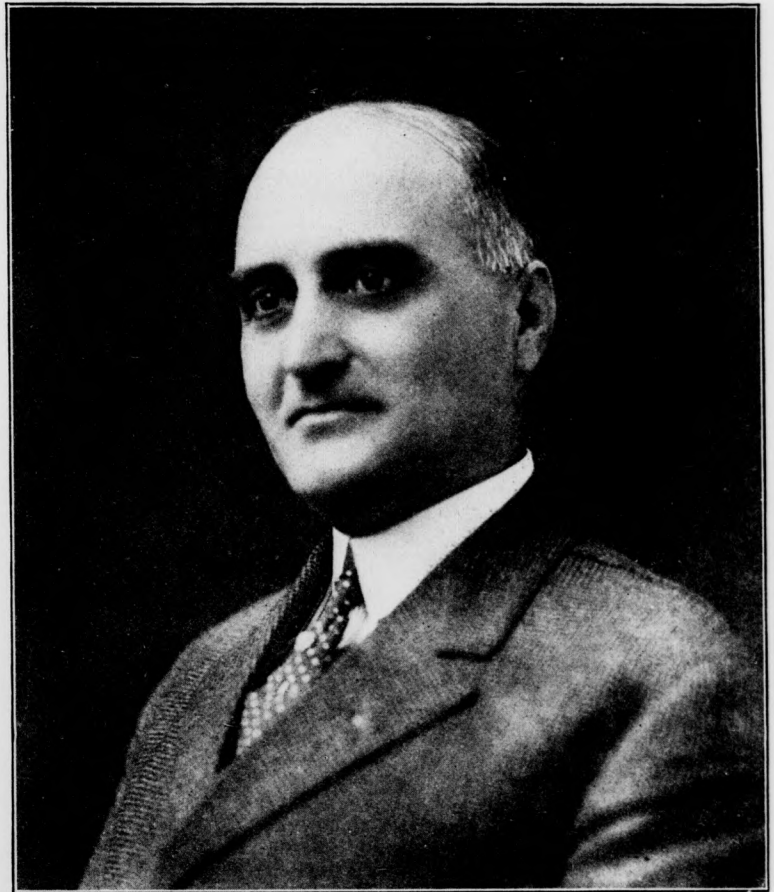
get out in the mud and hitch that tug. It wasn't a very desirable job, and so I finally suggested that we draw cuts. Julius prepared the cuts and we drew—I hitched the tug. On another occasion I was accompanied by Julius Houseman, D. K. Hurlburt and C. M. Goodrich. Night overtook us between Croton and Big Rapids, at a hotel called Mitchell's. It



WILLIAM G. LOGIE, Secretary

many of the old timers are now in business, and many of them have closed their earthly books of account altogether. I can hardly be called an old man yet, but it makes me feel somewhat patriarchal to remember that I antedate almost every active business man in the city. Those were the days that tried a man's mettle and brought out the best that was

take them along with you, and pay me when you can.' Did Mr. Foster get his money? Of course he did, and that man would never have looked an honest man in the face again if he had bought hardware of any one else. This is only one of the many proofs of his kindness of heart, which made him honored and loved wherever he was known.



GEO. W. KALMBACH, Director

left Grand Rapids about the same time I did, and about 11 o'clock at night the passengers walked into the hotel, tired out and covered with mud. The stage had broken down about twelve miles out and they had come in on foot. I was accompanied on that trip by Julius Houseman, one of the jolliest and most entertaining traveling companions who ever lived. We got an early start from Newaygo the morning after our arrival, and reached Croton in time to finish our business before dinner. After dinner we started for Big Rapids. About dark we reached a place then called Rogers, but now known as Mecosta, and put up for the night. The 'hotel' was a log building, and we occupied a room with twenty others, sleeping in bunks. We left Rogers at 6 o'clock the next morning and reached Big Rapids at 3 in the afternoon, having made six miles in that time, and for a mile and a half of that distance the road was good. The mud reached to the horses' collars, and much of the time we couldn't see the axles. A tug came unhitched on that trip, and I, as the younger man of the two, thought I ought to get out and fasten it. Mr. Houseman thought that was hardly fair, and we sat there and argued about who should

was two log houses, side by side, with a passage way between, one side occupied by the family and the other by the guests. The sleeping apartments were above the dining room and were ranged around the rooms like stalls in a stable. The tables were simply rough boards guiltless of tablecloths or napkins. Rude benches were the seats. Our evening repast that night was interrupted by Charley Goodrich, who suddenly dropped his knife and fork, threw up both hands, opened his mouth, which was noted for its capacity, and excitedly exclaimed 'Look! look!' at the same time pointing to the other side of the room. Looking in the direction indicated we discovered the corpse of a man, from which our waitress had, in passing, carelessly pulled the covering in such a manner as to expose the lower limbs. Did it spoil our appetite? Not much. Any man who could eat at that ranch was not likely to have his digestion impaired by such a trivial occurrence as discovering a corpse in the room. D. K. Hurlburt and myself put up one night at certain hostelry in Holland. The door of our room had no lock, but there were two beds in the room and we put one of them against the door in such

a manner as to fasten it securely. That night the landlord and another man robbed everybody in the house except us two. We heard them at our door, but they could not get in and we escaped. They skipped to Chicago that night and were never heard of again. You see, we would sell on one trip and collect the next and, it was no uncommon occurrence for

### Handling Women's and Children's Hosiery.

Written for the Tradesman.

The hosiery department to-day is almost a necessity in every first class shoe store in the country—particularly in those stores catering to women's and children's shoe trade. And it is doubtful if there is a shoe man anywhere who can honestly say that

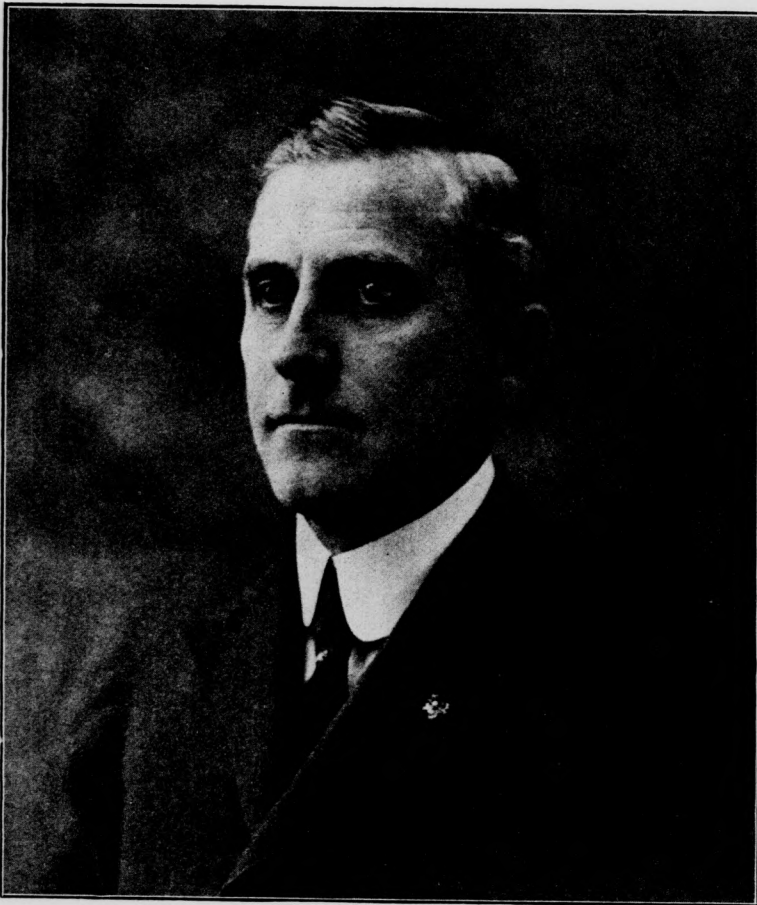
store; and if you play a strong, fair game, you'll end up with her footwear trade. Some one has observed that a woman is just the opposite of man when it comes to shopping. A man "knows just what he wants when he wants it," and beauty has very little effect on him when he is making a purchase; but woman "doesn't know what she wants when she wants it," and artistic qualities exercise determinative features in women's selections.

The shoe dealer who puts in a swell line of hosiery with a wide range of style is almost certain to make a big hit with his women patrons. There isn't one woman out of ten but would rather walk into a shoe store where everything is neatly arranged, tastefully displayed, and compactly stocked, and purchase a pair of stockings from a courteous saleslady than fight her way into a busy department store and compete with other women for the attention of a nonchalant salesgirl.

And then, in addition to hosiery for women and children, why not half hose for men? Your masculine customer comes in and buys a pair of gunmetal, Russia tan, or white oxfords for summer wear; immediately it is borne in on him that they don't

shoe dealer must install good lines. The goods must be right in materials, right in colors, and right in prices. And the merchandise must be properly displayed, continuously displayed, and featured in the store's advertising. Let the window trimmer use some of the newest and most attractive styles of hosiery and half hose and children's stockings in his displays. Purchase a suitable interior case or cabinet and keep it trimmed with some of the very choicest styles. Have it conspicuously located in the store, and presided over by an alert saleslady who knows how to expatiate on the charms of this class of merchandise. Mention hosiery frequently in your newspaper advertisement, and seek to create the impression that this class of merchandise is taken just as seriously by your buyer as your regular lines.

When it comes to brightening up the lines, nothing serves the purpose better than hosiery for women, children's stockings, and half hose for men's wear. During the spring and summer you put in displays of warm weather footwear, in seasonable materials and popular lasts; if to this display there be added hosiery and half hose to match, temptingly displayed in the windows and in interior cases



FRED KALMBACH, Order Department

me to be on the road on a dark night with several thousand dollars on my person. I carried a pistol, but I was afraid it might go off and injure me, and so I put it away down in the bottom of the box under the seat. I never had occasion to use it, and I was on the road sixteen years when the country was at its wildest. Speaking of being on the road, for a good share of the time I traveled for the house, I had to get out my own orders, packing and shipping them myself when I got home. But the first thing I did when I got home was to go out into the woodshed, strip and turn my pockets inside out, and get rid of the bedbugs and other acquisitions which I was almost sure to pick up, especially on my Northern trips. Those log houses were full of them. My wife wouldn't let me into the house until she was sure I was rid of them.

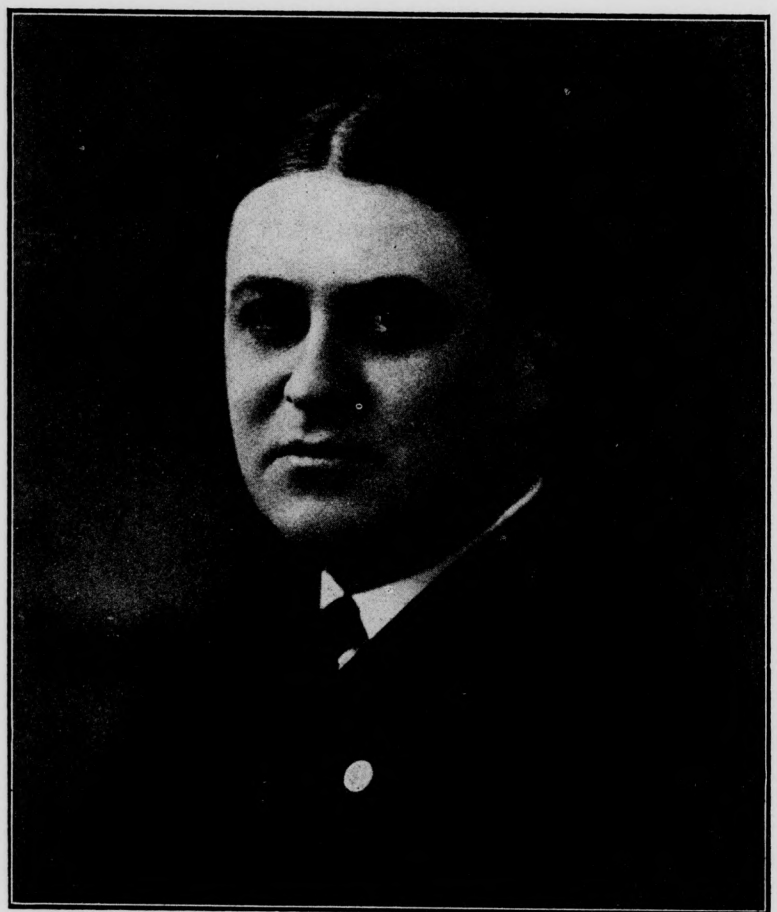
"Grand Rapids had only one railroad when we began jobbing, most of our goods coming across the lake from Chicago to Grand Haven and up Grand River to this place. If we were in a hurry for them we had them shipped by rail to Kalamazoo and teamed the rest of the distance."

Any man who boasts of his charitable acts is entitled to a tin halo.

a department of this nature doesn't pay.

There are several substantial reasons why hosiery should be sold by every shoe store carrying women's and children's footwear. Beautiful and attractive lines of hosiery of lisle thread, silk, in the tango and other nifty new colors and shades, appeal to the eyes and hearts of women shoppers and attract them to your establishment. Of course the assortment must be ample, the stock up-to-date, and the merchandise reasonably priced; but surely there is nothing unreasonable in these requirements; for they are such as most any retail shoe dealer can meet.

If a woman has acquired the habit of coming to your store when in need of a new pair of shoes or slippers, you can be morally certain that she'll be at once interested in a new line of hosiery that you may have installed by way of experiment. On the other hand you will undoubtedly attract women to your store primarily because of an appeal directed to them on the line of hosiery requirements. If she acquires the habit of buying hosiery from you, the odds are twenty to one that your patron of the hosiery department will also learn to patronize other departments of your



CHARLES F. LOGIE, Traveling Representative

feel comfortable nor look as nifty as they should in his old socks, and here is where your alert salesman has a fat chance to sell from one to three, or, it may be, half a dozen pairs of half hose to your male shopper of dress proclivities. Instead of selling just shoes, you sell shoes and half hose.

To make a success of hosiery, the

and cabinets, you thereby give the display a finishing touch that nothing else can impart.

Assuredly, this hosiery proposition is one that the retail shoe dealer should seriously investigate, for there are big possibilities in it.

Cid McKay.

Many a man who gets his back up is glad to back down later.





**Management of a Men's Furnishing Goods Department.**

A men's furnishing goods department that is large enough to be run separately should have a man at its head in whom is placed implicit faith. He should be surrounded with competent help and have full sway in the department. Let him attend to the buying, mark downs, P. M.'s direct his advertising, window displays and hiring of the help. When you handicap your buyer you curtail your profits. He is well fitted to look after all details, devoting his time as he does to watching the market and observing what is going on in the trade.

Every first-class establishment should have a system that shows continually the average profit in the department. There are accountants nowadays who make a specialty of installing such systems whereby a monthly statement (daily or weekly, if necessary) can be rendered to departments, showing during the month stock on hand, purchases, mark downs, discounts to employes, etc., retail sales and summary showing average profit.

In some cases it is wise to tell the buyer the profits and average running expenses of his department. Let him know the cost of light and heat, space, advertising, etc., so he can better apply himself to the reduction of expense. Some establishments have a fixed percentage of profit which must be maintained (usually 50 per cent. on the cost, or 33 1-3 per cent. on the selling price). The buyer then has a working plan, and is always striving to keep up the standard of percentage.

A furnishing goods stock should be turned four times a year. It must be turned three times before it begins to show any profit, and every additional turnover means that much more money made.

The men's furnishing business has undergone a radical change in the last ten years. Cost of merchandise has gone up considerably; still on some articles we have to maintain fixed prices on goods selling at 50 cents, \$1 and \$1.50, and stores who wish to keep up the standard of their merchandise must either lessen their profit by paying more money for their goods or buy cheaper goods to sell at the price.

You will find, although, in most cases of large clothing stores, where they do a large clothing business, they would rather keep up the standard of their men's furnishing goods,

as it is a valuable adjunct to their clothing sales. The line of furnishings bring a great many people in the store.

There has been a tendency lately to break away from set prices, such as 50 cents on neckwear, and have odd prices like 55 cents or 65 cents. While you are paying a little more for the scarf than the regular 50-cent article, you nevertheless bring up your average profit a little more. Some stores have been very successful in doing this. This rule can be adopted on any item in the department. Of course extra care must be taken in selecting merchandise for these particular prices. Buy these goods from reliable houses, get good, dependable merchandise, and, above all things, do not buy an article which has been sold all around town. Get exclusive goods or goods that will not be sold cheaper than you can put them out. People will pay a dollar for a tie now when they would not think of it a few years ago.

**The Collar Question.**

The collar question has been discussed in our leading trade papers off and on for years. Next to neckwear, a good stock of collars is the most valuable asset of your department, and if you get them coming for the collar they want, a man will come blocks if he knows he can always get his size in the style he likes. Keep up your collar stock. It is not necessary to carry a big stock, but size up often. The average store does not make a profit on collars. There has been some discussion on raising the price of the regular two-for-a-quarter collar recently.

One great trouble is there are so many new styles coming on the market, and these styles are so widely advertised, that a dealer is almost compelled to buy them or lose prestige. Confine your collar business practically to one good house, and then you will find that they will do more for you. Of course there are localities where you must keep a few styles other than your main line. I am a firm believer in one good line of collars, and a good collar house will always exchange a slow selling style for a good one.

I am a firm believer in selling as much merchandise as possible under the store's own name, and, with a few exceptions (such as Nationally advertised goods), have worked along those lines. Doing Away With Big Stockrooms.

Modern merchants are doing away with big stockrooms. Styles are not so staple as they used to be, and a

good motto is "buy little and often." A great failing with a good many buyers is that they buy from too many houses, consequently they do not get enough of the middle sizes, and have too many small and large sizes at the end of the season where the merchandise of like kind runs on a scale of sizes.

When ready to purchase for the coming season, select the best houses to do business with, take a careful stock list of everything on hand after the present season has advanced a little. Don't guess at what you have on hand. The stock list will always reveal something you ought to know. I always buy two-thirds as much (on my first purchase) as last season, comparing spring with spring or fall with fall, stringing out dates of delivery so merchandise will come in at stated times during the season. Be careful to have stated merchandise arrive during a time when that merchandise is in demand.

This always give me a leeway that takes care of increase or decrease in business and gives me a chance to stock any new style that may develop. A correct stock book should be kept for all merchandise received from season to season. For my own records, the man who has charge of the stockroom, on receiving goods, shows them to me before marking, and I check them, putting retail prices on bills after each item after comparing prices with confirmation of order. Our duplicate of confirmation shows the retail prices that the merchandise shall be marked when they come in. I examine goods carefully and make notes on any particular item of merchandise that will bear watching.—S. C. Kendis in Apparel Gazette.

**Took It Literally.**

"Why has your wife decided to give up the European trip she was contemplating?"

"She happened to hear somebody say that travel broadened one."

**Match Price List**

**NON-POISONOUS**

**Strike Anywhere Safety Matches**

	Price for 5 cases and over	Price for less than 5 cases per case
<b>SAFE HOME</b>		
No. 5 size—5 boxes to package, 20 packages, (100 boxes) to case	\$3.50	\$3.60
<b>BIRD'S-EYE</b>		
No. 5 size—packed 5 boxes in package, 20 packages (100 boxes) in case	3.40	3.50
<b>BLACK DIAMOND</b>		
No. 5 size—packed 5 boxes in package, 20 packages (100 boxes) in case	3.25	3.40
<b>MARGUERITE</b>		
No. 5 size—packed 12 boxes in package, 12 packages (144 boxes) in case	4.40	4.65
<b>SEARCH LIGHT</b>		
No. 5 size—packed 12 boxes in package, 12 packages (144 boxes) in case	4.40	4.65
<b>BLUE BIRD</b>		
No. 5 size—packed 1 doz. boxes in package, 12 packages (144 boxes) in case	4.10	4.35
<b>CRESCENT</b>		
No. 5 size—packed 12 boxes in package, 12 packages (144 boxes) in case	4.00	4.25
<b>SWIFT &amp; COURTNEY</b>		
No. 5 size—packed 12 boxes in package, 12 packages (144 boxes) in case	3.85	4.10
<b>BLACK SWAN</b>		
No. 5 size—packed 12 boxes in package, 12 packages (144 boxes) in case	3.70	3.85
<b>BEST AND CHEAPEST</b>		
No. 2 size—packed 12 boxes in package, 12 packages (144 boxes) in case	1.60	1.70
<b>RED DIAMOND</b>		
No. 2 size—packed 12 boxes in package, 12 packages (144 boxes) in case	1.60	1.70
<b>ANCHOR</b>		
No. 2 size—packed 1 doz. boxes in package, 12 packages (144 boxes) in case	2.70	2.85
<b>GLOBE</b>		
No. 1 size—packed 12 boxes in package, 36 packages (432 boxes) in case	1.40	1.50
<b>STRIKE ON BOX MATCHES</b>		
<b>RED TOP</b>		
B Size—12 boxes to package, 60 packages (720 boxes) to case	\$2.50	\$2.75
<b>ALUMINUM</b>		
AL Size box—12 boxes in package, 60 packages (720 boxes) in case. Per case	1.90	2.00
boxes) in case	1.40	1.50

**AS SURE AS THE SUN RISES**

**Voigt's CRESCENT FLOUR**

**Makes Best Bread and Pastry**

**Delivery Wagons**

For All Purposes

**\$47 to \$100.00**

**SHERWOOD HALL CO., Ltd.**

30-32 Ionia Ave., N. W.

Grand Rapids, Michigan

**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

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

RE-ORDERS

**WILL P. CANAAN CO.**



**Grand Council of Michigan U. C. T.**  
 Grand Counselor—M. S. Brown, Saginaw.  
 Grand Junior Counselor—W. S. Lawton, Grand Rapids.  
 Grand Past Counselor—E. A. Welch, Kalamazoo.  
 Grand Secretary—Fred C. Richter, Traverse City.  
 Grand Treasurer—W. J. Devereaux, Port Huron.  
 Grand Conductor—Fred J. Moutier, Detroit.  
 Grand Page—John A. Hach, Jr., Coldwater.  
 Grand Sentinel—W. Scott Kendricks, Flint.  
 Grand Executive Committee—E. A. Dibble, Hillsdale; Angus G. McEachron, Detroit; James E. Burtless, Marquette; L. P. Thompkins, Jackson.  
 Next Grand Council Meeting—Lansing, June.

**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.

#### Chirpings From the Crickets.

Battle Creek, June 29.—A former credit man for a local house (now deceased) has gone into the undertaking business in the State of Iowa. His former duties of passing on accounts that eventually became dead and the fact that his house eventually passed out of existence qualify him for his present duties. He is a good sport and I, for one, want to see him succeed, but I don't want to patronize him myself, neither do I want my friends to be forced to patronize him. Better undertake than to be undertaken.

Robert Concannon, of Kirk's fame, and Guy Doaks, of Calumet baking powder fame, both members of Kalamazoo Council, passed through our thriving little hamlet Tuesday night in Robert's Regal underslung. The car was loaded down with advertising matter for their respective houses and they were bound for home. Both boys are pluggers and are a credit to their houses and the traveling fraternity generally. Yes, most of the time. They had made six towns and left their footprints in all of them. Kirk products and Calumet baking powder are household names. Con. and Guy helped do it.

"Stogy," the longest and leanest member of No. 131, was on our streets Tuesday night at the wheel of his Henry.

Tom Maus and Ross Miller, of Kalamazoo's "has been" U. C. T. baseball team, spent Tuesday night in the city Post made famous. The Lord stays on the side of the boosters.

Jay J. Potts, of Kalamazoo, is the proud possessor of a motorcycle. The longer he stays off it the longer Kalamazoo Council will be in paying him a claim. No this article (article is good) is not written from Kalamazoo (from prominent cluster of buildings you see from asylum car). But boys mentioned are from our sister city. They have to come over here to book business.

Mendon has a big Fourth of July celebration this year. Some of the natives are sure to have nervous

prostration if they make too much noise.

Vicksburg merchants prefer the "simple life." That's why they are in business at Vicksburg. Now they close their stores on Thursday afternoons and hike to the nearby lakes. Travelers who make Vicksburg on Thursday afternoons for the next sixty days can stick around Hotel McIlvain and entertain John. He is good natured and will treat you like a perfect lady.

Post card received from John Q. Adams says it is 95 in the shade at Columbus. Boys must be having a warm session. Columbus has noth-

#### Suggestions for Getting Business and Keeping It.

Written for the Tradesman.

It is a good plan now and then to look about one's store with a critical eye to see where improvements may be made. If appearances count for so much in every retail establishment—and everybody knows they do—then any reasonable expenditure of time, money and effort necessary for putting the store in shipshape, is time, effort and money well spent.

Of course any general suggestion, such as the above, must be interpreted in the light of local conditions. The writer does not assume that every merchant and shopkeeper is financially able to provide himself with the store beautiful, equipped with all the appliances, conveniences and decorative accessories of the smartest city shops. But surely much can be done to brighten up a dingy store even with a limited appropriation.

If the store needs a fresh coat of paint, then it should be painted. If the dealer rents the building, he

quite sure that you have exhausted the possibilities of such an elemental source of store-rejuvenation?

Even the newest and most approved showcases, cabinets and store furniture can acquire a rakish and ill-kept appearance if the bright surfaces become dimmed with grime and covered with dust. I have seen many handsome showcases in well equipped stores, and according as I have observed, some of these handsome showcases were actually crying aloud for a good cleansing.

In getting appearances right in and about your store, much depends also upon the arrangements of the goods. Does your establishment have a cluttered-up appearance?

Have you ample display facilities? This is an important thing in the matter of securing and holding business. Do the people know that you carry such and such lines of merchandise? Perhaps you are inclined to answer right off the bat, yes. But wait—how do you know they do? You can't assume that they do simply because you speak of them from time to time in your advertisements, for many people you know do not see your advertisements. Therefore you should display the merchandise. Nothing helps like trims and displays of the goods themselves. You can't put a little of everything into your windows—and it wouldn't be a good idea even if you could. But you can keep up the display spirit on the interior.

Your showcases and interior cabinets, your counters and tables and shelves—and whatever other facilities you have for exhibiting merchandise—help to sell the goods. In the olden days, when merchandise of various kinds were displayed on shelves in any old way, or thrown into drawers and bins and other deep and dark containers; when excellent goods were heaped in miscellaneous fashion upon dusty tables—the tremendous possibilities of modern display were undreamed of. You knew exactly what you wanted, you knew the shopkeeper that kept it, and when you needed it, you went to him and stated your requirements. Sometimes he didn't have it and never had kept it; but you told him you knew better, for you'd bought it there before. Thereupon he scratched his ear, and said that was funny, or something to that effect; whereupon he renewed the search. By and by he located the commodity in the rear of a long bin under a dark counter, and said, "I'll be jiggered!" Now that seems like a crude way of doing business, but I haven't overdrawn the picture. It



Suffragette Contingent of Council No. 9 in Parade at Saginaw Convention.

ing on Battle Creek at that.

Here is hoping it will be a sane Fourth.

Lots of the boys will relax this week. You are all worthy of the rest and we wish you joy. Don't make out an expense account Saturday from force of habit.

Bro. Sherwood of Auto Council, Lansing, has returned from a few days' of successful fishing up North.

The Lansing boys have started to go for their 1915 U. C. T. convention.

Guy Pfander.

#### The Clerk's Error.

Travers (phoning tailor)—What do you mean by sending a bill with my new suit? I consider it an insult.

Tailor (meekly)—Very sorry, sir. It's the new book-keeper's fault; he evidently got you mixed up with those who pay.

When poverty comes in at the door love makes a noise like a flying machine.

should make the landlord understand that the business positively calls for new paint. If the dealer owns the store, he should realize that it is false economy to withhold paint when it is needed. Property deteriorates rapidly for lack of paint.

If the wall paint or paper is worn, torn or faded and discolored, replace it. If the rugs are dirty and dingy, have them thoroughly cleaned and brightened up. If they are frayed out or badly worn, replace them with new rugs. If you can't afford new showcases and cabinets, you can certainly afford to brighten up the old ones with varnish. And so of the counters, tables, chairs and settees. The liberal use of soap and water—in conjunction with a good scrubbing brush and drying rags—often makes a perceptible improvement in the appearances of a store room. Are you

#### HOTEL CODY

EUROPEAN  
 GRAND RAPIDS, MICH.

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

#### EAGLE HOTEL

EUROPEAN  
 GRAND RAPIDS, MICHIGAN

\$1.00 PER DAY—BATH DETACHED  
 Excellent Restaurant—Moderate Prices

was just as crude as that.

Nowadays we know that showing the goods is one of the best ways in the world to make sales. People see the goods first, and afterwards they come to want the goods. That's the reason producers of food-stuffs and manufacturers in other lines as well have salaried demonstrators going about the country. We don't cater merely to existing needs; the chief work of the real merchant lies in creating new needs, developing limited needs into more extensive ones, and thus enlarging the business in every direction. And the proper display of merchandise is one of the best ways to do this.

By all means give lots of time and thought to your windows, for they are the advertisements by which the street crowd sizes up your store. It has often been said that the stranger gets his first impression of the store from the window. You can readily understand that a window trim that strikes him as being about right is going to help put him in a buying frame of mind. It is a good plan to study the effects produced by the best window-trimmers in your town—not only those of your competitors, but the windows of other dealers as well. Display seasonable merchandise. Let your displays be clean-cut with no suggestion of crowding. Use window cards, price tickets, and decorations, if decorations are compatible with the nature of the merchandise.

The daily papers are full of incidents of National interest. Seize upon vital, present-day thoughts and sentiments, and link them up in some way with the wares you are trying to sell. Just now the Mexican situation and the antics of the militant suffragette in Great Britain can be used by dealers in a score of lines. Local happenings can also be worked in. The secret of the effectiveness of stunts of this nature lies in the fact that these big and vital news-features possess a tremendous amount of intrinsic interest. They grip and hold the people. Not only that, but the interest possessed by these things is, in a sense, imparted to the environment—i. e. the merchandise displayed—in which the passerby unexpectedly encounters them.

Another way of getting new business, as well as holding the business one already has, is by improving the service. "We couldn't improve the commodity; therefore we improved the container." D'you ever read anything like that in a magazine advertisement? Well, you can duplicate that argument something like this: We can't improve our merchandise; if we could we would; but we are always improving our service.

I know many excellent retailing establishments; but I do not know of one that has a perfect store service. Maybe if I happened to know you and your establishment, I wouldn't be able to say that. But if your service is perfect I congratulate you. Yours is an achievement that should be heralded throughout the world.

When they pay out their hard-earned money for merchandise, people

nowadays expect, even if they do not explicitly demand, something in addition to the goods; they expect promptness, courteous treatment, quick delivery, and all other and sundry of the many things that go to make up what we term "store service."

Many people shift their trade from one establishment to another, not because they are displeased with the goods they have been getting, but because they have come to dislike the sort of treatment they receive in the store. The service wasn't to their liking. Maybe they are dead wrong in their estimate. Maybe they have been unreasonable in their demands, or exceptionally unfortunate in their experience. But that's neither here nor there. Their trade is lost to some dealer; and the dealer who lost it cannot afford to say, "I should worry!"

Charles L. Phillips.

#### Gabby Gleanings From Grand Rapids

Grand Rapids, June 30.—Attention, members of Grand Rapids Council, No 131 U. C. T. of America: Senior Counselor F. E. Beardslee announces that the next regular meeting of the Council will be held Saturday afternoon, July 4, regardless of the holiday. This meeting is necessary in order to comply with the constitution. The session will be short, but all officers and members who are in the city are requested to attend.

The Grand Rapids furniture exposition is now on, although all the exhibits have not yet arrived. These will all be in place by July 6, by which time a larger attendance is expected. The first week showed an attendance of about 100 at the convention.

C. A. Young is improving slowly at Butterworth hospital. He expects to be able to be moved home by July 4.

Walter Lawton is enjoying a two weeks' vacation. He initiated the first week with a fishing trip, going with his brother, C. L. Lawton, and Dr. Wisse.

All U. C. T.'s should remember that council dues must be paid by July 1 for members to be in good standing.

At last Saturday's meeting of the Mystic Order of Bagmen of Bagdad, Frank H. Simons donned the "fez." He was immediately elected to the important office of Keeper of the Scroll.

H. B. Wilcox, who is some fisherman—and doesn't care who knows it—went bass fishing last week at Gunn Lake. H. B. reports a very nice time and admits that he caught some bass which weighed fifteen pounds.

The Grand Rapids daily papers announced last week that the wholesale grocers and jobbers were going to grant their salesmen a two weeks' vacation—between July 4 and July 12. That was mighty fine of the jobbers and we appreciate it, and we are going to use our automobiles every minute trying to cover that two weeks' vacation inside of the dates specified. As we expect to be very busy in this endeavor, we respectfully request any of our customers who may see us exceeding the speed limit to not try to flag us with any orders, but to mail them in direct to the house. If nobody hinders us; if we don't find too many roads freshly turnpiked; if we don't break more than one or two sets of springs and if gasoline remains at 10 99-100 cents per gallon, we can't see any good reason why we shouldn't have a very nice two weeks' vacation between July 4 and July 12.

To our friends who have evinced solicitude concerning us, we will state that our salary continues during our vacation, although during that time

we have no expense accounts with our firms. We expect to pay for our own gasoline.

In the hustling little town of Coopersville, one of the most important industries is the canning of vegetables by the E. P. Daggett Canning Co. This concern, although comparatively young has built up an enormous business during the past two years because of the excellence of its products. The plant is sanitary in every way. The first impression one gets, upon entering the factory, is the cleanliness of the place and that impression is augmented as one inspects every part of the plant, which covers three acres of ground. At the present time the factory is canning peas, upon the superior quality of which the Daggett Canning Co. stakes its reputation. The section in which this factory is located has excellent soil for raising fine flavored vegetables and it has been especially favored this season with the very best climatic conditions. While sections of Wisconsin are complaining of a poor season with only about a 33 per cent. pack, the Daggett Co. is running to its fullest capacity, canning about 3,000 cases of the choicest peas per day. There are about 200 employees in the factory. After the pea season, which last about five weeks, the factory is busy on beets, which are followed by lima beans, corn and succotash. The machinery is all of the newest type and Mr. Daggett has installed some very clever contrivances of his own. Every can in the factory is thoroughly sterilized by steam before it is filled and one is impressed with the absence of all solder and acid often found in factories of this kind. Only sanitary cans are used and these are sealed by wonderful clamping machines which seem almost human in their perfection. The pea canning process is very interesting. Peas come to the factory in the vines by the wagon load. They are dumped into large revolving machines called viners, where the peas are removed from the pods by being dashed against each other. As they leave the viner they go through a sifter and are washed. The peas are then put in a large gravity tank and are there graded according to their tenderness. The heavy matured peas sink to the bottom of the tank, while the tender peas stay near the top, as the specific gravity of the liquor in the tank is sufficient to sustain the weight of the lighter, tender peas. After this process they are carried by elevators to large rotary sifters where they are again washed and graded and are finally weighed or measured into the cans in which they are cooked. The Coopersville merchants are very loyal to this factory and they are all selling the local product. The output of the factory is sold principally through the Grand Rapids and Detroit jobbers.

Have you noticed a new Studebaker car on the streets of Grand Rapids and surrounding country roads driven by Howard Ives? Please excuse him if he fails to recognize you while driving his car, for he has a peculiar notion of letting his hands follow his eyes and he has found by experience that while in motion to do as the wise man of old said, "Let thine eyes look straight on."

Stephen A. Smith, of Sylvester, has purchased the general stock of Fred Gogo, who recently removed his stock at Stanwood to that place.

The Hotel Farr, at Bronson, is being remodeled. The proprietor is making room for two stores in the block and is building a new kitchen and dining room. The Hotel Farr is one of the old landmarks and has always been popular with the commercial men.

If the Central League players who bear our name had a few recruits from Grand Rapids Council we would

not have to be roasted about the way they play ball.

Robert Finch and Fred Ulrich have opened an up-to-date harness and saddlery store at Adrian. Mr. Finch was formerly with Fred Gray and E. W. Sherman, at Blissfield, in the capacity of foreman. Mr. Ulrich was foreman for the Stein Harness Co., at Adrian, for a number of years. As both are experienced and competent men and are well liked, they will, no doubt, succeed in their new enterprise. A large part of their stock order was placed with the Brown & Sehler Co.

We are informed on authentic authority that Kalamazoo Council used to have a base ball team. We are also reminded that Spain once had a navy.

E. J. McMillan entertained his general sales manager, C. M. Converse, of Canton, Ohio, over Sunday.

Clint Serpney has returned from Detroit and purchased an interest in the Stewart Avenue Pharmacy. The residents of Burton Heights are all glad of Clint's return and wish him success in his new undertaking.

The Lakeview Hotel, at St. Joseph, has discarded the old roller towels and is now furnishing tissue paper towels to the boys who travel. This is a step in the right direction—we don't object to sanitary paper to wipe our razors on—and if the management will follow this up with a nice bunch of individual textile towels, we will be glad to give the hotel "honorable mention."

The correspondent from Grand Rapids is very glad to be corrected if he was in error as to the color of Bay City's pants in the parade at Saginaw. During this parade the writer was very busy winning the prize for Grand Rapids and it isn't strange that he might have missed some little detail in color. The main thing to prove was that the Bay City boys were respectfully clad in trousers.

We can't say as much for Cadillac Council, No. 143.

Will E. Sawyer.

N. B.—Don't look for any contributions to these columns from us next week. We shall be taking our two weeks' vacation.

W. E. S.

#### Breaks Up the Day.

A Big Rapids man has a son who recently entered school. He was supposed to be enjoying it, but one morning he walked into the dining room, where his father was having breakfast, and remarked:

"I'm tired of going to school, pa. I think I'll stop."

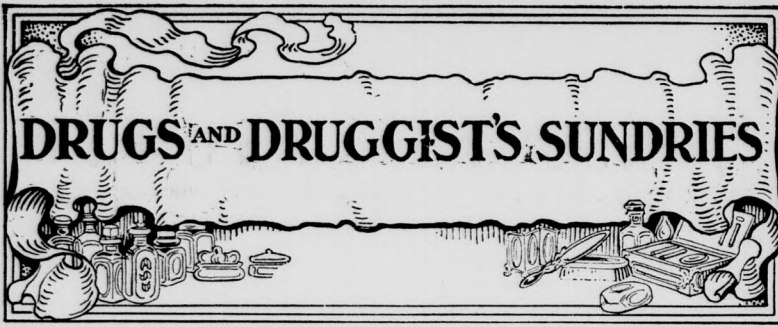
"Why?" asked the father. "What is your objection to going to school?"

"Oh," answered the boy, "it breaks up the day so."

Allegan News: Otto J. Armstrong has taken a position with the L. Perrigo Co. as traveling salesman, with Michigan as his territory. Mr. Armstrong is being shown the ropes by Ray Perrigo, who will spend ten days out on the road with him, and incidentally, initiate Tommy into the intricacies and mysteries of automobiling.

William E. Sawyer (Worden Grocer Co.) is spending his midsummer vacation at his old home in Allegan. He expects to fish in every lake in that vicinity before his vacation is ended. The Tradesman assumes that he will have a choice collection of fish stories on tap on his return.

Opportunity is said to quit after knocking once at a man's door. This is because opportunity is not a book agent.



**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.

**The Folly of Abusing Competitors.**

It has become a common practice, especially in locations where competition has almost obscured prosperity, that the druggist abuses his fellow pharmacist and speaks contemptuously of the one on the next corner. This base practice, the purpose of which is to make one profit at the expense of the other, has become so extensive that we no longer startle at the sight of a sign bearing the inscription of "No Substitution Practiced Here" displayed in the window of a neighboring drug store. We have become accustomed to hear from the tell-tales what a certain druggist told them about us.

Disregarding the disastrous effect which such a method of conducting business may have upon the individual druggist, let us deliberate upon the following: What is its effect on pharmacy in general? It certainly cannot do it any good. If pharmacy goes backward as it has been already asserted many times by men that count, we shall hold this responsible for it. The reasons are obvious. Pharmacy, as most of the professions, is entirely dependent upon the people. We must therefore try our best to please them. We must endeavor to get their good opinion of us. Will we be able to accomplish it by the means mentioned above? Will they add to our reputation?

A time there was when pharmacy was a more favorable condition than now. In honor and dignity the pharmacist ranked next to the physician. He was loved and respected by all, as should become a man whose whole interest in life was to relieve from pain and suffering. Even his drug store was held in high honor and often referred to as the emblem of

purity and cleanliness. But those times have passed, and so did all our fame. The druggist is no longer looked upon by the people as a member of their family. They would ridicule him whenever occasion called for it. They would employ him in all kinds of unprofitable work (stamps, telephone calls, etc.) and then laugh at his submission, mock his humbleness. But would this change ever have been brought about if not for the efforts of those who purposely try to debase their profession?

It is advisable, therefore, for all our pharmacists to refrain from a practice of that kind. When defending your own interests keep in mind the welfare of your profession. At all hazards do not expose any of its faults. Try to contribute something to its glory, but do not take away the little that is left. Let it stand above our heads and shed its radiant rays equally upon us. Let its brilliancy increase, not diminish, for when it has light we shall all never be lacking of it.

Julius Bailin.

**Chocolate Ice Cream Must Not Be Cocoa.**

Ice cream manufacturers in Illinois have started a series of experiments to discover a method for flavoring ice cream with chocolate instead of cocoa.

The quest for the new process follows a conference held late last week between officials of the State Food Commission and several members of the Illinois Association of Ice Cream Manufacturers.

At present, according to the officials of the Commission, chocolate ice cream is flavored with cocoa and not chocolate. The Commission takes the stand that such cream be labeled 'cocoa flavored,' but recommended that the manufacturers find some means of using real chocolate, inasmuch as the latter contains more nutrition than cocoa.

The Commission holds its decision in abeyance until the manufacturers make a report on the outcome of their experiments.

**Removing the Evidence.**

"George, what are you burning, dear?" she asked, going to the grate and peering over his shoulder.

"The letters I wrote you before we were married."

"You heartless wretch! I wonder if all men are so devoid of sentiment? You—"

"I am doing it in your interest, dear. I'm trying to fix things up so that when I die nobody can dispute my will on the ground of insanity."

**What Has Made Our Fountain Popular?**

A well-lighted, but cool store, clean counters and glasses, polished bottles and shining mirrors; a fine display, where customers can see them, of the best crushed fruits; a high grade ice cream for college ices and ice cream sodas; a specialty of serving many fancy drinks, for which we have a big demand; neat and catchy signs, which I make myself, placed on the fountain; a dispenser in charge who knows his trade, with capable assistants to back him up, the wearing by them of clean white vest and apron at all times; teaching them to be polite and to do their very best to please our trade; paying good wages and getting good results. This business has been gradually worked up from a \$3 average to a \$40 average per day. There are fourteen other fountains in this city of 15,000 people. The attention to little details we have insisted upon has brought the best results.

My most popular summer drink is a simple combination of one-half ounce morello cherry syrup, one-half ounce pineapple syrup, three dashes fresh lemon juice, a little fine ice, slice of the lemon on top, with a creme de menthe cherry to float on a sprig of fresh mint. Served in a ten-ounce tall glass. Above drink I serve at 5 cents (worth 10 cents) as a drawing card to answer the call for a long, cool drink. We have sold great quantities of it, having gone way beyond our expectations.

My winter specialty is called "Chocolate Fruit Exquisite." It consists of one ball rich ice cream, two small ladles crushed pineapple; cover over with solid whipped cream, flavored different days with special flavors, as rose, mint, almond, coffee and nectar. Shake powdered sweet chocolate very thickly on top of cream, drop creme de menthe cherry on top. The different colors blend and make a very attractive as well as appetizing combination. Served in fancy oval glasses with napkin and ice water.

C. Hadley.

**Disappointed in the Directory.**

"We do our best to serve the public," the proprietor of the corner drug store told us, "but we can't please everybody, try as we may.

"A few minutes ago, two young women swept into this place and demanded to look at our directory. I showed them where to find it. In a few minutes I heard one of them say:

"Why, her name isn't in the directory! Did you ever hear of the like?"

"Then the ladies approached me haughtily.

"Can you tell us if there is a first-class drug store in this vicinity?" asked the spokeswoman. "We wish to consult their directory."

**A Tense Situation.**

"What are they falling on and thumping that old man for?"

"He was saying that he remembered when eggs right from the hen were only 9 cents a dozen."

# One Great Show Case

EVERY store should be, as nearly as possible, one great show case. Get all the display space you can, and then fill that space with those articles which must be seen to be sold. Fixtures that give the maximum amount of display space will be found in—

**THE Wilmarth LINE**  
THE CASE WITH A CONSCIENCE

If you have a department for the sale of drug store goods, cigars or confectionery, you should read our new book "DRUG STORES for WELL PEOPLE." You may have a copy for the asking. Also find out about the latest ideas in the Wilmarth "unit system" of building store equipment.

**WILMARTH SHOW CASE CO.**

1542 Jefferson Ave.

GRAND RAPIDS,  
 MICHIGAN



WHOLESALE DRUG PRICE CURRENT

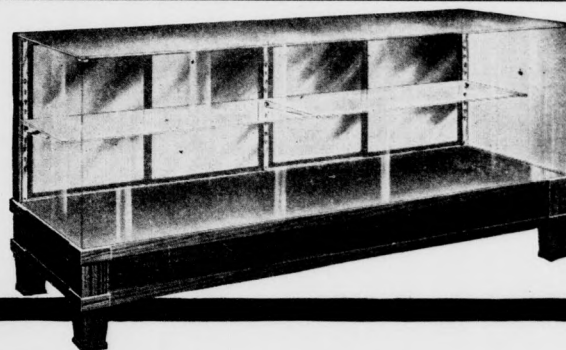
Table of wholesale drug prices categorized by Acids, Ammonia, Balsams, Berries, Barks, Extracts, Flowers, Gums, Leaves, Oils, Potassium, Roots, Seeds, Tinctures, and various other chemical and biological products.

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.

ADVANCED

DECLINED

Rolled Oats

Wingold Flour

Index to Markets

By Columns

Table with columns for market categories (A, B, C, D, F, G, H, J, M, N, O, P, R, S, T, V, W, Y) and corresponding commodity prices.

Main commodity price table with columns for categories (AMMONIA, AXLE GREASE, BAKED BEANS, BATH BRICK, BLUING, BREAKFAST FOODS, BUTTER COLOR, CANDLES, CARBON OILS, CATSUP, CHEESE, CHICORY, CLOTHES LINE, COCOA, COCOANUT, COFFEES ROASTED, CREAM, DRIED FRUITS, FARINACEOUS GOODS, FISHING TACKLE, FLOUR AND FEED, FRUIT JARS, GELATINE, GRAIN BAGS, HERBS, HIDES AND PELTS, HORSE RADISH, JELLY, JELLY GLASSES, MACARONI, MAPLELINE, MEATS, MINCE MEAT, MOLASSES, MUSTARD, NUTS, OLIVES, PICKLES, PIPES, PLAYING CARDS, POTASH, PROVISIONS, RICE, ROLLED OATS, SALAD DRESSING, SALSIFIES, SALT, SALT FISH, SEEDS, SHOE BLACKING, SNUFF, SOAP, SODA, SPICES, STARCH, SYRUPS, TABLE SAUCES, TEA, TOBACCO, TWINE, VINEGAR, WICKING, WOODENWARE, WRAPPING PAPER, YEAST CAKE).

Continuation of commodity price table with columns for categories (Mocha, Bogota, Package, CONFECTIONERY, Mixed Candy, Specialties, Pails, Assorted Choc., Amazon Caramels, Champion, Chic. Chips, Eureka, Climax, Eclipse, Assorted, Eureka Chocolates, Favorite, Ideal Chocolates, Klondike Chocolates, Nabobs, Nibble Sticks, Nut Wafers, Ocoro Choc. Caramels, Peanut Clusters, Pyramids, Quintette, Regina, Star Chocolates, Superior Choc. (light), Pop Corn Goods, Cracker Jack, Giggles, Oh My 100s, Cough Drops, Putnam Menthol, Smith Bros., NUTS-Whole, Almonds, Tarragona, Almonds, California, soft shell, Filberts, Cal. No. 1, Walnuts soft shell, Walnuts, Chill, Table nuts, fancy, Pecans, medium, Pecans, ex. large, Hickory Nuts, per bu., Ohio, Cocoanuts).



SPECIAL PRICE CURRENT

12 Smoking Bull Durham, 5c .... 5 85 Bull Durham, 10c .... 11 52 Bull Durham, 15c .... 17 28 ...

13 Pilot, 7 oz. doz. .... 1 05 Soldier Boy, 1 lb. .... 4 75 Sweet Caporal, 1 oz. .... 6 60 ...

14 Faucets Cork lined, 3 in. .... 70 Cork lined, 9 in. .... 80 ...

15 BAKING POWDER K. C. Doz. 85 10 oz., 4 doz. in case 1 25 15 oz., 4 doz. in case 1 25 ...

16 Roasted Dwinell-Wright Co's B'ds White House COFFEE White House, 1 lb. .... 25 oz. .... 32 80 ...

17 German Mottled, 25 b. 3 95 Lutz Naphtha 100 ck. 3 85 Marselles, 100 cakes 4 00 ...



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







# A New Page in Parcel Carrier History

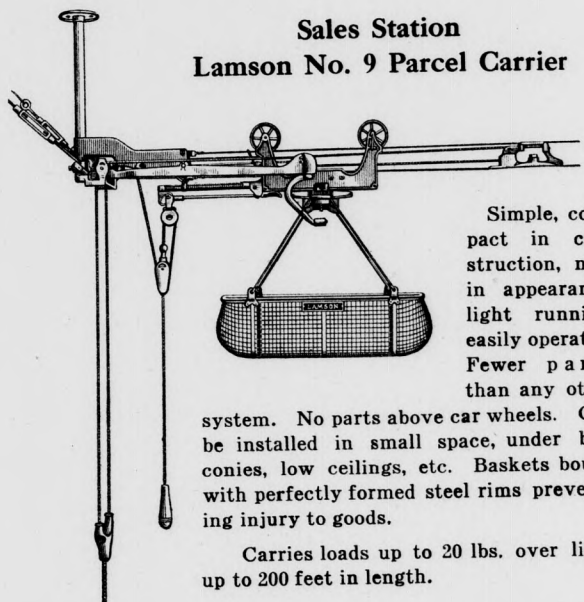
## Presenting the Newest and Most Improved Parcel Carrier

Thirty-four years of store service experience—Searching tests to prove its efficiency—  
The work of a force of skilled engineers—  
A reputation for providing the greatest benefit for the merchant at the lowest possible cost—  
Stand back of the Lamson No. 9 Parcel Carrier just placed on the market.

### Ten features that should recommend the new No. 9 Parcel Carrier to you

- 1—**Operating Possibilities**—Only carrier of its type that can be successfully operated on low level lines or on a slightly up or down grade.
- 2—**Oilless Bearings**—Thorough tests prove the superiority of oilless bearings over ball bearings. No oiling required. Remove danger of dripping oil or grease. Enable car to carry heavier loads, run more easily with less friction and over greater distances than possible with any other carrier.
- 3—**No Obstructions**—All objectionable obstructions at wrappers' station eliminated leaving space free for wrapper or cashier to work.
- 4—**Speedy Operation**—All baskets, no matter what the length of the line, are released rapidly and easily.
- 5—**Friction Stop**—Enables car to be operated without rebound or shock at station delivery.
- 6—**Location of Stations**—Special anchorage permits placing of stations exactly where desired, under lights, rotundas, etc., without ceiling connections.
- 7—**Low Maintenance**—Installed with less trouble and maintained with less expense than any other system.
- 8—**Durability**—Simplicity of design and high grade workmanship throughout, should make this system last a business lifetime.
- 9—**Safety Devices**—Every possible safety device used, insuring against falling baskets, broken wires, etc.
- 10—**Efficient Service**—The one object in view has been to quicken store service, eliminate trouble and reduce expense of operating a parcel carrier system. Entire construction assures these results.

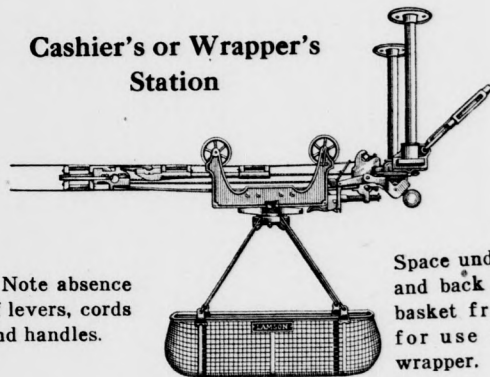
**Sales Station  
Lamson No. 9 Parcel Carrier**



Simple, compact in construction, neat in appearance, light running, easily operated. Fewer parts than any other system. No parts above car wheels. Can be installed in small space, under balconies, low ceilings, etc. Baskets bound with perfectly formed steel rims preventing injury to goods.

Carries loads up to 20 lbs. over lines up to 200 feet in length.

**Cashier's or Wrapper's  
Station**



Note absence of levers, cords and handles.

Space under and back of basket free for use of wrapper.

Built neat and strong, with all parts below car wheels. Rebound of car and swaying of basket made impossible. Basket is released and sent rapidly over line by slight pull on ball shown in picture. More baskets can be operated within a given space than is possible with any other equipment.

You owe it to yourself and your business to investigate how our new No. 9 parcel carrier will improve the service of your store, reduce operating expense and help you please your trade.

For further information send for new No. 9 bulletin or see our nearest representative.

**The Lamson Company, Boston, U. S. A.**  
Representatives in all principal cities.



# PURITY CERTIFICATE AND GUARANTEE



WE HEREBY GUARANTEE  
**KC BAKING POWDER**

EVERY GROCER who sells K C BAKING POWDER has this guarantee back of him.  
EVERY GROCER can *know* K C BAKING POWDER is *worthy of his recommendation.*  
K C means better value to your customer—  
and a larger profit to you.  
CONTAINS NO ALBUMEN

JAQUES MANUFACTURING COMPANY  
*W. M. Jaques* PRESIDENT. *Charles James* TREASURER