

When the Mists Have Cleared Away

When the mists have rolled in splendor
From the beauty of the hills,
And the sunshine, warm and tender,
Falls in kisses on the rills,
We may read love's shining letter
In the rainbow of the spray;
We shall know each other better
When the mists have cleared away.

If we err in human blindness
And forget that we are dust,
If we miss the law of kindness
When we struggle to be just,
Snowy wings of peace shall cover
All the anguish of the day,
When the weary watch is over
And the mists have cleared away.

When the silver mists have veiled us
From the faces of our own,
Oft we deem their love has failed us,
And we tread our path alone.
We should see them near and truly,
We should trust them day by day,
Neither love nor blame unduly
If the mists were cleared away.

When the mists have risen above us,
As the Father knows his own,
Face to face with those that love us,
We shall know as we are known.
So beyond the orient meadows
Flouts the golden fringe of day,
Heart to heart we'll bide the shadows
Till the mists have cleared away.

Annie Herbert.

Little Brown Hands

They drive home the cows from the pasture,
Up through the long, shady lane,
Where the quail whistles loud in the wheat fields
That are yellow with ripening grain.
They find in the thick waving grasses
Where the scarlet-lipped strawberry grows;
They gather the earliest snowdrops
And the first crimson buds of the rose.

They toss the new hay in the meadow;
They gather the elder-bloom white;
They find where the dusky grapes purple
In the soft-tinted October light.
They know where the apples hang ripest,
And are sweeter than Italy's wines;
They know where the fruit hangs the thickest
On the long, thorny blackberry vines.

They gather the delicate seaweeds
And build tiny castles of sand;
They pick the beautiful seashells—
Fairy barks that have drifted to land;
They wave from the tall, rocking tree tops
Where the oriole's hammock nest swings;
And at night time are folded in slumber
By a song that the fond mother sings.

Those who toil bravely are strongest;
The humble and poor become great;
And so from these brown-handed children
Shall grow mighty rulers of state.
The pen of the author and statesman—
The noble and wise of the land—
The sword and the chisel and palette
Shall be held in the little brown hand.

Mary H. Krout.

Good Yeast
Good Bread
Good Health

Sell Your Customers
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Carton
Sugar**

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"Franklin Carton Sugar is guaranteed FULL WEIGHT,
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hot weather. Let our salesman show you samples.

Keep it in mind,
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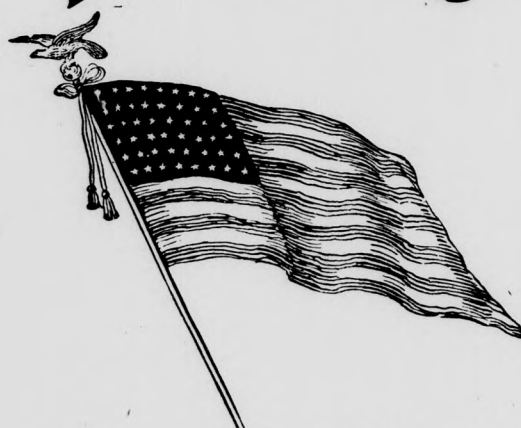
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Summertime Is Tea Time

Nothing so Refreshing, Invigorating and
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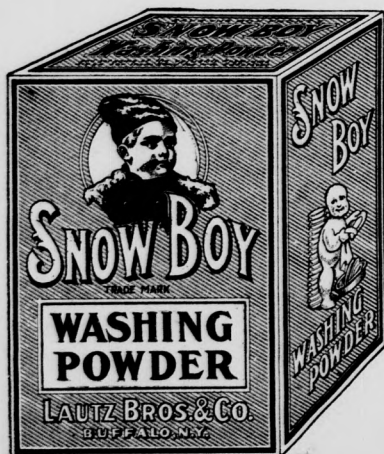


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for Iced Tea, from the choicest growth of Ceylon and India.
Put up in handsome 10 lb. caddies.

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SNOW BOY WASHING POWDER 24s FAMILY SIZE
through the jobber—to Retail Grocers

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10 boxes @ 3.60—2 boxes FREE
5 boxes @ 3.65—1 box FREE
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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 8, 1914

Number 1607

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TIME TO BUILD HOMES.

Material is low, labor is abundant, and eager for work, architects and contractors have more time now to plan and carry out contracts than in periods of activity. Lumber is cheap, machinery builders are anxious for orders, pig-iron is much lower in price than it ought to be to yield a fair profit to the producers, and to many other things pertaining to building, to machinery, and to construction work the same things apply.

Every man who knows this country and its recuperative power knows that this condition will sooner or later give way to abounding prosperity. Just how soon that prosperity will come no one can say, but it may be much nearer here than many people anticipate. Even, however, if it should be somewhat delayed in its coming, it will eventually be here in full power.

The man who wants a home and has the money with which to build it can build now to better advantage than when prosperity comes, and at a much lower cost and with more care and attention on the part of contractors and mechanics. The manufacturing concern that needs new equipment, or will need it when prosperity comes, can secure this equipment to-day to much better advantage than at a time when every factory is crowded and when machinery people are able to command full price for everything they turn out.

There are thousands of concerns in this country that fully intend to enlarge their plants and have available at present the money which could be thus expended, but who merely sit down and wait, taking the ground that they will do nothing until times are better. When times are better they will then rush like a flock of sheep, each one struggling to be the first to enlarge his plant or to buy new equipment, and the cost will be greater than it would be at present, and the plant will be under construction or under enlargement at the very time when it should be running to its utmost capacity to turn out goods. A boom period is no time

for a wise expenditure in the enlargement of plants. A period of depression is the time for doing work of this kind.

Thousands and tens of thousands of men in this country are intending to build homes for themselves, but are waiting for what they think will be a more propitious moment, when everybody is an optimist rather than a pessimist. When they do undertake to build, every item will cost them more, and they will find great difficulty in securing as much attention in construction work and in the equipment of their homes as could be had now.

This is pre-eminently the time when every man who expects to build a home, a store, or an office building, if he has the money should do it. This is the time when every manufacturing enterprise which knows that it needs new machinery or the enlargement of its plant, and has the money available, should do the work now. This is the time when our municipalities should press as vigorously as possible all of their improvements, in order to get the benefit of the lower prices of materials now prevailing as compared with boom periods. Almost over night a change in business could be brought about, if people who are able to do this building and construction work would undertake it now.

MUNICIPAL FOOLISHNESS.

In view of the published announcement that influential citizens of large cities such as New York, Philadelphia, Boston and Baltimore are engaged in the promotion of a league of cities with the determination to secure municipal control of public utilities or, failing in that, a further reduction of rates for light, heat and transportation, it would seem but just that some of the facts regarding these utilities should be placed before the public in order that the people may know that they are not earning the enormous profits attributed to them, and that for the sake of the people who have money invested in their securities a reasonable return upon the investment shall be assured.

The people at large wish to be fair. If they are not so, it is due to misrepresentation of those who for demagogic purposes mislead the people and appeal to prejudice to carry their point. Fortunately, in the majority of the states public utility properties, such as the American Light & Traction, the Commonwealth Edison, Peoples Gas, the Byllesby properties, American Cities, Cities Service, United Light & Railway, American Public Utilities, and Commonwealth Railway, Light & Power Company, are operated under the jurisdiction of pub-

lic utility commissions created by state laws, the duties of which are to protect the investment as well as the consumer.

There should be no fear upon the part of investors of any interference with the earning powers of public utility corporations by any self constituted regulative force, such as is contemplated by the league of cities, for the reason that the modern public utility corporation takes the public into its confidence, tells it what it costs to make gas or produce electric current and supply the same; what it costs to operate the properties and what the profits, thereby disarming dishonest and unintelligent criticism.

It is an established fact that in the face of diverse conditions, political and business uncertainty, public utilities, such as described above, have steadily increased in intrinsic value and in the scope of their operation.

Investors in this class of securities have received either the interest on their bonds or the dividends without interruption during all this time of unsettled affairs. Taken in conjunction with that is the fact that those served by these public utilities are perfectly satisfied with the goods they are getting, and the communities in which the companies operate have a full realization of the value of their services and are friendly to these corporations, going to show that in no other class of securities is the element of safety so well developed as in those of the public utility corporations now in existence. They are honestly and carefully managed; their statements are public and any information regarding them is public property. No greater safeguard could be given the investor.

These facts will lead to a still greater demand for public utility securities even in times of business depression.

DECLINE IN WHEAT PRICES.

Wheat prices have declined to the lowest point, for this season, since 1903. The trade in most instances looks for further reductions. This is natural, as there is seldom a movement of prices which the majority of the trade does not expect to continue, even though prices may be far out of line.

At present about every trader who is long of wheat, both here and abroad has a loss. Foreigners have bought 30,000,000 bushels of new wheat so far; they have losses on their contracts, and the question with some of the exporters is, "will the buyers be able to stand by those contracts when delivery day comes?"

Prices at Kansas City are so close to the 70 cent mark that farmers in the country are receiving 60 to 65 cents a bushel for the new wheat.

This brings the price down close to actual cost. It is figured by some people in the trade that it costs 80 cents to raise a bushel of wheat where the yield per acre is only fifteen bushels. Twenty bushels to the acre reduces the cost to 60 cents, and twenty-five bushels per acre puts the cost at 50 cents. Thirty bushels makes the cost 45 cents.

On the basis of the big yields, the Kansas farmer will make 20 cents a bushel when the price is 65 cents. All over the Southwest, in 1907, farmers made a small profit at 60 cents. In the Canadian Northwest the cost is placed by some at 55 cents.

The delegation of ten from Chicago that is to call on the President this week comprises leaders in almost every department of enterprise. The Chicago Herald, seeking the views of leading business men in other parts of the country, prints several expressions of most cordial approval of this kind of rapprochement between the head of the Government and representatives of the great industrial, commercial, and financial interests of the Nation. The time, too, is favorable for the development of a good tone in the conferences. Business has not been in any such desperate strait as has here and there been contended; neither have business men in general professed to be plunged in such black despondency or entertained such bitterness towards the Administration as has sometimes been alleged, on the basis of a few extreme and unrepresentative utterances by Democratic disturbers and fire eaters, but there is certainly a more hopeful feeling about trade prospects now than there was a few weeks ago. With a desire to establish a good understanding and helpful relations, and in a situation not discouraging as to business prospects, it looks as if much good might come of this getting together of the President and business leaders.

Grand Rapids jobbers speak in no uncertain sound on pages 24 and 25 this week on the effort of the Grand Rapids Press to eliminate them from the mercantile field. These letters, in connection with the stinging communication from Mr. D. T. Patton published in the Tradesman last week, present an effective answer to the false logic of the Press, impeaching its information and condemning its conclusions. It is now in order for the Press to get out a special edition and solicit the wholesale dealers to advertise therein. Any jobber who uses the Press under existing conditions would have a high regard for the integrity and stability of the jobbing business.

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, July 6.—Learn one thing each week about Detroit: The largest seed house in the world is located in Detroit.

Pontiac is to have a civic holiday and barbecue on July 22. A huge parade representative of the city's progress and a lot to the person who disposes of the most property will be among the features. The city will sell lots, turned over to it by City Commissioner William Osmun; the proceeds from the sale to be used to bring industries to the city.

W. P. Almroth, of the Bertrau, Almroth & Co. department store, Big Rapids, was a Detroit business visitor last week.

"Some men," soliloquizes our old friend Charlie Atwater, of Shelby, "are credited with losing their heads, when if the truth were known they never had any head to lose, by heck."

Two hundred Dix Avenue merchants, members of the Dix Avenue Improvement Association, met in the Association of Commerce rooms Thursday to discuss, pro and con, Saturday night closing. It was decided, but not until after meeting some opposition, to close.

Ada Peterson was elected queen of the celebration at Ludington last week, incidentally being presented with a diamond ring. Hurrah for the little suffragette!

The Jefferson Garment Cleaning Co. has moved into its new store, 2456 Jefferson Avenue. E. Neeb is manager of the company.

The trouble with stretching the truth is that it is liable to fly back and sting you.

The employees of the United Light Store, 38 Broadway, held their semi-annual outing at Tashmoo last Sunday. Besides the out-door games, etc., Mason Friedman, William Westfield and I. Fitron gave interesting and instructive talks on the relationship of the merchant to the customer.

S. A. Quinn, head of the Quinn Manufacturing Co., died suddenly at his home, 65 Euclid avenue, last Thursday. Mr. Quinn, who conducted the affairs of the company for several years, was well known and very popular in the city. He was a member of the Board of Commerce and several fraternal orders. He is survived by a widow and six children.

Arthur Brevitz, Allen Gustine and Adam Lind, department managers for Burnham, Stoepel & Co., are in New York in the interest of their departments.

Ed Smith, department manager for L. H. Field & Co., Jackson, was in Detroit last week.

The Philadelphia Times has discontinued as it proved unprofitable. Maybe they published some traveling men's poetry.

A. J. Prevost has opened an up-to-date haberdashery in the Gladwin Park Theater Building, 2088 Jefferson avenue.

Elmer Brevitz, city representative for Burnham, Stoepel & Co., left for Conklin last Friday to attend the funeral of his brother Robert's wife, who died last Thursday from an attack of appendicitis. After attending the funeral, Mr. Brevitz will visit his parents at Kent City.

S. K. Warner, of Linden, was in Detroit on a business trip last week.

The General Ice Delivery Co. has purchased the power plant and buildings formerly owned and occupied by the R-C-H Corporation, now bankrupt, located on Lycaste street, near the river. The buildings will be used for a manufacturing and delivery station.

English authors are to have a trades union, which means that they want to eat without working.

A. M. Barnes & Co have leased the

three story white enamel building now in course of construction at the corner of Broadway and Gratiot avenues for a period of ten years. The building will be used for a general department store.

A. N. Shook, of Coral, was in Detroit last Friday. After looking after his business here, he left for Hamilton, Ont., where he will visit relatives for a few days. Mr. Shook is a former member of the Legislature and owns a general store and a garage in Coral.

That the boys appreciate a medium which they can use to chronicle their doings is shown by the fact that once in a while one promises to give us an item for publication.

L. Hermann has moved his stock of shoes into his new building, 2454 Jefferson avenue, which is next door to his former location.

He laughs best who laughs with money in the bank.

Charles O. Burnham, who was killed in the collision of two electric cars near Jackson last week, was well known in this section of the State, especially in Detroit. He had been connected with the Story & Clark Piano Co. for a number of years, the past few years as traveling representative. When he met his sudden end, he was on his way to Kalamazoo, where his mother and brothers reside, to spend the Fourth. He was buried at the home of his birth near Kalamazoo.

Thirteen motor cars have been ordered to be used in the collection of mail in Detroit. These will be used in addition to those already in use.

W. O. Albog, owner of one of Adrian's largest department stores was in Detroit on a business trip last week.

How many salesmen are running so disastrously behind in their sales? Ask most of the merchants how their business is and many times their answer will be that their business is holding up with last year, but they guess the other fellow's isn't. That's what calamity howling by some of the newspapers and weak-kneed traveling men does. Business has been worse at different periods during the last two administrations than it is right now. What we need now are boosters, not calamity howlers.

There are few Americans out of work who would care to take the job of ruling a foreign nation.

The John Naylor Co., one of the oldest saddlery and hardware jobbing houses in the country, has consolidated with the Pierson-Hough Co., manufacturers of saddlery, harness, etc. The Pierson-Hough Co. has been located in Detroit in the same business for the past twenty-five years. The three members of the new firm, John Naylor, Harry Pierson and William Hough, will devote their entire time to the business.

John McPherson, who has been in the employ of the G. & R. McMillan Co. for the past forty-eight years, was presented with a beautiful floral piece consisting of forty-eight American Beauty roses in recognition of the anniversary. Mr. McPherson entered the employ of the McMillan Co., which was, as it still is, one of Detroit's leading grocery stores, on July 5, 1866.

The different civic and improvement associations from various parts of the city, at a meeting last week, decided to close their stores Saturday nights.

Roy E. Marcotte has been transferred from the Walkerville offices of the Studebaker Corporation to the offices at Detroit. Mr. Marcotte has had charge of the advertising of the Canadian plant for the past two years and will also assist in the publicity work of the Detroit plant.

F. E. Weinburg, of Weinburg & Van Dusen, general merchants, Elsie, was a business visitor in Detroit last week.

Detroit celebrated a quiet Fourth of July at home last week. Only fifty-one were injured and two blinded for life.

St. Louis citizens, owing to the scarcity of milk, will be obliged to pay 10 cents a quart for it. St. Louis is the town that newspaper reports state has a saloon that sells whisky for two cents a glass.

Jimmie Reid (we mention Jimmie first because he hails from Detroit) and a party of friends, Bert Loree, of the Heinz Pickle Co., and Harry Dunn, manager of the Nelson Hotel, at Ishpeming, are shortly to be presented with a map of their own locality and a compass. The report we received also demonstrates that bonnie Jimmie may have been all right hiking through the highland heather back home, but he has much to learn about hiking (definitely) in the U. P. of Michigan. The party started from Ishpeming at midnight with full directions and canteens for Camp Weasel, on Deer Creek, which at the least calculation should have taken them but three hours. Of course, one of the party, being an old timer in that locality, did just what most outsiders would do when they came to the Dead river bridge and turned to the left, which was not right—and according to the news that was wafted down this way, the fishermen (?) would have been tramping yet if they had not run onto a couple of other fishermen the next morning on Milligan Creek. Harry Dunn lead the horse, with the aid of a lantern throughout the night, but it took daylight and the friendly fishermen to straighten out the party. The "friendly" fisherman, also promised not to say a word about the six or seven extra hours hike they were obliged to take—and judging by the speed with which the news traveled, they kept their word and didn't say a word. They must have telegraphed it in. Jimmie Reid represents Edson, Moore & Co. in the Upper Peninsula and is one of their most successful salesmen. Of course, when it comes to tramping and pathfinding—well, Edson, Moore & Co. do not pay him a salary for that anyway.

In 1913 Chile imported 1,218,840 tons and produced 1,235,901 tons of coal. They have no reason for being chilly in Chile.

In the re-organization of the city force of Edson, Moore & Co., Ed. Mayers has been given charge of the entire Eastern section of the city. Mr. Mayers has been with Edson, Moore & Co. for a number of years in the capacity of city salesman and has long enjoyed the reputation of being one of the most successful with that house.

It is all right for a man to try and make a name for himself, providing it is his own name he uses.

M. R. Bacon, of the Michigan Alkali Co., Wyandotte, has circulated petitions to place his name on the ballot as candidate for the Republican nomination for Congress in the Second district.

An improvement has been made in the mail service in Detroit that proves of great value to the traveling men. From 4:30 p. m. when the regular service ceases, a special man begins making deliveries and collections at the hotels. About a dozen of the most important will from that hour until 1 a. m. receive free deliveries, according to their size. The carrier will also collect mail and his collections, added to those of the regular carriers, will make the collections from the hotels half hourly.

F. M. Beall, one of Ypsilanti's leading dry goods merchants, was a business visitor in the city last week.

Henry S. Koppin, prominent real estate man, has organized a company to manufacture the Koppin car. The new car will sell at a very low figure and will be fully equipped with electric lights and standard automobile equipment.

Victor L. Dorrance, of the Dorrance & Garrison drug store, Wyandotte, was in the city on business last week.

If we are alive and well next June, if we don't do another thing we are going to attend the convention of the United Commercial Travelers in Lansing. Nevertheless, we maintain that if the Downey House does not charge for the ladies it will then be enough. Lansing should have the best convention held in years.

A traveling man wishes us to commend through these columns the Park Hotel, at Monroe. Our informant says the hotel management not only furnishes plenty of individual towels, but furnishes towels of goodly size. The management is also very courteous to the guests.

The following members of Cadillac Council, accompanied by their wives, took a trip to Pearl Beach a week ago, where they enjoyed a day of fishing and the hospitality of the M. & M. Club: James Hardy, Tom Burton, Harvey Auger, Charles Reattor and Elmer Cheney.

A man named Jenkins, of York, Pa., was nearly bitten to death the other day while chasing rats out of his hencoop. That reminds us of the fellow in a Northern Michigan hotel who received the same treatment, only he never offered to molest the bed bugs.

Jim Hardy, of Richmond, Backus & Co., accompanied by his wife, is spending the week at Grosse Pointe.

We are sure there is much true love in most homes. You know true love never did run smooth—bang (and no fireworks, either).

The entire sales force of the American Tobacco Co. in Michigan took their vacations last week, beginning June 27 and ending July 6.

The Detroit Board of Commerce has set its membership mark at 5,000 and hopes to reach it by January 1, 1915. With this mark reached, Detroit will have the largest Board of Commerce in the world. The Board members and their friends hold a field day at Tashmoo Park on August 7. A. A. Higginson is in charge of the arrangements for the day. The present membership of the Board of Commerce is 3,800.

Cadillac Council holds its regular monthly meeting at St. Andrews hall, 109 Congress street, next Saturday night. Senior Counselor John Solomon cordially invites all visiting members to attend this meeting.

A man in New York still rides the same bicycle he purchased in 1904. If it were Grand Rapids, Mich., we would not consider it a news item.

Chicago is to have a Government laboratory for analyzing drinking water. It will still take a nickel to analyze a glass of beer.

Tom Burton and wife have gone to Canandaigua, N. Y., the home of the Lisk Manufacturing Co., the company Tom represents.

Thomas Plues, member of Detroit Council and for seventeen years Michigan representative for the American Tobacco Co., later with the Newman Cigar Co., is still seriously ill at his home, 109 Philadelphia avenue, E. Robert Plues, his son, has just recovered from an attack of pleurisy. Mr. Plues' many friends about the city and State hope to see him out and around again as of yore in a short time.

The different business, civic and improvement associations in Detroit are going to war against the stores that open on Sunday. Resolutions were passed at a meeting held in the Board of Commerce rooms, calling on the authorities to enforce the law. The matter was brought before the meeting by F. H. Schneider, President of the Dix Avenue Improvement Association.

C. S. Furman, general merchant of Lansing, was in Detroit on business last week.

Harry Wangrove, well known De-

troit merchant, of 1119 St. Aubin avenue, where he conducts a dry goods and furnishing goods store, joined the ranks of the merry (and otherwise) benedicts last Sunday, being joined in marriage to Miss Anna Friedman, daughter of Mr. and Mrs. Joseph Friedman. Mr. Friedman is a well known wholesale fruit merchant of this city. Mrs. Wangrove is a talented young lady and has hosts of friends not only in Detroit but in different parts of the country. The best wishes of the Tradesman, with those of the many friends, are extended to the happy couple.

It is all right to laugh up your sleeve, but suppose you are wearing B. V. D's?

Bert N. Creaser, general merchant of Middleton, was in Detroit the latter part of last week on a business and pleasure trip. Bert transacted his business all right—you know a merchant can always buy goods if he has the necessary amount of Uncle Sam's circulating medium—but the real part of Bert's pleasure trip turned out to be rather disappointing. He came with all the best intentions in the world of driving home in a spanking new 1915 model Hudson car, but was informed that they would not be ready for delivery until July 15. Not so bad after all, because we are assured of another visit from this lively middleweight merchant—and everyone who knows him is always pleased to see him.

No need for a married couple to go without food for breakfast. Dig up the old love letters. Mush always did make good breakfast food.

Harry Dorweld, of the Luths-Dorweld-Haller Co., wholesale jewelers, reports that his mother, who has been seriously ill, has now almost completely recovered. Mr. Dorweld was unable to attend the U. C. T. convention in Saginaw, on account of his mother's illness. He is a member of Cadillac Council.

The July issue of the Booster, published by Cadillac Council, with Tom Burton at the head of the editorial force, is at hand. The issue is replete with interesting news and pictures taken at the Saginaw convention in June. However well the prose is written, we are obliged to agree with the Tradesman that traveling men's poetry is not in great demand—unless, of course it might be our own.

S. S. Morris, of Pinconning, was in Detroit this week in the interests of his general store.

Henry Ford dines with the President this week, and according to the Detroit Free Press and Grand Rapids Herald, will tell him how depressed business conditions are. The Ford Motor Co., by the way, at the present time is running to full capacity—which means employing 13,000 men and will soon be in a position to employ more when the new addition is completed.

A. F. Martin, Imlay City druggist, was in Detroit on a business trip last week.

Walter Reindel has tipped it off to his friends that he is to be married July 15. Nothing strange about this announcement when it is known that Walter represents Liggett & Myers Detroit branch. That's almost a weekly occurrence with that branch of the company.

Speaking of matrimony, Cervantes said: "To this burden women are born: they must obey their husband, if they are ever such blockheads." Smile, women, smile—and demand your votes.

M. E. Galvin has been elected President of the Federal State Bank to succeed H. C. Weidman, who resigned on account of being unable to give his personal business attention. He has been at the head of the Bank since its organization. Mr. Galvin is one of the recent additions to the board of directors and is Secretary

and manager of the Standard Savings and Loan Association.

Charles Reattoir, district manager for the American Tobacco Co., went on a fishing trip last week. Charles says he had splendid luck and to prove it he brought home twelve handsome pickerel. We would consider ourselves lucky if we had cash enough to buy three handsome pickerel. But then it is much nicer to catch twelve—like Charles says he did.

We almost received a news item from a merchant the other day. He called us up—and reminded us that he had bills to meet.

The shoe repairers of Detroit have joined the Saturday night closing movement. A meeting was held last Thursday and another will be held Thursday of this week, at which time the shoe repairers will be addressed by local business men. James Finn, 270 Cumberland avenue, is at the head of the organization and is very active in behalf of the Saturday night closing movement.

George C. Steele, Secretary of Battle Creek Council, and Mrs. Francis Kimball, of Syracuse, N. Y., were married in Detroit a few days ago. Mr. and Mrs. Steele were schoolmates forty-five years ago and had not seen each other since until a short time ago, when Mr. Steele visited in the East. Congratulations are extended to the happy couple and with the hope that the Battle Creek correspondent gives us a more detailed account of the pretty romance.

Even the boys on the farm have a splendid chance to rise. Look at them getting up at 4 o'clock every morning.

The Studebaker Corporation has leased the American Harrow Co.'s plant, located at the corner of Hastings street and the Boulevard, and will use it for a service department. The new addition will give the Studebaker Corporation an additional floor space of 101,000 feet and employment to 100 more men.

Judge Tuttle is going to have the selling of liquor on the Pere Marquette discontinued, to cut down expenses. Well, we will simply have to make shorter trips.

The National Hotel, at Owosso, is to feel the wrath of the hotel inspectors. The landlord, L. G. Heyer, despite warnings and the publicity given the Henry law, has refused to furnish full sized sheets for the beds and individual towels in the wash rooms. He will be tried on July 9. Inspector John Thorn swore out the complaint.

Mt. Holly, N. J., according to reports, has a cannon that was used in the revolutionary war. Illinois has a cannon that was used in Congress almost as long ago.

You can't always judge the conditions of business by what the boss tells you—

When you ask for a raise.

James M. Goldstein.

The Long Nosed Merchant of Mears.

Mears, July 6.—Don't it beat time and "ternaty" where all the traveling men come from, especially last week? It will keep a fellow guessing where they will be this week. That was one great idea, the wholesale grocers giving their road men a week's vacation, but it would have been 87 per cent. better to have made it two weeks. I believe they would have done so had they realized that it had a double action effect. For it is going to give the "tired business man" a week's rest also. Since I had to work the Fourth, it will mean a lot to me to be free from the presence of the usual horde of "wind jammers"—a long, blessed week. Still I think it would be worse than fine, if not only the grocers, but all the Michigan wholesalers would give their men two weeks' vacation each summer at one and the same time. Now

to cinch that, I hereby cast the first vote in favor of that stunt and I am willing to leave it to a majority vote of the traveling fraternity and their wives. (There, I am favoring women voting again.)

That double-action, non-resisting Runkle chocolate man, James Sager, called on me last Thursday. He is going to spend a month's vacation with his parents-in-law. The reason I know it is a month is that he mailed a pound of tea dust in advance. Last summer, as he only could get a week's vacation, he sent a package of yeast foam. Nothing small about him but his size, as he always sends provisions according to the length of his visit. Sure, he loaded me up with chocolate. That guy can't understand English when a customer says no.

Herman Anderson, the kind kandy kid of Muskegon, also stung me for a candy order.

E. Welton also was with the bunch, but as he was anxious to learn how to drive the ford they came over in he did not urge me to buy very hard, so I got off easy with him.

I am not going to say anything about Erney's awkward attempts, but must say that he better do his practicing on a ten ton truck. His legs ain't built for a small ford. But he was bound to try, so I tied each of his legs in a knot to shorten them and then, I assure you, I did my best to impart a little knowledge into his cranium. Somehow or other (I think it was or other) the more advice I gave him the more rattled he got. Once there seemed to be a faint flicker of intelligence flashing over his face and I had a faint hope that at last he was about to grasp my meaning. But instead, he grasped the brake lever and stopped so sudden that you couldn't see him move. He was a pitiable sight, with perspiration pouring onto his immaculate shirt front. After throwing a ton of sand over my dirty shirt and killing

the engine exactly seven times he gave up in disgust. The noise and knocking he managed to get out of that engine in five funny and frantic minutes was a caution to the Irish. He accused me of being a detriment after doing all I could to help him. I don't want him to know it, but my opinion is that he will never learn to blow the horn, let alone run the car, unless he makes a lot of racket doing it.

John D. Martin stopped over between trains to give me a friendly call. I had never had the pleasure of making his acquaintance before, although I have used his name in vain in previous writings. As he put it, he just dropped off to see what kind of an animal the Chronic Kicker was. There always has been something missing in my life, besides the void in my head, and I just discovered that it was the fact that I had never known John. I no longer wonder that W. Burns thinks so much of him.

Forty-six traveling men (by actual count) have called on me in the last seven days. I can't enumerate each individual wrangle though, as you would run short of paper if you attempted to print any more this week. Among the forty-six were several quite intelligent people. You see, the majority were in my class.

I don't care if George Washington was a better man than the Fourth of July. He ain't in it at the present day.

April 1 I am going to write something sensible and fool your readers. (If I can think of it.)

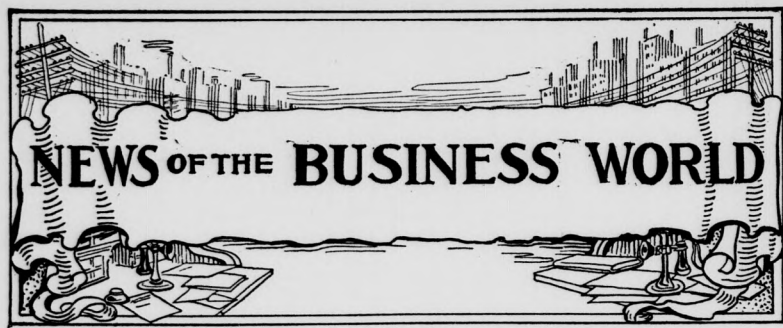
Ches. Brubaker.

Chronic Kicker.

Whenever you can make your store look better inside or out by using paint, you can make money by using it. Paint is cheap in proportion to the results it produces.



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



Movements of Merchants.

Holland—A. J. Pierce has engaged in the plumbing business.

Petoskey—H. E. Parr has engaged in the confectionery business.

Ionia—Miss Tenie Cogan succeeds Mrs. Blanche Stein in the restaurant business.

Hart—Van Beek & Van Allsburg succeed Niel Van Allsburg in the meat business.

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

Rothbury—Grieves & Ten Brink, dealers in general merchandise, have dissolved partnership.

Coldwater—The Tribolet Co., recently of Bluffton, Ind., has engaged in the bazaar business here.

Cheboygan—R. J. Burns, of Beloit, Wis., succeeds William Poisman as manager of Klassen's clothing store.

Coldwater—Miss Frances McLane has opened a women and children's ready-to-wear furnishing goods store.

Ithaca—Harry T. Blank has sold his jewelry stock to H. B. Thompson, who will consolidate it with his own.

Reed City—A. C. Goehrend, who has conducted a meat market here for a number of years, has closed out his stock.

Battle Creek—Claud Brunett, recently of Kalamazoo, has engaged in the optical business at 100 West Main street.

Fowlerville—Harry T. Blank has opened a jewelry store here. He was formerly engaged in a similar business at Ithaca.

Lansing—Young Bros. & Daley, Inc., dealers in hay, grain and fuel, has increased its capital stock from \$15,000 to \$20,000.

East Jordan—Frieberg & Kowalski lost most of their stock of clothing by fire July 6. The loss was fully covered by insurance.

Hamilton—Gerrit Sprietsma has purchased the F. J. Leroy stock of hardware and will continue the business at the same location.

Owosso—J. N. Zimmerman has opened a bazaar store at 112 West Exchange street under the style of the New Economy store.

Kalamazoo—Vernon McFee and A. W. Johnson have formed a copartnership and will open a men's furnishing goods store at 110 West Main street.

Detroit—Peter Smith & Sons Co., grocers, have merged their business into a stock company under the style of the Peter Smith & Sons Grocery Co., with an authorized capital stock of \$25,000, which has been subscribed, \$2,500 being paid in in cash and \$22,500 in property.

Kalamazoo—Fire damaged the Francis B. Drolet drug store to the extent of about \$6,000 July 6. The loss was fully covered by insurance.

Corunna—C. D. McNamee and A. R. Phillips have formed a copartnership and leased the Grand Central Hotel and will continue it under the same style.

Bridgewater—Julius Reyer has sold his meat stock to John Finkbeiner, who will continue the business. Mr. Reyer will engage in the grocery business.

Flint—The Advance Electric Co. has been incorporated with an authorized capital stock of \$5,000, of which \$3,000 has been subscribed and \$2,100 paid in cash.

Lansing—The Carr & Allen Shoe Co., Ltd., has engaged in business with an authorized capital stock of \$5,000, of which \$4,000 has been subscribed and paid in in cash.

Muskegon—Charles G. Lund has sold a half interest in his clothing stock to Henry W. Rice and the business will be continued under the style of the Lund-Rice Clothing Co.

Cheboygan—William Poisman and A. H. Weber have formed a copartnership and engaged in the confectionery business in the Gerow block under the style of the Candyland.

Lansing—The Hoover Bond Co., conducting furniture stores in Ohio, Indiana and two in Michigan, will open a similar store here about Sept. 1, under the management of D. R. Corbin.

Sturgis—Extensive alterations are being made in the Estherson store, including an entire new basement, a new modern front and many changes in the interior, making the store right up-to-date.

Olivet—A. H. Covey has sold his stock of agricultural implements to G. C. Adams, who will continue the business. Mr. Covey will devote his entire attention to his vehicle and harness business.

Lake Odessa—The Van Der Ploeg grocery stock has been sold to C. A. Baker of Kalamazoo, who took possession immediately. Bert Van Der Ploeg, the retiring proprietor, will settle on a fruit farm near Decatur.

Marquette—John Lammi, grocer on West Washington street, has sold his stock to Michael Whalen, who will continue the business at the same location. Mr. Lammi will devote his entire attention to the Lammi & Fallbacka shoe stock.

Alma—Morris Messenger, the St. Louis clothier, has leased the Redman building on East Superior street and will occupy the same with an

up-to-date stock of men's furnishings. Mr. Messenger gains possession of one-half of the building September 1 and the entire building September 15.

Rockford—Chapman & Chapman have sold their grocery stock to C. Glen McBride, recently of Sheridan, who has taken possession. Mr. Chapman, Sr., will re-engage in the grocery business at Belding.

Alma—James Redman, grocer, having rented his present place of business to give possession in September, will begin at once the erection of a building 60x70 on the lot facing Gratiot avenue immediately south of his East Superior street property.

Alma—J. A. Gerhardt, of Reed City, has leased the Creaser store room, recently occupied by Humphrey & Adams and will about September 1 occupy the room with a complete stock of dry goods. Mr. Gerhardt has for six years been in active business in Reed City.

Howell—George L. Monroe, junior member of the firm of Monroe Brothers, shoe and wallpaper dealers here, died Sunday. Mr. Monroe was born in this city November 25, 1860, and died in almost the same spot where he was born nearly fifty-four years ago. He was associated with his brother, D. D. Monroe, in business for the last twenty-five years. He was married seven years ago to Miss Minnie Best, of Detroit, who survives him.

Saginaw—Building operations in Saginaw are being prosecuted very extensively this year. One firm of architects has contracts for furnishing plans for buildings representing an investment of over \$600,000. A new hotel to cost \$400,000 is being planned to occupy the site of the old Bancroft, that has done duty since 1859, and the Board of Trade is preparing to build a structure for its own use and other purposes at an estimated cost of \$380,000.

Manufacturing Matters.

Middleville—The Middleville Co-Operative Co-Partnership Creamery Association, Ltd., has increased its capital stock from \$2,820 to \$5,000.

Jackson—The Palmer Gauge Co. has engaged in business with an authorized capital stock of \$25,000, of which \$20,000 has been subscribed, \$7,490 being paid in in cash and \$12,510 in property.

Battle Creek—Andrew Ross, late Vice-President of the Kellogg Corn Flakes Co., is busy perfecting a new food plant. He will soon introduce a new cereal food the nature of which is a secret for the present.

Howell—The Michigan Milling Co., of Ann Arbor, has sold its Howell branch to Thomas Gordon, Jr., and his son, Ray, who will continue the business under the style of the Gordon Elevator Co. Ray Gordon will act as manager.

Evart—J. M. White will lumber what is known as the Alexander tract of timber in Osceola county, consisting of about 1,500,000 feet of pine, hemlock, basswood, birch and elm timber. The bark on the hemlock will be peeled as soon as possible.

The logs will be manufactured at the V. R. Davy mill here.

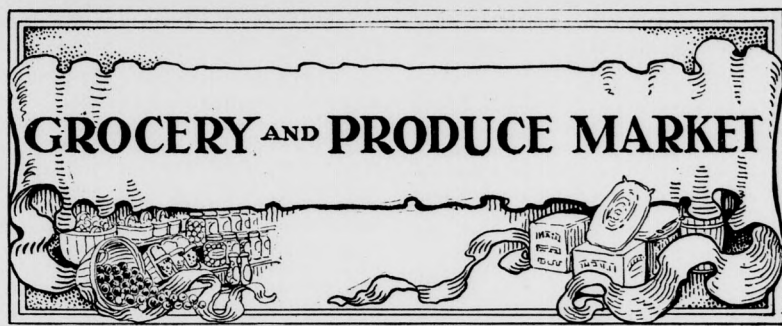
Dollarville—Owing to unfavorable market conditions the South Shore Cedar Co. has closed its lumber and shingle mill here for an indefinite period. Its yards and sheds are piled with finished products practically to capacity. The Lake Superior Iron & Chemical Co. has reduced the working forces in its forest department in Luce county to the extent of 150 men. With the demand for iron stagnant, the company is closing its Newberry and Manistique furnaces. This has lessened the demand for material for use in manufacturing charcoal and for the time being little cordwood will be cut. The sawmill at Newberry continues in commission.

Detroit—Many have erred in believing the Dodge car announced a short time ago and exhibited at the State fair grounds the product of the Dodge Bros. The Dodge Motor Co. was incorporated on or about the same time that it became known that Dodge Bros. would manufacture a car. A man by the name of Dodge gave his name to the company and its car, and thereby caused considerable confusion for the Dodge Bros.' interests. Just how this tangle is to be straightened out is not known, but thousands believe that the Dodge car seen or made known is the product of the larger company which has as yet made no announcement of its model.

Battle Creek—The Kellogg Toasted Corn Flakes Co., which has heretofore confined its transactions to this country, because the rights to corn flakes in foreign lands, and in this country for export, having been held in other hands, has decided to invade Canada with its newer products, the "Toasted Wheat Biscuit," "Kellogg's Krumble" and its latest product "Drinkit." To that end W. S. Weir, well known in grocery circles as a former Detroit merchandise broker, has been appointed Canadian manager and will open offices in Toronto. The company will not handle corn flakes in Canada, the rights still remaining in a company of similar name but totally different identity, located in London, Ont.

Detroit—That Dodge Bros. are going to give Detroit another tremendous automobile corporation—one that eventually may rival the Ford Motor Co.—was made evident Tuesday when articles of incorporation of Dodge Bros. were filed in Lansing. The capitalization of the new company is \$5,000,000. John F. Dodge is named as President and Treasurer; Horace E. Dodge, Vice-President and general manager, and Alfred L. McMeans, Secretary and office manager. Mr. McMeans, also, acts in a confidential capacity to the Messrs. Dodge. John F. and Horace Dodge each own an equal amount of the stock of the new company, giving them complete control. Mr. McMeans holds the remainder, to comply with the law requiring three stockholders of record in an incorporation proceeding.

The want of money makes some men want to marry for it.



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—The market has been weaker this week. This is the season of heavy production, and supplies have been coming in very abundantly. Current demand has been good, but there has been no speculative demand. Large buyers for future use are loaded up. Factory creamery is now quoted at 25@26c in tubs and 26@27c in prints. Local dealers pay 20c for No. 1 dairy, 15c for packing stock.

Cheese—There are several conditions that tend toward a weaker feeling in the market. In the first place the strength which was evidenced in the early part of June was merely an exhibition of the desire on the part of most of the cheese dealers to secure strictly June cheese. Then, from all sources it is reported that the business in general is not very active, that men are unemployed and that money will soon have a higher purchasing value than it has now. Besides this the make of cheese promises to be well up to the general production in this State as well as elsewhere. Altogether, it appears that the part of wisdom is to refrain from speculation on the present cost of cheese, and where there is no speculative buying during the season of heavy production, the market naturally falls lower.

Cabbage—\$1.50 per 100 lb. crate for Louisville.

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

Carrots—25c per doz. bunches.

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

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

Cocoanuts—\$4.25 per sack containing 100.

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

Currents—Red, \$1.25 for 16 qt crate.

Eggs—There has been a further decrease in our egg receipts such is usual at this season. It has, perhaps, been a little more than normal because of the very unsatisfactory results in respect to many shipments which prove on arrival to be far poorer in the estimation of local buyers than in the opinion of shippers and the sales of which have often borne a very unprofitable relation to cost. Some individual marks of eggs have shown improved quality but others have not and the average is still low as judged

by local standards. Buyers here want full, good bodied, clear eggs for their best trade and those that show shrinkage or weak body or dark yolks do not pass muster, even though the dark yolk eggs may not be bad. Shippers ought to understand this close discrimination; they may regard the local buyers as finicky but it is impossible to change their fastidiousness. They will pay relatively full prices for what they want but what they don't want has to go to a cheap trade at comparatively low prices and goods which depend upon Grand Rapids for outlet should be sized up accordingly when bought in the interior. Many of the candled and graded eggs although showing light dead loss contain a larger proportion of defective quality and have a lower value, and some receivers get nothing for which any higher prices are realized. The proportion of perfect eggs has more weight at present than a moderate amount of dead loss and there are occasional ungraded lots from shippers who make frequent collections and shipments that bring as much as the average best candled and graded stock; but most of the ungraded eggs contain a liberal proportion of more or less heated and partially hatched. Local dealers pay 18½c for strictly fresh.

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

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

Lemons—Californians 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 doz.

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

Onions—Illinois stock, red and yellow, \$3.50 per 70 lb. sack.

Oranges—Californians are in ample supply at \$3.50.

Peppers—Green, 65c per small basket.

Pineapples—Cubans have advanced to \$4@4.50 per crate.

Potatoes—Old stock, \$1 per bu.; Virginia, \$5 per bbl.

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

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

Raspberries—\$1.25 per 16 qt. crate for either red or black.

Spinach—65c per bu.

Tomatoes—Home grown hot house command 65c per 8 lb. basket

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

Water Melons—\$3 per bbl, of 8 to 10.

The Grocery Market.

Sugar—Refined is quieter, the active withdrawals of late in connection with the forcing out of old contracts making in that direction. But it is pointed out that the consumption is large at this season of the year and there can be no material swelling of the invisible supply, so that distributors will return, to the market before long. It remains to be seen whether the predicted advance to 4.40c materializes this week, much depending upon the course of raws. If Cubas go to 3.39c for the spot quotation, refiners may conclude that granulated should stiffen in sympathy. Local interests say that 90 points is none too large a margin for the summer season, but the trade has become accustomed to the smaller differences of early this year.

Tea—A recent market letter from Japan says: "First crop teas are undeniably shorter than was anticipated a month ago and the choice grades, which cannot be added to from second and later crops, are even shorter than in 1913 and are in a strong position relatively." Medium and low grades are as high as in 1912 and 1911. Formosas are holding firm, with good demand. The quality of Ceylons and Indias now coming in are not of the best quality and the most desirable teas are not expected in until September. New Japans now arriving are of good quality and style.

Canned Fruits—Local representatives of large California packers express themselves as well satisfied with the volume of business done in canned fruits of 1914 packing since the opening prices were made. The chief demand appears to have been for peaches. For cherries there has been an active enquiry, but as the pack is said to have been but 20 per cent. of normal business has necessarily been confined within narrow limits and jobbers have been compelled to look to the South and Middle West for the bulk of their supplies. The sales of apricots have been fairly satisfactory, but business done on pears and plums so far has not been large, according to all reports. In other fruits the market is quiet.

Canned Vegetables—There are no pronounced developments in any of the staple lines. Efforts to buy strictly standard No. 3 Maryland tomatoes for immediate delivery in labeled tins at the old price were abortive, though some brokers expressed the belief that they might yet pick up some stock at that figure. Corn is firm but inactive, as are also peas and string beans.

Canned Fish—Most of the Maine sardine packers are reported to be oversold and are anxiously awaiting the run of fish which should set in

early this month. There is a steady demand and a firm market. Imported sardines remain scarce and firm. Salmon is quiet, but a firm feeling prevails in all lines and prices are held up to quotations. No new pack salmon will reach this market before the last of July. The market on red Alaska, Columbia River and Chinook spot stocks is very high. Jobbers stocks are very well broken up.

Dried Fruits—The movement in current crop California raisins continues slow, as buyers are still looking for extra discounts which the sellers positively decline to grant. All orders—and they are said to have been for quite a good many cars—that have been put up to the Coast since the Association made quotations on August-September shipments at anything under the prices and terms then made have been declined. But the Eastern trade is understood to be in need of stock for fall requirements, and it is believed by well-informed authorities that it is only a question of time when jobbers in this section will be forced to meet the views of sellers. One of the leading Coast factors, in a letter to his local brokers, gives a comparative statement of the volume of business in the 1912-1913 season as compared with that of 1913-1914 up to June 1. The statement is compiled from statistics obtained by transportation lines and is held to be a correct resume of the situation. According to these figures, the total shipments of raisins by rail and steamer out of California were 82,473 tons for eight months during the season of 1912-1913, as compared with 50,703 tons per this corresponding season of 1913-1914. From these statistics the deduction is drawn by the packer who forwards them that the jobbing trade throughout the United States during the 1912-1913 season bought something over 32,000 tons more than in 1913-1914, thereby proving conclusively the reason for such very light stocks as now exist in second hands, and it is also held to prove that there is bound to be a big demand from jobbers not only for August-September old crop but October-November shipment out of the crop now maturing. The carryover of the last crop is claimed to be absolutely controlled by the Associated Company, and the authority above quoted asserted positively that it does not exceed 25,000 tons. For spot Oregon prunes there is reported to be an unusually active jobbing demand for the season, orders coming chiefly from the interior trade. Stocks are closely concentrated, and the trend of prices is upward, as at the present rate of demand the limited supply promises to be cleaned up in a few weeks. There is also a better demand for spot California prunes, which also are in light stock and in the hands of few houses. Apricots and peaches appear to be getting little attention from the trade in this section either on orders for immediate or forward delivery. The tone of the market, however, is firm in sympathy with conditions prevailing on the Coast.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, July 6.—This was a busy week at the Soo, owing to the fact that the Fourth of July celebration occupied most of the time usually devoted to news items, but as the celebration by far exceeded anything ever pulled off in this part of the country heretofore, the time and energy spent by the different committees in charge, were rewarded and the celebration will go into history as the "best ever." Thousands of visitors from all parts of the surrounding countries arrived on Friday and a large number of them remained over Sunday, so that the business men's day on Friday was an unusual success and they reaped a good harvest through the visitors. The rain during the night of the third, which stopped about 7 o'clock Saturday morning, laid the dust and the remainder of the day was ideal in every respect. The Fourth passed without an accident of any kind or any fires in the city. There were no saloons opened and from all reports there were no intoxicating drinks dispensed with in the city and with the thousands of visitors, the "drunks" were conspicuous by their absence. It is now conceded that a dry Fourth can be a success, as it was in this case. The parade, which was about two miles in length, was a procession of grandeur and merriment. The floats were unusually unique and pronounced to be the best ever witnessed in the Soo. The fire works in the evening were all that could be expected and the day will long be remembered.

D. N. McLeod, the popular lumberman of Garnet, an all round good fellow, in company with his family, spent the Fourth in the Soo.

George Baldwin, who for the past few years has been in the employ of the Edison Electric Co., has been elected Secretary of the company to succeed W. W. Edwards, deceased. Mr. Baldwin has been an efficient employee of the company, faithfully discharging all of his duties, which has brought about his elevation. The Edison Co. is at present putting up poles between the Soo, Brimley and Kinross, and it is expected that the wires will be strung and in a short time the power will be transmitted to the above places. Pickford is also in line for the connections, which will give the surrounding towns electric light and power for local industries.

J. S. Roessler, who for the past few years has been superintendent of the Dunbar agricultural school, left last week for West Superior, Wisconsin, where he expects to engage in business for himself. A. L. Buser, his successor, will take charge of the school and engage in his new duties at the opening of this term. He comes highly recommended, being a graduate of the Minnesota Agricultural school and has been with the Wisconsin and United States soil survey and for the past three years occupied a chair in the University of Wisconsin agricultural school.

The many friends, especially the traveling men of Michigan, will be pained to learn that L. E. Dingle, the veteran traveling man of Michigan, died at the Mayo Bros. Hospital at Rochester, Minn., last week. Mr. Dingle had been making his home at Houghton for the past sixteen years, representing the National Biscuit Company in the copper country. He has been in poor health for the past few years. In former years he was with the Chatfield Milling Co., of Bay City, thence he moved to Milwaukee sixteen years ago, where he entered the employ of the National Biscuit Company and was later transferred to the Chicago branch and was in their employ at the time of his death, with headquarters at Houghton. Mr. Dingle was a man of marked ability

and was noted for his honesty and integrity. He was one of the most respected travelers in Michigan and his many friends extend their deepest sympathy to the bereaved.

Work on the new Temple Theater is progressing very rapidly. When completed, the Soo will have one of the best moving picture houses in the State. The front of the new theater was put in last week and the work on the interior will start this week. When the building is completed, which is expected to be about August 1, it will seat about 1,000 people.

J. E. Doench, formerly of the local customs office, is shaking hands with his many friends here. Mr. Doench left here a few months ago for Detroit, where he is now making his home.

The new playground has been fitted into shape and will be opened this week. With the opening of the same, the children of this city who have never had an opportunity to enjoy wholesome play will be able to enjoy themselves to the full extent under the direction of a supervisor.

The Soo Hardware Co. has been awarded the contract for installing a new boiler in the county court house building. William G. Tapert.

Mighty Madcaps From Muskegon.

Muskegon, July 6.—After numerous telegrams, letters and phone messages, I am compelled to take the pencil stub again.

Over 2,000 Chicagoans spent the Fourth in Muskegon.

In answer to the Mayor of Mears' enquiry, Herman Anderson made \$1.67 selling buns on the train. That boy in Mears was trying to get a slogan same as they talk of Teddy and the big stick. We can say, Brubaker and his whip. The writer had the pleasure of seeing this peerless leader use it on his rug.

Robert Douma has opened a confectionery and cigar store at 19 Terrace street. Bob's shop is a credit to Muskegon and we all wish him well.

Although we are trying hard to gain new members, we are having an awful time to convince Bert Waalkes that his one week old son is not eligible for membership.

John E. Durkee, of South Haven, has moved into his new fireproof building. John E. carries one of the finest grocery stocks and bakes the best bread that can be had in Michigan. Mr. Durkee is a hard worker and is one of the most up-to-date business men we have on this side of the lake.

Brammell, of Canada Mills Co. fame, is our new member. We are fortunate to secure Mr. Brammell, as he is moving out of our jurisdiction. Brammell complained he did not get all that was coming to him, so we promised him he would get his money's worth at the first opportunity.

Matt Steiner is making himself conspicuous by his absence.

Conductor John Reed, who has been with the Grand Trunk for thirty-six years, the most of which he served as conductor on the T., S. & M. division, was retired on pension July 1. Mr. Reed will be greatly missed by the commercial men and the many patrons of the road, all of whom he can number as his friends. We are sure they all join in wishing him a very easy run for the remainder of his days.

Ernest Welton has saved 19 cents towards his expenses to Lansing.

Oh, that tired hand!

Milton Steindler.

To Members of Grand Rapids Council.

Grand Rapids, July 7.—Owing to July 4 being a legal holiday, a recess meeting will be held Saturday evening, July 11, at the usual hour in regular meeting place (Herald hall).

When the Cat is Away the Mice Play.

Grand Rapids, July 6.—According to the Michigan Tradesman of July 1, William E. Sawyer is spending his vacation at Allegan, coaxing the timid fish to bite his hook.

That sounds good to read, but some of us pikers who peddle hardware, interior finish, El Portanas, liquid veneer and other table condiments, by close work and good behavior got in from our work for a couple days' vacation before the Fourth and with our families were taking in the parade of Young Buffalo's Wild West show Friday morning. We felt almost certain we recognized our official scribe, Bill, riding in the parade. We have often heard him tell of his great admiration for the noble red men and we all know William is a good Indian at any old stage of the game, so why not? But what's the use? Will gets all the pay (automobile rides, invitations out to dinner, etc.) for doing this writing and the remainder of us fellows are just his helpers. We don't get even an invitation from him to help eat a bag of jumbo peanuts. Such is life.

Later—Just received a long distance call from Will. He is down around Allegan fishing and wants the address of everyone of his assistants and is going to send each a nice mess of fish. Exact size—what?

Right along this line of thought we want to give a fish story that comes from mighty good authority. It was told in the lobby of a hotel in Pentwater a short time ago. A party of traveling men were making a drive out of Hart, among them being a well-known grocery salesman from Muskegon. When at the point known as Twin Bridges, something went wrong—we don't know just what—and it was necessary to fix something. This grocery salesman—the Muskegon fellow—took one whip from its accustomed resting place and began "making play" of fishing with the whip down in the creek. Pretty soon said whip dipped down very suddenly, the grocery salesman gave a quick yank and landed on the bridge a fine trout and had it cooked for supper that night. This occurred in a dry county.

Many of the boys of 131 spent the Fourth out of the city—those who were in financial condition to do so. The majority of the others stayed at home. In the early evening E. J. MacMillan, with his family and H. A. "Hardwood," with his, were seen on the way to Reeds Lake to see the doings, all taking the overland route on foot. Fellows, walking is all right under certain conditions but you certainly should work in some of your expense money on the National holiday to help give the family a good time. Take the tip and hire a taxi next time.

We are more than pleased to tell you at this time that our good brother, C. A. Young, has made such good progress on the road to Wellville that he was removed from the hospital last Thursday to his home. If you want to hear some good loud explosions on what brother Young thinks of hospitals, just drop in and visit with him at his home. He will certainly enjoy it and you will be strongly impressed with his citing the difference between said hospitals and the county jail.

E. J. MacMillan now has an understudy in his work. His boy, Edwin (Big Ed and Little Ed), is traveling with him this week, making Lansing, Jackson, Saginaw and some other jobbing towns in that part of the territory. Mac only makes electric light towns. The boy will certainly have a good time, even if he does bother dad some. Stick to it, Mac. Many of us have gone through that self-same experience.

We tried several times to raise Walter S. Lawton at his home, because he was one of the helpers, but could

not get him at any time, so can't tell at this writing whether he was one of the fellows who got pinched Friday night on Division Avenue. We hope not however.

Again reverting to important doings, we want to tell you that it comes very authentically that E. J. MacMillan—third offense—has gone into a sideline business, so to speak—raising four leaf clover at his home on Bates street. Ask Harry Harwood—second offense on Harwood—or perhaps Mrs. Harwood can give the most accurate account of the extent of that farm but, whatever the account, finding of four leaf clover is about the best omen of good luck and long life, prosperity and happiness, known to man, and it can be followed back as far as the rule of the great king Zoroaster and his assistants, Olioto and Zenvazesta.

O, you Oscar Levy, calling on a certain member's customer. No good business this trip.

Speaking of the rise and fall of great nations, Homer Bradfield says: "Boys, I got my start on \$8 per week and now I am permitted to live peacefully in the same house with my wife."

"Rasty" Stark says: "Boys, what a difference now the morning after the Fourth than what it used to be!" Many can answer some.

Our Senior Counselor, Fred E. Beardsley, is spending part of his two weeks' vacation (from July 4 to 12) in Detroit. Fred expects to be home Wednesday if his money holds out. (Stick your time out Fred, wire friend E. A. Stowe. He'll come to your rescue. Remember how he came to the aid of the bunch who got pulled during the Grand Council meeting in Grand Rapids in 1913.)

At the afternoon session of 131, Saturday, Senior Counselor Beardsley being absent, C. C. Herrick, the Junior Counselor, presided for the first time. After the adjournment, Brother Herrick, in order to properly celebrate the event, invited all the attending members to have one on him. He then led the way for just one mile to a drug store and called for Coca Cola. It really was painful to see Brother Harwood as he swallowed once or twice and then said, "the same for mine." Saturday was a legal holiday. Nuff sed.

The Mears House, at Whitehall, still continues the use of the paper towels instead of individual textile towels, as required by law. A word to the wise, etc.

Bill Berner has gone to Detroit to see the Detroit Tigers play ball. Perhaps he is getting a few pointers for our U. C. T. ball team to use when they play the Tigers later on for the championship.

John D. Martin stopped off at Mears last Tuesday to take a look at the Mayor of that place. The aforesaid Mayor stood the shock very well.

Monday morning 203 more furniture buyers arrived at this market, making a total enrollment of over 400.

Late news from Walter Lawton says that he didn't get pinched on Division Avenue, but at 1347 Sigsbee street. Ask his wife.

Doc Hudson, the pill peddler, who now is traveling in Illinois, spent the Fourth with his family. Doc's trips now keep him away from home six weeks. His wife says he's got to cut it down to four or there will be a divorce in the Hudson family.

Harry D. Hydorn was celebrating the National holiday at John Ball park and became so interested in feeding peanuts to the monkeys that he forgot to attend the meeting of 131 that was called by Senior Counselor F. E. Beardsley for Saturday afternoon, regardless of it being a holiday. We will excuse Harry this time, if he will attend the meeting Saturday evening, July 11, at the usual hour in the regular place (Herald hall), notice of which will be found elsewhere in this paper. Will E. Sawyer's Helpers.

SCHOOL AND COLLEGE.

Perplexing Problems Which Confront Many Parents.

Ann Arbor, July 6.—My youngest son has completed his course at high school, graduating with honors—winning a scholarship in one of our State colleges and chosen as valedictorian of his class.

From every side comes the question, Is he going to the University next fall? Is he? I would not oppose his going if he wished to. But is that the best thing for him? Will he suffer loss if he does not go on?

Just a few days ago I overheard someone saying to him, "Don't stop until you go through the University. You can do it," etc.

He has not decided to be a minister, lawyer or physician so far as I know. He might be the latter, so far as his abilities and adaptabilities are concerned, or he might be an engineer or a chemist. Both boys who have graduated from high school and are now at home prefer an outdoor life. Perhaps I have influenced them somewhat in this respect. Ten years in a printing office and seven years in a general store have left their indelible impress on myself. I would like to be able to go into the field with them and take my share of farm work as many a man of fifty-four years can.

I also can ask questions, as I did of one township supervisor to-day; If they should decide to continue farming, why spend four years in the University? Would they have health and strength to go on in that occupation? Would they have the interest they now have?

They are studying soils and farm culture and fruit and its care, as well as insects, birds, etc.—enemies of fruit and grain and the preventives, antidotes, remedies, etc.

Another big question is, Have father and mother any claims upon the boys now? For nearly twenty-five years we have been sending them to school. For five or six years we have been waiting for the boys to help us. Of course, they have helped all along. But we let out farm crops on shares—let one-half to two-thirds of the crops go off the farm. We could not live on our one-third or one-half on a forty-acre farm, even though we keep a little store. So we kept cows and bought a portion of the necessary grain and other feed; we raised poultry to help out. The boys have worked out in vacations, raised garden stuff to sell, picked berries and fruit, bought calves and fed them and sold them again, made maple syrup, etc. They have paid their school expenses and paid for their clothing, mostly out of their own earnings, and saved money besides.

We are not in debt because of educating the boys, but we have not made the improvement and repairs desired on our buildings. This year we are working all the farm. Last year we worked most of it by hiring plowing done and help in haying. We have bought a work team and some farm implements. We need more and newer ones. When we get them they will be paid for.

For six years one or both the boys have been going to high school. From September to June father and mother are tied at home. Up at 5 o'clock or soon after in winter, a portion of the chores done, horse and buggy ready before breakfast, the boys lunch put up, their clothes in order, books looked up and off they go at 7 o'clock or soon after—sometimes an hour before daylight—to school five miles away. They are just ravenous for supper when they get home between 5 and 6.

Father does chores a good portion of the day, except when he has to go to town to sell butter and eggs and buy groceries and other sup-

plies. But father had to give that up mostly in winter and one of the boys has gotten broken in to transacting business; and he needs that experience as much as he does book knowledge.

Except for the boys' sake I would not have bought a farm. I would have located in or near a village and found some business that would have been easier for me. But now, it is up to the boys whether we keep the farm or leave it. If they seek their life work elsewhere, then I have no desire to manage the farm alone. Give me a place in South Carolina or somewhere where I shall not freeze all winter and roast all summer. Michigan is a State of extremes and sudden changes, and yet right here may be found as good locations for general farming, dairying, fruit growing and poultry raising as could be desired. Prices of farm land are far lower than for similar land in Ohio, Illinois, Indiana or Wisconsin. Who can tell why?

Why make an idol of education any more than of money or political honors or social distinction? If our University can give our boys something to use—something they need more than anything else—we would be foolish not to improve the opportunity.

When I see strong young men by the dozens, or by the hundred, boating, playing ball, engaged in athletics, I think of the many infirm, crippled, broken down fathers toiling to keep the farm or a home, and of the mothers working until ready to drop to keep their daughters in school or in society or under training, so they may marry well or follow some calling.

The oldest son took to music and machinery more than to school. So at 18 I let him go to learn a trade. He served a five year apprenticeship in one place. Instead of a diploma he had an engineer's license and a commission in the Michigan National Guard (Signal Corps). Besides being an all round machinist, he understood telegraphy and wigwag and had some knowledge of electrical engineering. For nearly five years he has been a police officer. When he had added to and demonstrated his mechanical knowledge and skill, he was assigned to the position of electrician for the department. That means the care of signal boxes, wires, conduits, poles, lights, autos, etc. He helped build autos at the Olds Motor Works and went to the Lansing police department as the first driver of the auto patrol ambulance.

Should any of this get into print I shall be censured for boasting. What good would that do me. I mean boasting. If anything I can do will help others, I am willing to do it, but I had rather keep out of sight myself. If anyone understands me they may believe it; if they do not understand me there is no use of my trying to explain.

What has this to do with school and college? Don't force or urge the boy or girl into something that they do not take to. Don't try to force them to be farmers or merchants or printers or persuade them that life will be a failure without a high school and college education. Don't assume that father and mother and home have no claim upon the son or daughter who naturally takes to education. The college man likes to meet in life those who have the college brand upon them, but the world in general will judge and reward according to what a man can do. If what he wants to do can best be learned at college, well and good. But if he can get the training, skill and experience without spending four years of life at books and indoor and apart from the most healthful surroundings, foregoing a college education is not a sacrifice. It is an escape.

Here I close, for the subject has no end. E. E. Whitney.



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E. A. STOWE, Editor.

July 8, 1914.

BUSINESS PSYCHOLOGY.

The President has the courage of his convictions, but he does not seem to appreciate that the business world is as jealous of the right to speak for itself as is the professional world and is quite as ready to ridicule its critics. Gen. Hancock was laughed at for calling the tariff a "local issue." He was not supposed to understand the tariff, but, nevertheless, later on, the schedules of the tariff were fought over simply as local issues. If his statement had been made by a man of trade and with some detail, nobody would have laughed. Now President Wilson is being ridiculed for saying that fundamental conditions are sound, and that the business depression is due to "merely psychological" causes, although everybody sees that the first half of his statement is true, and although it can be shown that the second half must be true if we agree that there are only two sets of causes which produce good or bad business, the physical and the psychological. Soil and climate are doing their best for us, and no fault can be found with such fundamentals as natural resources and accumulations of capital. No thorough student of economics, however, in talking about trade, would use the word psychological in the sense of imaginary. The psychological factors in trade and industry are of such tremendous importance that the term "merely psychological" is wholly out of place. A business man might tell other business men that he thinks this depression will soon pass away because fundamentals are sound; but business men who lack orders for their goods are in no humor to hear from anybody that their troubles are imaginary or "merely psychological."

Statesmen know of the "tide in the affairs of men" and also of how apt to go wrong are "the best-laid plans of mice and" of themselves, but they think that general business is so very simple! Fundamental conditions must govern and everybody ought to see that they do govern, and everybody ought now to buy and sell freely; and, certainly ought to stop all "mental mourning"—or is it "conspiring" that business men are now charged with? A little reflection, however, will show that while neither statesmen nor busi-

ness men need become familiar with psychology yet both depend largely upon their ability to choose "the right psychological moment" for doing things.

Perhaps the most powerful psychological factor in trade and industry is the promise of abundant harvests, and there can be no question that general trade is better to-day than would be the case if the crops were less promising. With the prospect of a good income, farmers spend more than they would with the prospect of a poor income; but, if you are counting upon selling to the farmers more motor cars or more pianos or more anything else, this year, than you sold last year, you would do well to consider what is the average state of mind of the farmers. If they wish now to get out of debt for last year's indulgence in pianos, motor cars and other luxuries you won't have a big demand for your goods this year. At this moment, the surplus of a very bountiful crop of winter wheat seems to be needed for the settlement of debts, and not to be available for new indulgence. Our greatest crop, corn, and our greatest export-crop, cotton, are coming along, but for some months their uses must be "merely psychological."

The business world knows that neither pessimism nor optimism is a lasting state of mind. What it always seeks to know is how long either existing state will last and it is quite willing to receive information from anybody, not excepting the psychologists. In their own blindness, business men think that trade, industry, transportation and finance are harassed by a multitudinous army of inspectors and regulators charged with the enforcement of a multiplicity of laws and rules of conduct, National, state, and municipal. Business has asked for a rest and has been told that it needs still more restrictive legislation. There is a decided difference of opinion between the President and our leading men of business, the President thinking that Congress can frame good trade laws, even in a hurry, and his opponents thinking that Congress knows little about business and is therefore very liable to blunder.

The present seems to be one of the periods when it is comforting to reflect that changes are the order of life, for not only must adversity give place to prosperity, in due course, but the prevailing craze for officially guiding and regulating every form of activity must give place to the sanity of appreciating the value of personal liberty. Considering the President's anxiety to do his best for the interest of all the people it is a pity that he should risk losing any of his own influence for good by refusing to take the advice of Chambers of Commerce, Merchants' Associations, and of other bodies which have the right to speak for general business. No man can tell how long dull trade will last, because no man can assemble and weigh all the factors in the case, and even if anybody could do this his calculations might be upset by a great mercantile disaster or by new crop prospects,

these latter being as changeable as the weather. Who can tell whether we shall manufacture lightly or heavily, and yet what good are calculations about future business without knowledge on this point, the product of the country's factories being twice as valuable as the product of her soil? To such uncertainties has the President committed much of his prestige and without a good sporting chance in his favor. If trade and industry continue to languish he will be blamed for not listening to the business experts; and all the possible changes will be rung upon "merely psychological." On the other hand, if trade improves, with good crops materializing, the crops will get the credit. Only in the seemingly impossible prompt revival of trade without the help of good crops will the President be able to show that his "merely psychological" diagnosis was correct.

The President has accomplished so much in the short time that he has held his office, and could do as much more by preserving all of his prestige, that the leading business men in the Democratic party find themselves out of accord with his advisers for not preventing his taking the great risk of arguing against experts, upon their own ground, and of going contrary to their judgment, even though these experts are merely business experts.

IS TRADE REVIVING YET?

The turn of the half year finds sentiment measurably hopeful, but with opinion as to the financial and general trade outlook one of perplexity. The business revival which Grand Rapids had been counting upon has appeared in spots, but not on any such scale as to touch the imagination or stimulate the hopes of the community. Volume of trade last month in some cases surpassed that of June 1913; but initiative is wanting on the constructive side, especially when railroads and the larger industrial interests are taking the stand that no marked change in the way of expansion can reasonable be looked for until September.

Based on strictly economic theories the judgment of both the financial and business community is that trade would have assumed large scope by this time if confidence had not been impeded by the unfortunate political situation at Washington and impatience over the long delay in deciding the much-talked-of rate decision. Yet, despite this unmistakable hesitation, a more hopeful feeling has been asserting itself, particularly where the attitude of the investor is concerned.

It is true, demand from that quarter is below the usual mid-year average, in this section at least, and timidity on the part of the public is still discernible; but this week has brought out the fact that there is less disposition to hold aloof than was the case even two weeks ago.

ANOTHER MARKET FAILURE.

Long headed folks who have studied merchandising questions, and the influence of the "producer-to-consum-

er" market under municipal control have long argued that, as a great public convenience, the markets could not succeed because it would be impossible to compel either the people to buy or the producers to sell to consumers at the market, rather than take the short course of using "middlemen," who actually render the public service that is desired.

It appears that the efforts to establish a public market in Pittsburg on the Allegheny River wharf have confirmed those claims and the reformers are wroth at the failures of their plans to reduce the high cost of living.

When the hucksters found that the farmers had abandoned the Monongahela River wharf, where they have stood for years, the hucksters followed. The new market was no different from the old except that it had a roof on it. The middleman is still there and the farmer still is willing to do business with the huckster who offers a good price on bulk quantities.

The Tradesman is pleased to note a decided change in the attitude of President Wilson toward business men. Up to a week or ten days, business men generally were given a cold reception at the White House. In many cases they were refused an audience and in a number of cases delegations who came to protest against a continuation of legislation inimical to business men were sent away with bitter words and pedantic denunciation. Now all is changed. J. P. Morgan was given a hearing last week and to-morrow Henry Ford is to dine with the President at the President's request. These interviews, accompanied by intimations of coming conferences of similar nature with men representing large business interests, are calculated to please everybody. It must be about equally agreeable to those who have been imagining that Mr. Wilson is a deadly enemy of business, to those who have been oppressed by the belief that business is possessed with a fierce desire to destroy Mr. Wilson, and to those who, without indulging in either of these fanciful notions, have yet felt that a closer contact and better understanding between the President and Congress on the one side and leading men in the business world on the other was much to be desired. External count for a good deal in these matters; and it must be admitted that, even apart from externals, there has been a degrees of aloofness, as between the political powers at Washington and the men who know the various phases of the country's business activities from the inside, which went beyond necessity and had unfortunate effects. The administration, to use a homely expression, has been leaning over backwards in its desire to avoid either the reality or the appearance of undue influence by business interests, and Mr. Wilson appears to have arrived at the conclusion that the psychological moment has come for the adoption of a different posture.

WIDENING OUT.

"I suppose you do not handle pot herbs," said an anxious little woman to a dealer in a town having no market. "No; we do not," was the laconic answer. True, she put the words into his mouth, as a negative was so plainly implied in her question. Yet how easy it would have been to say, "I never have handled them; but have you something first-class to offer? If so, I will see what I can do." How gladly this woman, who knew that her plants would be appreciated by someone, would bunch them up in proper form and be thankful, even if the price received was low. It would still be so much better than seeing them going to waste. The chances are that there would be plenty in the town glad of a chance to buy the very things offered and received with so much doubt.

When some one has something to sell, it is a pretty good plan to at least consider the matter before turning it down. Of course, not all of these miscellaneous offerings prove alluring, but some of them surely will if properly handled. There are people in every community having a surplus of something which will help some one else. In olden times much of the country produce which is now quickly snapped up for cash was hard to even give away. Some of the things which are not now recognized as standard, find sale in many places and may with you if you but make the trial.

When a new thing is offered, insist that it be in first-class condition. Place it in your show window. Call the attention of some of your regular patrons to its good qualities, and then, if it should have a place in your business, the demand will come. If not locally, you may find a market in some neighboring city for this in conjunction with other things. At least, do not turn it down without trying. For success will mean more to you than the profit on the new goods. You will have the increased confidence and good will of patrons.

LOST A CUSTOMER.

A neat little woman who was dissatisfied with the returns from the local creamery resolved to make butter. She invested in a separator and took pride in furnishing a superior article. The local dealer appreciated her work and would even call for it twice a week in his auto, thus relieving her of going to market. Unfortunately, the grocer expected her to "take her pay in trade." With the cows as a chief source of ready money, she could not afford to do this. With a week of skillful canvassing she found a market for her product. One of these, who kept summer boarders, engaged all of her butter and butter-milk for the season at a round price. Now the grocer is wondering why he lost one of his best butter makers, but he has lost her for all time.

The whole thing centered in his handling only one class of butter and treating the woman who gave him a first-class article with no more consideration

than the one who brought in the white, mushy product which he had to sell for packing stock. Most people are sensitive about the quality of their butter and it is a very ticklish matter to criticize unless one gets down to a business basis. There are the pure food regulations, the amount of water, the absence of coloring matter and some other things which help in maintaining a standard. Why not make at least two classes of this product, including in the prime only such butter as is firm, free from streaks or objectionable odor and put up in neat packages? The use of the separator helps to attain this. Give the ambitious woman something to work up to and then recognize this higher standard as worthy of something more than "trade" in payment.

NOT AN ISOLATED CASE.

A young man was accused of a heinous crime. His parents believed him innocent and furnished the means to enable him to make a defense. At the trial of the case it was discovered that the charges were wholly unfounded and the defendant was discharged.

When the suit was started the daily papers played it up with display type on the front page. When the man was acquitted the news was suppressed on the theory that people buy papers to find out how much bad there is in the world and that no papers can be sold to the masses which contain the truth regarding those who escape the ordeal of the courts unscathed.

Because the daily papers failed to set the young man aright he is ignored by his former friends and has been deprived of the companionship of those who formerly held him in high esteem. The young man feels the disgrace keenly, but is unable to extricate himself from the dilemma in which he is involved and suffers in silence because of the dastardly policy pursued by the daily papers in cases of this kind.

CAPITAL AND LABOR.

It is curious how the abuse of words tends to bias our reasoning.

The misuse of the term "capital" is responsible for no end of mischief.

In economic literature and every day speech it is common to use the phrase "labor and capital" as if the two were antagonistic—opposed one to another.

As a natural result all sympathy veers to the side of labor and a false issue is created.

Why?

Because labor is human and capital is material, and when the impression is conveyed that labor is arrayed against capital, sympathy inevitably flows to the human side.

Capital is simply wealth used to produce more wealth. It is at the service of anybody and everybody; capital would exist just the same in a socialistic community.

Labor may have a quarrel with employers, whoever they may be, but not with capital.

Labor and capital are required to produce wealth, just as a man and a

spade are required to dig, and there is no more antagonism between labor and capital than between a man and the spade which is his capital.

It is not always economy to do things oneself to save the expense of employing another for the work. Mrs. Emma Marcy Raymond of New York sought to economize by drawing her own will according to a form she found in a book. She acknowledged the will before a notary public, but she failed to declare the document as her will to the subscribing witnesses, made no legal request for them to act, and also signed the will while one of the witnesses was not present. She wanted Hahnemann Hospital to have a large part of her \$250,000 estate, but her home made will has been refused admission to probate because legal requirements were not complied with and the hospital loses the money. Mrs. Raymond was about 80 years old when she made the will and her income from her estate was large enough to allow the employment of a competent attorney. Surrogate Cohalan is justified in referring to her will as "questionable economy."

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Hon. Robert D. Graham, President of the Commercial Savings Bank, ex-Representative, ex-Senator, fruit grower, etc., is, as he is proud to acknowledge, a farmer. Not a farmer in the sense that he is, at present, an actual tiller of the soil, but a farmer in that he owns large farms which he personally looks after and upon the sale of the produce of which he depends in part for his livelihood. Like many another farmer's boy, he has attained his present position of prominence in business, politics and society by digging—actual digging—first in the soil, then into books—until his ambition was aroused, not alone to make the most of his opportunities, but to create opportunities for his advancement in life. Looking at his early surroundings and struggles, we may see how successfully he worked his way ahead.

Born at Union, Ontario, Nov. 11, 1855, he passed the first year of his life there, at the end of which time his family moved to Minnesota, on the extreme frontier, to engage in farming. They were frequently molested by the hostile Sioux Indians and were obliged more than once to flee to the settlements for shelter.

Farming, combined with Indian fighting, proving more exciting than profitable, the Grahams, in 1866, moved to Michigan, taking up their residence in Grand Rapids. The first two years they lived in the old brown house known as the Shepard house which stood where is now the Fountain street entrance to the Furniture Exposition Building.

Their next move was to buy a farm near town and engage in the garden truck business. Every morning Robert carried the produce to market in his market wagon, rising at 3 o'clock so as to get an early start. During the winter months he attended school in the city and finally left school to study law with E. A. Maher, devoting the summer months to the work of the farm. April 17, 1879, he passed examination and was admitted to the bar. He was then 24 years of age.

His father's financial affairs at this time were such as to call for Robert's help. Accordingly he gave up for the present his hope of practicing law and returned to the farm and market gardening. He devoted all his energy to retrieving his father's fortunes and, before long, his father and he purchased an adjoining farm, borrowing \$4,500 at 10 per cent. interest for the purpose. By industry and diligence they succeeded in paying off this debt in three years.

Gradually the Grahams enlarged their business of market gardening and became, in addition, fruit growers. Robert still kept his place on the market wagon, attending personally to the disposal and shipment of the output of the farm. At present Mr. Graham owns two farms aggregating 150 acres, which are regarded as the highest type of fruit farms.

In politics Mr. Graham has always been a prominent Republican. He was elected Supervisor of Walker township in 1885—the second Republican, by the way, who had been elected in that township in thirty-two years. He was made a member of the Committee on Claims and Accounts and, by his intelligence and unswerving integrity made his mark, not only on this Committee, but also in the discussion of questions before the Board.

In 1884 Mr. Graham was elected Representative in the Legislature from the third Representative District of Kent county. Early in the session he took a prominent place, serving on several committees and having much to do in regard to local measures affecting the cities of the State. He was re-elected in 1896, and became a candidate for the position of Speaker of the House. He was defeated by Speaker Gordon, but was placed on some very important committees, among them being the Judi-

ed to serve a full term on this Board by Governor Bliss and re-appointed by Governor Warner. Under the change involved in the adoption of the new State constitution, he was elected two years ago to serve a full term. For the past five years he has acted as President of the Board.

Mr. Graham was Treasurer of the West Side Building and Loan Association twelve years. He is a director of the Citizens Telephone Co. and has been Vice-President for the past two years. He was Vice-President of the Grand Rapids Board of Trade two years. He was Treasurer of the West Michigan State Fair two years and President one year. He is Treasurer of the Kent Storage Co. and Secretary of the Sanitary Milk Co. He has been a director of the Valley City Machine Co. two years and a director of the Fourth National Bank five years.

Mr. Graham was elected a director of the Fifth National Bank shortly after the organization of that institu-



HON. ROBERT D. GRAHAM

ciary, Educational and Liquor Traffic Committees.

In 1898 Mr. Graham was elected to the Senate, where his four years' experience in the House gave him deserved prominence. At once he assumed a leading position and throughout the session he was generally conceded to be one of the most influential members of that body.

During his political career Mr. Graham never lost interest in farm industry and whatever tended to make farming a success. He has been for years a leading member of the horticultural and agricultural societies of the county and State, and especially of the fruit growers' associations. Twelve years ago he was elected a member of the State Board of Agriculture to succeed H. F. Marsh, of Allegan. He was subsequently appoint-

ed to serve a full term on this Board by Governor Bliss and re-appointed by Governor Warner. Under the change involved in the adoption of the new State constitution, he was elected two years ago to serve a full term. For the past five years he has acted as President of the Board.

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Grand Rapids Trust Co. He has, therefore, accepted an election to the Presidency of that institution and will join hands with Secretary Wilson in placing the Grand Rapids Trust Co. in a proud position among the financial institutions of the State. This will necessitate his retirement from the Commercial Savings Bank, although he will still continue as a director. He is the largest stockholder in the Bank. Mr. Graham believes that the new position will be even more to his liking than the banking business and looks forward to his new duties and responsibilities with fond anticipation.

Mr. Graham is a member of the B. P. O. E. and the Masonic order as far as the Knights Templar, Consistory and Shrine.

Mr. Graham was married at Rockford, Sept. 4, 1880, to Anna, daughter of Wendall Gross, of that town. They have no children of their own, but have brought up and educated four children—two boys and two girls—who were left motherless by the death of a sister of Mrs. Graham.

Mr. Graham's parents, who were both of Quaker descent, have gone to their reward. He has one brother, Thomas, the well known fruit grower, and two sisters—Mrs. Hogadone, living in Walker township, and Mrs. Michaelides, of Liverpool. The latter is married to a Greek cotton broker doing business in Liverpool, Bombay and New York. They have a brilliant son and Mr. Graham is justly proud of his nephew. At the age of 18 he won a scholarship in King's College in a competitive examination open to all England. He is connected with the British Consular Service, having served his government acceptably at Odessa, Russia, Boston, Emsden, Germany, Panama and Paris, where he now holds a most responsible position.

Mr. Graham modestly insists that he has not made much of his life as yet, but his friends do not share in this opinion and insist that he is one of the most dependable men in a community wonderfully blessed in this respect. In politics he is looked upon as a man well-equipped, broad and statesmanlike in his views of public affairs; his business associates absolutely rely upon his good judgment and honesty; all who know him regard him as a man true to his convictions, sincere in all his actions and in every respect of a thoroughly upright character.

Superfluous.

A Galveston civil engineer was seeking support for a railroad in Honduras. During a conversation with one man, in attempting to put the necessity for a line clearly before him, the Texan asked:

"How long does it take you to carry your goods to market by muleback?"

"Two days."

"Ah!" exclaimed the Texan, "there's the point. With our road in operation you could take your goods to market and be back home in one day."

"That is very well, señor," said the Honduran. "But what would we do with the other day?"

THE MEAT MARKET

No Use for Butcher Who Complains of Hard Times.

Complaining about hard times never got anything for anybody, and what's more, it never will. A merchant who is continually complaining to his customers about the small amount of money there is in the business in which he is engaged is simply wasting his breath. They will not believe what he says, even though he would take his oath to it on a stack of Bibles ten miles high.

Every butcher has a certain number of customers who are continually complaining about the price which he is charging them for the meat which they buy from him. You will always bunk into that class, even though you were selling porterhouse steak for ten cents a pound. But because these people are always kicking is no reason why you should be handing out a "sob-story" on your own account. Too many butchers are spending too much of their time telling their trade how hard a retail butcher's lot is, going especially strong on the pathetic stuff whenever a customer begins to shed a few tears on her own account.

Butchers who do that are on the wrong track altogether. In the first place the customer is not interested in her butcher's troubles. The only thing that interests her is the fact that she pays more for her meat than she used to do four or five years ago. You might be starving to death in your shop, and a person of this class wouldn't give a continental, so long as she could get her meat a cent or two cheaper because of that fact. So why use up your breath telling her that "there is no money in the butcher business now."

In the second place, she does not believe you. Since the price of meat has gone up, you must necessarily be making more profit. She does not know where she got this idea, but it is strongly implanted in her mind, and all you can say about the hard times you are experiencing is not going to make her change a particle. When you tell her how little money you are making, she hasn't a bit of sympathy for you; she simply considers you a good actor. And because she thinks that you are telling her a falsehood she gets all the more angry.

When a customer says outright that you are charging too much for your meat, there is only one thing to do, and I only knew one butcher that did it. He had found out that pulling the sympathy game didn't do him any good. So, being one of those men who uses his brains occasionally, he decided to make a come-back in a different way, and give the real reasons why he was compelled to charge his customers more for

their meat than he used to do. Here is how he did it.

One of his customers, and an old one at that, never came into his shop without raising her voice to the heavens on this particular subject. One day she came in when things were dull, and practically called the butcher an extortioner. Some butchers would have gone back at her with an angry reply and so lost her trade, which was worth while saving. Not so my friend. He decided to shut her up for once and all.

So he invited her up to his cashier's desk and showed her the bills from his wholesaler and the amount of weekly expense he was under to keep his market running. Then he produced a series of test sheets, showing exactly how much he sold each piece of meat at, and how much profit he was making. Armed with this evidence he proceeded to give her an actual lesson on how to run a meat market at the present time.

When he finished the woman admitted that she had been wrong, so far as claiming that he had been making extortionate profit. She admitted that she had made all her statements to him on guesswork entirely, without knowing anything about actual conditions. My friend then proceeded to exonerate the wholesaler by showing her that the actual reason for the increased cost of meat was a scarcity of cattle. Here he did not need to produce any evidence, for his word was good enough for the customer now. Since that time he has not heard a word from her regarding the high price of meat.

If you find that your customers believe that you and other butchers are making more than a legitimate profit, you should do all in your power to check this belief as soon as possible. If you allow it to go unchecked, you will find that your trade will be an easy prey for the first price-cutting butcher that locates in your neighborhood. People in this condition of mind fall easy prey for the first unscrupulous butcher who comes their way with misrepresentations backed up by what appear to be lower prices. And there is only one way to show them that they are wrong. That is to take them into your confidence. Men in other businesses who have found the people they are dealing with in an antagonistic frame of mind are adopting this method. A lot of them use advertising to do it. You, being only a small retail butcher, can't afford to do that; but you have a better method. With the use of a little judgment and tact you can convince them right in your shop that they are wrong. Once shown that they are on the wrong track, there are few people who will not admit it.

Out here in the town where I live this butcher I told you about now has a scheme which works to perfection. He has given several meat cutting exhibitions before local woman's clubs, showing them exactly how conditions are. This not only builds up good will for him in his trade, but it is a fine advertising stunt. He says that it has brought him a good many dollars' worth of new trade. Of course, I realize that this cannot be so easily done in a large city like the one you are located in, but if there should happen to be a woman's club in your neighborhood tie up to them. Offer to give one of these exhibitions at one of their meetings; offer to show them how the various cuts of meats can be utilized, in fact, teach them all that you can about the business. Such actions are great good will builders, and good will is the one best asset of the retail meat market.—Butchers' Advocate.

Violation of Terms.

The sun is setting for the man who violates his terms, as surely as it has already set for the man who violates his other business obligations. Commercial houses were never designed nor organized to perform the functions of banking. The only institution to carry its customers success-

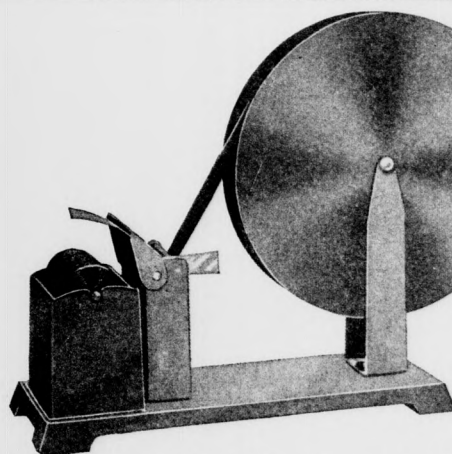
fully is a bank. The man is not yet born who can safely furnish accommodation, unless he is a natural banker. Any proposal to permit accounts to run beyond the date of settlement, and charge interest thereon, is fundamentally unsound. The only basis for collecting an account is because it is due, and in that event, no apology is necessary. It can readily be explained to a customer that the extension of uncertain credits ultimately increases prices, and that the honest men who pay their bills must also pay the bills of the dishonest and unfortunate. It is not because you don't trust him that your terms are insisted on, but because this method enables you to give better goods for less money.

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.



The Korff Sealer Manufactured by Korff Mfg. Co., Lansing, Mich.

The only sealer that does not get your fingers sticky.

That always holds the tape firm and ready to grasp.

Saves half expense in doing up packages.

Makes nicer package.

Our customers are pleased.

We ship by parcels post, both SEALERS and tapes.

Write for prices.

RAMONA RESORT

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

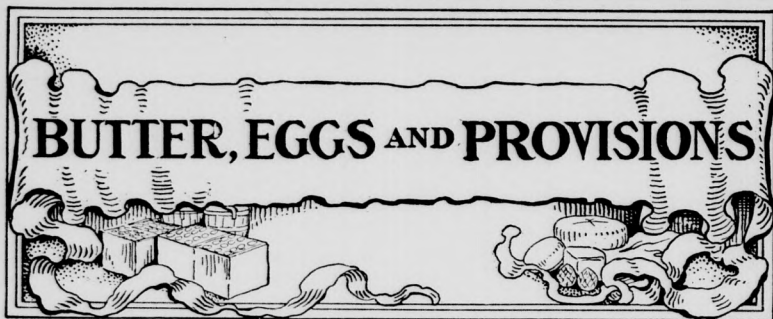
Ramona Theater, with comprehensive vaudeville programmes twice daily.

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.



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, Williamston; C. J. Chandler, Detroit.

Plain Talk on Candling Eggs.

Kokomo, Ind., July 6.—There seems to be a common idea existing among merchants that about all that is necessary in candling eggs is "to have a light to shine through an egg," but there is more than this to egg candling. While a light is very important, there are other principles just as essential as the light, and without all of these principles eggs can not be candled properly. Of course, you must have a light to shine through the egg, but there must be darkness surrounding the eggs, and the egg must be given what we term a "roll," a backward and forward roll, in order to see the contents. There are a number of merchants who think they are candling eggs when in reality they are only getting just the "black rots" which is the least amount of rotten eggs of any of the classes of rots, as one-third of the rotten eggs alone are "blood ring," and there is a great proportion of "red rots" and "spots." In candling eggs it is also necessary to be able to detect quality. It is not difficult to detect eggs that are "held" or "badly heated," if they are candled properly and all principles of egg candling used.

In hand candling, the egg man takes two in each hand, shifts eggs at the same time, and then gives the eggs a roll, having the larger end of the egg to the light. This must be done very rapidly or he will candle very few eggs in a day. But with the merchant is not absolutely necessary to candle every egg you buy to protect yourself against dishonest farmers. Get a line on the kind of eggs your different farmers have and take an inspection of each one. For example: If a farmer has a basket of eggs, pick out one dozen from different parts of the basket and candle them. You have an average of their eggs. Of course, if they have an excessive amount of rotten eggs it would pay to candle them all; but if you candle two or three dozen and find no rotten eggs you can be reasonably confident that they are all right. We have seen a great improvement in the quality of eggs in the last few years, and each succeeding year we notice an additional improvement, but this has all come about through education (from the commission men down to the merchant) but yet it has not reached the right fellow. After all these years the right fellow is not receiving his education along this line, but when the farmer begins to realize that it is to his advantage to sell eggs "loss-off" basis, and that it means money in his pocket to take good care of his eggs, gather them often, keep the nests clean, sell roosters off when hot weather comes, and market often, then the problem of bad eggs and bad quality will be solved.

It is really to a farmer's interest to take good care of his eggs and to

see that his neighbor does not sell bad eggs, because under the system of "straight price" the rotten eggs his neighbor would sell reduce the price of all eggs, as under this system the shipper figures his average amount of "loss off" as expense, the same as his freight, cases, or other expense per dozen and the farmer who sold bad eggs received money that did not belong to him, while the honest farmer did not receive enough.

It is the duty of the merchant to show this farmer the facts of the case and educate him along this line. As the wholesale shippers do not deal directly with the farmer, it is a difficult problem for them to educate him. The wholesaler buys from the merchant, and the merchant in turn buys from the farmer.

This education has been handed down through several different hands. The commission man educated the shipper as to quality and value, and then the shipper educated the merchant. Now it is up to the merchant to educate the farmer, and then all of our troubles will have ended.

The only way the merchant can educate the farmer is to get a suitable candler and show him he has a way of telling bad eggs. By this means he will be able to do more in one year than we could accomplish with "talk" in ten years. After the merchant begins to candle eggs he will find the honest farmer will want his eggs candled, and he certainly will want to show the dishonest farmer he has a way of telling his bad eggs.

The old idea that if merchants candled eggs from the farmers it would mean loss of the farmer's business is a dead one. The condition is now right for egg candling. The advancement in the egg industry demands it more each year, and in a few years, if the merchant does not candle eggs, the farmer is going to demand egg candling. In some sections the farmers are demanding now that their eggs be candled and that they receive what they are worth. When this is accomplished the \$45,000,000 that is being lost each year will be saved, and in the farmer's and consumer's pockets this will certainly be an item in reducing the "high cost of living." Grant Bros. Co.

Eggs From Farm to Market.

In the bulletin recently issued by W. S. Matthews, Illinois Food Commissioner, in which the announcement is made that the sale of rotten and spot eggs in that State is prohibited and the law to that effect enforced, the following recommendations for the betterment of the egg supply appear:

To the Farmer.

Produce only infertile eggs for market, as they do not spoil so quickly as fertile ones.

Dispose of the roosters as soon as eggs needed for hatching are obtained. The eggs keep better and the hens will lay just as many of them.

Provide plenty of clean nests with clean straw in them.

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.

Huckleberries, Sweet Cherries

Want regular supplies. Correspond with us.

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

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.

Gather eggs twice daily in hot weather and store them in a cool, sweet, well-ventilated place, but do not store where damp.

Do not wash eggs.

Market eggs as often as possible and carry them gently.

Do not sell eggs from stolen nests. Use them at home.

Protect eggs from the sun when taking them to market. Eggs exposed to hot sunshine for one hour will spoil; this applies to infertile as well as fertile eggs.

Candle your eggs and insist upon having them candled by the purchaser so that he may know that he is buying good eggs and pay accordingly. You will thus reap the advantage for the care you have given them. Send a postal card to the Secretary of Agriculture, Washington, D. C., and ask for a copy of Year Book Separate No. 552, which explains the operation of candling and grading eggs.

To Egg Buyers.

Candle all eggs and buy only on "loss off" basis.

Return all bad eggs to the farmer. Encourage him to produce good, clean eggs by paying less for the other kind.

Store eggs in a cool, sweet and dry place.

Use only clean, dry fillers for packing.

Forward eggs to commission men as often as possible.

Do not deliver to railway until shortly before train time.

Keep eggs out of the sun.

To Packers and Car Lot Shippers.

Do not buy "case count." Have a standard for quality and refuse all eggs not up to the standard.

Do not deal in "spots" and "rots."

Arrange separate refrigerated rooms for storing eggs.

Do not allow eggs to remain in a hot car any longer than is necessary.

To Retailers.

Buy only properly graded eggs. Do not misrepresent them to purchaser. Buy in small quantities unless you have a separate refrigerator for storing them. Keep them away from all odorous substances, particularly kerosene oil, fish, decaying vegetables, etc.

To The Housewife.

Buy only candled and properly graded eggs.

Keep eggs in a cool, sweet and well-ventilated place.

Wash eggs before using them as the shell may not be as clean as it appears.

If you receive bad eggs from your dealer, report the facts to this department.

Illinois is the second largest egg-producing state in the country. We produced last year eggs to the value of \$45,000,000 but with a loss of about \$5,500,000 due to improper care and handling.

I believe that by carrying out the instructions here given, that much of this loss will be prevented and that Illinois will soon have a reputation for goods eggs.

For the benefit of the consuming

public as well as the dealer in eggs, this department asks your hearty co-operation in circulating this bulletin.

W. Scott Matthews,
State Food Commissioner.

Only Freshest Eggs Fit for Use.

Eggs must be fresh at the soda fountain, more so than any other place, because they are opened in sight of the customer. The mere fact that you know the farmer who supplies the eggs is insufficient, and is no guarantee of freshness. There are three innocent causes which bring stale eggs before the consumer, viz: Hens often steal nests and some of the eggs are likely to be stale before the nest is discovered. Sometimes eggs will get covered up in the nests with some of the straw and be discovered some time later.

Eggs sometimes become mixed and the more recent ones used first.

It is the duty of the soda dispenser to distinguish fresh eggs from the stale ones just as much so as it is to distinguish fresh syrup from the stale.

A simple way to test eggs is the following: Form a cylinder of thick paper about 15 inches long, large enough to hold an egg. Place the egg in one end of the cylinder and look at it through the other end, holding the egg in front of a light. The room must be dark. If fresh, the albumen should be clear and translucent, and should not touch the shell at any point. By the size of the air sack at the top of an egg its freshness can be accurately determined. Eggs showing a large air sack should be rejected.

Tar Paper Odor in Cold Room.

Tar paper has caused more damage in connection with ice storage and cold storage rooms than any one thing yet so far as we are aware. It is easy to get tar paper at the nearest store in case insulating paper is not available, and it does not take very much tar paper to do a lot of damage. The best suggestion we can offer is to carefully dry out and air out the inside of your ice room after having removed all the ice from it this fall when the weather turns cool, and then after first painting and allowing the paint to dry, put on a coat of whitewash. This will probably eliminate the trouble. However, it is more than probable that this order would disappear the second year, and perhaps by simply drying out and painting the inside lining of your room with white lead paint, allowing the paint to dry out thoroughly and fully air out before closing the room, that you will not be troubled again with the tar smell. The tar odor is a very volatile one and will pass away after a little in the presence of a free circulation of air. In a confined space like an ice room it lingers because it cannot escape.

But there is always this hope for a molly-coddle good boy—he is apt to run across some tough kid who will take it out of him.

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.

Dandelion Vegetable Butter Color

A perfectly Pure Vegetable Butter Color and one that complies with the pure food laws of every State and of the United States.

Manufactured by Wells & Richardson Co.
Burlington, Vt.

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.



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.

Home address, Ionia, Mich.

AS SURE AS THE
SUN RISES

**Voigt's
CRESCENT
FLOUR**

**Makes Best Bread
and Pastry**

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.

Geo. L. Collins & Co.

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

29 Woodbridge St. West
DETROIT, MICH.

HART BRAND CANNED GOODS

Packed by

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

Michigan People Want Michigan Products

Write or wire us when ever you have

POTATOES TO OFFER

LOVELAND & HINYAN CO.

236-248 Prescott St.

Grand Rapids, Mich.

We have seed potatoes to offer in local lots

When in the market to buy or sell

FIELD SEEDS

Call or write

Both Phones 1217

MOSELEY BROTHERS

Grand Rapids, Mich.

Use Tradesman Coupons



The latest departure in the examination of the State banks by the Michigan Banking Department is the tracing of mortgages. A statement is now sent out by the Department to all borrowers on mortgages, giving the amount due as shown by the books of the bank, with the request that the borrower report as to the correctness of the amount. A stamped envelope is enclosed for the return of the statement. In this way all mortgages held by the State banks are verified and there is absolutely no chance of error. Under this system no paid mortgages could possibly appear in the assets of the bank and all partial payments must be properly credited. This is one of the best moves in bank examination ever made and furnishes great additional protection to depositors and borrowers.

Joseph Reese, 75, of Clarkston, who has been totally blind for six years, has petitioned the Circuit Court to set aside a note for \$2,000 held against him by Receiver E. R. Webster, of the E. Jossman State Bank at Clarkston. He declares the note is a forgery and that he did not know of its existence until payment was demanded after the Bank failed. He also charges that he had \$1,800 in the savings department of the Bank of which there is no bank record, and that his passbook had been taken by Cashier R. E. Jossman to be balanced and was never returned. The money in the Bank represented his life's savings.

Wm. F. Sandell is now entering upon his nineteenth year as a banker in Belding. Eighteen years ago June 1 Mr. Sandell opened up a private bank in the rooms now occupied by the Christian Science Society, where he had been operating an insurance and loan office. The Bank was retained in the same rooms until two years ago when the opportunity was given him to move into the rooms that he now occupies and which are owned by H. J. Leonard.

A year ago this present week, in reviewing on this page the completed first half of 1914 and looking forward to the remaining six months, it was suggested that not only did the arrival of the mid-year date "complete a very extraordinary period in the financial markets of the world at large," but that those markets were about to enter on another period "which is in some ways surrounded by more perplexity than any similar period in many years." The same statement would apply with equal exactness to the present moment.

The first half of 1913 had included the Balkan Wars; the acute and prolonged uncertainty as to whether the larger Powers would be drawn in; the failure of a series of large Government and corporation loans to find a market, and the consequent tying-up of underwriters' resources. On the markets these events, with the very high money rates and very low bank reserve at Paris, and with our own impending tariff and banking legislation, had led to the repeated prediction that the result was sure to be an "autumn panic."

Nothing could have been more astray from the actual results than such prediction. The fighting definitely ended. Outpour of new securities at London and Paris halted and underwriters who had been "landed" with 70 or 80 per cent. of older issues gradually sold what they had to the general public. The French market eased; the Bank of France gained \$40,000,000 gold. Not only did no "autumn panic" happen, but in July the New York stock market began to rise; it was up 10 to 15 points for active stocks by the middle of September. When the advance ended the market fell into dullness, followed however, by what was called at the time the "bull movement" of last January. Not least remarkable, all this happened in the face of a serious corn-crop shortage.

The half-year which has just now ended has been a period of financial

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3½ Per Cent.

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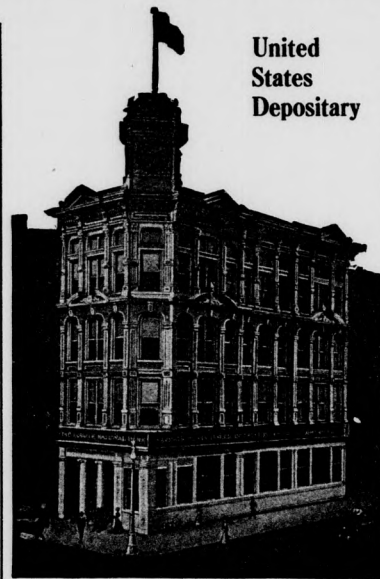
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Per Cent
Interest Paid
on
Savings
Deposits

Compounded
Semi-Annually

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

United
States
Depositary



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Per Cent
Interest Paid
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Capital Stock
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Michigan Trust Building

GRAND RAPIDS, MICH

stagnation, trade dullness and extreme confusion of financial opinion; and that description applies no more to the history of the period in the United States than in Europe, Canada, and South America. Every market has had its own particular explanation, and some of the explanations have been mutually conflicting.

The one characteristic common to all of them has been the blaming by each market of the government in its own particular country, for all that happened or that did not happen in finance and trade. London has ascribed its unsatisfactory conditions to the "Ulster controversy;" Paris, to the Socialist activities in the Legislature; Berlin, to the "relations with Russia and the Balkans;" New York, to the "Trust legislation" and the "uncertainty about the rate decision."

How far the political unsettlement has itself been a consequence of business disturbances, and how far that disturbance has been due to entirely other causes, with the financial public adopting the always convenient plan of blaming the Government for bad times—these are topics for endless debate. What is not open to debate is the fact that, instead of the stringent European money market of 1913, that of the past six months has been exceptionally easy.

The three greatest Continental banks have built up their gold reserves to by far the highest figures in their history, and the European money markets have ruled at normal figures. On the other hand, our own export to Europe of a sum of gold unprecedented for the period has been received in the American markets with entire calmness. The reappearance of an "import excess" in our monthly foreign trade returns was hardly discussed at all, outside of Congress.

How, then, about the closing half of 1914? The outlook is just a little singular. First stands the enormous wheat harvest in this country, coming at a time when Europe's wheat supplies are unusually low, and promising therefore both to reverse the recent movement of foreign exchange against us, and to give food at fair prices to the world at large. Next

is the coming introduction of the new banking system which cannot fail in time to exert a potent influence; certainly not in the direction of continued forced contraction. What will be the nature and result of the Congressional elections is a question of much importance, to a community obsessed with the idea that present political conditions have caused all its ills. No doubt, something will depend on the form in which the "Trust bills" reach enactment—if they reach it at all this present season—and on the nature of the "rate decision."

But meantime, the situation is that a windfall of agricultural wealth is descending on the country, at a time when stocks of merchandise of all kinds are admittedly very low. That is one problem which must be worked out, and which will certainly affect the finances of the period. At the same time, France is about to place its long-deferred public loan upon the market, and England must, within the next few weeks, settle the Ulster trouble. And if so, what then? It is not very difficult to say what would be the natural result, in an ordinary period. But is this an ordinary period? The next six months should largely settle that. They ought also determine what was really the significance of the as yet mysterious outburst of world-wide financial enthusiasm, at the beginning of 1914—a market forecast which as yet has been singularly unfulfilled, in this country or in Europe.

Quotations on Local Stocks and Bonds. Public Utilities.

	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.	76	79
Cities Service Co., Pfd.	72	74
Citizens Telephone Co., ex div	72	75
Comw'th Pr. Ry. & Lt., Com.	60	61
Comw'th Pr. Ry. & Lt., Pfd.	82	83
Comw'th 6% 5 year bond	99	100
Pacific Gas & Elec. Co., Com.	39	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.	58	60
Globe Knitting Works, Com.	125	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 8, 1914.

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What your money earns in safety
is the measure of how well
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Ask us about them.

The Michigan Trust Co.

The City Banks of Grand Rapids

A practical acquaintance with business conditions throughout Michigan equips us in a special way to handle commercial accounts of firms and individuals.

The City Banks' services combine quickness and courtesy with thorough attention to the interests of every customer.

Capital \$1,200,000
Surplus and Profits 557,000
Resources 11,000,000

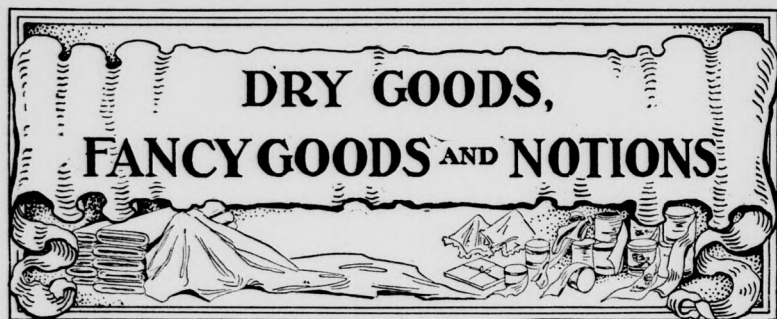


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The Old National Bank

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



Should Cost or Desirability Determine Selling Price?

Written for the Tradesman.

A bright Western trade journal is inviting letters from its merchant readers on the subject of the proper basis for the retail pricing of goods, whether the cost of the article or its estimated salability should be the determining element.

In a well-written editorial the question is opened up by a concrete presentation of both sides of this by no means new question. One highly successful retailer is quoted as using the cost alone. If he buys a line of shirts or of shirt waists or of some other article at, we will say, \$12 a dozen, he makes a uniform selling price on all, \$1.35 or \$1.40 or \$1.50 each. To use this retailer's own words, "I trust the manufacturers' judgment in putting certain goods into a certain priced line, and further, I trust my judgment of this line at the time I buy. When the goods come I mark them all at the same price, and give the public the benefit of any preference there may be between the various patterns or fabrics. The poorest pattern is worth the price I ask, or I wouldn't have bought it, and the best pattern pays me a fair enough profit so I can afford to sell it at the uniform rate and let my earlier or more discerning customers have the benefit."

The other side of the case is presented by giving the views of another successful retailer, whose practice, seemingly at least, is just the opposite of that just cited. This manager contends that an article is worth just what it will sell for, no more, no less. He even prefers to have goods priced by a man who has had nothing to do with buying them, but one who is an excellent judge of goods and an expert salesman; in fact he has the best merchandiser in his store price up the goods, and without referring to the invoices. After the prices are made, the invoices are gone over merely to see whether any items have been priced too low. If such is the case, then the prices on these are raised somewhat. "We give them one chance to sell at a profit, and if they don't move we cut them down at once to the price dictated by the pricer's first judgment."

When this second method is followed, the selling prices on a lot of shirt waists costing \$12 a dozen might run all the way from a price that would allow just a slight margin of profit, say \$1.10 or \$1.15 each for the commonplace patterns, up to perhaps

\$2.00 each for the prettiest and niftiest.

Which method of pricing is the right method? Which is based on correct business principles and will in the long run win out?

In reality both the cost of an article and its selling qualities have to be considered sooner or later. As to the former, the possibility of making a profit, of selling goods for more than they cost, is the one and only reason why the retail store exists. And wherever competition has free play (we are not speaking of monopoly prices) cost is always a strong element in determining selling price.

The other side of the question presents arguments just as true and even more compelling. The merchant must sell his goods. They are of value to him only as he can sell them; and in the final test he must sell, not at a certain profit above cost nor perhaps for even cost, but for just what he can induce people to pay. Under extreme circumstances what he has paid cuts no figure. The desirability of an article, the good taste and originality that have entered into its design and manufacture, its taking quality—these are elements of real value, although they do not in every case increase the cost. One manufacturer makes a line of goods that are beautiful. Another at the same outlay makes a line somewhat similar but ugly. The same difference may exist in two lines of the same make.

Now a beautiful pattern will bring more than an ugly one. Why not sell it for more? This is sound logic. Then too, selecting the winners in a given line and pricing them somewhat higher than the average, at the same time making a low price on items that seem a little unattractive, tends to move out the stock more evenly, preventing the accumulation of stickers and hangers that have to be gotten rid of at any old figure.

On close analysis the two systems given as illustrations are not so diametrically opposed as they at first appear. The merchant who offers all shirt waists costing \$12 a dozen at the uniform price of say \$1.50 each, sells at that figure until near the end of the season when all the more desirable styles have been culled out. Then he is obliged to make a cut in price to clean up on the remainder, and to cut to what he can get for them regardless of cost.

No more does the other manager adhere strictly to his theory. True, he has selling prices made independently of the invoice. But he doesn't

CLEANING UP

Thin goods at greatly reduced prices
Just the thing for your mid-summer sales
Write for samples and prices

Paul Steketee & Sons
Wholesale Dry Goods Grand Rapids, Mich.

Fall Dress Goods

Place your order now while the line is complete on Wool Dress Goods. You will find us with a better and larger line at lower prices. A few of the big sellers are:

Storm Serge	French Serge
Diagonals	Crepes
Panama	Shepherd Checks
Scotch Plaids	Henrietta
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Grand Rapids Dry Goods Co.

Exclusively Wholesale
Grand Rapids, Michigan



A Good, Strong,
Medium-Priced Line
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Michigan Sales Agent
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Write for Catalogue

have quite faith enough in his plan to stick to it if an item is under-priced. Then, too, while the pricer may not have consulted that particular invoice, his judgment of what an item will bring has been formed in an atmosphere of costs and profits. Being an expert, he knows values as a musician knows his notes. When he says an article readily will bring \$2, \$3, \$5, it means that it appears to him a desirable item of a class that usually is sold with the customary profit at the price he names. When he sees a new piece of goods, the proper selling price springs into his mind without conscious process of reasoning. But probably he could make a very close guess as to the cost.

The practical merchant will consider both cost and attractiveness in determining selling price, as in reality do both the successful retailers cited. When it is obvious to customers that costs are alike, then selling prices must be uniform, as in the case of a line of fancy silks of the same pattern but of different colors. Some will sell better than others and the dealer may be hung up on the off shades; still it would be unwise to price them differently. But when this condition does not exist, it may often be best in marking goods to vary the margin of profit according to the degree of attractiveness and merit in the article.

It requires a nice instinct to fix just the right selling price. It is not best always to make an extraordinary profit even on an article that will allow it. A really good thing at a low price is a great advertiser. When you are fortunate enough to get hold of goods of unusual value, the amount you have bought, the amount of similar goods on hand, the general condition of your business, perhaps what your competitors are doing and other considerations as well, must determine you as to whether you may better improve the opportunity to make a little easy money or go on the principle of "Buy a bargain, sell a bargain." Fabrix.

Two Clever Advertisements.

Colonel Henry Watterson, who has made a collection of unique personal advertisements, tells of a fencing of wits that once took place in a Berlin newspaper. One advertisement read:

"The gentleman who found a purse, containing money and valuable papers in the Blumenstrasse, is earnestly requested to forward it to the address of the loser, as he is recognized."

The finder retorted with this:

"The recognized gentleman who found a purse, containing money and valuable papers, begs that the loser will call at his house at the earliest possible moment."

Wise Father.

Brown—I wanted to get married when I was twenty-one, but my father said I didn't have sense enough. So I waited until I was thirty.

Cora—And you married at thirty?

Brown—Oh, no; at thirty I had too much sense to want a wife.

Seasonable Hints on Handling Vegetables.

Written for the Tradesman.

Keep them fresh. That is the first point, and one of the most important, in catering to the fresh vegetable trade.

Various methods are employed to foster the impression that the grocer's stock of vegetables are "just kissed with the morning dew." Not all the methods are satisfactory. Often a careless merchant will pile the stock on the counter, and freshen up every now and then by sprinkling a little water over them. Even the cleanest counter quickly becomes dirty; and the result is hardly satisfactory nor is the appearance of the stock attractive.

For small stores, a shallow tub may answer the purpose, although it can be used only where this line of goods is handled on a comparatively small scale. Some merchants utilize a shallow receptacle of galvanized tin, which can be placed in a window or fitted on a counter. Such a vessel is helpful in the making of window displays. Often the ingenious grocer can devise a made-to-order display stand of galvanized tin, which will answer the purpose admirably.

The vegetable fountain is always popular and attractive. In most places it is still so much of a novelty as to still possess a distinct advertising value for the store; in addition to which it is an effective means of keeping the stock crisp and fresh. A small fountain will serve admirably for window display purposes, especially in stores where it is desired to feature the vegetable department. Pretty effects can be devised with the aid of moss and pebbles.

If vegetables are to be handled at a profit, they must be handled systematically. The grocer should have satisfactory arrangements with growers or shippers for keeping up his stock, so that it will not be necessary for him to order too heavily at any one time. Careful buying will enable the merchant to clear out his stock speedily and with a minimum of loss. To replenish the stock at least every other day, if not oftener, is the ideal condition. Hence, it will pay the merchant to study the demands of his trade, with a view to gauging the likely sale during any given time; and where it is possible to take advance orders, the merchant will find it worth while to encourage his customers to order ahead, particularly for special occasions.

It is better to throw away a little green stuff than to pass out wilted goods to a customer. Stale vegetables won't help to build business for the green-grocer. Often it is quite as easy to get rid of stale stock, but the shrewd merchant aims to see that his customer is satisfied in the last, least detail. If the goods are below standard and the customer isn't pleased, she isn't going to keep the fact to herself—she'll come back to you and kick, or, worse still, she'll tell her neighbors. And word of mouth advertising of this sort doesn't help you to larger profits and bigger sales.

It pays to see that every customer is satisfied; and the fact that it is necessary to discard the stuff that goes stale will help to make the merchant a more careful buyer.

The vegetable business is worth featuring, if it is worth undertaking at all. There is no use going into it half heartedly, and then turning customers away because the goods they want are not in stock. Nor is it good policy to depend upon the trade that comes to you. Instead, talk up your vegetable department among your customers, and by personal enquiry ascertain who among them regularly purchase fresh vegetables. A list of such customers will prove helpful in gauging the extent to which you should order.

Many customers of the vegetable department can be reached by telephone. The telephone directory is pretty sure to list the best people in your particular clientele. It is an easy matter to call up housewives who purchase regularly from you, and to run over with them a list of fresh vegetables "just in." Once the practice is established, they will appreciate the convenience; and you will

find the telephone helpful in clearing out your stock before it has a chance to go stale upon your hands.

William Edward Park.

The man who sits back and waits for an opportunity won't have long to wait before he will see one go by arm in arm with some fellow who has been after it.

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

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

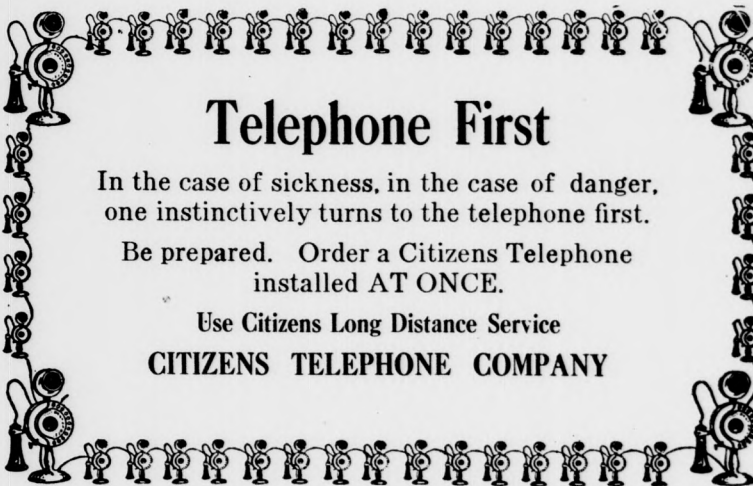
United States Nobby Tread
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Send for Samples and Circular—Free.
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THE SANITARY FLY DESTROYER—NON-POISONOUS
Gets 50,000,000,000 flies a year—vastly more than all other means combined
POISONS ARE DANGEROUS



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In the case of sickness, in the case of danger,
one instinctively turns to the telephone first.

Be prepared. Order a Citizens Telephone
installed AT ONCE.

Use Citizens Long Distance Service
CITIZENS TELEPHONE COMPANY

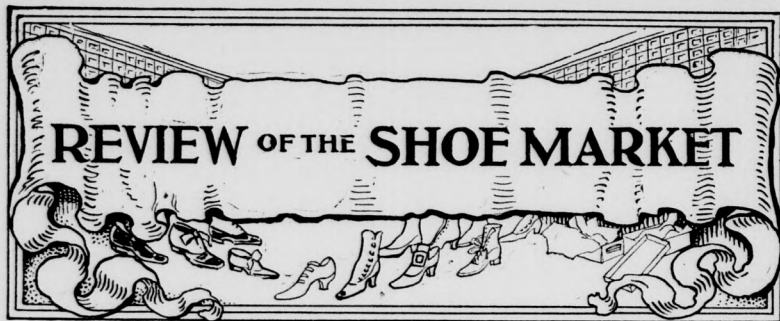
Before We Move

The carpenters are now making the alterations on the upper floors and we must soon start to move stock. We would rather move it to you and will allow

Very Liberal Discounts

on most all lines during July. Write us for special prices on anything in the line you need.

WILL P. CANAAN CO.
Grand Rapids, Mich.



Many New Styles Make Perils for Retailers.

Written for the Tradesman.

New styles we must have in shoes, as in all other articles of wear; but just the same new leathers and lasts, and all those devious and experimental style-features accredited to the more progressive and snappy lines—involve considerable peril along with the possibility of glory and profit. So the whole matter of style as applied to the manufacture and distribution of present-day footwear is one of those vexatious, continually-present problems; every fellow must work it out the best he can, insofar as he is concerned, personally; and when he has made up his mind as to what's what for to-day, he must forthwith begin to consider the requirements of to-morrow.

Styles in footwear are hard to regulate. So-called committees and commissions on footwear styles undoubtedly help some; and there is a measure of solatium in the very fact that we have such committees and commissions. In the days to come, let us hope, they will be able to accomplish far more than they now dare attempt. But even now they have doubtless checked certain tendencies toward hurtful extremes and bizarre effects. Broadly speaking, the metes and bounds of legitimate style-possibilities have been marked out far more definitely than they were in other days. But within these broader limits, beyond which shoe manufacturers have tacitly or explicitly agreed not to go, we have assuredly enough multiplicity and variety—with consequent confusion and uncertainty.

One Must Stock Cautiously.

Many retail shoe dealers, or general storekeepers handling footwear among other lines, recall with a sigh of regret the more leisurely, and less precarious, methods of other days. Twenty-five years ago—and even down to a much later date—shoe retailers usually bought enough shoes at the beginning of a season to last them through the entire season. In those days an accepted style was good right on through the entire season; but in these days of rapid and continually-changing shoe styles, it may very easily happen that a style that started off briskly will slow up, the call switching to a new favorite. Instead of growing one crop of styles during a single season, if one may resort to a somewhat figurative way of putting it, shoe manufacturers have taken over the intensive methods of cultivation, and now raise two, and in some cases, three crops during a single season. This complicates the

matter for the shoe retailer, and makes it absolutely necessary for him to buy in small and carefully select-assortments. His single orders are not nearly so large as they used to be; but they come oftener.

Not long ago I was talking with one of the buyers of a large metropolitan shoe shop and he told me that it was positively getting his goat to keep up with this rapid-fire change of style, and anticipate the trend of popular demand. "Nothing is too new and daring for me," he said, "if they'll show me it's going to sell. And it is small comfort to us to know that the new style, or styles, made a big hit in New York, Newport, Chicago or Kalamazoo; the thing I want to know is, What are the people of this shoe-consuming burg going to think of the new wrinkle? If they are going to like it, then it's good enough for us at the price; if they aren't, it isn't good in our sight at any price."

And then he went on to tell me that his plan was to buy in limited assortments at first—especially in novelties and extremes of all sorts, whether of lasts or materials. "Just enough to enable us to take care of the early demand," he explained, "and get a line on what the people are going to want."

I should have explained that he is buyer in the women's department, where, of course, the style-element, insofar as footwear is concerned, naturally reaches its acutest expression now as always.

This is certainly playing the game safe—but that's the way the game should be played at this time. Manufacturers' In-Stock Reserves.

If shoe manufacturers are chiefly responsible for this condition of things, it is also true that they have generously provided a way for the intelligent shoe dealer to face the new order of things. And shoe manufacturers' in stock departments are, just as this time, the biggest little hope on the skyline.

Manufacturers of shoes—at least the larger and more important of these manufacturers—have come to take the in stock proposition seriously, and have placed themselves in a position to render the dealers of the country quick and effective service.

Manufacturers, as well as jobbers, now carry large and complete stocks and are prepared to fill orders without delay. Many of them boast that they fill orders upon the day of their receipt. And there are many advantages to the retailer in such a scheme. No longer is it necessary for him to put in heavy stocks at the beginning

Who Makes *The* MICHIGAN DAIRYMAN'S *Shoe* Do You Know?

We will tell you this much: It is made by the House known as

"The Michigan People"

If you know our firm name and will write us a letter telling us we are the makers of the Michigan Dairyman's Shoe, we will send you *an attractive souvenir*

Free of Charge

The Michigan People

Grand Rapids, Mich.

TO HAVE AND TO HOLD



No. 91½

When you buy and sell R. K. L. shoes; *that* is to HAVE the trade. When you continue in the merchandising of these completely satisfying shoes; *that* means to HOLD the trade. Fifty years of manufacturing and merchandising good shoes have proven our judgment of the demands of the trade.

The cut represents the shoe known as

E. C. SCUFFER OUTING SHOE

Stock No. 91½, Tan Lotus Bal, with bellows tongue.....Price \$1.85

Ready for Immediate Shipment

Rindge, Kalmbach, Logie Company

Everwear Shoe Manufacturers

Grand Rapids, Michigan

of the season. He can stock more conservatively, and at the same time make a showing of more styles and varieties. This tentative method of buying enables him to gauge popular demand. And when he knows the popular call he can easily follow it up by resizing on the lines that are moving most briskly. This means quick turnovers and less good money tied up for long periods in slow-moving merchandise.

There was a time when this method of buying goods was somewhat contemptuously phrased, "from hand to mouth" buying. One doesn't hear the phrase so much nowadays. Conditions have changed. Some of the largest exclusive shoe retailing establishments of our large cities—firms of local prestige and ample capital—frankly admit that they are glad to take advantage of the in stock lines of the manufacturers. And if the method is a good one for the big city retailers of shoes, it is certainly a good thing for smaller dealers and storekeepers of the lesser towns and cities.

Cid McKay.

Converting Customers to the Coveted Class.

For the small minority of men and women who actually demand the best on the market in footwear, there is a large number now buying medium-priced shoes who could be recruited to the ranks of the first class. The same is true of many who are buying cheap shoes; proper methods would bring them into the medium-priced class.

The manufacturer shows a fine shoe in his advertisement in the trade paper and offers it "For Your Better Trade." The retailer sees the advertisement, is attracted by the shoe, and stocks it in sufficient quantities to fill the demand which exists among his trade as he sees it. But unfortunately, in many cases, he makes the distinction between his ordinary and his "better" trade a purely financial one. In a measure, this is the true distinction, but it is his own financial interests which he should keep uppermost in making this classification—and not the social standing of his customers.

The trade which will cheerfully pay a larger profit for the style, comfort or wear, is better for the merchant than the trade which insists on shoes at so low a price as to reduce the dealer's profit to a minimum. Hence, there really is such a thing as "better trade"—that which is better for the merchant. However, this trade is not necessarily limited to those purchasers who are obliged to figure carefully before making an expenditure. In fact, the man who must consider his means every time he makes even a necessary purchase, is the most hopeful material for the merchant to work upon when he is endeavoring to build up this branch of trade. By pointing out the real economy effected by purchasing shoes which contain good materials and workmanship, it is often possible to persuade him to pay the difference in price, even though it is rather more

than he had in mind in planning his purchase.

The wise merchant is on the alert for opportunities of this kind. The exclusive stores worked up to their present standing through constant application of this principle. If you want your "better trade" to outnumber the other class of customers—if you aim to get into the grades which permit of larger profits—remember that this cannot be done by refusing to cater to the latter class, but rather that it must be accomplished by educating this class and converting them into the coveted "better trade."—Shoe Retailer.

William Judson Remembered by Wholesale Grocers.

The National Wholesale Grocers' Association, in session at Minneapolis, by a rising vote endorsed the following telegram sent to the admired and beloved First President:

Minneapolis, June 18, 1914.

William Judson, Grand Rapids, Mich.:

The National Wholesale Grocers' Association of the United States in convention assembled extends its deepest sympathy in Mrs. Judson's illness and express our heartfelt wish and prayer that she may be speedily restored to health. Your loving presence and good counsel which is denied us by your sad and unfortunate home, is noted by all.

Oscar B. McGlasson, President.

Alfred H. Beckmann, Secretary.

To this the following came in reply:

Grand Rapids, June 19 1914.

Alfred H. Beckmann, Secretary,

National Wholesale Grocers' Assn'.

Minneapolis, Minn.

Please extend my loving thanks to President McGlasson and all in attendance for your message of sympathy and good wishes. With great satisfaction I observe the splendid achievements of our great organization.

William Judson.

Many present recalled the incident at the Detroit convention when Mr. and Mrs. Judson were there. They were presented with a silver service in commemoration of the anniversary of their marriage and the birthday of Mrs. Judson. Mr. Judson paid a touching tribute to home and his estimable wife, so often a favored and welcome attendant at conventions. It deeply moved the large company, his sentiments calling forth round after round of applause.—American Grocer.

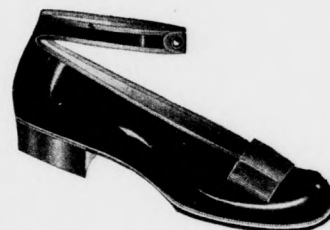
A little more patience, a little more charity for all, a little more devotion, a little more love; with less bowing down to the past, and a silent ignoring of the chronic scold; a brave looking forward to the future with more faith in our fellows, and the race will be ripe for a great burst of light and life.



Baby Doll Pumps

Sell them now while the selling is good

Keep sized up



Women's Patent Leather, No. 3532..... \$1.50

Women's White Canvas, No. 3565..... 1.10

Orders filled the day they are received



HIRTH-KRAUSE COMPANY

Hide to Shoe
Tanners and Shoe Manufacturers

GRAND RAPIDS, MICH.

There is a Demand for Quality in Every Shoe Store

Of course every retailer has calls for shoes where **low prices** are the only consideration. Likewise he has calls for **style** with no attention paid to **quality** or **price**.

However the really deep down satisfaction comes when you fit a man to a pair of

H. B. HARD PANS

for service, or

THE BERTSCH SHOE

for dress wear.

As you watch that man leave your place of business a certain satisfaction comes over you—a satisfaction of having given a full dollar's value for every dollar spent in your store, and it is a safe bet that he will be back to see you when again in need of shoes.

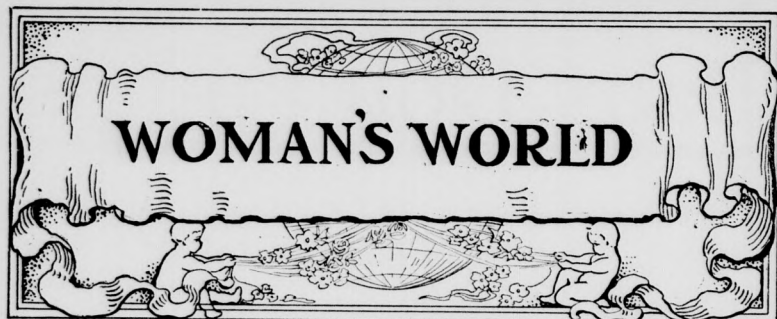
Are you, Mr. Retailer, a **Bertsch** or an **H. B. Hard Pan** dealer? If not, become one this season. These names are synonyms of **quality**.

Let us send salesman, catalogue or samples of some of our good numbers on "suspicion." No obligation to you. Drop us a card. **They wear like iron.**

HEROLD-BERTSCH SHOE CO.

Manufacturers of Serviceable Footwear

Grand Rapids, Mich.



The Movies—Their Value and Their Danger.

Written for the Tradesman.

The conscientious parent who tries to keep up with his duties has—to use an expressive bit of slang—some job. Fathers and mothers of to-day find that in the training of their boys and girls problems constantly are arising, problems so new and so peculiar to this day and generation that the methods used with good results by their fathers and mothers furnish no guidance. The problem of the movies is one of these.

Not until 1894 was the cinematograph invented. To such an extent has it come into use in the twenty years since that the stupendous facts and figures about moving picture shows are fairly bewildering. In Chicago alone there are 600 picture theaters with an estimated average daily attendance of three quarters of a million.

The moving picture is one of the great present-day forces for good and for evil, for uplift and for corruption, for mental awakening and mental demoralization and debasement. How powerful it has come to be considered by high authorities may be seen from the fact that no less a journal than "The Independent" came out with a strong editorial in its issue of March 30 against the passage by Congress of a bill to establish a Government censorship of the moving picture films; that two of the dignified editors of "The Outlook" last winter attended one of the shows that was giving an expose of the white slave traffic, for the express purpose of determining whether in their opinion such films could be used with good effect in work against the social evil; and the University of Wisconsin is collecting a library of films which are to be sent free to public schools making application for them, the school needing to have only the machine for exhibiting, which costs about \$100.

Children, almost without exception, are crazy over the movies. A bright little miss of 14 who visited recently at my home and who is being most carefully trained by her conscientious mother, knew unhesitatingly what actress it is that is called "The Queen of the Movies," and although she has been strictly kept away from shows that her parents do not consider all right, as to many points regarding the merits and popularity of different films we found her to be far better posted than we were. After attending a performance with which she was especially delighted, she enthusiastically ex-

pressed the wish that her father, a dignified ex-banker and capitalist of good old Quaker stock, should engage in the moving picture business!

Two little stanzas from the New York Tribune illustrates the eagerness of the childish mind for the sensational and unwholesome.

The Movies.

In the shows I see with Nurse
How the sneak-thief gets the purse.
Doors forbidden are unlocked
But Nurse and I are never shocked.

Gangsters, crooks, and lobby-gows,
A pretty lady with a souse—
Oh! what fun it is to go
With Nurse to every movie show.

The cheapness of the moving picture show increases many fold its possibilities for evil as well as for good. "It's only a nickel," or "only a dime" makes it easy for a pleading little voice to lift the parental ban to some objectionable film whose injury to the impressionable young mind may be beyond estimate. The cheapness also brings within the reach of the poorest family the enjoyment of the many really excellent and elevating picture-narratives that are shown. The enterprising child can himself earn the admission money without drawing upon the parental pocketbook.

There has been much effort, general and local, to establish censorship of the moving picture films, with a view to excluding from exhibition those of demoralizing tendency. Most of this effort has been commendable in intention, if not always wisely directed nor effective as to results. In the city in which I live, famous as a moving picture town and to which practically every successful film that is released sooner or later finds its way, there is an honest movement toward cleaner government. As yet, however, the restrictions placed upon the movies have had to do mainly with the advertising they are allowed to display. If a photo theatre should place in its lobby or on a billboard a picture containing a gun or other firearm, there is likely to be interference by the police. But any such advertising may be displayed freely if only the offending weapon is covered; and any amount of shooting up may be thrown on the screen inside the theatre, with no fear of interdiction from the guardians of the law.

The recently established Chicago board of censorship, consisting of five men and five women appointed by the Mayor upon the recommendation of various persons and social organizations, taking the place of the old board of ten policemen, has attracted quite widespread attention and is, I

believe, doing good work. All reels must pass the inspection of this board before they may be publicly exhibited. This board has forbidden some photo plays in toto, and has modified or cut out objectionable features in others.

There are all kinds of men engaged in the moving picture business. I happen to be acquainted with one who exhibits only "high class stuff" and takes great pride in the character of his audiences, which often include ministers and others of the best people in the city. But as a rule theater proprietors can not be depended upon to exclude the objectionable, for the simple reason that with them the matter simmers down to a business proposition—they have to present what will draw the best houses. They can no more force a classic production upon an unwilling public than your grocer can sell an unpopular breakfast food. One producer is quoted as saying: "We producers give the public all the educational films they'll take; but we aren't running a charity bazaar—are't in this for our health and we find that unless we shoot somebody or have a sentimental love scene, we have the films to amuse ourselves with. It's

the public taste—we've got to give them what they want."

After any public censorship that would be at all wise and practicable has done its best, a parental censorship of the movies is imperatively needed by every child.

To begin with, moving pictures, like honey, jam, real maple molasses and sundry other delicious things, ought to be partaken of only sparingly. They should be an occasional treat, not an article of steady diet. Physically they are a little hard on the eyes, mentally they are too stimulating to make them wholesome or desirable part of each day's program. Financially they tend strongly to the nickel-spending habit, which every wise parent finds it necessary to guard against constantly.

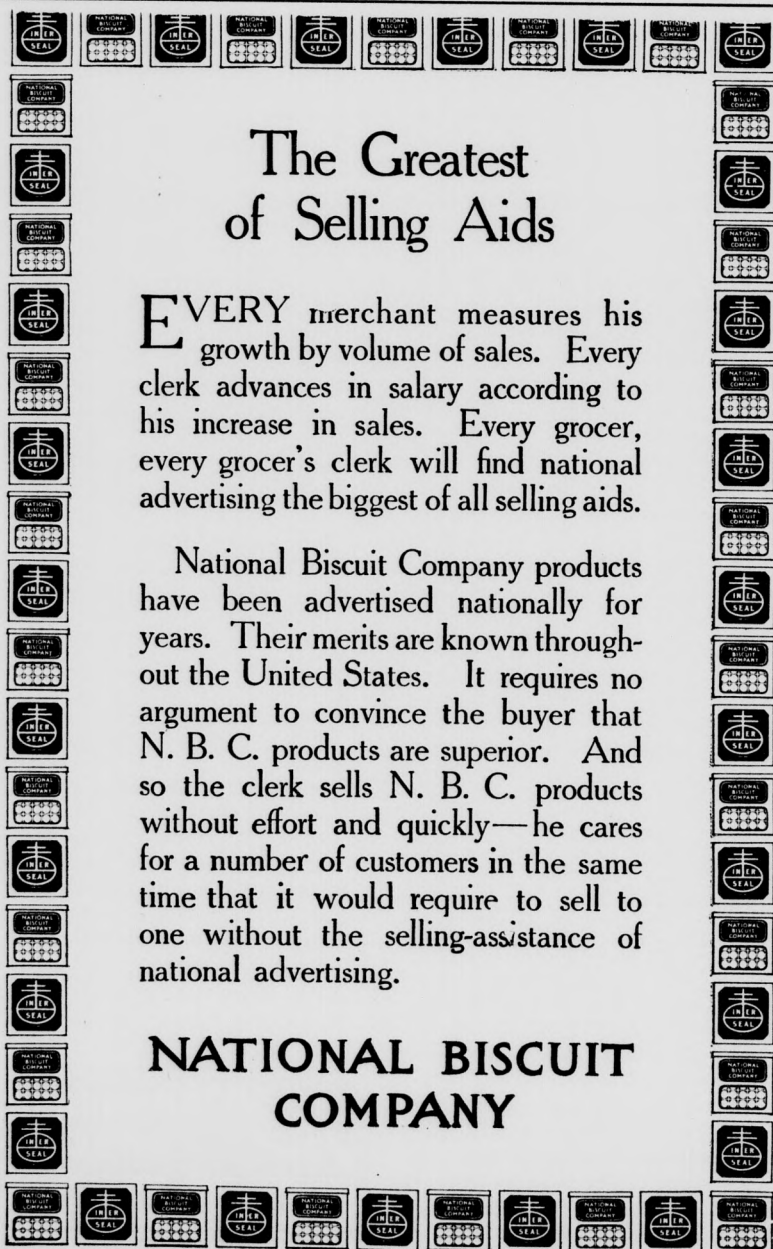
The descriptive portions of geography, the striking and dramatic scenes of history, the classic stories of literature, may doubtless be visualized and impressed upon the mind better by the moving picture than by any other means accessible to the average child. Parents of influence and brains will do well to lend their sanction to shows of this class and so raise the standard of demand in their community. They may also encourage the introduction of the

The Greatest of Selling Aids

EVERY merchant measures his growth by volume of sales. Every clerk advances in salary according to his increase in sales. Every grocer, every grocer's clerk will find national advertising the biggest of all selling aids.

National Biscuit Company products have been advertised nationally for years. Their merits are known throughout the United States. It requires no argument to convince the buyer that N. B. C. products are superior. And so the clerk sells N. B. C. products without effort and quickly—he cares for a number of customers in the same time that it would require to sell to one without the selling-assistance of national advertising.

NATIONAL BISCUIT COMPANY



cinematograph into the schools. This, however, always must be borne in mind, that children should not be feasted on pictures until they have no appetite for the plain substantial food of other forms of study. The eye can take in much, but other faculties of the mind besides the perceptive—the contemplative and reasoning powers—need exercise and training also.

Not every picture show that may be classed as good in itself is good for children. Not long ago I attended a production that in the strength and artistic quality of the scenario and in the mechanical perfection of the film was simply superb. Rarely in drama or literature have I seen nobility shown so charming or hypocrisy and smug respectability made to appear so contemptible as in that three quarters of an hour in the little moving picture show. Yet it was not a proper exhibition for the children in the audience, who, of course, were eagerly absorbing it. It presented—not coarsely nor in any way objectionably for the mature mind—phases of life with which the child should have nothing to do. The whole lesson of the play—and it taught a lesson and a good one—concerned things which a child should know nothing about and think nothing about.

That children should be allowed to see films that are wholesomely entertaining without being strictly educative, and that blood and thunder exhibitions should meet with strict parental prohibition—these things go without saying. The shows which present the most serious problems are those which stand on debatable ground, which are not out and out sensational or immoral, but which have features which may be taken in different ways; whose appeal, in other words, depends largely upon the mental attitude of the individual.

The old rule for judging a book—Does it make vice attractive? and the wise corollary which some one has added, "Does it make virtue seem foolish and evil a means to pleasure and quick reward?"—these are good guides in passing on the merits of a film. It should be remembered, however, that with shows as with books, in a presentation of life that to the mature mind emphasized dire results and bitter consequences, the mind of youth may see only the fascinating glamour that invests the forbidden.

Quillo.

Pat and the Apostles.

An English commercial traveler was one day driving past the General Postoffice in Dublin, Ireland. Over the front entrance of the building stand three large stone figures, representing three of the Apostles. The inquisitive traveler asked the Jarvey whom those figures denoted, to which the answer quickly came. "The three Apostles, yer honor."

"But," said the traveler, "I thought there were twelve of them. Where are the other nine?"

"Inside, yer honor, sorting the letters."

Some Automobile Observations.

Written for the Tradesman.

Safety first. There might be an officer in sight.

A fine is more to be feared than a broken head.

The bricks on the chimney top are loose, but the family auto is new.

Even though the devil takes the hindmost, the risk is preferred to riding with the fastest driver.

It is a revelation to see how well the women drive the autos. But having mastered man, why not also machinery?

Man's admiration of the skillful horsewoman is marred by the sight of a whip in her hand—a reminder of the happy days of childhood.

As an auto driver, he sees her perfect self control, confidence, alertness, carefulness and regard for safety, law and reason. Good training for other capacities.

The hind axle of a lumber wagon is about as comfortable as riding with the car tester. Have tried both.

Envy not the burdened business man; he needs the jolts to regain or maintain his mental and physical equilibrium.

Sighing for a ride, ladies, will not secure one as surely as smiling.

The rural mail carrier tried the auto one day. The owner said: "It's too hard on the machine to stop and start eighty times a day—as hard as a month's ordinary use."

No machine is yet so perfect but some one is studying to improve it. Every fault, objection or obstacle is overcome. Be patient, boys; you'll get your specially adapted rural mail auto in time.

The horses must go, but there is no danger that he will ever be gone. He is the old reliable. We might say the old standby. Even the balky one is that.

The horse must go when all other means of going fail. When he can't go, it is snow shoes, dog sledge or aeroplanes. We can never wholly dispense with past or primitive methods. Modern superiority has its limitations. E. E. Whitney.

Mr. Farwell on Trust Bills.

John V. Farwell of Chicago, a man of unusual opportunities for summing up the business situation says the vital organs of business are sound, but men are frightened by political radicalism. He thinks that the pending trust measures are likely to do harm.

"I believe all the vital organs of the country are in first-class condition," said Mr. Farwell, "but that business has an attack of nervous prostration, caused by the general destructive attitude of Government bodies towards railroad and legitimate big business, and also by too much National and state legislation, the effects of which are yet unknown, and by contemplated new legislations, the effects of which are still more unknown. Among other things in the latter clause I would refer especially to the so-called anti-trust bills."

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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

GEO. H. DAVIDSON

Consulting Contractor and Builder

Estimates and Superintendence Furnished on Short Notice

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Citz. Phone 2931 Grand Rapids, Mich.

OFFICE OUTFITTERS LOOSE LEAF SPECIALISTS

The Tisch-Hine Co.

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



For Sale

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

Safety First in Buying

Safety in buying means getting the goods and the quantities of goods YOU can sell at a profit. It means knowing what to buy and getting it at the right price.

You can be safe in buying when you buy from "Our Drummer." If you haven't the current issue handy, write for it.

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago

St. Louis Minneapolis

Dallas

The Right Time:--- NOW The Right Coffee:--- DWINELL-WRIGHT CO.'S "WHITE HOUSE"

Then Let People Know
You've Got It

Distributed at Wholesale by
Judson Grocer Co., 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.

Opportunity for Hardware Dealers Too Often Neglected.

Written for the Tradesman.

The man who wins in business is the man who is constantly alert for new opportunities for making sales. In many places—and particularly in the smaller towns and cities—the factories offer opportunities of trade the existence of which hardware dealers do not always realize. Particularly is this true in the spring and early summer months; although the merchant who is wide-awake will find a year-round business awaiting him for the mere trouble of going after it.

But he must go after it. This is essential. As a rule the factory is situated away from the business part of town. And, far from depending upon newspaper advertising or circular letter, the hardware dealer will go after the business personally.

In this the telephone is decidedly helpful. The merchant can always feel sure of reaching the manufacturer by this means. It is worth while, too in many cases, to send out a salesman; particularly where the hardwareman has a "line on" the manufacturer's immediate or prospective needs. The manufacturer is busy. He has little time to give to the purchase of small supplies. When something of this sort is urgently needed, he sends or telephones to the nearest store, and he doesn't care which store it is. So the hardwareman who comes after the business stands a good chance to get it. More than that, he stands a good chance to sell things which may not be so urgently needed, but for which there is a place.

Thus, one hardwareman who has made a point of catering to this class of trade makes a mental note of the articles needed by his various factory customers. A new shipment of files comes in. At once the hardwareman telephones:

"Is this Blank Manufacturing Company? We've just got in a shipment of files, just what you need. I think. I'll send over samples of the various sizes, and you can tell the boy what you want."

A trial of the samples proves convincing, to the extent, perhaps, of an order for three or four dozen files.

Similar goods can be advantageously pushed in the same way. The merchant keeps a mental note of what each factory wants; from time to time he calls up the man in charge of

the buying. As a result, he secures quick sales and, as a rule, good profits; for the factory in most cases doesn't stop to haggle over the price where a comparatively small quantity is involved.

Special attention can be profitably given to glazing orders. The average factory nowadays requires a large amount of glass to start with, and windows are always being broken, accidentally or otherwise. A merchant who realized this set out to make a systematic round of the factories in his own town. He found windows stuffed with rags, waste or paper; and came back to the store with a bunch of substantial orders for glass to be put in. In each case he went through the factory and gave the manager a figure on the job.

Similarly, the paint trade of many factories can be profitably catered to by the local hardware dealer.

The merchant who goes out after orders in this way can readily pave the way for "repeats." The dealer previously mentioned after securing the original orders for glass arranged with each manufacturer to make a periodical inspection and furnish figures on the window repairs necessary from time to time. The man who makes it a point to keep close to the factory customer in this way is bound to secure the larger portion of such chance orders as may arise.

Such business is worth catering to for more reasons than the trade immediately involved. The men in the shop usually "follow the leader" in buying; and this is particularly the case where the buying of tools is left by the management to the heads of departments. As a result, the hardware dealer who supplies the factory has the inside track when it comes to securing the trade of the men who work there.

For this reason, he should be exceedingly careful in the quality of the goods he furnishes. A poor tool will prove a very bad advertisement, not merely with the manufacturer, but with his employees as well. Thorough satisfaction is an essential if repeat orders are to be secured.

William Edward Park.

Truth Is the Aim.

Truth is the aim of human understanding, and this is not satisfied with anything unless it be perfectly clear. If you want to know the short and safe road which may lead us to virtue and holy-living, follow the precept of Socrates: "Strive to be such as you would wish others to consider you." —Petrarch.

Michigan Hardware Company

Exclusively Wholesale



Corner Oakes St. and
Ellsworth Ave.

Grand Rapids, Mich.

Foster, Stevens & Co.

Wholesale Hardware



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

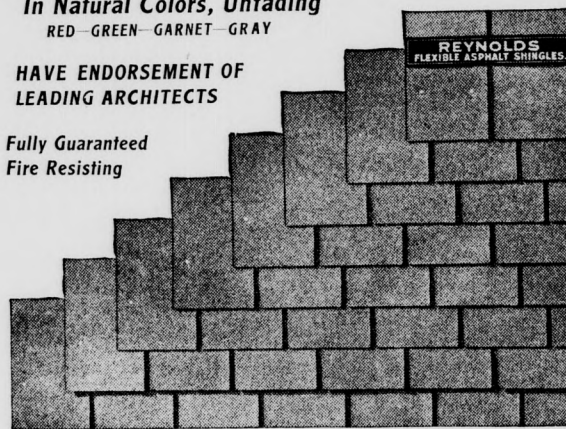
Grand Rapids, Mich.

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.



Management of a Men's Furnishing Goods Department.

I do not believe in mark-down sales of men's furnishings during the regular season. It would probably injure our clothing business and would create a mark-down demand in other departments. I do believe in buying specials, good, dependable merchandise, to be sold during the season at a little under regular price, and sold as new, fresh goods.

The department stores are big factors now in the men's furnishings trade, and I will say that, on a rough estimate, fully one-half of the furnishing goods sold to-day are purchased by women. That is why a good many men's clothing stores are putting in women's ready-to-wear garments to attract women customers.

The greatest problem in a men's furnishing goods department is getting rid of old stock, odds and ends, etc. I do believe in P. M.'s when used judiciously. Usually they amount to about 5 per cent. of the retail price. If used diplomatically they work wonders and clean your shelves of old stock. I always change the color of the ticket mark on these goods, so that they may be spotted at a glance, and they are conspicuous as long as they are in stock.

It is also a good idea to put a small P. M. on all real high-priced goods, especially where there is a large profit.

Give your salesmen 10 per cent. on all your jewelry sales on goods amounting to 75 cents or over. It will work wonders, as there is usually a big profit in jewelry.

The Danger of Overstocking.

When condition of stock is normal, and someone comes along and offers you some merchandise that is cheap at the price, do not overstock unless you are certain of your market. Styles change very quickly sometimes, and a clothing store does not have the outlet of a department store. Besides if you overbuy your normal stock on hand will be left over at the end of the season to almost the amount of goods purchased. You cannot force your furnishings business in a big reliable clothing store by having periodical sales, as it will mean an injury to the clothing department. Look for a good, healthy, steady increase, and keep pounding away in a systematic manner.

Study your particular locality, find out if there is anything lacking in your department that your competitor is putting to the front. Don't be the last one to come out with new styles. Trains run to your markets

every day, and you don't have to plunge. Buy sparingly. You can get more. Nine times out of ten you can get what you want.

Every once in a while I have meetings with my salespeople. We talk over matters relating to the department, and the men always have some suggestions to offer for the betterment of the department.

The Want List.

There is one thing to which I wish to call particular attention, and that is the Want Lists. These are turned in to me at the close of each day's business. No matter what a customer calls for, whether he has been sold or not, the want is written on a slip and handed in to me. A notation is made as to whether he has been sold. In this way I keep in touch with every customer who has called for something we did not have and things we are out of. We talk over "wants" at meetings.

I treat my salesmen as intelligent men and show them every courtesy, and, in a way, strive to please them in my buying. You may rest assured that they will try hard to sell the merchandise that may be suggested, and that there will be very few P. M.'s placed on such goods.

Every large, progressive clothing store has its furnishing goods department leading from its main entrance. Customers should always be given immediate attention when entering the department. The nearest salesman should address him, saying "Good morning," or "How do you do?" No matter how busy a salesman should be, every customer should be spoken to. You might say, "Will wait on you in a minute," or at least something that will make the customer feel at home and know that his wants will be attended to shortly. A great many customers are lost because they are not shown the proper attention on entering the department. Even after having been waited on they have a sore spot which will make the sale more difficult.

Cultivate the Women's Trade.

Cultivate the trade of women in your department. Show them every attention, and if an elderly woman comes in offer her a chair at once. Don't bring in outside conversation with a customer until he has been sold unless he broaches the subject first.

Furnish the salesman with cards, on which appears his own name in conjunction with that of the store, so he may cultivate the customer's acquaintance and have a certain following of his own. I have often seen a

customer give his own card in exchange. It makes the attraction of the store a personal matter.

Have your salesmen introduce the regular customers to the manager of the department. If a customer should want something special, and the buyer is near, always call him so that he may converse with the customer. Be careful about the introduction or the customer may feel that he is being turned over and passed by. Have the salesmen cultivate the acquaintance of customers, and in the course of conversation they may get their names and addresses for your mailing lists or catalogues.

It is imperative that your stock be kept clean. Keep nibbling at the old stock. Remind your salesmen of its presence every once in a while. On real old goods you can afford to be liberal with the P. M.'s. Keep changing the lines around so that they look newer and fresher.

A furnishing goods buyer should go to the New York market at least twice a year in order to keep up with the styles and follow changes in window dressing.

Importance of the Trade Paper.

Let your salesmen have access to any trade paper you may have relating to furnishing goods. You will always find this magazine in our department. The trade papers will be of great assistance to the salesmen in familiarizing themselves with the essential points relating to the business.

Keep the manufacturers and their representatives at a distance. Don't

get too familiar with them, and place yourself under no obligations to them so that you may drop them any time you see fit. With such management success will come your way.

Every furnishing goods buyer is open to more or less criticism by the house he is working for, the merchandise man, the employees in the store and the buying public. We all make our mistakes, and it is very hard to suit everybody. Keep on the alert, and don't be stubborn, as they will nearly always tell you of the good things they have seen somewhere else, and you may profit thereby.—S. C. Kendis in Apparel Gazette.

Confidential.

The dull routine of the day in the bank was one day lightened by the receipt of the following communication:

"Dear Bank: What interest would you give on a Deposit of 15 dollars? What interest per annum and allso (confidenshial) could my Husband draw it out without my signature an is it the Law that I would have to have his permission to Deposit it thare in your Bank. Please to ancer back and be sure to say what interest per annum an if he can draw it out.

Yours with respect."



TRU VAL

Trade Mark Reg. U. S. Pat. Off.

Shirt
of
True
Value

Made for the Retailer — Distributed through the Jobber

Retails at \$1.00 and \$1.50

The TruVal had to excel in order to succeed. We had no misgivings regarding its ultimate success, for the TruVal was first planned along the right lines and then built according to the specifications, which we knew would result in a shirt which retailers would promptly recognize as a Shirt of True Value—hence it was branded TruVal.

We designed the TruVal as if it were to be sold direct to retailers, and arranged for branch stocks with jobbers in advantageous locations throughout the country, to

facilitate service to the retailers. Also, the selling cost is lower, with distribution through jobbers, than it would be to reach retailers in all cities and towns everywhere, through a large corps of salesmen.

The jobber is nearer to you, which makes it possible for you to fill in sizes at short notice.

TruVal is a better Shirt, by reason of jobbers' distribution, than it could be were we to pay the traveling expense of a salesman to call on you and commission for making the sale.

Order a sample round of sizes of Black and White stripes—they are staple and always salable.

Show cards and advertising matter will be enclosed with shipment.

Branch stock of TruVal Shirts carried by

A. Krolik & Co.
Detroit

P. Steketee & Sons
Grand Rapids

M. KOBLENZER & SON, Makers
82 Franklin Street
NEW YORK CITY



Grand Council of Michigan U. C. T.
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Local Jobbers on the Press Attack on Jobbers.

Grand Rapids, July 3—I have had my attention called to the editorial published in the Evening Press of June 27, entitled, "What of the Wholesaler?"

Surely, as long as the wholesale grocer fulfills a useful function in society he will continue in business. In my opinion, he cannot expect to continue in successful business any longer than real service to the public justifies. I am not familiar with other lines in the wholesale trade. At the present time, I am confident that the wholesale grocer serves a useful purpose and is, in reality, a merchandise banker. He assembles in sanitary warehouses pure food products from all parts of the world and they are on demand for the immediate use of the retailer, and through this convenient channel of distribution, for the use of the consumer.

He also finances the products through the retail grocery stores for the consuming public as it is the usual custom for families to pay their food bills only monthly.

The wholesale grocers and the retail grocers of the United States, through their splendid co-operation, were most influential in the enactment of comparatively recent pure food legislation, both National and local, and the public should be and are grateful to them for the constant safeguarding of the health of the families of our country.

As a money proposition, the consumer receives his food goods more cheaply through the present mediums of distribution than he could do in any other way. If the time ever comes—I do not think it ever will—when a method of distribution can be devised that is less expensive and more satisfactory than the present method, which has stood the test of centuries, then there should be a change as none of us can claim anything as enduring that is not along the line of the public good.

William Judson.

Grand Rapids, July 3—I have now read the Press editorial, "What of the Wholesaler," and find it rather difficult to express myself both clearly and briefly. As to the article, my opinion is that it hardly warrants serious consideration. The subject is too big a one to be treated so superficially. It would take columns to discuss every phase of the matter thoroughly. Like all questions it is two sided and little good is done by discussing only one side.

I venture the opinion that it will be a long time before square-dealing wholesalers are not a necessity. They are quite likely to remain as long as there are retailers in business, both of whom, in my opinion, are an absolute economic necessity. Not for the purpose of easing the financial strain in getting goods to market, as the Press editorial claims, but particularly to give prompt and efficient service in the distribution of merchandise between the manufacturer and the consumer. Really the wholesaler or jobber is little else than a salesman for the manufacturer, except that he carries at local points a stock of goods in order to promote quick distribution.

It has been proven that few manufacturers can market their products without salesmen, wholesalers or jobbers. Manufacturers are not equipped to distribute their products to retailers, which is a far bigger undertaking than the manufacturing itself, and few would care to begin it. From the standpoint of the consumer and retailer, it is quite impossible for them to buy direct from the manufacturer. We have scarcely a customer on our books who can do so. They cannot afford to purchase the quantity required or invest the amount of capital necessary, nor can they secure sufficiently prompt service, and few attempt it. Our experience is that our customers want the merchandise we handle almost immediately, and there are other lines of food products and perishable merchandise that must be handled quickly or else they are worthless.

There is also the matter of credit. The small retailer must have credit and manufacturers are entirely unwilling to extend credit to a large number of small buyers. These facts make the distributor an absolute necessity and my experience has been that it costs the retailer or consumer no more to purchase goods handled by a legitimate wholesaler or jobber than to secure them direct from the manufacturer, if it were possible. There is a fixed cost for selling and distributing merchandise, which has been figured down, because of competition, to an extremely low basis, regardless of what anyone may say to the contrary.

It is sometimes claimed that wholesalers or jobbers do not produce anything, but it should be quite evident that they are producing a real service to the retailers and consumers by distributing, efficiently and promptly, all kinds of merchandise at low cost. There is no real harm done in theorizing the wholesalers and retailer out of business. As long as he remains a necessity he will remain in business.

What the Press has to say in the last paragraph regarding the retailer seems to me to apply just as effectively to the wholesaler. When the wholesaler or jobber is dispensed with, the retailer must, perforce, become the despised middle man, to be thoughtlessly condemned. It must be admitted that there is a class of middlemen of a speculative turn, who buy, store and hold certain food products in order to cause a shortage and thus create an unusual demand, that an extortionate price may be charged. Such business works a hardship on nearly all, except those benefiting directly thereby and such transactions should be restrained by law. It is a fact, however, that the legitimate jobber realizes that his business existence depends upon the efficiency of the service he renders, and he is constantly striving to render even better service that he may continue to exist, and because service is the basic principle on which all jobbing business is done.

The business of mankind is to provide mankind with food, shelter and clothing. These products must be distributed and the distributor is quite as necessary as either the manufacturer or the consumer. It is also probably true that he transacts this service at relatively less profit than any other party to the transaction. Business is best promoted by personal contact, which establishes friendship and confidence between the buyer and seller. At this point is where the middleman, so-called, renders his greatest service—a service which cannot be rendered without him.

Roy Baker.

From a Dry Goods Jobber.

Grand Rapids, July 3—The writer has read with interest the editorial in the Grand Rapids Press under date of June 27, commenting on the Clafin failure and its cause. The underlying cause, in the opinion of the writer, is not the tendency of manufacturer and retailer to deal direct with the consumer, but is the result of the change in the methods which retail merchants have been pursuing in recent years. Formerly any merchant who had a reasonable outlet for merchandise would visit the New York market at the beginning of each season and buy practically sufficient merchandise for his entire season, whereas now the up to date dealer has found that it is to his advantage to supply his wants weekly or monthly from the nearest source that he can secure the merchandise, thus keeping his stock fresh and up to date and in case of an unfavorable season he does not find himself loaded up with unseasonable merchandise which he is obliged to carry over until the following year. It has been thoroughly demonstrated that the local jobber can and does distribute merchandise to the retailer at a lower percentage of cost than the manufacturer can do. The local wholesaler acting as a middle man between the manufacturer and the retailers has a place in the distributing of merchandise which is absolutely necessary to the trade and in my opinion always will be.

William B. Holden.

From a Saddlery Jobber.

Grand Rapids, July 3—In reply to yours of the 30th asking the opinion of the editorial of the Press entitled "What of the Jobber?" would say, while the day of the exceptional large jobber may be doomed, the day of the local distributor has just arrived. I do not see any possible way whereby any territory could do without their local distributors. In fact, the majority of the retailers are as much dependent on jobbers or distributors now as they ever have been and I think that the local jobber is

the most economical way of handling goods, rather than have the retailer buy in the large quantities, thereby carrying extra large stock and waiting the length of time for his orders to be filled that he would have to do if they had ordered direct from the manufacturer, as most retailers wish their order to be filled the same day that it is received, and manufacturers have never been in a position to do this. I cannot see any way to get along without the local distributors.

Horace D. Shields.

From a Drug Jobber.

Grand Rapids, July 3—I have been very much astonished in the past at the positions taken by newspapers, such as our local papers, in regard to the interests of the cities in which they are located, and personally I am inclined to recommend to the editorial writers that they either devote themselves to history, biography, science, literature, art or something of this kind and let the business world take care of itself, and especially so long as the business world contributes the larger portion of the income and the net profit of the newspapers. Any publication that has already gained the displeasure of the manufacturing interests of the city, then afterwards accomplished the same grand purpose with the retailers, it would seem to me that it would be quite good judgment to let the wholesalers alone. I have only hastily glanced at the editorial which has been brought to me and if I can find time anywhere in the near future I will write an article for you that will have fireworks enough in it to at least illumine the holes and the weak spots in the editorial in question.

Lee M. Hutchins.

From a Saddlery Jobber.

Grand Rapids, July 3.—Referring to the article in the Grand Rapids Press of June 27, headed "What of the Wholesaler," will say that in my opinion, the writer of this article undertook something which he is not capable of giving justice. Judging from the article, he has very little idea what place the jobber fills in our commercial activity. He seems to go at it at random and imagines that if

HOTEL CODY

EUROPEAN

GRAND RAPIDS, MICH.

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

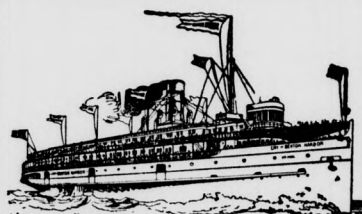
EAGLE HOTEL

EUROPEAN

GRAND RAPIDS, MICHIGAN

\$1.00 PER DAY—BATH DETACHED

Excellent Restaurant—Moderate Prices



CHICAGO BOATS

DAYLIGHT TRIP

Lv. Grand Rapids 8:45 a. m. daily except Sunday

" " 1:45 p. m. Sunday only.

EVENING TRIP

Lv. Grand Rapids 8:40 p. m. daily.

Graham & Morton
Line

the manufacturers could sell direct to the consumer, that it would be a great thing.

Now the facts are that the wholesaler fills a very important part in our commerce. He is a sort of a clearing house. The jobber gathers the products from East, West, North and South and gets them into one place, in large quantities, and is thus enabled to supply the retailer in the territory adjacent to his headquarters very quickly and in any quantity desired. The retailer in one order can combine products of a dozen or more factories located in different parts of our country. Think of the retailer having to order from all those different factories, all the way from 100 to 1,000 miles away, and paying the charges on all the different shipments and possibly wait from one to two weeks before he is able to get what he wants. Next, manufacturers do not always have a stock of all they make. So much for the convenience. Now what do we find as to the price? The majority of our most successful manufacturers do not wish to maintain a selling force which means, a sales manager and a host of traveling men to sell their product and make their collections, but prefer to sell their output to jobbers where the selling expense is nominal and where the money comes in large bunches.

If this manufacturer is to maintain a selling force he must add enough to the price which he would ask the wholesaler to cover this expense.

Salesmen traveling for a manufacturer, with only one line, would naturally stop at a good many towns where no order would be obtained, whereas the traveling man of the wholesaler going out with a large line of different goods never fails to get an order in a town. He represents a good many different lines of goods and the retailer in the town will want some one line or more, therefore the jobber can distribute the product of the factories very much cheaper than the manufacturers can themselves. This is further proven by the fact that we have in this country a great many selling agents who are not strictly jobbers, but who will take the goods of a number of factories and combine them, and send their men out on the road, and get a commission from the factories for selling their goods. This proves that the manufacturers find it more profitable and convenient to let someone else do the selling, than to do it themselves.

John Sehler.

The sympathy of the traveling fraternity and the grocery trade will go out to Peter Lankester on account of the death of his wife, Lyda Lankester, which occurred Sunday at the family residence at 447 Prospect avenue. She had been a resident of Grand Rapids thirty-one years, coming here from Milwaukee. She is survived, besides her husband, by one daughter, Mrs. J. Kent Wilson, and two sons, Paul and Stephen, all of Grand Rapids. She also leaves her father, three brothers, four sisters, two in Milwaukee, one in Chicago and one in Duluth. Mrs. Lankester was a member of the Second Reformed church. The funeral was held Wednesday afternoon from the residence, Rev Hoppers officiating.

Henry Seborg, formerly of Donker, Mol & Seborg, who were succeeded by Donker & Mol, has engaged in the hardware business at 1203 West Leonard street.

Mrs. H. E. Octampough succeeds Hiram W. Williams in the grocery business at 433 Fourth street.

Fair Trade League Confident of Victory.

The American Fair Trade League is pushing every effort possible to secure the enactment of the pending "fair trading" amendments at Washington. In a circular letter just issued it contends that the present time is full of hope for the small dealer's emancipation, and it is urging every mercantile organization to help the pending measures "over the hill." Here are some of the quotation from its last circular letter:

"The most far-reaching development in the formulation of anti-trust legislation is the President's approval of the incorporation in the Federal trade commission bill of provisions declaring 'unfair competition' to be 'unlawful,' and prescribing that 'the commission is hereby empowered and directed to prevent corporations from using unfair methods of competition in commerce.' The commission, under these new sections of the bill, is further empowered to call upon the Federal courts to enforce its orders in the event of disobedience.

"This legislation, now assured by this agreement between the Executive and the legislative leaders of the majority party, will be an admission by Congress of the evils which are the cause of the country-wide support of the Stevens bill (H. R. 13305), 'to prevent discrimination in prices and to provide for publicity of prices to dealers and to the public.' This latter bill aims to take away from the big retailing monopolies the chief weapon of cut-throat competition by which the great producing trusts have established themselves, and requires all manufacturers operating under it to publish and file schedules of prices with the trade commission.

"This new turn of affairs at Washington has resulted from constant pressure by consumers and small business men for laws which will really penetrate to the roots of dishonest business practices. The passage of the Stevens standard price bill will be an eloquent tribute to the real power of 'small' business, which, at least, seems to be working unitedly in the interest of legislation needed to protect the public from the exactions of the rapidly extending monopoly in retailing by big city aggregations of capital."

Many Carpet Mills Closed.

The carpet and rug plants of Stephen Sanford & Sons, Inc., of Amsterdam, N. Y., were shut down on Friday for an indefinite period. William H. Cooper, the general manager of the corporation, stated that the works were closed because of the general business depression. The carpet factory of McCleary, Wallin & Crouse of Amsterdam, N. Y., is closed for stock taking and repairs. It was reported on Friday that the large mills of Shuttleworth Bros. & Co., also of Amsterdam, were in the near future going to stop operations for several weeks.

Alexander Smith & Sons Carpet Co. and the Bigelow Carpet Co. will remain closed for another week or so. The small carpet mills located in the

Philadelphia district have been complaining about poor business for some weeks, and a number are on short time.

While the demand for carpets and rugs has not been active for several weeks it has been customary for years for all of the large mills to close down for ten days or two weeks about this time of the year.

It is possible that the high cost of carpet wools may have influenced mill owners to go further than usual in closing down their mills. Carpet wool buyers have been stating that they would not pay the prices demanded for raw material. Values were declared to be high, and it was strongly intimated that the mills would shut down before the prices importers demanded would be paid. Perhaps the reports that the Sanford Mills have been closed for an indefinite period and that the Shuttleworth plant will close down for an unusually long time are part of a plan to bring down the price of carpet wools.

Furniture Salesmen Hold Convention.

Saginaw, July 3.—The salesmen and district representatives of the Herzog Art Furniture Co. and the Saginaw Table & Cabinet Co., representing every section of the United States from California to Maine and from the Great Lakes to the Gulf of Mexico, held a convention here this week. Yesterday the men made a complete inspection of the plants of the two companies. A business session was held. It was decided to hold the banquet at the Fordney instead of at the Wenonah Hotel, Bay City, as had been previously contemplated. At 6:30 last evening the party, numbering thirty-two of the salesmen, district representatives, office men and directors of the two companies, sat down at a banquet at the Fordney, as guests of the company. A fine seven course dinner was served in the White room, which was beautifully decorated with cut flowers and palms. After the dinner, talks were given by members of the company. John L. Jackson, President, was toastmaster. Among those who spoke were M. N. Brady, director; Charles J. Hill of Philadelphia, district manager; William Gottschalk, California representative, and C. A. Carpell, New York representative, and Mr. Brighton of the Sonora Phonograph Co.

Edward C. Jenkins, former merchant, announces the engagement of his son, Clyde Edward, to Grace DeMaat, of Holland. The young couple will make their home at 519 Lafayette avenue. Mr. Jenkins has been a subscriber to the Michigan Tradesman for twenty-one years. He writes: "Although no longer a merchant, I look forward to the Tradesman each week with as much interest as ever and consider it a part in our children's education for the business of life. No doubt Clyde E. will have the Tradesman in his new home, as he is fitting himself for a business career."

Charles B. Macauley has engaged in the plumbing and heating business on Division avenue under the style of Macauley Bros.

Edward Whalen has again engaged in the grocery business at his old location, 621 Ionia avenue, succeeding B. McCarthy.

Pleasing Prospect.

"It's not everybody I'd put to sleep in this room," said the motherly old landlady to her lodger, who had come to that remote district on account of a serious nervous breaking down.

"This room is full of tender associations to me. My first husband died in that bed, with his head on that very pillow. My dear father passed away on that sofa under the window. He was a spiritualist, and he vowed he would appear in this room again after death, though I've never seen anything of him yet. My poor nephew William fell dead with heart disease right where you are standing. He was studying to be a doctor, and there are two whole skeletons and six abnormal livers preserved in spirits in that press yonder, while that bottom drawer is full of old bones and skulls. He used to do a lot of vivisection up here when he was alive. Well, good night, and pleasant dreams.

Butter, Eggs, Poultry Beans and Potatoes at Buffalo.

Buffalo, July 8.—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, 21@23c.

Poultry (live) — Cox, 12c; fowls 17@18½c; 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—\$1.10@1.15.

Rea & Witzig.

Charles F. Aupperlee, who has covered Northern Michigan for a number of years, has engaged to travel for the Mayer Shoe Co. in the same territory. He will be succeeded by Horace T. Phillips, who for the past eight years has covered the Upper Peninsula and Northeastern Michigan from Bay City to the Straits. Mr. Phillips will be succeeded in his territory by H. E. Laundry, of Sault Ste. Marie.

Charles G. Graham, Michigan representative for the J. V. Farwell Co., Chicago, has secured an order for the furnishing of the Hotel Tuller, Detroit. The order includes furniture, bedding, carpets, rugs, curtains and linen, aggregating \$80,000.

Herman Stehouwer, formerly with the Blake bakery, is now engaged in the bakery business at 907 Alpine avenue.

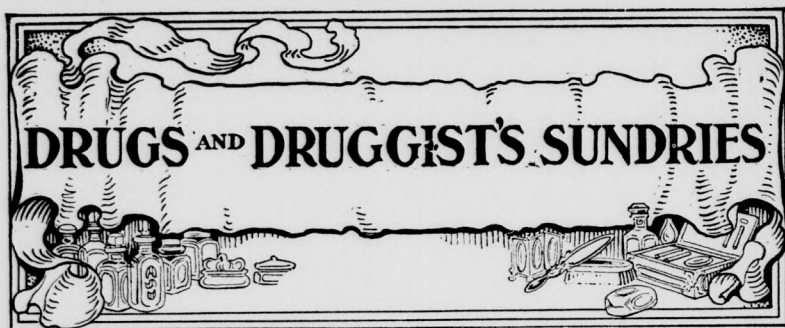
W. H. Reynolds is engaging in the creamery business at 635 Worden street. He was formerly at Nashville.

David O. Markley is engaging in the building material business at 862 Division avenue.

The Century Fuel Co. has increased its capital stock from \$27,400 to \$42,400.

The Hessey Drug & Mercantile Co. has changed its name to the Hessey Drug Co.

Hielkema & Co. have engaged in the soft drink business at 955 Millard street.



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

Michigan State Pharmaceutical Association.

President—D. G. Look, Lowell.
 Vice-Presidents—E. E. Miller, Traverse City; C. A. Weaver, Detroit.
 Secretary—Von W. Furniss, Nashville.
 Treasurer—Ed. Varnum, Jonesville.
 Executive Committee—D. D. Alton, Fremont; Ed. W. Austin, Midland; C. S. Koon, Muskegon; R. W. Cochrane, Kalamazoo; James Robinson, Lansing; Grant Stevens, Detroit.

Michigan Pharmaceutical Travelers' Association.

President—Geo. H. Halpin, Detroit.
 Secretary-Treasurer—W. S. Lawton, Grand Rapids.

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

The Jobber Must Be on the Square.

We believe that the most valuable and least appreciated man in drug-dom to-day is the jobber. He is the man who stands by the weaklings of the craft and pulls them through financial quagmires that would otherwise swallow them up. In the drug trade, as in every other branch of commercial endeavor, we find that at least 75 per cent. of the men who have arrived at success have come from nothing. And if they told the truth and traced their success to its original source a kindly jobber would come in for a liberal share of the honor that the world heaps upon the head of the man himself. The success of the man who started without money was in nine cases out of ten made possible by a jobber who filled the measly little orders and trusted the man's honesty when the bank would have considered his application for a loan the biggest joke of the season. Many of these fellows show their ingratitude to their greatest benefactor by side-stepping the jobber every time they can. It does not sound big to buy goods from a jobber since they got a strangle hold on a few American dollars, but it did feel awfully good at one time in their careers when a jobber said, "We will let you have the goods." The jobber gets the solar plexus punch from both ways. Some of the great manufacturers who think heaven was built for themselves and such others as have been on the square throughout this vale of tears sell the bulk of their output through the jobbers, but these same manufacturers will go out and sell the jobbers' customers at the same price they sell the jobber himself. They say, "Eliminate the middle man." "This is what your jobber has to pay."

The elimination of the jobber is where they put Ananias in the amateur class. A merchant and a manufacturer's salesman talking about eliminating the jobber reminds me of two sons who frame up a scheme to murder their own mother. There is no difference in the crimes except in the degree of badness. The great commercial highway is strewn with financial wrecks that might have been avoided if the principals had stayed close to the shore and bought what they needed from a jobber instead of magnifying themselves in their own eyes until they were too big for the jobber and must buy the output of a few factories. I have seen the two-by-four with a commercial capacity that would about fit a peanut roaster swell up like a pouter pigeon and say: "I don't fool with the jobbers any more; I buy direct." I can see the poor, misguided simp's finish. I can see his little, insignificant store under the hammer, going, gone, and the creditors get twenty-three cents on the dollar and he gets a reputation that will keep him from even getting in as the hired man in stores that make enough hard money to pay clerks whatever they are worth. He is employed ever afterward for just what he can do with his hands. A hewer of wood and a drawer of water because he has demonstrated that his head is not working. Literary pill makers from one end of the continent to the other have discoursed with much elaboration and at great length on such subjects as "Some grafters I have know." "Some folks I have met," "How I got whip-sawed."

These learned effusions dealt with crack one-trip salesmen with unheard of lines that paid 400 per cent. profit and included everything from perfumes to the elixir of life, with which the manufacturers gives you a dollars' worth of stock in the company for every dollars' worth of goods you buy. All this ink and paper might have been saved and these victims might have been bottling castor oil while they were wearing out a perfectly good typewriter getting out these articles if the jobber had gotten his due. Usually after these stickers have occupied the best space in the store for a couple of years and demonstrated to the druggist that he could not make the trade take them with a gun and the public refuses to take a dollar bottle with each 10 cent purchase, he tries to trade them to a jobber for paregoric and glycerine.

Among all the stories and learned effusions I have seen emanating from the talkative pen of the retailer who

got stung not a single one have I seen that traced his undoing to a jobber or a jobber's salesman. The jobber and the jobber's salesman are the retailer's friends. They have something in common with him. They watch his business and help him succeed. Their business relations wax unpleasant and they learn to depend on each other as friends. Each supporting and helping the other. I do not mean by this that the manufacturers are crooks or that the jobbers are all saints, but I do mean that the jobber is not a promoter of wild-cat schemes. He is not the gunless hold-up. I have seen some jobbers' salesmen who could not sell umbrellas in a Galveston flood, but I always managed to get as many goods from them as I could sell and to-day I believe the jobber is the strongest link in the chain commercial, and that he does not get credit for what he does for the manufacturer and the retailer.

A retailer who buys wares from a jobber has a come-back; if they are not right the jobber makes them right. If he buys too big a deal from the jobber, the jobber usually takes back the excess and sells it to somebody else. But the brash chap who never expects to make Wheatville again if he can land Isom Jorkins, registered pharmacist, for five gross Boomer's Asthma Tea, hands out no come-back with his tea. In fact, after Isom wakes up to the fact that Boomer's product is a dead one and a joke he begins to try to get information on the location of the Boomer factory, and finds that Boomer is prepared to either change his name or prove an alibi on a few minutes' notice. Most of the old ones who have been in the game for a long time are strong for the jobber, but the young ones are still donating good American money for junk that a burglar would not take. Most jobbers are located and have a permanent address, while I can call to mind some manufacturers I have known in my life whose address I was unable to find after I discounted the bill. Some of the smooth buyers of the craft could have saved themselves a trip to the courthouse and a world of ill-smelling notoriety, to say nothing of the abuse that has been heaped upon their guilty heads had they bought aspirin and kindred products from a reputable jobber instead of going to a livery stable for it. Jobbers are honest in their dealings with the trade. They have to be, because their business is a continuous performance. The one-trip procedure

will not work in their case. Granting for argument's sake only that there is not an honest jobber in the United States, it is still absolutely necessary that the jobber be on the square if he is to live.

W. H. Cousins.

Boomlets From Bay City.

Bay City, July 6.—The sanest and most enjoyable Independence day celebration ever held in our city was that of last Saturday under the direction of the enterprising West Side merchants. The parade, beginning at 9 o'clock in the morning, officially opened the day's programme. Several hundred business houses were represented in the parade, which was more than a mile in length. The Bay City fire department occupied a prominent position at the head of the line and many learned, by viewing the up-to-date equipment for the first time, that our city has one of the most complete fire departments in Michigan. Many of the floats in the parade were beautiful and others were unique. The business men who managed the celebration are worthy of commendation for their enterprise and their business-like methods from start to finish. There was not an accident, a fire alarm nor an arrest by the police force during the day.

The grocery salesmen of the Saginaw Valley are enjoying their annual vacation this week. Be cautious boys. Don't look upon the prune juice when it sparkles.

R. A. McDougall, North Branch, the veteran shoe salesman, who covers Eastern Michigan for the Michigan Shoe Co., Detroit, is in his territory again hustling for business with his old time vigor, after spending several weeks in Florida and Tennessee in search of health. Corn pone and bacon restored the flesh Mac lost during his serious illness. Here's hoping his shadow may never become smaller.
 Pub. Com.

The Village Sage.

Old Archibald Todd was the village sage,
 You couldn't fool him on a woman's age.
 There wasn't a thing in the whole broad land

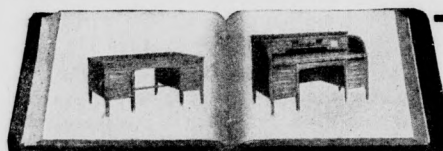
That Archibald didn't understand.
 And no man above or below the sod
 Ever knew so much as Archibald Todd.
 There wasn't a prize fight e'er pulled off
 That wasn't a cinch for this old toff.
 He'd pick out a winner every time
 In an off-hand way that was quite sublime.

The only thing that would spoil his fun
 Was the fact that the wrong man always won.

The weather was ever his strong forte;
 He always "scooped" Uncle Sam's report.
 When his left hind leg would acquire a pain,
 He would prophesy a good two days' rain.
 By the words of wisdom from Archie's mouth,
 The whole town knew there was to be a drouth.

Old Archibald lived long in the land,
 And ruled the country with tireless hand.
 The old folks all listened to his advice—
 For it was really beyond all price.
 For they were sure when advice he'd spring,
 They could safely bank on the opposite thing.

A multitude of sins show through
 the charity that is supposed to cover them.



**Your Catalogue
 always up-to=
 the-minute?**

Using the "Kalamazoo" loose leaf catalogue cover, new pages can be inserted very quickly and the discontinued items removed. Besides keeping your catalogue up-to-date, the saving in printing bills will soon pay for the initial outlay. Write for information to-day.

KALAMAZOO LOOSE LEAF BINDER COMPANY
 KALAMAZOO, MICH.

WHOLESALE DRUG PRICE CURRENT

Acids		Cupbebs		Digitalis	
Acetic	6 @ 8	4 25@4 50		@ 60	
Boric	10 @ 15	Erigeron	@ 2 50	Gentian	@ 95
Carbolic	16 @ 20	Eucalyptus	@ 85	Ginger	@ 1 05
Citric	70 @ 75	Hemlock, pure	@ 1 00	Gualiac	@ 80
Muriatic	1 1/2 @ 5	Juniper Berries	@ 1 50	Gualiac Ammon.	@ 1 25
Nitric	5 1/2 @ 10	Juniper Wood	40@ 50	Iodine	@ 1 25
Oxalic	13 @ 16	Lard, extra	85@ 1 00	Iodine, Colorless	@ 1 25
Sulphuric	1 1/2 @ 5	Lard, No. 1	75@ 90	Ipecac	@ 75
Tartaric	38 @ 45	Lavender Flowers	@ 6 00	Iron, clo.	@ 60
Ammonia		Lavender, Garden	85@ 1 00	Kino	@ 80
Water, 26 deg.	6 1/2 @ 10	Lemon	3 00@3 25	Myrrh	@ 1 05
Water, 18 deg.	4 1/2 @ 8	Linseed, boiled, bbl.	@ 54	Nux Vomica	@ 70
Water, 14 deg.	3 1/2 @ 6	Linseed, oil, less	58@ 62	Opium	@ 2 00
Carbonate	13 @ 16	Linseed, raw, bbls.	@ 53	Opium Camph.	@ 65
Chloride	12 @ 15	Linseed, raw, less	57@ 61	Opium, Deodor'd	@ 2 25
Balsams		Mustard, true	5 00@5 25	Rhubarb	@ 70
Copaiba	75@ 1 00	Mustard, artifl	2 75@3 00	Paints	
Fir (Canada)	1 75@2 00	Neatsfoot	80@ 85	Lead, red dry	7 @ 8
Fir (Oregon)	40@ 50	Oliver, pure	2 50@3 50	Lead, white dry	7 @ 8
Peru	2 00@2 25	Oliver, Malaga,		Lead, white oil	7 @ 8
Tolu	1 00@1 25	yellow	1 30@1 50	Ochre, yellow bbl.	1 @ 1 1/2
Berries		Oliver, Malaga,		Ochre yellow less	2 @ 5
Cubeb	65@ 75	green	1 30@1 50	Putty	2 1/2 @ 5
Flsh	15@ 20	Orange sweet	@ 4 50	Red Venet'n bbl.	1 @ 1 1/2
Juniper	7@ 10	Organum, pure	1 25@1 50	Red Venet'n less	2 @ 5
Prickley Ash	@ 50	Organum, com'l	50@ 75	Shaker, Prep'd	1 40@1 50
Barks		Pennyroyal	2 25@2 50	Vermillion, Eng.	90@1 00
Cassia (ordinary)	25	Peppermint	5 50@5 75	Vermillion, Amer.	15@ 20
Cassia (Saigon)	65@ 75	Rose, pure	16 00@18 00	Whiting, bbl.	1 @ 1 1/2
Elm (powd. 25c)	25@ 30	Rosemary Flowers	@ 1 35	Whiting	2 @ 5
Sassafras (pow. 30c)	@ 25	Sandalwood, E.	@ 7 00	Insecticides	
Soap Cut (powd. 25c)	15 @ 20	I.	@ 1 10	Arsenic	6@ 10
Extracts		Sassafras, true	@ 60	Blue Vitrol, bbl.	@ 5 1/2
Licorice	24@ 28	Sassafras, artifl	@ 60	Blue Vitrol less	7@ 10
Licorice powdered	25@ 30	Spearment	5 50@6 00	Bordeaux Mix Pst	8@ 15
Flowers		Sperm	90@1 00	Hellebore, White	
Arnica	18@ 25	Tansy	@ 5 75	powdered	15@ 20
Chamomile (Ger.)	25@ 35	Tar, USP	30@ 40	Insect Powder	20@ 35
Chamomile (Rom)	40@ 50	Turpentine, bbls.	@ 56 1/2	Lead Arsenate	8@ 16
Gums		Turpentine, less	@ 65	Lime and Sulphur	
Acacia, 1st	40@ 50	Wintergreen, true	@ 5 00	Solution, gal.	15@ 25
Acacia, 2nd	35@ 40	Wintergreen, sweet	@ 2 50	Paris Green	15 1/2 @ 20
Acacia, 3d	30@ 35	Wintergreen, art'l	@ 50	Miscellaneous	
Acacia, Sorts	@ 20	Wintergreen, art'l	@ 50	Acetanolid	30@ 35
Acacia, Powdered	35@ 40	Wormseed	3 50@4 00	Alum	3@ 5
Aloes (Barb. Pow)	22@ 25	Wormwood	6 00@6 50	Alum, powdered and	
Aloes (Cape Pow)	20@ 25	Potassium		ground	5@ 7
Aloes (Soc. Pow.)	40@ 50	Bicarbonate	15@ 18	Bismuth, Subni-	
Asafoetida	@ 50	Bichromate	13@ 15	trate	2 10@2 25
Asafoetida, Powd.		Bromide	45@ 55	Borax xtal or	
Pure	@ 75	Carbonate	12@ 15	powdered	6@ 12
U. S. P. Powd.	@ 1 00	Chlorate, xtal and	12@ 16	Cantharides po.	2 50@2 75
Camphor	57@ 62	powdered	16@ 20	Calomel	95@1 00
Gualiac	35@ 40	Cyanide	30@ 40	Capsicum	20@ 25
Gualiac, Powdered	50@ 60	Iodide	3 20@3 40	Carmine	@ 3 50
Kino	60@ 70	Permanganate	15@ 30	Cassia Buds	@ 40
Kino, powdered	65@ 75	Prussiate, yellow	30@ 35	Cloves	30@ 35
Myrrh	@ 40	Prussiate, red	50@ 60	Chalk Prepared	6@ 8 1/2
Myrrh, Powdered	@ 50	Sulphate	15@ 20	Chalk Precipitated	7@ 10
Opium	7 75@8 00	Roots		Chloroform	32@ 42
Opium, Powd.	9 25@9 50	Alkanet	15@ 20	Chloral Hydrate	70@ 90
Opium, Gran.	9 25@9 50	Blood, powdered	20@ 25	Cocaine	4 10@4 40
Shellac	28@ 35	Calamus	35@ 40	Cocoa Butter	50@ 60
Shellac, Bleached	30@ 35	Elecampane, powd.	15@ 20	Corks, list, less 70%	@ 90
Tragacanth		Gentian, powd.	12@ 16	Copperas, bbls.	@ 90
No. 1	1 40@1 50	Ginger, African,	15@ 20	Copperas, less	2@ 5
Tragacanth, Pow	75@ 85	powdered	15@ 20	Copperas, powd.	4@ 6
Turpentine	10@ 15	Ginger, Jamaica	22@ 25	Corrosive Sublim.	85@ 95
Leaves		Ginger, Jamaica,		Cream Tartar	30@ 35
Buchu	1 85@2 00	powdered	22@ 28	Cuttlebone	25@ 35
Buchu, Powd.	2 00@2 25	Goldenseal pow.	7 00@7 50	Dextrine	7@ 10
Sage, bulk	18@ 25	Ipecac, powd.	2 75@3 00	Dover's Powder	2 00@2 25
Sage, 1/8 Loose	20@ 25	Licorice	14@ 16	Emery, all Nos.	6@ 10
Sage, Powdered	25@ 30	Licorice, powd.	12@ 15	Emery, powdered	5@ 8
Senna, Alex	45@ 50	Orris, powdered	25@ 30	Epsom Salts, bbls	@ 1 1/2
Senna, Tinn.	15@ 20	Poke, powdered	20@ 25	Epsom Salts, less 2 1/2	@ 7 1/2
Senna, Tinn, Pow.	20@ 25	Rhubarb	75@1 00	Ergot	1 50@1 75
Uva Ursi	10@ 15	Rhubarb, powd.	75@1 25	Ergot, powdered	1 80@2 00
Oils		Rosinweed, powd.	25@ 30	Flake White	12@ 15
Almonds, Bitter,	6 00@6 50	Sarsaparilla, Hond.	@ 65	Formaldehyde lb.	10@ 15
Almonds, Bitter,	@ 1 00	ground	@ 55	Gambier	7@ 10
Almonds, Sweet,	90@1 00	Sarsaparilla Mexican,	@ 55	Gelatine	35@ 45
Almonds, Sweet,	40@ 50	ground	@ 55	Glassware, full cases	80%
imitation	25@ 30	Squills	20@ 35	Glassware, less 70 & 10%	@ 1 1/2
Amber, crude	40@ 50	Squills, powdered	40@ 60	Glauber Salts bbl.	@ 1 1/2
Amber, rectified	2 50@2 75	Tumeric, powd.	12@ 15	Glauber Salts less	2@ 5
Anise	@ 8 00	Valerian, powd.	25@ 30	Glue, brown	11@ 15
Bergamont	@ 8 00	Seeds		Glue, brown grd.	10@ 15
Cajeput	@ 85	Anise	15@ 20	Glue, white	15@ 25
Cassia	@ 2 00	Anise, powdered	22@ 25	Glue, white grd.	15@ 20
Castor, bbls. and	12 1/2 @ 15	Bird, 1s	8@ 10	Glycerine	23@ 30
Cedar Leaf	90@1 00	Canary	9@ 12	Hops	50@ 80
Citronella	75@ 85	Caraway	12@ 18	Indigo	85@1 00
Cloves	@ 1 75	Cardamon	1 85@2 00	Iodine	4 35@4 60
Cocanut	20@ 25	Celery	30@ 35	Iodoform	5 40@5 60
Cod Liver	1 10@1 25	Coriander	12@ 18	Lead Acetate	12@ 18
Cotton Seed	80@1 00	Dill	25@ 30	Lycopodium	55@ 65
Croton	@ 1 60	Fennell	@ 30	Mace	80@ 90
Tinctures		Flax	4 1/2 @ 8	Mace, powdered	90@1 00
Aconite	@ 75	Flax, ground	4 1/2 @ 8	Menthol	4 25@4 50
Aloes	@ 60	Poenugreek, pow.	6@ 10	Mercury	75@ 85
Arnica	@ 1 00	Hemp	5@ 7	Morphine all brd	5 05@5 30
Asafoetida	@ 60	Lobelia	9@ 12	Nux Vomica	@ 10
Belladonna	@ 90	Mustard, yellow	9@ 12	Nux Vomica pow	@ 15
Benzoin	@ 90	Mustard, black	20@ 25	Pepper, black pow	20@ 25
Benzoin Compo'd	@ 1 00	Mustard, powd.	15@ 20	Pepper, white	30@ 35
Buchu	@ 1 00	Poppy	75@1 00	Pitch, Burgundy	10@ 15
Cantharides	@ 1 00	Quince	6@ 10	Quassia	10@ 15
Capsicum	@ 90	Rape	25@ 30	Quinine, all brds	29@ 40
Cardamon	@ 80	Sabadilla	35@ 45	Rochele Salts	23@ 30
Cardamon, Comp.	@ 80	Sabadilla, powd	35@ 45	Saccharine	1 50@1 75
Catechu	@ 60	Sunflower	5@ 8	Salt Peter	7 1/2 @ 12
Chinchona	@ 1 05	Worm American	15@ 20	Seidlitz Mixture	20@ 25
Colchicum	@ 20	Worm Levant	50@ 60	Soap, green	15@ 20
Cubebs	@ 1 20			Soap, mott castile	10@ 15

JULY, 1914

Our Sale of

Walrus Soda Fountains

for this season has been very satisfactory.

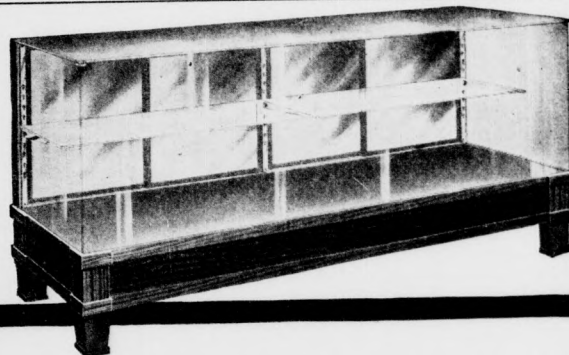
Our Stock of

Fountain Accessories

and Fountain Supplies will be kept complete during the summer and we solicit your orders.

Hazeltime & Perkins Drug Co.
Grand Rapids, Mich.

P. S.—Sample line for Holiday Goods now on exhibition at Sault Ste. Marie. Wait for our announcement later for other points in Michigan.



"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

Rolled Oats

DECLINED

Flour—Ceresota

Index to Markets

By Columns

Col.	A	B	C	D	F	G	H	J	M	N	O	P	R	S	T	V	W	Y
1	Ammonia	Baked Beans	Candles	Dried Fruits	Farinaceous Goods	Gelatine	Herbs	Jelly	Macaroni	Meats, Canned	Molasses	Nuts	Olive	Pickles	Rice	Salad Dressing	Table Sauces	Yeast Cake
2	Axle Grease	Bath Brick	Canned Goods	Fruit Jars	Fishing Tackle	Grain Bags	Hides and Pelts	Jelly Glasses	Mapleine	Minced Meat	Molasses	Mustard	Nuts	Pickles	Rice	Salad Dressing	Table Sauces	Yeast Cake
3	Baked Beans	Brushes	Carbon Oils	Crackers	Cracked Wheat	Cocoa	Cracked Wheat	Cream Tartar	Crackers	Cracked Wheat	Cocoa	Cracked Wheat	Cream Tartar	Crackers	Cracked Wheat	Cocoa	Cracked Wheat	Cream Tartar
4	Bath Brick	Brushes	Carbon Oils	Crackers	Cracked Wheat	Cocoa	Cracked Wheat	Cream Tartar	Crackers	Cracked Wheat	Cocoa	Cracked Wheat	Cream Tartar	Crackers	Cracked Wheat	Cocoa	Cracked Wheat	Cream Tartar
5	Bath Brick	Brushes	Carbon Oils	Crackers	Cracked Wheat	Cocoa	Cracked Wheat	Cream Tartar	Crackers	Cracked Wheat	Cocoa	Cracked Wheat	Cream Tartar	Crackers	Cracked Wheat	Cocoa	Cracked Wheat	Cream Tartar
6	Bath Brick	Brushes	Carbon Oils	Crackers	Cracked Wheat	Cocoa	Cracked Wheat	Cream Tartar	Crackers	Cracked Wheat	Cocoa	Cracked Wheat	Cream Tartar	Crackers	Cracked Wheat	Cocoa	Cracked Wheat	Cream Tartar
7	Bath Brick	Brushes	Carbon Oils	Crackers	Cracked Wheat	Cocoa	Cracked Wheat	Cream Tartar	Crackers	Cracked Wheat	Cocoa	Cracked Wheat	Cream Tartar	Crackers	Cracked Wheat	Cocoa	Cracked Wheat	Cream Tartar
8	Bath Brick	Brushes	Carbon Oils	Crackers	Cracked Wheat	Cocoa	Cracked Wheat	Cream Tartar	Crackers	Cracked Wheat	Cocoa	Cracked Wheat	Cream Tartar	Crackers	Cracked Wheat	Cocoa	Cracked Wheat	Cream Tartar
9	Bath Brick	Brushes	Carbon Oils	Crackers	Cracked Wheat	Cocoa	Cracked Wheat	Cream Tartar	Crackers	Cracked Wheat	Cocoa	Cracked Wheat	Cream Tartar	Crackers	Cracked Wheat	Cocoa	Cracked Wheat	Cream Tartar
10	Bath Brick	Brushes	Carbon Oils	Crackers	Cracked Wheat	Cocoa	Cracked Wheat	Cream Tartar	Crackers	Cracked Wheat	Cocoa	Cracked Wheat	Cream Tartar	Crackers	Cracked Wheat	Cocoa	Cracked Wheat	Cream Tartar
11	Bath Brick	Brushes	Carbon Oils	Crackers	Cracked Wheat	Cocoa	Cracked Wheat	Cream Tartar	Crackers	Cracked Wheat	Cocoa	Cracked Wheat	Cream Tartar	Crackers	Cracked Wheat	Cocoa	Cracked Wheat	Cream Tartar
12	Bath Brick	Brushes	Carbon Oils	Crackers	Cracked Wheat	Cocoa	Cracked Wheat	Cream Tartar	Crackers	Cracked Wheat	Cocoa	Cracked Wheat	Cream Tartar	Crackers	Cracked Wheat	Cocoa	Cracked Wheat	Cream Tartar
13	Bath Brick	Brushes	Carbon Oils	Crackers	Cracked Wheat	Cocoa	Cracked Wheat	Cream Tartar	Crackers	Cracked Wheat	Cocoa	Cracked Wheat	Cream Tartar	Crackers	Cracked Wheat	Cocoa	Cracked Wheat	Cream Tartar
14	Bath Brick	Brushes	Carbon Oils	Crackers	Cracked Wheat	Cocoa	Cracked Wheat	Cream Tartar	Crackers	Cracked Wheat	Cocoa	Cracked Wheat	Cream Tartar	Crackers	Cracked Wheat	Cocoa	Cracked Wheat	Cream Tartar

1	2
AMMONIA	Beans
12 oz. ovals 2 doz. box 75	Baked Beans 85@1 30
AXLE GREASE	Bloomington 18 1/2
Frazer's	Carson City 18 1/2
1lb. wood boxes, 4 doz. 3 00	Wax 75@1 25
1lb. tin boxes, 3 doz. 2 35	Blueberries
3 1/2 lb. tin boxes, 2 doz. 4 25	Standard 1 80
10lb. pails, per doz. 6 00	Gallon 7 25
15lb. pails, per doz. 7 20	Clams
25lb. pails, per doz. 12 00	Little Neck, 1lb. 1 00
BAKED BEANS	Little Neck, 2lb. 1 50
No. 1, per doz. 45@ 90	Clam Bouillon
No. 2, per doz. 75@1 40	Burnham's 1/2 pt. 2 25
No. 3, per doz. 85@1 75	Burnham's pts. 3 75
BATH BRICK	Burnham's qts. 7 50
English 95	Corn
BLUING	Fair 65@ 70
Jennings'	Good 90@1 00
Condensed Pearl Bluing	Fancy 1 30
Small C P Bluing, doz. 45	French Peas
Large C P Bluing, doz. 75	Monbadon (Natural)
BREAKFAST FOODS	per doz. 1 75
Apetizo, Biscuits 3 00	Gooseberries
Bear Food, Pettijohns 2 13	No. 2, Fair 1 50
Cracked Wheat, 24-2 2 50	No. 2, Fancy 2 35
Cream of Wheat, 36-2 4 50	Hominy
Cream of Rye, 24-2 3 00	Standard 95
Posts Toasties, T.	Lobster
No. 2 2 80	1/4 lb. 1 85
Posts Toasties, T.	1/2 lb. 3 15
No. 3 2 80	Mackerel
Farinose, 24-2 2 70	Mustard, 1lb. 1 80
Grape Nuts 2 70	Mustard, 1 1/2 lb. 2 80
Grape Sugar Flakes 2 50	Soused, 1 1/2 lb. 2 80
Sugar Corn Flakes 2 50	Soused, 2lb. 2 75
Hardy Wheat Food 2 25	Tomato, 1lb. 1 50
Postma's Dutch Cook 2 75	Tomato, 2 1/2 lb. 2 80
Holland Rusk 2 90	Mushrooms
Kellogg's Toasted Rice	Hotels 15
Biscuit 3 30	Buttons, 1/2s 14
Kellogg's Toasted Rice	Buttons, 1s 25
Flakes 2 80	Oysters
Kellogg's Toasted Wheat	Cove, 1lb. 85
Biscuit 3 30	Cove, 2lb. 1 60
Kellogg's Krumbles 3 30	Plums
Krinkle Corn Flakes 1 75	90@1 35
Maple-Wheat Flakes, 3 doz. 2 85	Pears in Syrup
Maple-Wheat Flakes, 3 doz. 2 80	No. 3 cans, per doz. 1 50
Maple-Corn Flakes 2 80	Peas
Mini. Wheat Cereal 3 75	Marrowfat 90@1 00
Algrain Food 4 25	Early June 1 10@1 25
Ralston Wheat Food 4 50	Early June siftd 1 45@1 55
Ralston Wht Food 10c 1 45	Peaches
Saxon Wheat Food 2 60	Pie 1 00@1 25
Shred Wheat Biscuit 3 60	No. 10 size can pie 3 25
Triscuit, 18 1 80	Pineapple
Triscuit's Best Cer'l 4 25	Grated 1 75@2 10
Post Tavern Special 2 80	Sliced 95@2 60
Quaker Puffed Rice 4 25	Pumpkin
Quaker Puffed Wheat 2 85	Fair 90
Quaker Bkfst Biscuit 1 90	Good 90
Quaker Corn Flakes 1 75	Fancy 1 00
Victor Corn Flakes 2 20	Gallon 2 40
Washington Crisps 1 85	Raspberries
Wheat Hearts 1 90	Standard @
Wheatena 4 50	Salmon
Evaporated Sugar Corn 90	Warrens, 1 lb. Tall 2 30
BROOMS	Warrens, 1 lb. Flat 2 40
Fancy Parlor, 25 lb. 4 25	Red Alaska 1 55@1 60
Parlor, 5 String, 25 lb. 4 00	Med Red Alaska 1 20@1 35
Standard Parlor, 23 lb. 3 50	Pink Alaska 95
Common, 23 lb. 3 25	Sardines
Special, 23 lb. 2 75	Domestic, 1/4s 3 60
Warehouse, 33 lb. 4 25	Domestic, 1/2 Mustard 3 50
Common Whisk 1 00	Domestic, 3/4 Mustard 2 75
Fancy Whisk 1 25	French, 1/4s 7@14
BRUSHES	French, 1/2s 13@23
Scrub	Sauer Kraut
Solid Back, 8 in. 75	No. 3, cans 90
Solid Back, 11 in. 95	No. 10, cans 2 40
Pointed Ends 85	Shrimps
Stove	Dunbar, 1st doz. 1 45
No. 3 90	Dunbar, 1 1/2 doz. 2 50
No. 2 1 25	Succotash
No. 1 1 75	Fair 90
Shoe	Good 1 20
No. 3 1 00	Fancy 1 25@1 40
No. 7 1 30	Strawberries
No. 4 1 70	Standard 95
No. 3 1 90	Fancy 2 25
BUTTER COLOR	Tomatoes
Dandelion, 25c size 2 00	Good 1 05
CANDLES	Fancy 1 35
Paraffine, 6s 7 1/2	No. 10 3 10
Paraffine, 12s 8	CARBON OILS
Wicking 20	Barrels
CANNED GOODS	Perfection 10
Apples	D. S. Gasoline 14
3 lb. Standards 90	Gas Machine 22.9
Gallon 4 00	Deodor'd Nap'a 13
Blackberries	Cylinder 29 @34 1/2
2 lb. 1 50@1 90	Engine 16 @22
Standard gallons 5 00	Black, winter 8 @10
CATSUP	Snider's pints 2 35
Snider's 1/2 pints 1 35	Snider's 1/4 pints 1 35

3	4	5
CHEESE	Mocha	Chestnuts, New York
Acme 16	Short Bean 25@27	State, per bu.
Bloomington 16 1/2	Long Bean 24@25	Shelled
Carson City 16	H. L. O. G. 26@28	No. 1 Spanish Shelled
Hopkins 16	Bogota	Peanuts, New 11 @11 1/2
Brick 15	Fair 24	Ex. Lg. Va. Shelled
Leiden 15	Fancy 26	Peanuts 11 1/2 @12
Limburger 15 1/2	Exchange Market, Steady	Pecan Halves 50
Pineapple 40 @60	Spot Market, Strong	Walnut Halves 42@44
Edam 85	Package	Filbert Meats 30
Sap Sago 18	New York Basis	Alicante Almonds 55
Swiss, domestic 20	Arbuckle 19 00	Jordan Almonds 60
CHEWING GUM	McLaughlin's XXXX	Peanuts
Adams Black Jack 55	McLaughlin's XXXX sold	Fancy H P Suns Raw 6 1/2
Adams Sappota 55	to retailers only. Mail all	Roasted 7 1/2
Beeman's Pepsin 55	orders direct to W. F.	H. P. Jumbo, Raw 8 1/2
Beechnut 60	McLaughlin & Co., Chicago	Roasted 9 1/2
Chiclets 1 25	Extracts	CRACKERS
Colgan Violet Chips 60	Holland, 1/2 gro. bxs. 95	National Biscuit Company
Colgan Mint Chips 60	Felix, 1/4 gross 1 15	Brands
Dentyne 1 10	Hummel's foil, 1/2 gro. 85	Butter
Flag Spruce 55	Hummel's tin, 1/2 gro. 1 43	Excelsior Butters 8
Julie Fruit 55	CONFECTIONERY	NBC Square Butters 6 1/2
Red Robin 55	Stick Candy Pails	Seymour Round 6 1/2
Sen Sen (Jars 80 pkgs, 2.20)	Horehound 8	Soda
Spearment, Wrigleys 60	Standard 8	NBC Sodas 6 1/2
Spearment, 5 box jars 3 00	Standard, small 8 1/2	Premium Sodas 7 1/2
Spearment, 3 box jars 1 80	Twist, small 9	Select Sodas 7 1/2
Trunk Spruce 55	Jumbo 8	Saratoga Flakes 13
Yucatan 55	Jumbo, small 8 1/2	Saltines 13
Zeno 60	Big Stick 8 1/2	Oyster
CHICORY	Boston Cream 13	NBC Picnic Oysters 6 1/2
Bulk 5	Mixed Candy	Gem Oysters 6 1/2
Red 7	Broken 8	Shell 8
Eagle 7	Cameo 12	Sweet Goods
Franck's 7	Cut Loaf 9	Cans and boxes
Scheuer's 7	Fancy 10 1/2	Animals 10
Red Standards 1 60	French Cream 9	Atlantics Also Asstd. 12
White 1 60	Grocers 6 1/2	Avena Fruit Cakes 12
CHOCOLATE	Kindergarten 11 1/2	Bonnie Doon Cookies 10
Walter Baker & Co.	Leader 8 1/2	Bonnie Lassies 10
German's Sweet 22	Majestic 9	Cameo Biscuit 25
Premium 22	Monarch 8 1/2	Cecelia Biscuit 16
Caracas 28	Novelty 10	Cheese Tid Bits 20
Walter M. Lowney Co.	Paris Creams 10	Chocolate Bar (cans) 18
Premium, 1/4s 29	Premio Creams 14	Chocolate Drops 17
Premium, 1/2s 29	Royal 7 1/2	Choc. Honey Fingers 16
CLOTHES LINE	Special 8 1/2	Circle Cookies 12
Per doz.	Valley Creams 12 1/2	Cracknels 18
No. 40 Twisted Cotton 95	X L O 7	Cream Fingers 14
No. 50 Twisted Cotton 1 30	Auto Kisses (baskets) 13	Cocoanut Taffy Bar 13
No. 60 Twisted Cotton 1 70	Bonnie Butter Bites 16	Cocoanut Drops 12
No. 80 Twisted Cotton 2 00	Butter Cream Corn 16	Cocoanut Macaroons 12
No. 50 Braided Cotton 1 00	Candy Crackers (bsk) 15	Cocot Honey Fingers 12
No. 60 Braided Cotton 1 25	Caramel Dice 13	Cocot Honey Fingers 12
No. 80 Braided Cotton 1 85	Cocoanut Kraut 14	Coffee Cakes Iced 12
No. 60 Braided Cotton 2 25	Cocoanut Waffles 14	Dixie Sugar 9
No. 50 Sash Cord 1 75	Coco Macaroons 16	Family Cookies 8 1/2
No. 60 Sash Cord 2 00	Coffy Toffy 14	Fig Cakes Asstd. 12
No. 60 Jute 1 00	Dainty Mints 7 lb. tin 15	Firestone Peanut Jumb 10
No. 72 Jute 1 00	Empire Fudge 14	Firestone Sug. Jumb 12
No. 60 Sisal 90	Fudge, Pineapple 13	Fluted Coated Bar 11
Galvanized Wire	Fudge, Walnut 13	Frosted Creams 8 1/2
No. 20, each 100ft. long 1 90	Fudge, Filbert 13	Frosted Ginger Cook. 8 1/2
No. 19, each 100ft. long 2 10	Fudge, Choco. Peanut 12	Fruit Lunch Iced 10
No. 20, each 100ft. long 1 00	Fudge, Honey Moon 13	Ginger Gems Plain 8 1/2
No. 19, each 100ft. long 2 10	Fudge, Toasted Cocoa-nut 13	Ginger Gems Iced 9 1/2
COCOA	Fudge, Cherry 14	Graham Crackers 8
Baker's 37	Fudge, Cocoanut 13	Ginger Snaps Family 8 1/2
Cleveland 41	Honeycomb Candy 15	Ginger Snaps R'd 8
Colonial, 1/4s 35	Kokays 14	Harlequin Jumbles 12
Colonial, 1/2s 33	Iced Maroons 14	Household Cookies 8
Epps 30	Iced Orange Jellies 13	Household Cks. Iced 9
Hershey's, 1/4s 30	Italian Bon Bons 13	Hippodrome Bar 12
Hershey's, 1/2s 36	Lozenges, Pep. 10	Honey Fingers Asst'd 12
Huyler 36	Lozenges, Pink 10	Honey Flakes 14
Lowney, 1/4s 34	Manchus 13	Honey Jumbles 12
Lowney, 1/2s 34	Molasses Kisses, 10	Imperial 8 1/2
Lowney, 5 lb. cans 33	lb. box 13	Jubilee Mixed 10
Van Houten, 1/4s 12	Nut Butter Puffs 13	Kaiser Jumbles 10
Van Houten, 1/2s 18	Salted Peanuts 13	Lady Fingers Sponge 30
Van Houten, 1s 36	Assorted Choc. 15	Leap Year Jumbles 20
Wan-Eta 36	Amazon Caramels 15	Lemon Biscuit Square 9
Webb 33	Champion 11	Lemon Wafers 17
Wilber, 1/4s 33	Choc. Chips, Eureka 18	Mace Cakes 8 1/2
Wilber, 1/2s 32	Climax 13	Mary Ann 8 1/2
COCOANUT	Eclipse, Assorted 15	Marshmallow Coffee
Dunham's per lb.	Eureka Chocolates 16	Cake 13
1/4s, 5lb. case 30	Favorite 16	Marshmallow Pecans 18
1/4s, 5lb. case 29	Ideal Chocolates 13	Marshmallow Walnuts 18
1/4s, 15lb. case 29	Klondike Chocolates 18	Medora 18
1/4s, 15lb. case 28	Nabobs 18	NBC Honey Cakes 12
1s, 15lb. case 27	Nibble Sticks 25	Oatmeal Crackers 8
1/4s & 1/2s 15lb. case 28	Nut Wafers 18	Orange Gems 8 1/2
Scalloped Gems 10	Ocoro Choc. Caramels 17	Penny Assorted 8 1/2
1/4s & 1/2s pails 16	Peanut Clusters 14	Peanut Gems 9
Bulk, pails 13	Pyramids 16	Picnic Mixed 12
Bulk, barrels 12	Quintette 10	Raisin Cookies 10
Baker's Brazil Shredded	Regina 13	Raisin Gems 11
10 5c pkgs., per case 2 60	Star Chocolates 13	Raspberry Dessert 17
26 10c pkgs., per case 2 60	Superior Choc. (light) 18	Reveres Asstd. 15
16 10c and 33 5c pkgs., per case 2 60	Pop Corn Goods	Saltines 13
COFFEES ROASTED	Without prizes.	Seafoam 18
Rio	Cracker Jack 3 25	Spiced Ginger Cakes
Common 19	Giggles, 5c pkg. cs. 3 50	Iced 10
Fair 19 1/2	Oh My 100s 3 50	Sugar Fingers 12
Choice 20	Cough Drops	Sugar Crimp 8 1/2
Fancy 21	Putnam Menthol 1 00	Sultana Fruit Biscuit 16
Peaberry 23	Smith Bros. 1 25	Sweethearts 25
Santos	NUTS—Whole	Vanilla Wafers 18
Common 20	Almonds, Tarragona	In-er-Seal Trade Mark
Fair 20 1/2	Almonds, California	Goods per doz.
Choice 21	soft shell 14@16	Baronet Biscuit 1 00
Fancy 23	Filberts 13 1/2	Bremners Btr Wafers 1 00
Peaberry 23	Cal. No. 1 19	Cameo Biscuit 1 50
Maracalbo	Walnuts soft shell 19	Cheese Sandwich 1 00
24	Walnuts, Chill 14@16	Chocolate Wafers 1 00
Choice 25	Table nuts, fancy 14@16	Excelsior Butters 1 00
Fancy 26	Pecans, medium 13	Fig Newton 1 00
Guatemala	Pecans, ex. large 15	Five O'Clock Tea Bt 1 00
25	Hickory Nuts, per bu. 20	Ginger Snaps NBC 1 00
Fair 28	Ohio	
Fancy 28	Cocoanuts	
Java		
Private Growth 26@30		
Mandling 31@35		
Aukola 30@32		

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Graham Crackers Red	
Label, 10c size	1 00
Lemon Snaps	50
Oysterettes	50
Premium Sodas	1 00
Royal Toast	1 00
Saratoga Flakes	1 50
Social Tea Biscuit	1 00
Uneda Biscuit	50
Uneda Ginger Wafer	1 00
Vanilla Wafers	1 00
Water Thin Biscuit	1 00
Zu Zu Ginger Snaps	50
Zwieback	1 00

Other Package Goods

Barnum's Animals	50
Chocolate Tokens	2 50
Butter Crackers NBC	
Family Package	2 50
Soda Crackers NBC	
Family Package	2 50
Fruit Cake	3 00
In Special Tin Packages	
Adora, 10c size	per doz. 1 00
Pestino	2 50
Mallomars	1 00
Nabisco, 10c	1 00
Nabisco, in bulk, per tin	1 75
Pestino	1 50
Bent's Water Crackers	1 40

CREAM TARTAR

Barrels or drums	33
Boxes	34
Square Cans	36
Fancy Caddies	41

DRIED FRUITS

Apples	
Evapor'd Choice blk	10½
Evapor'd Fancy pkg.	
California Apricots	15@17
Citron	
Corsican	16
Currents	
Imported 1lb. pkg.	8½
Imported, bulk	8¼
Peaches	
Mulrs—Choice, 25lb.	7¼
Mulrs—Fancy, 25lb.	8¼
Fancy, Peeled, 25lb.	15
Pearl	
Lemon, American	12½
Orange, American	12½

Raisins

Cluster, 20 cartons	2 25
Loose Muscatels, 4 Cr.	7¼
Loose Muscatels, 3 Cr.	7¼
L. M. Seeded, 1 lb.	9@9¼

California Prunes	
90-100 25lb. boxes	@ 7¼
80-90 25lb. boxes	@ 8¼
70-80 25lb. boxes	@ 9¼
60-70 25lb. boxes	@ 10
50-60 25lb. boxes	@ 11
40-50 25lb. boxes	@ 12

FARINACEOUS GOODS

Beans	
California Limas	8¼
Med. Hand Picked	2 40
Brown Holland	2 00
Farina	
25 lb. packages	1 50
Bulk, per 100 lbs.	4 00
Original Holland Rusk	
Packed 12 rolls to container	
3 containers (40) rolls	3 20

Hominy

Pearl, 100 lb. sack	2 25
Maccaroni and Vermicelli	
Domestic, 10 lb. box	60
Imported, 25 lb. box	2 50
Pearl Barley	
Chester	3 15
Empire	

Peas

Green, Wisconsin, bu.	1 45
Green, Scotch, bu.	1 45
Split, lb.	04

Sago

East India	4½
German, sacks	4½
German, broken pkg.	

Tapioca

Flake, 100 lb. sacks	4½
Pearl, 100 lb. sacks	4½
Pearl, 36 pkgs.	2 25
Minute, 36 pkgs.	2 75

FISHING TACKLE

1/4 to 1 in.	6
1/4 to 2 in.	7
1/4 to 3 in.	9
1/4 to 4 in.	11
2 in.	15
3 in.	20
Cotton Lines	
No. 1, 10 feet	5
No. 2, 15 feet	7
No. 3, 15 feet	9
No. 4, 15 feet	10
No. 5, 15 feet	11
No. 6, 15 feet	12
No. 7, 15 feet	15
No. 8, 15 feet	18
No. 9, 15 feet	20
Linen Lines	
Small	20
Medium	26
Large	34

Poles

Bamboo, 14 ft., per doz.	55
Bamboo, 16 ft., per doz.	60
Bamboo, 18 ft., per doz.	80

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FLAVORING EXTRACTS

Jennings D C Brand	
Extract Lemon Terpeneless	
Extract Vanilla Mexican	
both at the same price	
No. 1, F box ¾ oz.	35
No. 2, F box 1¼ oz.	1 20
No. 4, F box 2¼ oz.	2 00
No. 3, 2¼ oz. Taper	2 00
No. 2, 1¼ oz. flat	1 75

FLOUR AND FEED

Grand Rapids Grain & Milling Co.	
Winter Wheat	
Purity Patent	5 00
Sunburst	4 80
Wizard Flour	4 60
Wizard Graham	4 80
Matchless	4 70
Wizard, Gran. Meal	4 40
Wizard Buckwht cwt	3 40
Rye	4 40
Valley City Milling Co.	
Lily White	5 15
Light Loaf	4 65
Graham	2 15
Granena Health	2 25
Gran. Meal	2 25
Bolton Med.	2 00

Voigt Milling Co.	
Voigt's Crescent	5 15
Voigt's Royal	5 55
Voigt's Flourloft	5 15
Voigt's Hygienic Graham	4 20
Watson-Higgins Milling Co.	
Perfection Buckwheat	6 00
Flour	5 00
Perfection Flour	5 00
Tip Top Flour	4 60
Golden Sheaf Flour	4 20
Marshall's Best Flour	4 75

Worden Grocer Co.	
Quaker, paper	4 60
Quaker, cloth	4 70
Graham Buckwht bbl	4 50

Kansas Hard Wheat	
Voigt Milling Co.	
Calla Lily	4 70

Worden Grocer Co.	
American Eagle, ½s	5 35
American Eagle, ¼s	5 25
American Eagle, ⅓s	5 15

Spring Wheat	
Roy Baker.	
Nazetta	4 90
Golden Horn, bakers	4 70
Wisconsin Rye	3 55
Bohemian Rye	3 55

Judson Grocer Co.	
Ceresota, ½s	5 40
Ceresota, ¼s	5 50
Ceresota, ⅓s	5 60
Voigt Milling Co.	
Columbian	5 00

Worden Grocer Co.	
Wingold, ½s cloth	5 60
Wingold, ¼s cloth	5 50
Wingold, ½s cloth	5 40
Wingold, ¼s paper	5 45
Wingold, ½s paper	5 40

Sleepy Eye, ½s cloth	5 50
Sleepy Eye, ¼s cloth	5 40
Sleepy Eye, ½s cloth	5 30
Sleepy Eye, ¼s paper	5 30
Sleepy Eye, ½s paper	5 30

Meal	
Bolton	4 20
Golden Granulated	4 40

Wheat	
New Red	85
New White	85

Oats	
Michigan carlots	44
Less than carlots	46
Corn	
Carlots	76
Less than carlots	78

Hay	
Carlots	16 00
Less than carlots	18 00

Feed	
Street Car Feed	30
No. 1 Corn & Oat Feed	30
Cracked Corn	30
Coarse Corn Meal	30

FRUIT JARS	
Mason, pts., per gro.	4 25
Mason, qts., per gro.	4 55
Mason, ½ gal. per gro.	6 90
Mason, can tops, gro.	1 30

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

GRAIN BAGS	
Broad Gauge	18
Amoskeag	19
Herbs	
Sage	15
Hops	15
Laurel Leaves	15
Senna Leaves	25

HIDES AND PELTS	
Hides	
Green, No. 1	12
Green, No. 2	11
Cured, No. 1	13½
Cured, No. 2	12½

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Calfskin, green, No. 1	15
Calfskin, green, No. 2	13½
Calfskin, cured, No. 1	16
Calfskin, cured, No. 2	14½

Pelts	
Old Wool	60@1 25
Lambs	10@25
Shearlings	10@15

Tallow	
No. 1	@ 5
No. 2	@ 4

Wool	
Unwashed, med.	@ 20
Unwashed, fine	@ 15

HORSE RADISH	
Per doz.	90

Jelly	
5lb. pails, per doz.	2 40
15lb. pails, per pail	55
30lb. pails, per pail	1 00

JELLY GLASSES	
½ pt. in bbls., per doz.	15
½ pt. in bbls., per doz.	16
per doz. capped in bbls.	18

MAPLEINE	
2 oz. bottles, per doz.	3 00
1 oz. bottles, per doz.	1 75

MINCE MEAT	
Per case	2 85

MOLASSES	
New Orleans	
Fancy Open Kettle	42
Choice	35
Good	25
Fair	20

Half barrels 2c extra	
Red Hen, No. 2½	1 75
Red Hen, No. 5	1 75
Red Hen, No. 10	1 65

MUSTARD	
½ lb. 6 lb. box	16

OLIVES	
Bulk, 1 gal. kegs 1 00@1 10	
Bulk, 2 gal. kegs 95@1 05	
Bulk, 5 gal. kegs 90@1 00	

Stuffed, 8 oz.	90
Stuffed, 14 oz.	1 25
Pitted (not stuffed)	2 25
14 oz.	2 25
Manzanilla, 8 oz.	90
Lunch, 10 oz.	1 35
Lunch, 16 oz.	2 25

Queen, Mammoth, 19	
oz.	4 25
Queen, Mammoth, 28	
oz.	5 75
Olive Chow, 2 doz. cs.	
per doz.	2 25

PICKLES	
Medium	
Barrels, 1,200 count	7 75
Half bbls., 600 count	4 38
5 gallon kegs	1 90

Small	
Barrels	9 50
Half barrels	5 25
5 gallon kegs	2 25

Gherkins	
Barrels	14 00
Half barrels	6 50
5 gallon kegs	2 50

Sweet Small	
Barrels	17 00
Half barrels	9 25
5 gallon kegs	3 50

PIPES	
Clay, No. 216, per box	1 75
Clay, T. D. full count	60
Cob	90

PLAYING CARDS	
No. 90, Steamboat	75
No. 15, Rival assorted	1 25
No. 20, Rover, enam'd	1 50
No. 572, Special	1 75
No. 98 Golf, satin fin.	2 00
No. 808, Bicycle	2 00
No. 632 Tourn't whist	2 25

POTASH	
Babbitt's, 2 doz.	1 75

PROVISIONS	
Barreled Pork	
Clear Back	21 50@22 00
Short Cut Cl'r	20 00@20 50
Bean	18 50@19 00
Brisket, Clear	26 00@27 00
Pig	23 00
Clear Family	26 00

Dry Salt Meats	
S P Bellies	14½@15
Lard	
Pure in tierces 11¼@12	
Compound Lard 9 @ 9½	
80 lb. tubs advance ½	
60 lb. tubs advance ¼	
50 lb. tubs advance ¼	
20 lb. pails advance ¼	
10 lb. pails advance ¼	
5 lb. pails advance 1	
8 lb. pails advance 1	

Smoked Meats	
Hams, 12 lb. av.	18½
Hams, 14 lb. av.	18½
Hams, 16 lb. av.	18½
Hams, 18 lb. av.	16½
Ham, dried beef	
sets	29 @ 30
California Hams 13 @ 13½	
Picnic Boiled	
Hams	19½@20
Boiled Hams	26½@27
Minced Ham	14 @ 14½
Bacon	18 @ 24

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Sausages

Bologna	12 @ 12½
Liver	9½ @ 10
Frankfort	13 @ 13½
Pork	13 @ 14
Veal	11
Tongue	11
Headcheese	10

Beef	
Boneless	20 00@20 50
Rump, new	24 00@24 50

Pig's Feet	
½ bbls.	1 05
¾ bbls., 40 lbs.	2 10
½ bbls.	4 25
1 bbl.	8 50

Tripe	
Kits, 15 lbs.	90
½ bbls., 40 lbs.	1 60
¾ bbls., 80 lbs.	3 00

Casings	
Hogs, per ½	35
Beef, rounds, set	18@20
Beef, middles, set	80@85
Sheep, per bundle	85

Uncolored Butterline	
Solid Dairy	12 @ 16
Country Rolls	12½@18

Canned Meats	
Corned beef, 2 lb.	4 65
Corned beef, 1 lb.	2 40
Roast beef, 2 lb.	4 65
Roast beef, 1 lb.	2 40

Potted Meat, Ham	
Flavor, ¼s	55
Potted Meat, Ham	
Flavor, ¼s	95

Deviled Meat, Ham	
Flavor, ¼s	55
Deviled Meat, Ham	
Flavor, ¼s	95

Potted Tongue, ¼s	55
Potted Tongue, ¼s	95

RICE	
Fancy	6½@7
Japan Style	5 @ 5½
Broken	3½@4¼

ROLLED OATS	
Roll'd Avena, bbls.	5 25
Steel Cut, 100 lb. sks.	2 50
Monarch, bbls.	4 95
Monarch, 90 lb. sks.	2 35
Quaker, 15 Regular	1 45
Quaker, 20 Family	4 25

SALAD DRESSING	
Columbia, ½ pt.	2 25
Columbia, 1 pint	4 00
Durkee's, large 1 doz.	4 50
Durkee's, small, 2 doz.	5 25
Snider's, large, 1 doz.	2 35
Snider's, small, 2 doz.	1 35

SALERATUS	
Packed 60 lbs. in box	
Arm and Hammer	3 00
Wyandotte, 100 ¼s	3 00

SAL SODA	
Granulated, bbls.	80
Granulated, 100 lbs. cs.	90
Granulated, 36 pkgs.	1 25

SALT	
Common Grades	
100 3 lb. sacks	2 60
70 4 lb. sacks	2 40
60 5 lb. sacks	2 40
28 10 lb. sacks	2 25
56 lb. sacks	2 25
28 lb. sacks	20

Warsaw	
56 lb. sacks	26
28 lb. dairy in drill bags	20
Solar Rock	
56 lb. sacks	26

Common

SPECIAL PRICE CURRENT

12

Smoking	
Bull Durham, 5c	5 85
Bull Durham, 10c	11 52
Bull Durham, 15c	17 28
Bull Durham, 8 oz.	3 60
Bull Durham, 16 oz.	6 72
Buck Horn, 5c	5 76
Buck Horn, 10c	11 52
Buck Horn, 16 oz.	6 00
Briar Pipe, 5c	12 00
Briar Pipe, 10c	5 76
Black Swan, 5c	3 50
Black Swan, 14 oz.	3 50
Bob White, 5c	6 00
Brotherhood, 5c	6 00
Brotherhood, 10c	11 52
Brotherhood, 16 oz.	5 76
Carnival, 5c	5 70
Carnival, 1/2 oz.	39
Carnival, 16 oz.	40
Cigar Clip, Johnson	30
Cigar Clip, Seymour	30
Identity, 3 & 16 oz.	30
Darby Cigar Cuttings	4 50
Continental Cubes, 10c	90
Corn Cake, 14 oz.	2 55
Corn Cake, 7 oz.	1 45
Corn Cake, 5c	5 76
Cream, 50c pails	4 70
Cuban Star, 5c foil	5 76
Cuban Star, 16 oz. pls	3 72
Chips, 10c	10 20
Dills Best, 1 1/2 oz.	79
Dills Best, 3 1/2 oz.	77
Dills Best, 16 oz.	73
Dixie Kid, 5c	48
Duke's Mixture, 5c	5 76
Duke's Mixture, 10c	11 52
Duke's Cameo, 5c	5 76
Drum, 5c	5 76
F. F. A., 4 oz.	5 04
F. F. A., 7 oz.	11 52
Fashion, 5c	6 00
Fashion, 16 oz.	5 28
Five Bros., 5c	5 76
Five Bros., 10c	10 53
Five cent cut Plug	29
F O B 10c	11 52
Four Roses, 10c	72
Full Dress, 1 1/2 oz.	48
Glad Hand, 5c	40
Gold Block, 10c	12 00
Gold Star, 50c pail	4 70
Gall & Ax. Navy, 5c	5 76
Growler, 5c	42
Growler, 10c	84
Growler, 20c	1 95
Grant, 5c	5 76
Grant, 40c	3 96
Hand Made, 2 1/2 oz.	5 76
Hazel Nut, 5c	50
Honey Dew, 10c	12 00
Hunting, 5c	38
I X L, 5c	6 10
I X L, in pails	3 90
Just Suits, 5c	6 00
Just Suits, 10c	12 00
Kiln Dried, 25c	2 45
King Bird, 7 oz.	2 16
King Bird, 10c	11 52
King Bird, 5c	5 76
La Turka, 5c	5 76
Little Giant, 1 lb.	28
Lucky Strike, 10c	96
Le Redo, 3 oz.	10 80
Le Redo, 8 & 16 oz.	38
Myrtle Navy, 10c	11 52
Myrtle Navy, 5c	5 76
Maryland Club, 5c	50
Mayflower, 5c	5 76
Mayflower, 10c	96
Mayflower, 20c	1 92
Nigger Hair, 5c	6 00
Nigger Hair, 10c	10 70
Nigger Head, 5c	5 40
Nigger Head, 10c	10 56
Noon Hour, 5c	48
Old Colony, 1-12 gro.	11 52
Old Mill, 5c	5 76
Old English Crve 1 1/2 oz.	5 76
Old Crop, 5c	5 76
Old Crop, 25c	20
P. S., 8 oz. 30 lb. cs.	19
P. S., 3 oz., per gro.	5 70
Pat Hand, 1 oz.	63
Patterson Seal, 1 1/2 oz.	48
Patterson Seal, 3 oz.	96
Patterson Seal, 16 oz.	5 00
Peerless, 5c	5 76
Peerless, 10c cloth	11 52
Peerless, 10c paper	10 80
Peerless, 20c	2 04
Peerless, 40c	4 08
Plaza, 2 gro. case	5 76
Plow Boy, 5c	5 76
Plow Boy, 10c	11 40
Plow Boy, 14 oz.	4 70
Pedro, 10c	11 93
Pride of Virginia, 1 1/2	77
Pilot, 5c	5 76
Pilot, 14 oz. doz.	2 10
Prince Albert, 5c	48
Prince Albert, 10c	96
Prince Albert, 8 oz.	3 84
Prince Albert, 16 oz.	7 44
Queen Quality, 5c	48
Rob Roy, 5c foil	5 76
Rob Roy, 10c gross	10 52
Rob Roy, 25c doz.	2 10
Rob Roy, 50c doz.	4 10
S. & M., 5c gross	5 76
S. & M., 14 oz. doz.	3 20
Soldier Boy, 5c gross	5 76
Soldier Boy, 10c	10 50

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Pilot, 7 oz. doz.	1 05
Soldier Boy, 1 lb.	4 75
Sweet Caporal, 1 oz.	60
Sweet Lotus, 5c	6 00
Sweet Lotus, 10c	12 00
Sweet Lotus, per dz.	4 35
Sweet Rose, 2 1/2 oz.	30
Sweet Tip Top, 5c	50
Sweet Tip Top, 10c	1 00
Sweet Tips, 1/4 gro.	10 98
Sun Cured, 10c	98
Summer Time, 5c	5 76
Summer Time, 7 oz.	1 65
Summer Time, 14 oz.	3 50
Standard, 5c foil	5 76
Standard, 10c paper	8 64
Seal N. C. 1 1/2 cut plug	70
Seal N. C. 1 1/2 Gran.	63
Three Feathers, 1 oz.	48
Three Feathers, 10c	1 02
Three Feathers and	
Pipe combination	2 25
Tom & Jerry, 14 oz.	3 60
Tom & Jerry, 7 oz.	1 80
Tom & Jerry, 3 oz.	76
Trout Line, 5c	5 90
Turkish, Patrol, 2-9	5 76
Tuxedo, 1 oz. bags	48
Tuxedo, 2 oz. tins	96
Tuxedo, 20c	1 90
Tuxedo, 80c tins	7 45
Twain Oaks, 10c	96
Union Leader, 50c	5 10
Union Leader, 25c	2 60
Union Leader, 10c	11 52
Union Leader, 5c	6 00
Union Workman, 1 1/2	5 76
Uncle Sam, 10c	10 98
Uncle Sam, 8 oz.	2 25
Uncle Sam, 5c	5 76
Van Bibber, 2 oz. tin	88
Velvet, 5c pouch	48
Velvet, 10c tin	96
Velvet, 8 oz. tin	3 84
Velvet, 16 oz. can	7 68
Velvet, combination cs	5 75
War Path, 5c	6 00
War Path, 20c	1 60
Wave Line, 3 oz.	40
Wave Line, 16 oz.	40
Way up, 2 1/2 oz.	5 75
Way up, 16 oz. pails	31
Wild Fruit, 5c	5 76
Wild Fruit, 10c	11 52
Yum Yum, 5c	6 00
Yum Yum, 10c	11 52
Yum Yum, 1 lb., doz.	4 80

TWINE	
Cotton, 3 ply	24
Cotton, 4 ply	24
Jute, 2 ply	14
Hemp, 6 ply	13
Flax, medium	24
Wool, 1 lb. bales	9 1/2

VINEGAR	
White Wine, 40 grain	8 1/2
White Wine, 80 grain	11 1/2
White Wine, 100 grain	13
Oakland Vinegar & Pickle	
Co.'s Brands	
Highland apple cider	22
Oakland apple cider	16
State Seal sugar	14
Oakland white pickling	14
Packages free.	

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

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

Butter Plates	
Ovals	
1/4 lb., 250 in crate	35
1/2 lb., 250 in crate	35
1 lb., 250 in crate	50
2 lb., 250 in crate	70
3 lb., 250 in crate	90
Wire End	
1 lb., 250 in crate	35
2 lb., 250 in crate	45
3 lb., 250 in crate	55
5 lb., 20 in crate	65

Churns	
Barrel, 5 gal., each	2 40
Barrel, 10 gal., each	2 55

Clothes Pins	
Round Head	
4 1/2 inch, 5 gross	65
Cartons, 20 2 1/2 doz. bxs	70
Egg Crates and Fillers	
Humpty Dumpty, 12 dz.	20
No. 1 complete	40
No. 2 complete	28
Case No. 2, fillers, 15	
sets	1 35
Case, medium, 12 sets	1 15

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Faucets	
Cork lined, 3 in.	70
Cork lined, 9 in.	80
Cork lined, 10 in.	90

Mop Sticks	
Trojan spring	90
Eclipse patent spring	85
No. 1 common	80
No. 2 pat. brush holder	85
Ideal No. 7	85
12lb. cotton mop heads	1 30

Pails	
2-hoop Standard	2 00
2-hoop Standard	2 25
3-wire Cable	2 30
Fibre	2 40

Toothpicks	
Birch, 100 packages	2 00
Ideal	85

Traps	
Mouse, wood, 2 holes	22
Mouse, wood, 4 holes	45
10 qt. Galvanized	1 55
12 qt. Galvanized	1 70
14 qt. Galvanized	1 90
Mouse, wood, 6 holes	70
Mouse, tin, 5 holes	65
Rat, wood	80
Rat, spring	75

Tubs	
20-in. Standard, No. 1	8 00
18-in. Standard, No. 2	7 00
16-in. Standard, No. 3	6 00
20-in. Cable, No. 1	8 00
18-in. Cable, No. 2	7 00
16-in. Cable, No. 3	6 00
No. 1 Fibre	16 50
No. 2 Fibre	15 00
No. 3 Fibre	13 50
Large Galvanized	5 50
Medium Galvanized	4 75
Small Galvanized	4 25

Washboards	
Banner, Globe	2 50
Brass, Single	3 25
Glass, Single	3 25
Single Acme	3 15
Double Peerless	3 75
Single Peerless	3 25
Northern Queen	3 25
Double Duplex	3 00
Good Enough	3 25
Universal	3 15

Window Cleaners	
12 in.	1 65
14 in.	1 85
16 in.	2 30

Wood Bowls	
13 in. Butter	1 75
15 in. Butter	2 50
17 in. Butter	4 75
19 in. Butter	7 50

WRAPPING PAPER	
Common Straw	2
Fibre Manila, white	3
Fibre Manila, colored	4
No. 1 Manila	4
Cream Manila	3
Butchers' Manila	2 1/2
Wax Butter, short c't	10
Wax Butter, full c't	15
Wax Butter, rolls	12

YEAST CAKE	
Magic, 3 doz.	1 15
Sunlight, 3 doz.	1 00
Sunlight, 1 1/2 doz.	50
Yeast Foam, 3 doz.	1 15
Yeast Foam, 1 1/2 doz.	85

YOURS TRULY LINES	
Pork and Beans	2 70@3 60
Condensed Soup	3 25@3 60
Salad Dressing	3 80@4 50
Apple Butter	@3 80
Catsup	2 70@6 75
Macaroni	1 70@2 35
Spices	40@ 85
Herbs	@ 75
Extracts	@ 25
Chili Powder	85@2 12
Paprika	@ 85
Celery Salt	@ 85
Poultry Seasoning	85@1 25
Prepared Mustard	@1 80
Peanut Butter	1 80@2 80
Rolled Oats	2 90@4 15
Doughnut Flour	4 05@4 50

AXLE GREASE	
MICA	
1 lb. boxes, per gross	9 00
3 lb. boxes, per gross	24 00

15

BAKING POWDER
K. C.

10 oz., 4 doz. in case 85
15 oz., 4 doz. in case 1 25
20 oz., 3 doz. in case 1 60
25 oz., 4 doz. in case 2 00
50 oz., 2 doz. plain top 4 00
50 oz., 2 doz. screw top 4 20
80 oz., 1 doz. plain top 6 50
80 oz., 1 doz. screw top 6 75

Barrel Deal No. 2
8 doz. each, 10, 15 and
25 oz. 32 80
With 4 dozen 10 oz. free
Barrel Deal No. 2
6 doz. each, 10, 15 and
25 oz. 24 60
With 3 dozen 10 oz. free
Half-Barrel Deal No. 3
4 doz. each, 10, 15 and
25 oz. 16 40
With 2 doz. 10 oz. free
All cases sold F. O. B.
jobbing point.
All barrels and half-
barrels sold F. O. B. Chi-
cago.

Royal

10c size 90
1/4 lb cans 1 35
6 oz cans 1 90
1/2 lb cans 2 50
3/4 lb cans 3 75
1 lb cans 4 80
3 lb cans 13 00
5 lb cans 21 50

CIGARS

Johnson Cigar Co.'s Brand
Dutch Masters Club 70 00
Dutch Master Grande 68 00
Dutch Masters, Pan. 68 00
Little Dutch Masters
(300 lots) 10 00
Gee Jay (300 lots) 10 00
El Portana 33 00
S. C. W. 32 00
Johnson's Hobby 32 00
Johnson's As It Is 33 00

Worden Grocer Co. Brands
Canadian Club
Londres, 50s, wood 35
Londres, 25s tins 35
Londres, 300 lots 10

COFFEE
OLD MASTER COFFEE

Old Master Coffee 31
San Marto Coffee

Roasted
Dwinnell-Wright Co's B'ds

White House, 1 lb.
White House, 2 lb.
Excelsior, Blend, 1 lb.
Excelsior, Blend, 2 lb.
Tip Top, Blend, 1 lb.
Royal Blend
Royal High Grade
Superior Blend
Boston Combination
Distributed by Judson
Grocer Co., Grand Rapids;
Lee & Cady, Detroit; Sym-
mons Bros. & Co., Sagin-
aw; Brown, Davis & War-
ner, Jackson; Godsmark,
Durand & Co., Battle
Creek; Fielbach Co., To-
ledo.

Royal Garden Tea, pkgs. 40
THE BOUR CO.,
TOLEDO, OHIO.

SOAP
Lautz Bros. & Co.
Acme, 30 bars 4 00
Acme, 25 bars, 75 lbs. 4 00
Acme, 25 bars, 70 lbs. 3 80
Acme, 100 cakes 3 20
Big Master, 100 blocks 4 00
Cream Borax, 100 cks 3 85
German Mottled 3 15
German Mottled, 5bx. 3 15
German Mottled, 10 b. 3 10

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

17

German Mottled, 25 b. 3 95
Lautz Naphtha 100 ck. 3 85
Marselles, 100 cakes 6 00
Marselles, 100 cks. 5c 4 00
Marselles, 100 ck. toll 4 30
Marselles, 1/2 bx toll 2 10

Proctor & Gamble Co.

Lenox 3 20
Ivory, 6 oz. 4 00
Ivory, 10 oz. 6 75
Star 3 35

Swift & Company

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

Tradesman Co.'s Brand

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

A. B. Wrisley

Good Cheer 4 00
Old Country 2 40

Scouring

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

Soap Compounds

Johnson's Fine, 48 2 35
Johnson's XXX 100 5c 4 00
Rub-No-More 3 85
Nine O'clock 3 50

Washing Powders

Armour's 3 70
Babbitt's 1776 3 75
Gold Dust, 24 large 4 30
Gold Dust, 100 small 3 95
Kirkoline, 24 4lb. 2 80
Lautz Naphtha, 60s 2 40
Lautz Naphtha, 100s 3 75
Pearline 3 75
Roseine 3 50
Snow Boy, 24s family
size 3 75
Snow Boy, 60 5c 2 40
Snow Boy, 100 5c 3 75
Snow Boy, 20s 4 00
Swift's Pride, 24s 3 55
Swift's Pride, 100s 3 65
Wisdom 3 90

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

Being the only exclusive designers and builders of Church Furniture we are known as an authority on this subject. Your building committee should have our book Y-4.

American Steel Sanitary Desks

Built of steel to withstand strain. All parts are electric welded into one indestructible unit. Your school board should have our illustrated book B C.

Motion Picture Theatre Seating

Highest in quality, lowest in price. World's largest manufacturers of exclusive designs in opera chairs. Send floor sketch for FREE SEATING PLAN and book B-C-1.

Lodge Furniture

We specialize Lodge, Hall and Assembly seating. Our long experience has given us a knowledge of requirements and how to meet them. Many styles in stock and built to order, including the more inexpensive portable chairs, veneer assembly chairs, and luxurious upholstered opera chairs. Write for book B-C-1.

American Seating Company

14 E. Jackson Blvd., Chicago
Grand Rapids New York Boston Philadelphia

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

General Merchants attention: A registered pharmacist 15 years experience. All around man wants to communicate with merchant who is thinking of adding drug department to their store. Address, Drugs, care Tradesman. 347

For Sale—At a sacrifice, millinery and ladies' furnishings, growing town, 20 miles from Grand Rapids; owner going West. Postoffice Box 117, Wayland, Michigan. 349

For Sale—Stock of general merchandise, inventorying about \$2,000. Business runs from \$1,200 to \$1,500 per month. Located in a good farming country. Address No. 350, care Tradesman. 350

For Sale—Stock of dry goods, furnishings and groceries. Invoices about \$5,000. New, clean stock. Cash trade. Sales about \$20,000 annually. Address Lock Box 188, Union City, Michigan. 351

Have you a business? Make your own goods. Formulas for ink, shoe polish, tissue mending cloth with 23 other valuable formulas including silvering mirrors only 25c. Elliotts' Supply House, 623 Knower, Toledo, Ohio. 352

For Sale—One Indian Motorcycle, 7 H. P., write for photograph and particulars. G. H. Bowen, Saranac, Michigan. 353

For Sale—Variety Store in one of the best towns in Southern Michigan. Good clean stock, for a quick sale in the next few weeks will sacrifice. Doing better than \$1,200 per month, with a good prospect for more business. Best of reasons for selling. Address A. B. C., care Michigan Tradesman. 354

Only bazaar stock in town of 1,000 inhabitants. Will invoice about \$1,600. Reason for selling, ill health. Address 355, care Tradesman. 355

Partner Wanted—In established hardware business to add automobile supplies. An excellent opening for a good live man with some capital. Address Hardware, care Tradesman. 356

Fine location for dry goods or general store. University town, altitude 1,400 feet, 8,000 people. No malaria. Healthy climate. Good water, rich country. Large trade territory. Frisco Railroad. A. B. Stone, Fayetteville, Ark. 357

Small stock women's and children's underwear, furnishings, notions and piece goods, to exchange for men's and boys' clothing, furnishings or for stock of shoes. E. C. Greene & Co., Jackson, Michigan. 358

Turkish bath house and barber shop for sale cheap; must sacrifice, account other business; downtown location in Detroit. Further particulars write C. Hagerty, 56 Calumet, Detroit, Michigan. 359

Wanted—Good general store in small town on railroad. No run-down non-paying business wanted at any price. One where owner wishes to retire and can take security for payment wanted. To such an owner I will make a proposition and furnish first-class references as to character and business ability. Address No. 360, care Tradesman. 360

For Sale—Stock of groceries and eight-room modern home. Double storeroom. Best location in the city. Address J. A. Erickson, Greeley, Colo. 345

For Sale—A well located stock of general merchandise in a good town of 1,500, located in Eastern Michigan. About \$5,000 invested. Snap. Address No. 342, care Michigan Tradesman. 342

For Sale—Drug store, invoicing \$2,000. Doing cash business of \$5,000 per year. Station post office pays 2% rent. A good chance to enlarge business. Investigate. Address No. 341, care Tradesman. 341

Vein four feet thick; soft coal; 640 acres; good title; price reasonable. Will sub-divide. Arlitt, Box 351-JJ, Austin, Texas. 340

For Sale—Excellent located, paying men's and boys' clothing, furnishing business. Town 2,500. Good opportunity for two young men with limited capital. Particulars furnished upon enquiry. Address 339, care Tradesman. 339

For Sale—General line of hardware, stoves, sash, doors, etc., in village of 1,200, Montcalm county, Michigan. Stock will inventory about \$9,000. Annual sales \$30,000. No agencies need apply. Best reasons for selling. Address No. 338, care Michigan Tradesman. 338

For Sale—Good clean stock of shoes in town of 500 in Central Michigan. Stock will inventory about \$4,000; only one other small shoe stock in town; best of reasons for wanting to sell. For further particulars write Lock Box C, Byron, Michigan. 336

Excellent opportunities for the following stores to be opened in town 500 in Central Michigan: Dry goods store, drug store, bazaar store. For further information address No. 337, care Tradesman. 337

For Sale—Stock general merchandise in good farming community on P. M. Cheap for cash or good security. Good reason for selling. Address No. 334, care Tradesman. 334

Sale or Exchange—\$5,500 stock of clothing, shoes and furnishings in a good country town. Would exchange for clear farm of equal value or larger general store, security for balance. Address No. 329, care Tradesman. 329

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

For Sale—Second-hand elevator, lift 1,500 pounds. Platform 4 x 7 feet, 16 inch drum; belt attachment; geared for electric motor attachment. People's Hardware Co., Inc., Fulton, N. Y. 318

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Note head, envelopes or cards, prepaid; 75c for 250; \$1.30 per 1,000. Autopress, Wayland, Mich. 65

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

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

Large list free, farms and business chances, or \$50 selling proposition. Pardee, Traverse City, Michigan. 190

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

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

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

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

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

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

HELP WANTED.

Wanted—A good window trimmer, card writer and interior decorator who is an experienced dry goods man and good salesman. Give full details. Dickey & Sons, Warsaw, Indiana. 348

Wanted—At once, lady clerk, experienced in dry goods, shoes, ready-to-wear, etc. Must have best of reference. Apply at once to Box 547, Hebron, Ill. 361

Wanted—First-class salesman, one who understands clothing, shoes and gents' furnishings thoroughly. Must be able to trim good windows. Good wages and steady position to the right party. Address A. Lowenberg, Battle Creek, Michigan. 330

Wanted—Clothing salesman to open an office and take orders for the best there is in tailoring. An active man is certain to establish a very lucrative business with this line. Write for information. E. L. Moon, General Agent, Columbus, Ohio. 591

SITUATIONS WANTED.

Position Wanted—As manager of grocery. Can furnish best of references. Address 265, care Tradesman. 265

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

Business Culture



You can't make a plant grow.

You can, however, place it in the right kind of soil, in the sunshine, give it sufficient moisture and—*nature* will do the rest.

So it is with your business plant. The public is the soil. You must supply the nutrition of an advertising appropriation, the moisture of printer's ink, and the sunshine of attention-compelling booklets and catalogues.

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

Tradesman Company
Grand Rapids

BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

Grand Rapids, June 23.—In the matter of the Lewis J. McNaughton, doing business as the Champion Quick Repair Co., Lowell, the schedules of the bankrupt has been filed and the first meeting of creditors has been called for July 10, at which time creditors may appear, prove claims, elect a trustee and transact such other business as may properly come before the meeting. The schedules show assets of the estimated value of \$1,340 and liabilities of \$2,363.95. The following are listed as creditors:

Fred Gryger, Lowell (preferred) \$154.50
Hirth, Krause Co., Grand Rapids 1,054.79
Rice-Hutchins, Chicago 548.14
Converse Rubber Co., Chicago 136.04
Rubber Mfg. & Distributing Co., Chicago 127.93
F. W. Carlisle & Co., Saginaw 83.00
W. H. Tomlinson Co., Bay City 48.79
The Irving Drew Co., Portsmouth, Ohio 10.00
Chicago Rubber Co. 41.52
F. B. McKay, Lowell 4.75
R. E. Jackson, Lowell 2.35
R. T. Ford, Lowell 16.00
Earl Hunter, Lowell 5.50
D. G. Mange, Lowell 13.12
D. G. Mange, Lowell 15.00
Chas. Alexander, Lowell 6.80
Lowell & Fall River Lbr. Co., Lowell 32.50
Robt. Johnson & Rand Shoe Co., St. Louis 63.22

R. E. Springett, Lowell, is custodian and is now in possession of the assets of the bankrupt.

In the matter of Homer E. Ranes, bankrupt, formerly operating a small bazaar at Eaton Rapids, the appraisers have filed their inventory and report, which shows stock of goods of the appraised value of \$897.16 and fixtures of the value of \$233.35. The trustee has reported two or three prospective purchasers and it is expected that a sale of the assets will be made within a few days. The estate should pay a substantial dividend to creditors.

June 24.—In the matter of Tovil Larsen, bankrupt, formerly operating a confectionery store and lunch room at Greenville, the appraisers have filed their report, which shows that the assets are of the estimated value of \$133.26. A general order for the sale of the assets has been given the trustee and it is expected that sale will be made in the near future. The estate will pay little or no dividend to creditors.

June 25.—In the matter of Edward Hiemenga, bankrupt, formerly in the contracting and building business at Grand Rapids, the trustee has filed his first report and account showing receipts to date of approximately \$1,100 and no disbursements. A special meeting of the creditors of the bankrupt has been called for July 27, at which time the first dividend to creditors will be declared and ordered paid. A small amount of funds will still come into the hands of the trustee of this estate.

June 27.—In the matter of E. C. B. Judd, Inc., bankrupt, Muskegon, the trustee has filed his first report and account, which shows the following: Total receipts from sale of assets and from accounts and bills receivable to date, \$11,452.82; disbursements by the assignee under State court proceedings, allowed as preferred claims against this estate, \$2,502.73; taxes, as per order of the court, \$425.93; preferred claims, as per order of the court, \$1,037.47; preferred labor claims allowed to date, \$70.55; administration expenses, including expenses incurred by the receiver and trustee in operating the business as a going business, \$1,176.19; total, \$5,112.87; balance on hand, \$6,338.18; also showing bills receivable from all sources aggregating the sum of \$1,333.18. A special meeting of the creditors of the bankrupt has been called for July 28, at which time the first dividend will be declared and ordered paid.

June 30.—In the matter of the estate of the Gelder Millinery Co., bankrupt, of Grand Rapids, the trustee has made sale of the assets of the bankrupt located at Cincinnati, Muncie, Findlay, Lima and the two stocks at Grand Rapids for a total of about \$4,000. It is expected that the remainder of the assets will be sold within a few days and a dividend to creditors can be expected shortly.

George P. Dowling, of Grand Rapids, operating an automobile garage, has this day filed a voluntary petition in bankruptcy. Adjudication has been made and the matter referred to Referee Wicks. The first meeting of creditors has been called for July 16, at which time creditors may appear, present claims, elect a trustee and transact such other business as may properly come before the meeting. George S. Norcross, 212 Houseman building, Grand Rapids, has been appointed as custodian and now has charge of the assets of the bankrupt. The schedules on file at this office show liabilities aggregating \$8,971.89 and assets are listed at approximately \$4,000. The following are listed as creditors of the bankrupt:

Preferred.
City of Grand Rapids\$ 39.28

Ernest Vreeland 30.00
Otto Wilbert 22.50
William Leist 24.75
Robert Russau 30.00
William Abrams 21.00
Miss E. Hartman 13.50
R. E. Sproat 27.00

Secured.
Estate of Louis Deutch\$ 300.00
C. H. Hoffman 500.00
M. C. VandenBosch 550.00
G. R. Savings Bank 3,000.00
Old National Bank 225.00
Peoples Savings Bank 125.00
Commercial Savings Bank 160.00

Unsecured.
City Garage, Holland 50.00
Grand Rapids Herald 368.00
D. Berry 65.00
Air Friction Carburetor Co., Dayton 2.00

Alden & Judson 15.42
Auto Equipment Co. 1.89
Century Fuel Co. 12.07
Citizens Telephone Co. 2.55
J. S. Crosby Co. 85.00
Evening Press 66.60
Fitzsimmons Bros. 6.25
Foster, Stevens Co. 16.98
Freeland & Munshaw 12.50
Gast Soap Co. 11.65
Goodrich Tire Co. 11.24
Goodyear Tire Co. 36.46
Grand Rapids Camera Co. 3.00
Grand Rapids Electric Co. 16.40
Grand Rapids Hydraulic Co. 22.10
Grand Rapids Insurance Co. 8.90
Grand Rapids-Muskegon Co.50
Grand Rapids Supply Co. 1.22
Grand Rapids Vulc. Co. 7.89
Heystek & Canfield 15.78
Himes Coal Co. 3.40
Imperial Machine Co. 2.00
J. B. Johnson Sons 16.50
Wm. Keeler 329.05
Lewis Elec. Co. 35.04
McDowell Co. 9.59
McMullen Machine Co.20
J. McNabb 10.68
Michigan Hearse & Carriage Co. 35.50
Michigan State Telephone Co. 18.60
Michigan Tire Co.50
Michigan Tradesman 3.00
Michigan V. Ray Co., Detroit .. 3.00
Muskegon Daily Times 24.30
Oswald Motor Co. 31.64
Perkins & Co. 6.02
Pittsburg Plate Glass Co. 24.95
Presto Light Co., Detroit 6.25
Pulte Plumbing Co. 6.46
Rempis & Gallmeyer 18.42
Reliance Mfg. Co. 4.78
Roseberry-Henry Co.39
Geo. Scofield 10.70
Searchlight Gas Co., Detroit 3.12
Standard Oil Co. 330.50
Standard Vulc. Co. 17.90
Stewart Warner Speedometer Co., Detroit 27.30
J. & E. Tisch 133.72
Macey Co.25
U. B. A. Association 9.50
United States Tire Co. 697.09
M. T. VandenBosch 500.00
Vanity Mfg. Co., Buffalo, N. Y. 11.25
J. Vanderstel 3.50
Viscosity Oil Co. 44.12
Wealthy Heights Garage96
Western Michigan Tool Co. 15.00
Wykes & Thornton 34.90

been referred to Kirk E. Wicks. The first meeting of creditors has not yet been called. The schedules on file at this office reveal liabilities aggregating \$347.50 and no assets not claimed as exempt by the bankrupt. The following are listed as creditors:

A. H. Behrens\$ 10.00
MacKenzie & Bostock 5.00
P. Steketee Sons 3.50
Houseman & Jones 3.00
Schrouder's Drug Store 5.00
Dr. C. H. Bull 10.00
Dr. W. F. Birss 10.00
F. Hughes 10.00
A. J. Lane 6.00
Citizens Finance Co. 30.00
Grombacher & Major 23.00
A. M. Center 3.00
A. Schuchardt 4.00
Oren Lake 8.00
W. B. Jarvis Co. 8.00
Heth Bros 2.00
Woman's Home & Hospital, Saginaw 32.00
Dr. Rowe, Saginaw 75.00
Wm. Foote, Saginaw 3.00
C. Dietrick, Saginaw 10.00
M. McAllen, Saginaw 18.00
Grandville & Son Saginaw 4.00
Walter Ferris, Saginaw 22.00
Bavmrick & Son, Saginaw 28.00
Barton & Holst, Saginaw 15.00
Wolfhart & Son, Saginaw 8.00

The Rindge, Kalmbach, Logie Company Litigation.

Some time ago the Rindge, Kalmbach, Logie Company filed a bill in chancery against Mrs. Henry T. Heald and her husband claiming that the title to certain parcels of property in Grand Rapids, Traverse City and Belding had been taken in the name of Mrs. Heald's father, the late Lester J. Rindge, although they were in fact received in payment of items of indebtedness owing to the company by customers, and that the title was so taken as a convenience in later conveying the same, but to be held in trust by Mr. Rindge for the company, and also alleging that during the several years that these properties had been so held the company had received the income therefrom, paid the taxes and encumbrances thereon, and in every respect was recognized and treated as the owner of the property; and further setting up that after Mr. Rindge's death his son, Harry C. Rindge, recognizing that the properties belonged to the company, gave a quit-claim to it of his apparent interest in the record title, but that Mrs. Heald, the other heir to the Rindge estate, had declined to do so and asserted the right to hold the property. Mrs. Heald came in and pleaded that the matter had been settled and that it was agreed that she should retain these properties at the time the company bought out her interest in the stock of the company. This question was tried last week before Judge Brown who, after hearing the evidence of the parties and the argument of Mr. Heald, who acted as attorney for his wife, stated that no argument need be made in the case by the attorney for the company, the court evidently having been convinced by the argument of Mr. Heald that his contention was flimsy and wholly fictitious. He thereupon proceeded to decide the matter in favor of the company, holding that the claim of settlement was without any foundation. Unless Mrs. Heald takes an appeal of other proceedings—which is quite improbable, in view of the fact that she is making overtures which indicate that she does not care to continue the controversy—a decree will be entered against her requiring that she make a deed of the premises to the company

and that she and her husband also account for any rentals that she may have wrongfully received. The evidence showed that the other parties in interest all had great confidence in Mr. Lester J. Rindge and were much surprised at the attitude taken by his daughter, who had evidently been badly advised by her husband.

Molasses—The molasses market is dull and featureless, showing the seasonable tendency at this time of the year when the consumption is at a low ebb. Prices are steady for all grades, grocery as well as blackstrap.

Rice—Distributors are buying for needs in a small way and will continue their hand-to-mouth policy until the new crop moves. Nothing new developed in foreign which is quiet and rather neglected as supplies are ample. The new crop in the South is making good progress although late in most sections. There was a better demand for Japan rice reported in some quarters and prices tended upward for this reason. If domestic continues on its present basis it is figured that foreign rice will become more active.

John Shepler and Grover P. Corrigan, both formerly connected with the Cadillac Motor Car Co., have engaged in the garage and auto repair business at the corner of Michigan street and Grand avenue under the style of the Wolverine Auto Co.

Cornelius G. Dykema has discontinued the Alpine Drug Co. and transferred the stock to the Dykema Pharmacy on West Leonard street.

Rolled Oats—The price continues to advance and the market to become stronger. All of the mills are heavily oversold.

BUSINESS CHANCES.

For Sale—A farm with a railroad flag station and siding upon it. A store building and a potato warehouse. Good farm buildings. 433 acres of land, over 150 acres under improvement with all necessary farm implements. A splendid opportunity for anyone who wants to combine farming with a country store. Age and failing health cause for sale. For price and terms, address H. W. M., care Tradesman. 367

For Sale—160 acres fine clay loam farm, 1½ miles from R. R. station, Custer, Mason county, Michigan, 115 acres under cultivation, all free from stumps, balance not cleared; one ten-room house built six years ago. One five-room house in good order. One barn 40 x 96. One granary 16 x 24, tool shed, corn crib, chicken coop, ice house, wood shed, wind mill, cistern, fine roads. Price \$11,000, one-half cash, balance terms. Reason for selling sickness and other business. Alfred Peterson, 406 So. James St., Ludington, Michigan. 364

Party or company having money to invest in timber lands, and wish to associate themselves with an A No. 1 timber and lumberman, address No. 365, care Tradesman. 365

Wake 'Em Up! Let Greene do it. Business slow? Why? All they need is the strong arm punch of our special sale advertising. We can fill your store with people and your shelves with emptiness, the till with cash and your heart with glee. Try a ten days' sale with Greene at the Helm then take your vacation. The Greene Sales Co., Jackson, Michigan. 366

Trustee's Sale—I will sell at private sale the stock of groceries and general merchandise and fixtures, and the business at 1035 Wealthy Street, Grand Rapids, Mich. Must be sold this week. A going business. Fully equipped. At a bargain for cash. H. T. Stanton, Trustee, c-o Judson Grocer Co., Grand Rapids, Michigan. 362

For Sale—A first-class millinery business; one that is desirable; good business and no competition; an opportunity; good reasons given for selling. Mrs. Frank Thompson, Waldron, Michigan. 363

DUTCH MASTERS CIGARS



Made in a Model Factory
Handled by All Jobbers Sold by All Dealers
Enjoyed by Discriminating Smokers

G. J. JOHNSON CIGAR CO.
GRAND RAPIDS

Sixty-Six Per Cent.



According to the latest report of the Bureau of Labor statistics the retail prices of the principal articles of food advanced sixty-six per cent. in fourteen years. The price of

Shredded Wheat

in all that time has remained the same, and it is just as strengthening and nourishing as it was fourteen years ago—a complete, perfect whole wheat food. You can help your customers solve the problem of the high cost of living by telling them about Shredded Wheat. Two Biscuits, with hot milk or cream and a little fruit, will supply all the nutriment needed for a half day's work at a cost of four or five cents.



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

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

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

Every
Passer-by a
Prospective
Customer



20 MULE TEAM BORAX

Should be used with soap wherever soap is used.

Tell your customers that BORAX is the best water softener known, and should be used in water wherever any cleansing is to be done.

20 MULE TEAM BORAX

not only softens the water but doubles the cleansing power of soap, and makes everything sanitary and wholesome.

It gives them greatly improved results in the way of cleansing without additional expense.

You can get increased business on this profitable article by calling it to the attention of your customers, and they will thank you for it.

The Pacific Coast Borax Co.
McCormick Building, CHICAGO.

We Guarantee

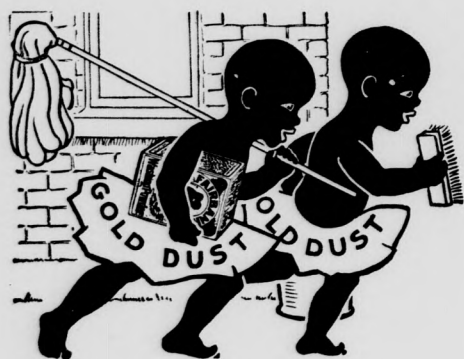
Every Can To You

And Ask You to Guarantee It
To Your Customers

No Strings on This Guarantee

*We Mean in
Every Particular*

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From house to house throughout the land GOLD DUST is the best known cleanser. Best known to the housewife because of its great cleansing powers; best known to grocers because most often asked for. Back of its wonderful popularity and steady sale is steady advertising that keeps the name and fame of GOLD DUST always before the consumer. Direct the demand thus created to your store by special window and shelf displays of GOLD DUST.

THE N.K. FAIRBANK COMPANY