

The Test of a Man

The test of a man is the fight he makes,
The grit that he daily shows;
The way he stands on his feet and takes
Fate's numerous bumps and blows.
A coward can smile when there's naught to fear—
When nothing his progress bars—
But it takes a man to stand up and cheer
While some other fellow stars.

It isn't the victory after all,
But the fight a brother makes.
The man who, driven against the wall,
Still stands up erect and takes
The blows of fate with his head held high—
Bleeding and bruised and pale—
Is the man who'll win in the by-and-by,
For he isn't afraid to fail.

It's the bumps you get and the jolts you get,
And the shocks that your courage stands—
The hours of sorrow and vain regret—
The prize that escapes your hands—
That test your mettle and prove your worth.
It isn't the blows you deal,
But the blows you take on the good old earth
That show if your stuff is real.

Because He's My Friend

He may be six kinds of a liar,
He may be ten kinds of a fool,
He may be a wicked high-flyer
Beyond any reason or rule.
There may be a shadow above him
Of ruin and woes that impend,
And I may not respect, but I love him,
Because—well, because he's my friend.

I know he has faults by the billion,
But his faults are a portion of him.
I know that his record's vermillion,
He's far from a sweet seraphim,
But he's always been square with "Yours truly,"
All ready to give or to lend,
And though he is wild and unruly,
I like him, because he's my friend.

I knock him I know, but I do it,
The same to his face as away,
And if other folks knock—well, they rue it,
And wish they'd had nothing to say.
I never make diagrams of him,
No maps of his soul have I penned;
For I don't analyze—I just love him,
Because—well—because he's my friend.

Every man stamps his own value upon himself, and we are great or little, according
to our own will.—*Samuel Smiles.*

We are *not* a Mail Order House

But your orders by *mail* will receive our very prompt and careful attention

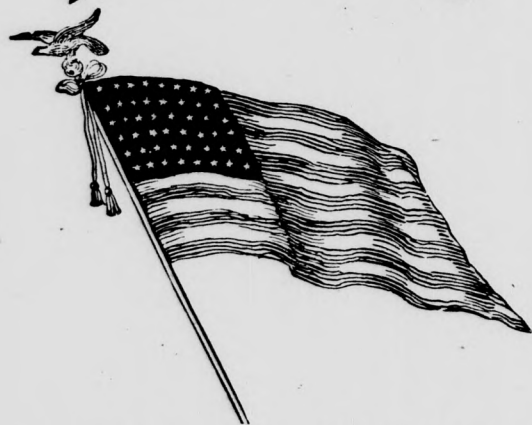
PUTNAM FACTORY, National Candy Co., Inc.
Grand Rapids, Mich.

Summertime Is Tea Time

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

We recommend our

PEERLESS



ICED TEA BLEND

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

The Pure Foods House

JUDSON GROCER COMPANY, Grand Rapids, Mich.

Good Yeast
Good Bread
Good Health

Sell Your Customers
**FLEISCHMANN'S
YEAST**



BREAK AWAY from the BARREL



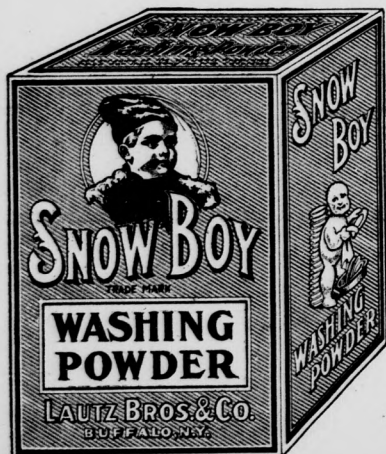
And Know Where You Stand on Your Sugar Sales!

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

THE FRANKLIN SUGAR REFINING CO.
PHILADELPHIA

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

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



SNOW BOY FREE!

For a limited time and subject to withdrawal without advance notice, we offer
SNOW BOY WASHING POWDER 24s FAMILY SIZE
through the jobber—to Retail Grocers

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

F. O. B. Buffalo: Freight prepaid to your R. R. Station in lots not less than 5 boxes.

All Orders at above prices must be for immediate delivery.

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

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

Yours very truly,

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

Lautz Bros. & Co.

MICHIGAN TRADESMAN

Thirty-First Year

GRAND RAPIDS, WEDNESDAY, JULY 29, 1914

Number 1610

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TRADE IN BOTTLED DRINKS.

The small town merchant often finds it profitable to add a soda fountain to his store and retail, not merely ice cream and soda, but the various popular temperance beverages, such as ginger ale, ginger beer and lemon sour. In larger centers where well equipped establishments cater to the demand for cooling beverages such as departure on the part of the general merchant is not feasible unless he is prepared to invest a considerable amount in equipment and give close study to the handling of counter trade.

Nevertheless, there is a branch of this business which can be advantageously handled by the grocer, apart from the "over the counter" trade in soft drinks. The family trade is, in fact, a very profitable branch and one which usually requires but a small initial investment and only a moderate share of the merchant's time and attention.

Soft drinks are every year increasing in number and variety, as well as in popularity. Such lines as ginger ale, ginger beer, lemon sour, raspberry vinegar, birch beer, sarsaparilla, grape juice, and the like sell freely in the hot weather and yield a good margin of profit. The grocer who, catering to family trade, sells, not a glassful or a bottle but a dozen bottles at a time, finds his sales materially increased with little addition to his cost of doing business.

The main essential is to let the customer know that you handle these goods—to get him into the habit of purchasing them regularly, and of purchasing them from you. Many a household would make it a regular practice to keep a supply of soft drinks in the refrigerator or the cellar were it not for the fact that the saloon is the only convenient source of supply for these goods—and the housewife doesn't feel like ordering from the saloon. Educate the public to the fact that you handle these goods and you will reap profits that otherwise could not be secured.

In selecting your stock, feature the lines which are most extensively advertised in your vicinity. A consumer demand in the first place will help you in making sales. Even where there is little general advertising, the merchant by dint of pushfulness can build up a considerable business. As a rule, a great deal of attractive advertising material is furnished free by manufacturers of soft drinks. Cards, hangers, illustrated booklets and advertising literature of all sorts can be utilized, in window display and by personal distribution, and will help immensely in introducing these goods and securing a foothold for this branch of your business.

An occasional window display of these lines will give the store an attractive and refreshing appearance of coolness which will have a beneficial effect on regular business. Handsome displays can be devised. At night an attractive effect is secured by pyramiding or "walling" the bottles and placing an incandescent light behind them. The clearness of the contents is emphasized by this means, and a bright, varicolored window secured.

This business is one which, properly handled, will continue from June to October. Numerous drinks are now on the market which can be profitably handled. The grocer who contemplates the addition of such a department, should, of course, carefully study the goods, and give some attention to existing competition, if there is any; and should not take too deep a plunge at the start. A few good lines energetically pushed and always in stock will produce better results than a wide variety given little or no attention. The department which is worth adding is worth backing up with aggressive selling methods.

SOME UNCERTAIN FACTORS.

Opinions of good authorities differ radically as to the real outlook in business and finance. Even those signs which are most reliable do not seem at this time to forecast clearly the conditions which may be expected to prevail during the autumn. The indications are sometimes disappointing often conflicting.

The situation is really anomalous. To those who look for it, there is a very fair side, but a dark side can be discovered quite as easily. "It is refreshing," said one well-known New York furniture buyer while visiting this city during the past week, "to get into this region of prosperity. Everything is subdued in the East. I think New Yorkers do not attach sufficient importance to the crops. With us it is Capital. With you it is Pro-

duction. I do not see why anybody here should worry about prospects." The statement was true; but it alluded only to the agricultural phase of things. It did not include visible indications as to industry and transportation. It covered exclusively the bright side.

The Central part of the United State is the world's greatest farming region. Crop indications are excellent. The wheat production is indisputably enormous. Even the corn crop is now generally reckoned on as satisfactory. Although there are bad spots in the corn states, prospects in the territory as a whole are exhilarating. From an agricultural point of view, everything is propitious. It is true, also, that manufacturers, jobbers, and merchants who cater to agricultural localities have already been enjoying flourishing trade, and that their business should therefore show a vast increase during the rest of the summer and throughout the autumn.

But there are other considerations which must be kept in mind. Many farmers are holding their wheat; many are building storage houses. There seems to be a disposition among farmers to keep their wheat, or a considerable quantity of it, to get satisfactory prices. It is impossible to predict what effects this retention of the crop will have on trade, on the consumer, or even on the farmer himself.

The weakness in the situation, so far as the signs of the moment go, is industrial. There is little activity in factory, mine or mill. Construction is comparatively very dull. Capital remains dubious and industry still seems to be suffering from debilitated buying power. It is the purchasing power of the great corporations, especially the railroads, and the purchasing power emanating from developmental enterprise, which create briskness in manufacture and industry and which give employment to skilled workmen at industrial centers. Were the carriers to be assured of larger revenue, through the Interstate Commission, the outlook would become much brighter. That would be taken as a declaration of a policy which would go far towards curing capital of its fear as to the safety of such investments.

Newspaper clippings and exchanges from many Western states indicate that the food departments are making more or less strenuous efforts to suppress the sale of bad eggs. Prosecutions are frequent and the country papers are being used largely by educational and executive forces to instruct farmers in the care of eggs and the means by which the heavy

loss in spoilage can be reduced to a minimum. Unfortunately, it is hard to find in the quality of eggs arriving at distributing markets much if any effect of all these efforts. Doubtless only a slow improvement can be expected, but it is worth while to consider that all the preaching and advice in creation will have little effect until the farmers have to sell their eggs not only free from rots and spots, but at different prices for the different qualities offered for sale, and until this range of values is made as wide as is justified by the wide discrimination made in consuming markets. It is hard to say how this discrimination can be forced by law; probably it cannot be so forced. The law can perhaps make a reasonable attempt to prevent a farmer from marketing rotten eggs, but it cannot prevent a man from buying merchantable eggs of widely varying value at an average price, and this common practice is what stands in the way of progress. Where attempts have been made by interior egg buyers to buy eggs on a "quality basis" the variation in prices paid for varying qualities is usually altogether too small. There is an actual difference in value here of, approximately 15 cents a dozen between merchantable eggs of poor quality and fine, fresh, newlaid stock fit for the finest trade. What country buyer was ever known to make any such discrimination? And if such a justifiable variation was made, with intermediate prices paid for intermediate qualities, it would not be long before producers would "sit up and take notice."

Revised estimates of the 1914 apple crop put the figures at 50,000,000 barrels. The product is estimated at twice as much as last year, for the yield is expected to be the largest in the United States since 1896. The production in the West will be the heaviest ever known, while the outlook in New York State is for 90 per cent. of a full yield. New England will have more apples this year than last. Prices ought to be cheap, and if that is the case everyone can eat apples. They are a healthy fruit. The old adage has it that "an apple a day keeps the doctor away." Speculators are feeling uneasy, for the stock they carried over last season, holding for a good price, sold at a loss of from \$1.50 to \$2.50 a barrel and they are wondering how they will come out this year.

If honest you will never betray a friend; if noble you will never persecute an enemy.

You can't avoid duty by taking a bypath.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, July 27.—Collins & Marriott will be the name of the new wholesale confectionery firm that will start in business here in August. The new concern is composed of two of our best known young business men. Mr. Collins for the past two years has been agent for the Ford, Maxwell and Overland cars. Previous to that he traveled in this vicinity for the National Biscuit Company. Mr. Marriott for the past seven years has been local manager for the Northern Electric Co. here. Both young men have been very successful in their business ventures. They are both very active and natural hustlers and a bright future is predicted for them and their many friends here are pleased to learn of their new undertaking. Mr. Collins is at present in Chicago looking after the purchasing of their outfit.

The Canadian Soo butchers gave their annual picnic at Hilton, Ont., last Thursday and it was a great success. The passenger steamship Michipicotten, was loaded to its full capacity. The rain of the night before, which continued until the early hours of the morning, cast a gloomy aspect for the day's pleasure, but before it was time for the boat to leave, the sky began to clear up and a jolly crowd departed for Hilton, where elaborate preparations had been made to receive the visitors. After refreshments, a ball game between the East and West Enders was pulled off at the ball grounds, and it was the unanimous verdict of those present that it eclipsed any ball game that has ever been pulled off before at Hilton. It was the butchers' first attempt and some clever stunts were performed. Six innings were played, which resulted in a score of 3 to 5 in favor of the West Enders. However, through some miscount, it was figured after the game was over that six innings had not been played and the contest was so warm that satisfaction was only brought about by planning to play the extra inning on Thursday of this week. As there is a banquet at stake some clever playing is anticipated. The unique feature of the excursion was a souvenir which was handed to each one of the excursionists upon leaving the boat, composed of a sample variety of prepared cooked meats and summer specialties which was furnished by the Swift-Canadian Company of Toronto, Armour and other packers. Each article was put up neatly in wax paper, affording each person to sample the summer specialties and cooked meats, same being the compliments of the local butchers. The West End band, under the leadership of Sam Perini, furnished most excellent music, keeping the crowd good natured. As the excursion far exceeded expectations, the butchers derived a handsome surplus for next year's picnic. Great credit is due them for the able manner in which the affair was pulled off.

Frank Oster's restaurant, one of the Soo's oldest eating houses, has again changed hands. Felix Wagner, who for the past six months has been proprietor, has turned the business over to Harper & La Londe, who expect to run the restaurant in connection with their grocery store. The proprietors are making many improvements, installing new electric fans and all modern equipment. They have also secured the services of one of the best chefs in the city.

Prospective land purchasers are again touring Chippewa county. A large party was brought in last week by E. P. Root, of Trout Lake. The prospectors seem well pleased with the outlook of Chippewa county and numerous sales have been reported. Chippewa county is getting one of the best reputations as a farming com-

munity in the State. The soil is rich, the farms well laid out and the conditions around the Soo—good stone roads throughout the country—makes it an ideal spot for farmers to locate.

C. R. Parker, proprietor of one of the Canadian Soo's leading grocery stores, is receiving many favorable comments from tourists visiting the Canadian Soo. This store has the reputation of being one of the most complete and well-kept stores in Canada and it is almost impossible to ask for anything in the line of fancy groceries that Mr. Parker cannot furnish. The general layout of the stock in the store is what takes the eye of the visitor and many delicacies are bought as souvenirs in consequence. Mr. Parker has added a new auto truck to his large equipment which is a credit to the concern, and his largely increasing business for the past few years show that his efforts have not been in vain.

Mr. Robert Prosser, for the past ten years conducting the Easterday avenue bakery, has sold his business interests to McGinn & Greaves, who will continue the business.

Drury & Mitchell, of the Canadian Soo, who have been conducting a meat market for the past year, have discontinued the business.

McMillan & Company of the Canadian Soo, are opening up a new meat market in Steelton this week. Both men are experienced butchers and come highly recommended.

Bert Wheatley, who for the past few weeks has been sojourning in his summer home, also visiting relatives in the East, has returned and is again attending to business as usual.

Much activity is felt around the city as the town is alive with tourists who are filling up the hotels. The city is now in its full summer bloom and many of the residents of the warmer sections are coming here for relief. The nights are always cool with the fresh breeze of the lakes fanning this part of the State and, with the Shallows so near, the visitors seeking relief from the heat can get what they are after in the line of bathing, boating and trout fishing.

W. C. McKee, of Donaldson, was a business visitor this week. He reports the roads from Donaldson to the Soo in the best of condition.

Mrs. DeMun, wife of F. DeMun, proprietor of the Hotel De Tour, at De Tour, was brought to the Soo this week to receive medical care. She is reported as much better.

John Metzger, proprietor of the summer resort at the Shallows, reports an unusually big day Sunday. The boats conveyed over 1,000 more passengers last Sunday than the best Sunday the Shallows has had this year. The Shallows is getting to be very popular and Mr. Metzger is deserving of all success, as it is his personal efforts that have brought the Shallows up to the high standard that they are at present.

J. B. Melody, soap salesman for Swift & Company for the Upper Peninsula, is at present in Detroit, but expects to return to the Soo next week to resume his regular territory again.

D. Ringler, merchant at Allenville, was a city visitor this week. He reports the trade as being very fair this summer and does not look for any decrease below his last year's business.

Mrs. J. C. Dallas, conducting the boarding house for the D. S. S. & A. Railway at Soo Junction, is at the Soo Hospital receiving medical treatment and is reported to be improving.

William G. Tapert.

Tunnel City News and Gossip.

Port Huron, July 27.—The all absorbing topic of the day is the "army worm," said to be marching across the Thumb district destroying everything before it. This pest is bad, but the conditions are not so bad as has been reported. Albert Van Slambrouck,

General Manager for the E. B. Mueller Co. chicory mills, made a trip of investigation through the affected district and he reports that a few fields had been destroyed but the damage done would not reach one-tenth of 1 per cent. of the crop, thanks to the prompt and energetic action of the farmers and business men of the affected district.

Port Huron Council, No. 462, will picnic at Stag Island, Saturday, August 15. We extend a welcome to all traveling men. Come and bring your wives and sweethearts, cousins and mothers-in-law. We will give you a hearty welcome and promise you a good time. There is no more fertile section of the State than that portion known as the Thumb, consisting of Huron and Sanilac counties. It has been said of Sanilac that it is the only county in the State that has practically no waste land. Along the lake shore the land is high and dry and well adapted to fruit of all kinds, while farther west the lowland, which has nearly all been well drained, produces grain of all kinds in abundance. In a few years such cities as Crosswell and Sandusky have developed from a crossroads, while Carsonville and Applegate, Deckerville and Minden are thriving villages which follow close in the race of business progress. Huron county also has rich soil, a fine climate and many rapidly growing towns. Bad Axe, the leading city of the Thumb, is rapidly becoming a business center, while Harbor Beach, Port Austin, Port Hope, Uby, Kinde, Ruth and a number of other towns are as progressive as any in the State. This section has only one railroad and the freight and passenger accommodations are nowhere near in keeping with the territory otherwise. Two passenger trains each way daily do not accommodate the people nor the business interests of the towns and villages around. There is no train leaving Port Huron until between 10 and 11 o'clock in the morning. This train reaches Crosswell, 25 miles from Port Huron, at noon and does not reach Huron county until the afternoon. The afternoon train leaves Port Huron between 5 and 6 o'clock and it is long into the night before it reaches Harbor Beach or Port Austin. There is no reason why there should not be another train on this line. An early morning train leaving Port Huron at about 6 o'clock and making the run to Port Austin might reach there before 9 o'clock. Returning a train leaving Port Austin at 6 o'clock p. m. should reach Port Huron shortly after 8 o'clock and there is no question but that such a train would not only accommodate the public but would pay the railroad company as well. No other portion of the State has such "measly" railroad accommodations and no other section of the State pays a railroad company so well. An effort should be made to induce the receivers of the P. M. railroad to give better passenger accommodations on this line of road.

Geo. R. Melville, with the John Manville Co., of Detroit, reports the largest business this year that he has ever had. His firm placed his sales for the year at high water mark, but his business for the first six months has exceeded the estimate. Mr. Melville feels highly elated. Everything points to a record breaking year for him. Calamity howlers, please note.

We would like to say to the Chronic Kicker: "Brace up. It may not be true." Come over to the east side of the State where life is worth living—where the cool lake breezes blow all the time and where it is never 100 in the shade—on the banks of the beautiful St. Clair. Member of 462.

One way to get to heaven—or the other place—buy an aeroplane ticket and use it.

The girl who can't sing and won't sing is entitled to her choice of husbands.

Honks From Auto City Council.

Lansing, July 27.—Past Counselor D. J. Mahoney leaves to-night for a two weeks' vacation. Dan will first visit his aged mother at Trufant and then fish on several different lakes in the Northern part of the State.

J. C. Kinney will work the first few days of this week, but when he reaches Saginaw he will be met by Mrs. Kinney, who will accompany him on a week's outing at Otsego Lake.

E. H. Simpkins and wife (pardon us once more, Ed.) leave to-morrow for an extended motor trip through the Northern counties of the State. The first stop will be at Cheboygan, where they will visit the parents of Mrs. Simpkins.

O. B. Holly and wife, of Sault Ste. Marie, are visiting their parents and friends in the Capital City. Mr. Holly is connected with one of the largest electrical concerns in the State and is enjoying a well-earned vacation.

Those who were unable to attend the ball game last Saturday afternoon between the employees of the Northrup, Robertson & Carrier Co. and the National Grocer Co. missed a rare treat. A picked team from the employees of both above mentioned competing wholesale grocers have been putting in their spare time getting in condition for this event ever since the frost came out of the ground last spring. Each team has challenged the other several times for games to be played when they knew the best players of their competitors would be out of town, but it wouldn't work, and the foxy managers discovered that they must meet on equal conditions or not at all. Last Saturday was finally agreed upon and Burr Northrup marched his twenty-two trained men to the chosen field at the end of East Saginaw street and very gracefully received a severe trouncing from the Eastsiders. Manager Frank Elliott, of the N. G. Co., brought mitts, masks and bats galore and promised each of his trustees a real made-to-measure baseball suit if they won the game. The N. G.s had a slight advantage in their battery, as both Botsford and Kreuger are semi-professional. The features of the game were the heavy hitting and four home runs of Percy Robeach, the high jump and catch of Third Baseman Nesen and the sensational slide of Howard Slocum, who wasn't so slow coming to third as he stumbled and slid headforemost more than twelve feet and found the base at the end of the slide. Considerable merriment was added to the occasion because of the freakish action of an ordinary cow which was picketed near center field and persisted in chasing Windy Russell whenever he ventured near for a batted ball, which was real often. The players on each side were coached and profusely thanked by their respective managers whenever they stole a base, caught the ball or made a score. Bill Coonsman suffered the loss of several inches of cuticle from his right leg in a severe mix-up at second, but no bones were broken. Saundy (H. C. Saunderson) carried water for the elephants until he was completely tuckered out, then hired a bystander to finish the task. Fred Mott, who is sorely afflicted with obesity, was given the position as official scorekeeper, but it was necessary to send out of town for an "ump," as no one acquainted with the bunch could be induced to take the chances. Nesen was ordered to play right field in the last inning and started to use his Ford car for chasing the ball, but was ruled out, as it gave him too much advantage over the other players. The second game of the series will be played just as soon as the N. G. C. bunch get their courage back again.

Don't forget the Council meeting next Saturday night. Initiation and other important work.

H. D. Bullen.

Detroit Fruit Stands Suffer Blow in Court.

Detroit, July 27.—The Supreme Court has handed down a decision sustaining the right of the city to summarily throw a fruit stand off the sidewalk under the city ordinances.

The decision in the case of the sidewalk stands is a sweeping one, and is expected to establish a precedent for a long time to come. The opinion was written by Justice Steere, who reviewed the proposition at great length.

The action was brought by Celestino Pastorino, who by an application for an injunction tried to stop the commissioner of public works and the commissioner of police from making him abandon his fruit stand at Jefferson avenue and Randolph street. He pleaded an adverse title, acquired by possession for many years, at the same time showing that he had paid rent to the owner of the property abutting his stand. The court states plainly that no such title goes in Michigan, and even if it did, the city of Detroit has a right to do what it pleases in regard to nuisances on the sidewalks, without any court action whatsoever.

Pastorino sold his "fruit stand" some time ago, and the successor was notified by the police to leave. Pastorino bought back, and then the suit was started. The circuit court of Wayne county refused his application for injunction, and the court also affirms this decision absolutely.

After establishing the fact that a title gained through adverse possession, under such circumstances is no good, Justice Steere closes with:

"A fruit stand on the public highway, is not, in its basic characteristics, a permanent obstruction of the class by which title may be acquired by prescription. The name itself imports locality, and a huckstering business, combined. The place would not be a fruit stand unless the business of

selling fruit was carried on there. When established on a sidewalk, in a public street, it has been held a nuisance per se; and to maintain it a public offense. It is within the police power of Detroit, under its charter, to summarily remove, in a reasonable manner, after proper previous notice 'Any person so found doing business' 'And any obstruction found on the public streets in connection with said business.'"

The Pastorino case was one of twenty which were started as a result of the crusade on street stands begun by the common council, department of public works and police department a year ago.

The Pastorino case was regarded as one of the strongest because of the length of time the stand had been established, which was held by the owner to establish adverse possession.

It is expected a general cleaning out of street obstructions will follow. Commissioner Fenkell has had men out recently removing stands where injunctions have not been obtained. The police department is expected to follow up the work by preventing their restoration.

The Model Store of Van Buren County.

Gobleville, July 28.—The Frank Co. store, under the management of Frank S. Friedman, is, without doubt, one of the finest stores of its size in the State. The floor space contains 3,300 square feet and is used for dry goods, women's and men's furnishings, rugs, carpets and shoes. The south side of the store is used for dry goods. There are two rows of show-cases extending 44 feet down the aisle from the front of the store. In the center of the aisle there are several small tables, on which bargains may always be found. On top of the dry goods shelving there is a broad shelf which Mr. Friedman uses to good ad-

vantage by having it well lined with household rugs.

At the end of the store there are two dust proof cloak cases forming an L. In the center is a large rug, also a handsome three-glass mirror. Mr. Friedman engaged the services of an expert cabinetmaker to make and install these cases.

In the men's furnishings department there are two large dust proof cases for suits of clothes. They are made of heavy plate glass, 64 inches wide, and their combined length is 30 feet. They are most attractive, besides being excellent silent salesmen. There are several large show cases devoted entirely to shirts, neckties and haberdashery; in fact, almost everything has a place by itself.

The hat department contains a hat case 8 feet high, 10 feet long and 5 feet wide. The racks are nickel plated and may be pulled out and reversed, which shows the hats on both sides of the rack to good advantage. There is a cap case which has several drawers in it for different styles and sizes.

About the nicest article in the store is the overcoat case. It is 7 feet high, 10 feet long and 5 feet wide. It is finished in dark oak with extra heavy plate glass doors.

The basement is well lighted and is used for rubber goods, carpets, rugs and as a general store room. Mr. Friedman has one room partitioned off in the basement which is used for nothing else but display fixtures. The store has about \$1,000 worth of fixtures.

The display windows are exceptionally good. They are 7 feet deep and are backed by paneled walls 6 feet high. The floor is hard wood finished, so it does not need any covering.

The store is one to be ranked among the best and is one that the people in and around Gobles should justly be proud of for it is very seldom that a store thus equipped can be

found in a town of less than 10,000 population. Stub.

Drastic Rules Adopted by Bay City Clothiers.

Bay City, July 27.—Permanent organization, the adopting of constitution and by-laws and important changes in the policy of the trade in regard to the closing hours and advertising marked the last meeting of the Bay City Retail Clothier's Association.

The clothing stores will hereafter close at 10 o'clock Saturday nights, at noon Washington's birthday and Memorial day and all day Fourth of July, Labor day, Thanksgiving, Christmas and New Years. The merchants will confine their advertising to the newspapers, bill boards and style books. The rules governing the clothiers' will be in force one year at least, and will be strictly adhered to by all.

An important advertising resolution follows:

Resolved—That we, retail clothing merchants of Bay City, will not advertise in time books, premium books, programmes, nor theater curtains, of any description, and further

Resolved—That we will not enter into any contract with any person, persons, firms or corporations whose business is the distribution of premiums through the medium of trading stamps or the granting of rebates to any customer.

The following officers were elected:

President—Charles Levy.
Vice-President—Theodore Simon.
Sec'y-Treas.—E. J. Miller.

The clothiers voted to affiliate with the Michigan Retail Clothiers' Association and to take drastic steps to enforce the Sunday closing law here. The Association may prosecute offenders in the effort to have all the clothing stores in the city closed Sunday in accordance with the State law.

To Keep Your Customers And Gain New Ones

Sell

DANDELION BRAND BUTTER COLOR

90% of the professional buttermakers use DANDELION BRAND BUTTER COLOR and trade where they know they can get it.



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

WELLS & RICHARDSON CO.
BURLINGTON, VERMONT

Manufacturers of Dandelion Brand Butter Color



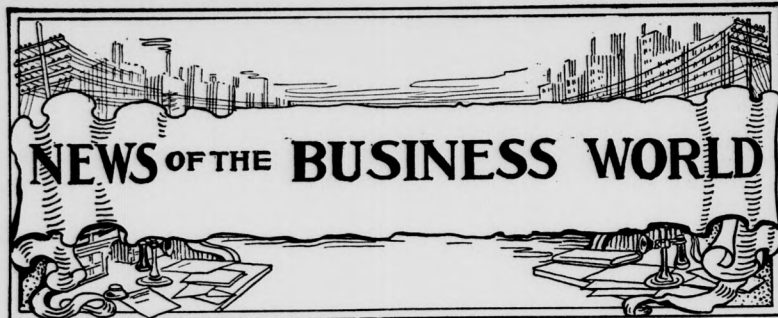
Dandelion Brand



Butter Color

The color with

the golden shade



Movements of Merchants.

Plainwell—Fire destroyed the Mrs. J. Tomlinson millinery stock July 27.

Mass—Charles H. Brown has opened a confectionery and cigar store here.

Hersey—Herbert A. Millard succeeds McIntyre & Millard in the coal business.

Whitehall—Jacob Jaeger, recently of Montague, succeeds Gus Berg in the meat business.

Albion—W. H. Nelson has leased the stone mill and will conduct a grain and feed business.

Traverse City—A. S. Hubbell has engaged in the restaurant and cigar business on Union street.

Benton Harbor—Fire damaged the Wallace A. Preston Co. sash and door plant, July 21, to the extent of \$40,000.

Lowell—Harvey Taylor has sold his clothing stock to R. J. Merrill, recently of St. Johns, who will continue the business.

Allen—T. M. Smith has sold his hardware stock to T. N. Brockway, who will continue the business at the same location.

Holland—John Buchanan has purchased the Phillip Van Updorp stock of fruit and confectionery and will consolidate it with his own.

Hudson—Fred Britton has traded his confectionery stock and store building to William Wagner for his 80 acre farm and has given possession.

Hemlock—Mueller Bros. are building an addition to their two-story store building which is occupied by Ed C. Cramer with his grocery stock.

Daggett—The Daggett Mercantile Co. has been organized with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Lake Linden—Frederick Carpenter has leased the Gale building and is remodeling it preparatory to occupying it with a stock of dry goods about September 1.

Detroit—Fred R. Driever, retail furniture dealer at 1089 Kercheval avenue has filed a petition in bankruptcy. Liabilities are given at \$3,382 and assets at \$1,100, with \$450 exempt.

Holland—Milo DeVries and William Lokker have formed a copartnership and leased the store building at 35 East Eighth street which they will occupy with a stock of furniture about Sept. 1.

Detroit—E. J. Hickey, the Woodward avenue merchant, has taken a lease for ninety-nine years of the property at 501 Woodward avenue at a rental of about \$350,000. Mr. Hickey plans to erect a modern office building with stores on the ground floor.

Ann Arbor—Burglars broke into the Andrew R. Gfell grocery store and the William E. Pardon meat market, carrying away goods to the amount of \$75 from the former and \$150 from the latter.

Petoskey—Miss Susie Van Heulen has purchased the interest of Miss Hattie Tien in the Van Heulen & Tien millinery stock at 425 East Mitchell street and will continue the business under her own name.

Dimondale—T. M. Sloan was down in his store last week for the first time in fifteen weeks. Mr. Sloan during this period has undergone two very serious operations and has had an exceedingly hard pull of sickness.

Detroit—A. Kroluk & Co., wholesale dry goods merchants, has applied the Circuit Court for an injunction restraining the Cohen Dry Goods Co., against whom they were given a judgment for \$354.59, from disposing of any of their stock until the judgment is paid.

Detroit—Otto Reinhardt, city salesman for the Hub Mark Rubber Co., and alderman from the Twelfth Ward, is a Republican candidate for City Treasurer. Mr. Reinhardt has already begun an active campaign and his nomination petitions have been signed by thousands of citizens.

Corunna—William Currie has sold his interest in the Currie & Clutterbuck shoe stock to Everett Campbell and the business will be conducted under the style of Clutterbuck & Campbell. Mr. Currie has been connected with the above shoe firm for the past twenty-four years and will now retire from business.

Cedar Springs—In 1872 Wm. Black built a small store and embarked in the mercantile business and was so successful that in 1884 he built the brick block at corner of Main and Muskegon streets. Of the early business men in order living and remaining are only J. E. Nelson, L. M. Sellers and William Black. In 1912 Mr. Black sold his stock to Fred E. Morley and moved to Black's brook farm just west town. Mr. Morley is closing out his stock and Mr. Black will shortly re-engage in business at the old location.

Howell—Encouraged by the success of their "get acquainted" tour to Fowlerville, Williamston and Webberville last Friday afternoon, Howell business men are planning a number of similar trips to other adjacent towns. The excursion Friday was made by automobile, twelve cars being filled with fifty-one Howell "boosters," and stops of an hour were made in each of the three towns. While the tour

was devoted chiefly to renewing old acquaintances and forming new ones, the Livingston county seat business men did not overlook the fact Howell is to have a Chautauqua and county fair. The arrangements for the trip, which was similar to the trade extension tours of large city wholesalers were in the hands of a committee from the Howell Commercial Club, headed by A. Riley Crittenden.

Hastings—Judge Clement Smith has dissolved the injunction restraining Dr. D. I. Butler, of Detroit, from disposing of the Irving mill and dam property which he purchased from Mrs. Emma Strong. Mrs. Strong will now be required to give \$100 as security for costs of continuing the case. The injunction was issued when Mrs. Strong began legal action to secure her alleged rights in a transaction in which she declared Butler defrauded her. Mrs. Strong declares that the property was worth \$13,500. The late Manley Chase of Prairieville, held a mortgage against it for \$3,000. When the Chase claim was offered for sale at an administrator's sale Butler, Mrs. Strong declared, persuaded her to let him assume a bid of \$3,000 made by Edward Johnson, promising to convey the property to her after he had purchased the claim against it. After she had authorized him to make the transaction, she says he refused to recognize her rights, or to convey the property to her, according to the alleged agreement.

Manufacturing Matters.

Saginaw—Fire damaged the plant of the Feige Desk Co. July 18 to the extent of about \$9,000.

Kalamazoo—Fire damaged the plant of the Kalamazoo Laundry Co. causing a loss of \$40,000 July 22.

Saugatuck—McCue & Kelly have engaged in the bakery business, coming here from Grand Haven.

Saginaw—Fire destroyed the plant of the Michigan Canning Co. July 22, causing a loss of \$50,000, part of which is covered by insurance.

Tekonsha—Earl W. Randall has purchased the F. E. Prichard interest in the A. H. Randall Mill Co. and will continue the business under the same style.

Detroit—The Bennett-Dluge Co. has engaged in business to manufacture and sell soot blowers for boilers and a general jobbing and pattern shop, with an authorized capital stock of \$10,000 all of which has been subscribed and \$6,600 paid in in property.

Detroit—The Detroit Rubber Co., formerly located at 161-3 Jefferson avenue, has removed to 81-83 Jefferson avenue, corner of Wayne street. The company has been located at the old stand for nineteen years, but growth of business made larger quarters imperative.

Detroit—The Detroit Vibrator Co. has been incorporated to manufacture and deal in electrical vibrators, flat irons and other electrical specialties, with an authorized capital stock of \$15,000, of which \$7,500 has been subscribed, \$3,500 being paid in in cash and \$4,000 in property.

Corunna—The plant of the Detroit Vitrified Brick Co. at Kerby, near here, will not be re-opened. The plant was established by Detroit capitalists about six years ago and has run most of the time since, employing about fifty men. It represents an investment of about \$150,000. The closing of the plant followed an effort to land a big contract for brick for the paving of the Owosso business section, which was awarded an Ohio company.

Retail Grocers Lay Plans for Holiday.

The Grand Rapids Retail Grocers' Protective Association has decided upon Thursday, August 27, as the date for holding its twenty-eighth annual picnic. Complete plans have not been made and the place has not been selected, but the committee is hard at work to make the affair the best in the history of the organization. Last year a boat trip was taken to Saugatuck and several of the members are in favor of a similar plan this year.

Stores will be closed all day. The committees in charge of the arrangements are: L. J. Katz, J. J. Bauser and Herman Grooters, master butchers, and W. P. Workman, Fred W. Fuller, Frank Gaskill, George Shaw, George Shireling, C. J. Appel and Frank Johnson, of the retail grocers.

William Gmelisk, Jr., has started in the auto sundry business under the style of the Cadillac Supply Co., at 19 to 25 La Grave avenue, in the new quarters of the Western Michigan Cadillac Co. Mr. Gmelisk has for several years been in business with his father on South Division avenue, dealing in retail meats.

The Reid-Blickley Automobile Co., located at the corner of Bond avenue and Michigan street, has recently changed its name to the Reid Auto Co. Mr. Blickley retiring and starting in business at the corner of Jefferson avenue and State street.

Molasses—The market is seasonably dull and merely a small hand-to-mouth buying is expected for some time to come. This is especially the case with grocery grades which are steady at quotations.

J. B. Gurley, dealer in general merchandise at Maltby, says: "We could not get along without the Tradesman. It is getting better all the time."

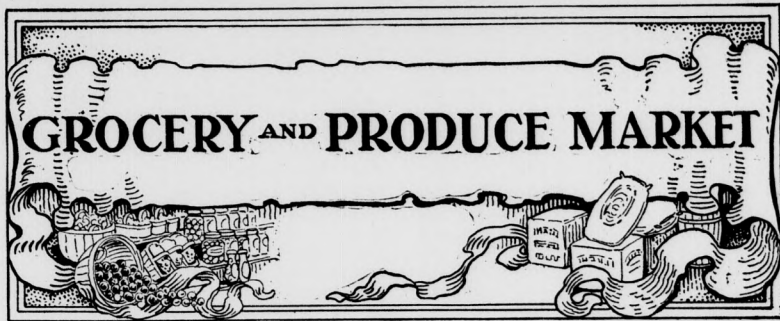
The Grand Rapids Display Equipment Co. has changed its style to the National Form & Fixture Co. It is now located at 515-19 Monroe avenue.

Henry De Kraka has succeeded Klaas Bylsma in the meat business at 959 Kalamazoo avenue.

Miss A. B. McCormick has opened a millinery store at 119 Monroe avenue.

It's hard to convince a man that he ought to work when he doesn't have to.

Experience is the greatest teacher; yet it tacks on to its name no college degrees.



Review of the Grand Rapids Produce Market.

Apples—Duchess and Red Astrachan are coming in so freely that the price has dropped to 60¢@75¢ bu.

Bananas—The price is steady at \$3 per hundred pounds. The price per bunch is \$1.25@1.50.

Blackberries—\$1.75@2 per 16 qt. crate.

Butter—The demand has not shown much force, but there has been steady buying of nearly all grades, and this has given the situation a reasonably healthy tone. The wide range of values has opened new outlets for the different grades of butter, and when this condition prevails it usually gives us a far more satisfactory market than when values are closely bunched together. Supplies have come forward very freely, however, and receivers have lost no opportunity to sell. The smaller proportion of strictly high grade creamery has enabled holders to get some advance on these, so that the range of values has widened. Prices here are evidently more attractive than some of the other distributing points. The make of butter throughout the country has been shrinking somewhat, but probably not more than normal for the time of year. Factory creamery is now quoted at 28¢@29¢ in tubs and 30¢@31¢ in prints. Local dealers pay 22¢ for No. 1 dairy, 16¢ for packing stock.

Cabbage—65¢ per bu. for home grown.

California Fruits—Peaches, \$2.25 per 6 basket crate; pears, \$2.65 per box; plums, \$1.50 per box; grapes, Diamond, \$1.75 per box; Malaga, \$2 per box; Seedless, \$2.50 per box.

Cantaloupes—Arizona Rockyfords fetch \$2.75 for 54s and \$3 for 45s. Indiana stock commands 75¢ per basket containing twelve to fifteen.

Carrots—20¢ per doz. bunches.

Celery—Home grown, 25¢ per bunch

Cherries—\$1.50 per 16 quart crate for sour and \$2 for sweet.

Cocanuts—\$4.25 per sack containing 100.

Cucumbers—50¢ per dozen for home grown hot house.

Currants—Red, black or white, \$1.25 for 16 quart crate.

Eggs—Receipts have fallen off and the market has ruled firm under a good demand that has absorbed all offerings of desirable stock. Much of the supply has shown hot weather defects of quality and losses in candling have been heavy. Holders have been obliged to meet the views of buyers in order to move out all medium and poor stock. Local dealers pay 18½¢ for candled.

Gooseberries—\$1 per 16 quart crate.

Green Corn—18¢ per doz.

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

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

Lemons—Californias are steady at \$6@6.50 and Verdellis at \$5@5.50 per box.

Lettuce—Head, \$1 per bu. Garden grown leaf, 50¢ per bu.

New Beets—25¢ per doz.

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

Onions—Illinois stock, red and yellow, \$3 per 70 lb. sack; home grown, \$3 per 65 lb. sack.

Oranges—Californias are in ample supply at \$3.25.

Peas—The crop was almost a total failure in this locality this season.

Pears—Early varieties are in limited supply at \$1.25@1.50 per bu.

Peppers—Green, 25¢ per doz.

Pieplant—15¢ per box.

Pineapples—Cubans, \$4@4.50 per crate.

Plums—\$2 per bu. for Early Anna.

Potatoes—The price now ranges around 90¢ for home grown and \$3.25 per bbl. for Virginia.

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

Poultry—Local poultry men continue to show a marked interest in the thirty-ninth annual convention of the American Poultry Association which will be held in Chicago August 9 to 15. Most of the commission men who handle poultry have announced their intention of attending as many of the sessions as time will permit. They are particularly interested in the development of a new standard of judging poultry. Poultry experts will be there from all over the country, including professors from the animal husbandry departments of the leading universities. Illustrated lectures will be given showing the latest improved methods. Entertainments will be offered to the members galore. These will consist of motor trips to various places in and near the city, lake trips, and more conventional social functions, at which the poultry men will appear in claw-hammers. The organization now has about 6,000 members, many of whom are interested in poultry from the commercial standpoint as well as from the standpoint of the fancier. Local dealers pay 17¢ for broilers; 12½¢ for fowls; 9¢ for old roosters; 9¢ for geese; 9¢ for ducks; 14@16¢ for No. 1 turkeys and 12¢ for old toms. These prices are 2¢ a pound more than live weight.

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

Raspberries—\$2 per 16 qt. crate for red and \$1.75 for black.

Tomatoes—Home grown hot house command 75¢ per 8 lb. basket.

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

Water Melons—\$2.75 per bbl. of 8 to 10.

Wax Beans—75¢ per bu.

The Grocery Market.

Sugar—The market is a little weak, owing to large receipts of raws at New York. The refiners are unable to take care of the distressed lots with their wharves congested from recent arrivals. But receipts are falling off sharply and with the glut cleaned up there should be a better tone of raws. As regards refined, the country is waiting for a recovery in raws and in the meantime new business is light. The consumption is large and distributors must be reducing stocks steadily, necessitating early revival of activity.

Tea—Japans are arriving and show up fairly well in cup and style of leaf, although the liquor is a trifle darker than last year. First crops are short in supply. Second crops hold an advance of 2¢@3¢ per pound. Formosas remain firm, with fair demand. China Greens are fully 2¢ higher than last season. Firm prices prevail in practically all far Eastern markets.

Coffee—Slight as the fluctuations of the market are, they suffice to prove at least that it is not in a moribund condition. Probably time will show that it is working along as healthy lines as its best friends could desire. The outlook generally is visibly improved. The whole business atmosphere is becoming surcharged with optimism and in this increased confidence, coffee must participate. That a general resumption of industrial activity is imminently near, the news of the day surely proves. In this improvement the coffee man knows where his share is and will not be long in going after it. Increase the earning capacity of the American people and at once their consumptive requirements increase tremendously. What the coffee market will do in the future, only a long haired prophet could reveal. But a fair assumption is, one necessitating no recourse to the soothsayer's are, that such increased consumption will probably care for any increase in this year's coffee crops. Viewing the situation to-day, it is reasonable to believe that a conservative mind would incline towards the bull side of the market. The fly in the ointment, however, is unquestionably the new basis upon which the valorization deal stands. That much confidence can be placed in future statements concerning the sale of this coffee, current talk here would indicate will not be a fact. This is the cloud on the horizon, and naturally with the approach of the new year the uneasiness will tend rather to increase than diminish. That this lack of confidence or uneasiness will seriously impair the country's desire to extend its opera-

tions in coffee along lines of accumulation of stock, is unquestionably a fact.

Canned Fruits—Little interest is manifested in spot or future California fruits. Stocks here are comparatively small, and the Coast market is closely cleaned up. Consequently the tone of the local market is firm. In futures little additional business is reported, but prices are held steadily up to the opening figures. Pineapple is quiet but steady on the basis of previously quoted prices. Gallon apples are firm, although at the moment the demand is comparatively light.

Canned Vegetables—Advices received in the trade here from Wisconsin packing points are to the effect that the output of sweet peas is turning out to be much smaller than was expected owing to unfavorable weather conditions. Fancy goods have been especially in demand of late and stocks of that grade are reported to be closely absorbed. Spot standard No. 3 tomatoes are firm on light offerings of standard stock at prices within buyers' views. Corn is dull and nominal, and string beans are rather slow of sale, but owing to light offerings the market for the latter is firm.

Canned Fish—There is a fairly active and strong market for spot salmon, and under limited offerings the market has an upward tendency, particularly on pinks. The run of Maine sardines continues light. On Friday some 115 hogsheds were landed at the Eastport factories, the bulk of which, as for some time past, is going to one concern. As the contract with the fishermen calling for \$15 a hogsheds expires August 1, an open market for fresh, with the consequent competition thereafter, is expected to make for a lower price on the finished product, if as usual in August, there is a good run. Tuna is getting quite a little attention and bringing full quoted prices.

Cheese—The market is steady. The consumptive demand is normal and the make a little lighter than usual. Prices are about the same as a year ago and a continued demand is looked for. If there is any change it will be a slight advance.

Salt Fish—Shore mackerel are ruling from \$4 to \$5 a barrel below what had come to be considered an average price. New Irish mackerel are also in fair demand at a price about \$2 lower than usual, which simply represents the removal of the duty. These fish show fair quality. Norways are not particularly wanted, owing to indifferent quality. The fall-caught fish will not be available for a few weeks yet. Cod, hake and haddock are unchanged and dull. No prices have as yet been made on the new catch, which, however, has been fairly satisfactory up to date.

Provisions—Smoked meats are ¼¢ higher. The consumptive demand is good and stocks are reported light. Both pure and compound lard are in good demand at unchanged prices. Barreled pork, canned meats and dried beef are steady and in excellent consumptive demand at unchanged prices.

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, July 27.—Learn one thing each week about Detroit: The largest chair factory in the country is located in Detroit.

Word has been received, announcing the marriage of Danny Meyers, general merchant of Parisville, to Miss Lena Maurer. Danny is a native of Detroit and has many warm friends here. At one time he was a partner in the men's furnishing goods business under the firm name of Gies & Meyers. In behalf of their many friends, Detonations extends to Mr. and Mrs. Meyers the wish for a long and happy wedded life.

We are not so bigoted that we believe the Republican party is responsible for the millions of army worms which are devouring all the crops they come in contact with.

The Mayor of Mears, as is generally the case when calamity howlers are looking for an argument whereby they can convince those who are too busy making money to do it themselves, that times are hard, brought forth the prices of those family necessities, cherries and currants to hold up to the world as the results of a Democratic administration. Cherries, quoth the Mayor, are 60 cents cheaper than they were two years ago. Possibly for an answer we might suggest that cocktails are not as popular as of yore, hence the drop in prices, but ye Mayor knows as well as anyone else, that Democratic, Prohibition or Republican administrations cannot keep up prices when there happens to be an over-abundant supply. Supply and demand have a great bearing on the regulation of prices. The Mayor says business is stagnant and, from what he says, we are to assume he means business is likewise all over the country. We might suggest, inasmuch as his neighbors are all doing a good business, that he lay down his binoculars long enough to take a look around home. Maybe after all, the Mayor himself and not the administration in power is to blame for his present "poor" business.

"He who laughs last laughs best," says the editor from the U. P. who once tread on Teddy's corns.

George Fleetham, representative of the Vassar Knitting Mills (Detroit branch), member of Cadillac Council and baseball fan extraordinary, has purchased a new Buick auto. It was George's quick wit that was responsible for the capture last week of two thieves who had been systematically robbing the company for many months.

There are eight million cats in England—exclusive of those designated as such by the gentler sex.

Joseph Crawford, of Crawford & Zimmerman, clothing and furnishing goods, Flint, was in Detroit on business last week. Mr. Crawford states that the business of his firm was never better and is showing a gain over the business done in 1913.

The Elias Shoe Co., 1471 Woodward avenue, has opened a branch store at 275 Milwaukee avenue. They have added a line of hosiery to the stock of shoes.

The person who borrows trouble is generally willing to pay it back.

Mrs. Cora E. Sommer, wife of Herman Sommer, of the firm of Sommer & Reno, wholesale milliners, after a brief illness, followed by an operation, died as a result of the shock July 20. Mrs. Sommer leaves many friends who will mourn her loss. She was a prominent church worker being identified with the Brewster Congregational church. The husband and two children survive. At the time of her death Mrs. Sommer was 42 years of age.

E. W. Ellis, of Vassar, visited Detroit in the interest of his clothing and furnishing goods store last week.

F. Walters, general merchant of Clarkston, was a business visitor in Detroit last week. Mr. Walters is very optimistic over the outlook for fall and reports that business conditions are very good in his locality.

A. N. Sinclair, a traveling salesman, was fined \$6 in Jackson, Miss., for tipping a waiter 10 cents. If Mr. Sinclair will refrain from tipping in the future, the \$6 will prove one of the most lucrative investment he ever made.

John A. Platte, 38 years old, prominent east side merchant died at his home, 360 Lycaste street, July 22. Mr. Platte was a lifelong resident of Detroit and succeeded his father in the grocery and meat business. He was one of the first men to settle in East Detroit and for several years was interested with his brother in the real estate business. He was prominent in all civic improvement work and was very popular and well liked by all whom he came in contact. A widow, five children, his parents, three brothers and a sister survive.

The Gibney Tire & Rubber Co. has opened offices at 878 Woodward avenue and will carry in stock a complete line of goods made by the company.

J. C. Caulkins, of the Caulkins Grocery Co., Owosso, was in the city last week on a business trip. Mr. Caulkins says his store is doing the best business in its history.

The Government was never intended to make live merchants out of dead ones.

H. J. Essex and G. O. MacConachie have formed a partnership under the style of the Essex-MacConachie Co. and will open a sporting goods store at 52 Lafayette avenue about August 1. Both young men are well-known locally to the sporting goods trade. Mr. Essex has been connected with the T. E. Rayl Co. for the past few years as head of the sporting goods department. Mr. MacConachie is a well-known cartoonist and writes many interesting and humorous articles for local papers. He is well versed in athletics and his knowledge of local sporting conditions and his ability as a writer should stand the new firm in good stead. Taking the combination of "Jim" and "Mac," the new firm has adopted the trade name of "Gymac." If hustle and personality count in business, the Essex-MacConachie Co. should become one of the leading sporting goods stores in the city.

After all, there is something in a name. A man named Buyer advertises in the Tradesman that he is a buyer of stocks of merchandise.

Among other household necessities we note that the supply of huckleberries is very large and that they are bringing fancy prices. However, as ill luck runs, the majority of them are being shipped from Cadillac and surrounding points instead of Mears, Michigan.

Walter Brady, member of the Studebaker Corporation sales department, who broke his leg about two months ago, has discarded his crutches and is again able to attend to his duties.

J. H. Steier, general merchant of Hunter's Creek, was in Detroit last week and showed no signs of a business depression while here. Mr. Steier was looking over the local automobile market with the idea of making a purchase.

The Blue Ribbon races opened in Detroit to-day, bringing in many out-of-town merchants and business men.

Even great statesmen occasionally fall for the fountain pen love stuff.

David Tracy, one of the oldest merchants in Richmond, while on an automobile trip last week, met with a serious accident which might result fatally. The machine that he was driving, containing his wife and three children, skidded over a bank on a steep hill, turning a complete somersault, landing right side up. Among other serious injuries Mr. Tracy sus-

tained three broken ribs. His wife and children jumped and escaped with out injury. Mr. Tracy has many friends among local wholesalers and others in Detroit and all express the hope of a speedy recovery.

D. A. Jolliffe, dry goods merchant of Plymouth, was in the city on business last week. He expressed himself as well satisfied with business conditions for this time of the year.

George L. Willman, at one time a member of the advertising staff of the Studebaker Corporation, later taking charge of the business management of the Detroit Board of Commerce, has returned to the company and will act as advertising manager. Mr. Willman came to Detroit in 1907 from Boston to take charge of the publicity work for the Michigan State Telephone Co. He has an innate knowledge of the motor car advertising business and, with his previous experience with the Studebaker Corporation, he should be in a position to successfully carry out their policies. He will assume his new duties on August 1.

The employees of the Acme White Lead Works, numbering several hundred, took their annual holiday last Saturday at Bois Blanc Island. Athletic events were indulged in and a balloon ascension featured the day.

With the advent of the races in Detroit this week, many will find it pretty hard trying to pick up easy money. "They say," says Angus Pennefather, who never fails to select the first horse to come in last, "that money makes the mare go, but, by heck, my money always makes the durn brutes stop."

John Dietrich, Secretary of the G. J. Johnson Cigar Co., of Grand Rapids, was in Detroit for a couple of days last week, en route to Cleveland and Toledo. Mr. Dietrich states that his company is so far oversold on Dutch Masters and Gee Jay cigars that he is calling on the larger trade merely to appease them and offer plausible excuses for the inability of his company to fill orders for these cigars promptly. Plans will be discussed shortly for additions to the already large plant. Orders for Dutch Masters cigars are coming from parts of the country where the company is not represented by traveling men. The cigars are called for by traveling men who cover distant territories, which, undoubtedly, accounts for the orders received from these places.

F. C. Hogle, President of the Vassar Knitting Mills, of Bay City, visited the company's local branch on Jefferson avenue last week. Despite adverse weather for the knit goods business last fall, causing the merchants to carry over unusually large stocks, Mr. Hogle reports an increase in the business of his company.

Mr. Hoffmeyer, department manager for the Milner Company, of Toledo, was in Detroit last week on business.

Our weekly definition: Age—Something connected with other people's stories, but which has no connection with our own.

George Edwards, Jr., former purchasing agent of the now defunct Michigan Buggy Co. has become identified with the Dodge Motor Car Co. as a member of the purchasing department.

Guy Caverly, local representative for the G. J. Johnson Cigar Co., of Grand Rapids, received notice of the annual picnic held at Gun Lake on Sunday, July 19.

No artists work is so high, so noble, so grand, so enduring, so important for all time as the making of character in a child—Charlotte Cushman.

A woman in Detroit asked for a warrant for a three-year-old child for pulling flowers from her flowers beds. She was very indignant on being refused. After all, life might have been worse than that is. Suppose you had to live with that woman!

Norman A. Pabst, Inc., 851 Wood-

ward avenue, announces the appointment of Harvey C. Beason, Treasurer, as general manager. The company deals in light cars.

I. Rosenfeld, dry goods and furnishing goods, has moved from 991 Mack avenue to 633 Hastings street.

General C. R. Hawley was in Detroit last week in the interest of his two Bay City stores.

Good hotel clerks, like good ball players, are born and not made. To the former class belongs Ernest Nier, of the New Burdick, Kalamazoo. Polite, affable, and accommodating at all times, a memory that seldom fails him in recalling faces, he makes the ideal clerk. Such men as Mr. Nier go a long way toward making the traveling man's existence a pleasant one. Would there were more "Ernie" Niers at the receiving end of our large hotels!

We appreciate the Honest Groceryman's nerve in submitting a poem to our "unappreciative" editor.

Contracts have been let for the new Henry Clay Hotel, to be erected at the corner of John R. and Center streets. The building, which is an addition to the Henry Clay apartments, will be conducted as a hotel on the European plan. It will be nine stories high and will contain 100 rooms, each with bath. The hotel is being built for the Hodges Realty Co. and will be managed by F. E. Ellsworth.

Becky Edelson has discovered that there is a difference between hunger striking in New York and as "she is did" across the seas.

T. Belanger, druggist, 3203 West Jefferson avenue, has returned from a trip to Buffalo, making most of the trip in his automobile.

A traveling man, discussing business conditions last week with Henry McCormack, who conducts a general store in Ithaca, was informed that business is gradually increasing and the past month showed sales in excess of any previous June. Mr. McCormack said that it was impossible to date to give his help their regular vacations, as the store has been so busy—and the "help" verified his statement.

The general idea of a good laugh is one that is on the other fellow.

The biggest day of the year in grocerydom will be July 29, when the Detroit Retail Grocers' Association holds its annual picnic at Tashmoo Park. Nearly every grocery and meat market in the city will be closed on that day. A tug of war between teams from the east and west side members for a cyclecar prize donated by the Gordon-Pagel Co. will be one of the principal events of the days. The boys will contest for a pony and cart donated by the Cable-Draper Co. in a novelty egg race. William J. Cusick, 215 Jefferson avenue, east, of the entertainment committee, will be pitted against Joseph Duprey, sales manager of the Williams Bros. Co., for the "red dog championship of America" and a barrel of vinegar. Other events will follow throughout the day, and needless to say, that with the live bunch of grocers and meat dealers in Detroit—nearly all belong to the Association—there will be something doing every minute. With Mr. Cusick on the entertainment committee, are J. C. Rieck, 1218 Gratiot avenue, M. J. Maloney, 276 Brooklyn avenue, C. F. Shreve, 1035 Third avenue and J. R. Rebene, 335 Baldwin avenue. The Association is twenty-five years old, beginning with twelve members and now claiming a membership of 850. The organization has been instrumental in having much good legislation passed, including the Michigan full measure law.

Ann Arbor men were fined \$55 for keeping a pig in the basement of their business block. Couldn't have been soaked much worse if it had been a blind pig.

Members of the Barlum family, veteran meat dealers, have deeded their interest in the property at Cadillac

Square and Bates street, known as the Central meat market, to the Barlum Realty Co. for \$125,000. They have formed a corporation to conduct the business. The Central meat market is one of Detroit's old landmarks, located in the heart of the city. Gradually these buildings are giving way to new and modern office buildings. Gregory, Mayer & Thom are completing their large building a few doors from the Central meat market.

Des Moines Gideons prayed for the next convention to be held in their city and got it. If they start the same tactics to get business, a great many traveling men in this vicinity will not know how to retaliate in like manner.

Mr. Newmark, of the Newmark & Newmark department store at Newberry, was in Detroit this week. Mr. Newmark states that business conditions are gradually improving in the Upper Peninsula.

As some auto drivers appear to interpret Safety First, it means for the pedestrian to leap first and look out after.

Last Wednesday all business places in River Rouge closed and over 1,000 persons from the Detroit suburb went on an excursion to Put-in-Bay. This is an annual event and is known as River Rouge day.

Miss Mamie R. Glunz, 19 year old daughter of Fred C. Glunz, dealer in store fixtures, 302 Michigan avenue, died July 20 as the result of an attack of heart trouble. Miss Glunz was very popular with the younger set and was an active member of Most Holy Trinity church. In accordance with her last wish, she was buried in Anchorville.

A Detroit aeroplane company dissolved. In other words, instead of the aeroplanes, the company went up in the air.

The Burroughs Adding Machine Co. held its fifth All Star Club convention last week. Only salesmen who have maintained an exceptionally good selling record were eligible to attend and this class was represented by 135 members which, including the ladies, brought the total to about 200. H. S. Ellwood, of Detroit, is President of the Club. Among the events of the week was a banquet followed by an elaborate programme at the Ponchartrain Hotel, a trip through the immense factory, a trip to the baseball game between Detroit and Philadelphia, a ride to Bois Blanc Island and entertainments for the ladies and men at different clubs of the city.

The married men and single men, employees of Burnham, Stoepel & Co., tried conclusions in a ball game last Saturday at Ferry Field. As usual and from force of habit, the married men accepted a drubbing. Score, 12 to 6.

Representatives and dealers of the Briggs-Detroit Co. from all over the country met in convention in Detroit last Monday at the company's factory. A big tent was set up on a part of the factory grounds, where daily business sessions were held. Owing to the increased production for next year, there is much rivalry for some new distribution agencies to be established. The company entertained the visitors royally.

Henry Lewis, general merchant, Ithaca, according to information given us, has returned from his vacation at Houghton Lake, looking tanned and fit for a strenuous year's business. The trip was made in his automobile.

The J. H. Thompson Auto Co. has leased quarters at 492 Woodward avenue, which will provide an office and salesroom leading back to the huge garage owned by them.

Things are getting dreadfully dull in Mexico. Not a President assassinated for several weeks.

L. Miller, dry goods and furnishing goods, 1176 Gratiot avenue, has opened a branch store at 2687 West Fort street.

Traveling men have entered nearly every field of endeavor imaginable except that of politics, possibly because by ably representing their firms their efforts are usually appreciated and their position and income are more sure and stationary. As much cannot be said of politics and political jobs. However, we have one man with a traveler's training who has the temerity to enter politics on a reform platform as a candidate for Senator from the Third district. Mr. Wood is President of A. E. Wood & Co., wholesale milliners, 14 Gratiot avenue. His rise in the mercantile world has been by dint of hard work and sheer pluck. Born in Kalamazoo, Mr. Wood came to Detroit when a mere lad. As a boy he learned the boiler making trade and served ten years as pipe man in the fire department, later taking to the road as traveling salesman. After a successful career on the road he engaged in the wholesale millinery business, now owning, besides the Detroit store, branches in Kalamazoo and Benton Harbor. The nomination and election of Mr. Wood would mean that the traveling men and business men would have an able champion. There are in the neighborhood of 20,000 traveling men living in Detroit—everyone old enough to vote. With Mr. Wood's reform platform, he should receive great support from the majority of these voters.

Glasgow now forbids the opening of saloons before 10 a. m. If a fellow gets enough the night before he wouldn't be able to make the call before 10 a. m. anyway.

W. A. McMillan of Corunna, was a business visitor in Detroit last week. Mr. McMillan owns an up-to-date clothing and furnishing goods store.

Robert Moul, of Pontiac, is one of those merchants who have been so busy that they haven't had time to notice there was a depression in Mears, Michigan, and other Republican way stations. Mr. Moul is a member of the shoe firm of Mattison & Moul and a man of unquestioned veracity. Mr. Moul stated the other day that the business of his firm showed an average monthly increase of \$500 for the year.

The crowned heads of Europe act like a lot of big league magnates.

Mr. Hinkle, of the Hinkle Co., general merchants, Redford, was in Detroit on a business trip this week.

The Merchants' National Bank will open in the Old Detroit National Bank building, 100 Griswold street. The offices are now being remodeled.

J. F. Kocher, of Hastings, has sold out the business started by himself and brother, William, forty years ago under the firm name of Kocher Bros. William died several years ago and J. Kocher continued the management under the old name. With few exceptions he was one of the oldest active business men in Michigan. The business was sold to G. W. Hanne-man, of Grand Rapids.

It is much easier to start trouble than it is to stop it.

C. Baker, general merchant of Clawson, appeared in Detroit bright and early to-day. He was in the city on a combined business and pleasure trip.

At any rate, in most cases the company of an optimist is more preferable than that of a pessimist.

J. N. Zill, of Romeo, is in the city on business this week. Mr. Zill conducts a general store.

Many a man with keen eyesight marries a girl, thinking her a peach—But finds her a lemon.

James M. Goldstein.

When a customer doubts your word, make up your mind there is something radically wrong with your appearance or with your talk.

Many a man would gladly take the bull by the horns—if the bull would stand for it.

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Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

July 29, 1914.

MY CREED.

To overlook unreasonableness, and to reverence fact; to avoid error, and to exalt right-doing; to counsel when asked; to strike—and strike hard—when a wrong is willful; to see Divinity in Man, and seek God in Nature; to be sincere; to be natural; to be honest, and kind, and courteous; to be dignified, confident, and determined; never to wrong friend or foe—there's enough for a creed—and to keep anyone busy!

ELLIS THE ELUSIVE.

Mayor Ellis is in the Upper Peninsula this week, telling the union working men what a stalwart friend he is to the unions and how much he has done for the union working men of Grand Rapids. As a matter of fact, the working men of Grand Rapids would be a million dollars better off in purse if they had never heard of Ellis, because he was the dominant factor in fomenting the strike of furniture workers here three years ago and encouraged the unscrupulous leaders who conducted the strike solely for the opportunity it gave them to absorb graft to keep up the semblance of a strike long after it was demonstrated that the affair would result in disaster. He did this solely to enhance his own political fortunes. Mayor Ellis is a demagogue of the demagogues. His blatant statements regarding his attitude toward the strike are largely fictitious. His whole life has been a life of sham and pretense. The only time he ever appeared in his true light was when he pleaded guilty from time to time to conducting a gambling house and paid fines therefor. As a municipal administrator, he has been an absolute failure. As a leader of men he is a treacherous proposition to tie to. In selecting and retaining his subordinates, he has made personal loyalty to himself and his perfidious policies the test, instead of efficiency and fidelity to the interests of the people. He has so thoroughly demoralized the public service of Grand Rapids that the city is now one of the worst governed cities in the country. As a candidate for Governor, he is a joke. He does not possess a single qualification for the office. His supporters are mostly confined to his deluded union dupes and the unscrupulous sycophants who bury their manhood in the expectation of sharing in the ill-gotten gains he accumulated as a card shark and a long-time owner of a gambling hell.

WHAT OF THE CORN CROP.

Corn needs good soaking rains all over the belt, and in every section where it is raised extensively. There were good scattered showers last week, but many sections received none. High temperatures have placed the crop in Texas, Oklahoma, Southern Illinois, Kentucky, and Tennessee in doubtful shape, and it is said to be damaged beyond repair. Parts of the Southern states have also had their crop hurt by drought and heat. Central Illinois, Indiana, and parts of Iowa are complaining. The crop in the Northwest would also be benefited by a good rain.

Indications are, however, that there will have to be continued drought and high temperatures to seriously damage the crop in the sections of largest production. So far, the losses have been mainly where the acreage is not large and the production small. Furthermore, the fact should not be lost sight of, that the August Government report will be figured on a basis of 33.5 bushels per acre, while the July returns were based on 31.8 bushels per acre. This means that there is an increase of about 178,000,000 bushels to be overcome by a lowering of conditions. The September yield is to be figured on a still higher basis.

The oat crop next month is to be based on an increase equal to over 30,000,000 bushels.

PURE FOOD IN INDIANA.

Benzoate of soda and saccharin were found in cider, ginger ale, fig jam and pop examined by State chemists during June, according to the June report of H. E. Barnard, State Food and Drug Commissioner of Indiana. Inspectors representing the State Board of Health visited 1,062 places handling foods and drugs within the month. The inspections covered seventy-five towns and cities. Of the sixty-five dairies inspected, only one was rated as excellent, thirteen were declared good, seventeen fair, twenty-one poor and thirteen bad.

The inspectors visited 517 grocery stores. Nine were rated excellent, 321 good, 176 fair and eleven poor. Only one of sixty-six drug stores inspected was classed as excellent. Seven bakeries were found to be in excellent condition and an equal number were declared bad. Eighty-one were classed as good and sixty-six as fair. Of twelve slaughter houses inspected nine were rated fair and three poor. One of twenty-six ice cream parlors was found clean enough to be classed as "excellent." Inspections also were made of poultry houses, fish markets, canning factories, fruit stores, flour mills, lunch carts and pharmaceutical houses.

Ever notice how little attention is paid to people who talk too much?

A man is, indeed, ignorant if he is ignorant of his own ignorance.

WORLD'S WHEAT OUTLOOK.

The United States is the only large wheat producer in the world that will have a big crop this year. One foreign operator puts it thus: "Consuming countries of Europe must look to this country for its supplies, and we are in a position to command any reasonable price asked."

There are a few men who are beginning to realize that the trade in this country has apparently been so blinded by the large crop and heavy movement at home that they can see nothing but lower prices. Europe, however, sees it differently. They have bought wheat from the United States more freely than in any recent year. It is true that they stand for a loss in such purchases, judging by present values. But there might easily be a change later, and present prices may look reasonable before the season is over.

That the world's wheat crop, as a whole, will be short of last year's now seems certain, although the loss may not be as large as is estimated at present. All depends upon the outcome of the various spring wheat crops, which are 25 per cent. of the world's total production. Last year's total world's crop is generally estimated at 4,069,331,000 bushels, compared with 3,830,798,000 bushels in 1912. It was absolutely a high-record yield.

There is a shortage this year of 105,000,000 bushels in the combined crops of Argentina, Australia, and British India; Australia being the only one showing an increase. In no country in Europe will the winter wheat crop exceed that of last year, except in Russia. Drought in Tunis and Algeria has reduced the North African crop. Italy is short 35,000,000 bushels, Hungary over 18,000,000. Russia's winter wheat crop is 25 per cent. of its total production, and its estimated increase is only 2,000,000 bushels. Germany is not expected to have any increase, and France alone is believed to be short of last year.

The spring wheat production, outside of the United States, is in Russia and Canada. The future of the world's crops depends on the outcome in these countries. In Canada there are indications of a shortage of around 25,000,000 bushels. Russia is too uncertain a quantity to make definite calculations. One local statistician, however, ventures the estimate of a shortage of 100,000,000 bushels, and makes the shortage of the leading countries of the world 269,000,000 bushels as compared with last year. This would leave the smallest world's crop since 1911, and the smallest yield outside the United States in a good many more years.

On this basis, the theory is being advanced that prices in the United States are low enough. They are 3 cents higher than on June 30, when the winter wheat crop commenced to move. They are also higher than in October last year, when the highest of the wheat movement was on. It is claimed by many that the maximum of the winter wheat movement has been reached, and that, while the receipts will remain large for a long time, the sales by winter wheat farm-

ers east of the Missouri River will not be as free from now on as they have been. In the Southwest, the movement is expected to remain large for two months or more, as the three States, Kansas, Nebraska, and Oklahoma, have the promise of 100,000,000 bushels more than in 1913.

Export buying has been fair during the past week, considering the heavy purchases previously made, and a better premium over July is being paid than was offered thirty days ago. All the export houses have been short of July wheat, expecting that the immense movement would depress it to a discount under September. It was at a discount for a day or so early in the month, but has since been at a premium, and cash houses find it necessary to deliver cash wheat on their sales or buy them back in the pit. They prefer to make the deliveries; but no cash wheat was sent around until last week.

The "good old days" are passing. Years ago circus day was a big event, and country folk looked upon it as an occasion when it was absolutely necessary to go to town and "see the parade." Then after the parade they had to go into the big tent and all the other tents and take in the whole show. But nowadays it is different, according to Col. John F. Robinson, the veteran circus proprietor, who retired two years ago. He says this has been a disastrous circus year, and that the day has passed when a circus can make money. There are too many other attractions. Trolleys are one reason for poor circus business. Now the country boy can do the chores, hop on a trolley car, go to town, see a moving picture show and be back on the farm by midnight. The little circus can not compete with the movies, and the big ones are not prospering as they did years ago.

The Postoffice Department in Washington is trying to impress upon the public the importance of giving in every instance the street address both of the writer of a letter or the sender of a mail package and the street and number of the address of the person to whom it is sent. The practice is growing among the smaller merchants of leaving out the street and number from their addresses given in letters to their customers. They think it makes them appear prominent and very well known, but they are the first to complain when they fail to receive orders, owing entirely to their own carelessness in this respect. Another practice which should be stopped is writing the word "City" when sending a letter to another person in the same town. A full and complete address helps the postoffice employees and the persons who receive the mail.

No good, sensible, working bee listens to the advice of a bedbug on the subject of business.

A cynic is a man who has tried to make good and failed.

One way to keep out of debt is to have no credit.

CO-OPERATIVE DISTRIBUTION

What It Is and How It Works Out.

Written for the Tradesman.

Co-operative distribution is a distinctly modern phrase with a distinctly modern significance. It was happily invented by somebody—I don't know who—and applied to a new condition in the merchandising realm.

So apt is the phrase; so suggestive of the greater reaches and richer rewards of latter-day merchandising methods as compared with those of other days—it just naturally sticks in one's memory and commends itself to one's sense of the proprieties.

Co-operative distribution describes a merchandising condition or state, wherein producer and retailer work together harmoniously, and in conformity with the most accredited rules and principles of merchandising, for the development of business. It is, in other words, team work between the manufacturer and the retail dealer. The ideal of its ambition is to supply the consumer with such merchandise as he may require, at a fair and equitable price, and to give him, along with the goods he buys, a plus something, known as service.

Co-operative distribution involves, above all things, frankness and fair dealing. Far different is the spirit of it from the old way of veiled neutrality, "watchful waiting," espionage and sharp practice as between manufacturer and retailer. If either party to this strictly modern business compact is too selfish and short-sighted to rise above the desire to put one over on the other, the spirit of co-partnership is lost. Lost also are the benefits of co-operation—for the time being at least.

Co-operative distribution is the scientific development of sources of trade. It is infinitely more concerned in cultivating new demands for merchandise than it is in winning customers from one's competitors. It proceeds upon the assumption that people aren't consuming up their capacity by any manner of means; that they have numerous inherent requirements for commodities of one sort or another that haven't as yet developed to the point of explicit calls.

The producer's programme, therefore, is to perfect his new commodity—making it as nearly as he can something of obvious merit and self-evidencing value to the consumer; and then take the dealer into the game, and make it worth while to the dealer to co-operate with him (the producer) in the development of a big new business.

The producer who is imbued with the co-operative spirit never tries to force or browbeat or intimidate. He does not threaten. He invites the dealer to get in the game, and share in the fun and profits of it.

Co-operative distribution uses intensive rather than extensive methods of cultivating the field of business. It undertakes to do the work thoroughly. In other words it tries to get all the business of a given locality to which it is entitled. And it

does this primarily by adapting the merchandise to the needs of the people who are expected to consume the merchandise.

This fundamental principle in all methods of co-operative distribution brings the producer and dealer close together. The local dealer becomes, in a sense, the local representative of the distant house. He, being in a position to know the local peculiarities and the buying capacity of the local purse, communicates this information to the distant house, or to its traveling salesman. The house and the local dealer get together. Their avowed purpose is to work out a scheme of local selling. If the goods aren't quite adapted to local requirements, perhaps they can be modified in some practical way so as to fit more precisely local requirements.

And in the matter of advertising and selling, the producer nowadays is rendering a kind of service that was never dreamed of in the old days of merchandising. The producer's advertising department has kept pace with the rapid progress in general publicity and scientific distribution, until it is able to render a most important service.

Wide experience, garnered from many previous efforts, in many different communities and under widely different conditions, has made the manufacturer thoroughly familiar with some fundamental matters. This experience, which was had not without cost and hard work on the part of the producer and his subordinates, is freely imparted to his local partner, the dealer.

Along with the merchandise, the dealer gets a mass of advertising helps: inserts, such as leaflets, folders, calendars, pamphlets, booklets, catalogues, etc., electro plates and types mortised for dealer's name and location, house organs or personal communications containing valuable tips and suggestions for getting on the trail of new business.

And not only this, but if the local dealer is deeply interested and shows that he is heartily in line with the producer, the latter will often go to no end of pains to help the dealer work out and put over a big local selling scheme. A live producer of distinctly modern type and a live local dealer, when harnessed together, make a strong combination for getting business. And they work together on an equitable, profit-sharing basis.

It is an unfortunate thing that so many storekeepers throughout the country seem to be totally unable to see this thing of co-operative distribution. So many of them apparently are content to work along lines of selling that have long since become discredited. They are attempting to fight the battle of business single-handed. They scorn to accept any help from outside sources. They look with suspicion upon the distant house when it proffers its help. They seem to regard co-operation as an unholy and undesirable alliance. They want to maintain an attitude of aloofness, falsely styled a position of independence. And that's the reason so many

of them are either marking time or appreciably losing out.

Now independence is all right, when correctly understood. But there is nothing immoral or unmanly in accepting help when it is proffered one on a fair and honorable basis. To enjoy the benefits of co-operative distribution a dealer does not have to forfeit his birth-right. He doesn't have to submit to being blindfolded and gagged and bound hand and foot. He maintains his initiative. He can cut loose from the house the minute he is convinced the house isn't doing the fair thing. There are plenty of competitive houses, as far as that goes. Competition alone would keep the average house true to the law of fair-dealing.

Now when a producer has put himself to so much trouble and expense to build up a highly efficient advertising and selling department, he naturally feels sore when the dealer sits back on his dignity and refuses to accept anything save merchandise. Such an attitude on the part of the local dealer defeats the very purpose of co-operative distribution. And, insofar as the producer and that particular dealer is concerned, there is, of course, no co-operative distribution. The dealer sells just what he sells—but the probabilities are that he doesn't sell nearly as much as he would have sold had he accepted the dealer helps that he might have had for the asking. Of course the less goods sold means the less profits made—both by the local dealer and the distant house.

Authorities on business topics are fairly well agreed that the business of the future is to be big business—far larger, no doubt, than we have the courage now to attempt; and they are also agreed that this business is going to be done more and more on the co-operative basis. And if that be true, it will surely follow that the fellow who, unable to see this thing of co-operation, is the fellow who is most likely to be eliminated.

Chas. L. Phillips.

Two Types of Grocery Competitors.

Herbert U. Biggar, Secretary of the Wholesale Grocers' Association of Michigan and Indiana, is not known to fame as a poet or philosopher, but if he keeps up the pace he recently struck in a circular letter to his members there's no telling what he may become. Mr. Biggar is the uncompromising foe to price cutting and other demoralizing practices and here is the poetical way he recently painted the comparative virtues of two ideals of trading, in a circular letter to his members:

Old Hiram Huckinsmith has been a jobber many years, and merry as a string of bells in his old age appears; for over all the country wide his firm has won great fame, and Hiram sees with wholesome pride the prestige of his name.

He always tells his men: "By Jings, my business must be square. Don't ever use dishonest tricks to sell goods anywhere. Tell nothing but the honest truth—treat every man the same. Don't rebate on a single thing—stick

to the price we name. I want the men who buy from us to advertise us well; I want to have the confidence of every one we sell."

The merchants bought his groceries; his business grew each day, and traveling up or down the road you'd hear the buyers say: "You cannot beat old Hiram down no matter how you try. He'll tell you if his price ain't right you do not have to buy. I'm going to stick to Hiram. Sometimes his price is high, but I'm satisfied my neighbor gets no better deal than I."

Old Hiram's heart with rapture thrilled to hear that sort of stuff. He worked and worked, but could not fill his orders fast enough.

Old Jabez Jenkins long has been a so-called "volume fiend." He got the cutting habit 'bout the time that he was weaned. With pride his bosom did not swell—he knew not to aspire. To load the trade up to the roof that was his desire. And so he taught his traveling man a bunch of "foxie tricks." They'd pay the freight and then they'd sell a five cent prune for six. And often when this sad old top was tossing on his bed he'd dream that some sore customer had deftly punched his head.

Wherever Jenkins' salesmen went they made a nasty mess. They'd cut the price on staple lines right down to cost and less. You'd often see a buyer stand; while to himself he'd say: "Who got the biggest cut? Did I, or Jones across the way?"

This Jenkins now is old and worn, his business is decayed, and he can only sit and mourn, o'er dizzy breaks he made. A warning take, you business men who climb trade's rugged hill: There's nothing to this "volume stuff" if profits made are nil. Old Hiram's plan of selling goods will work out anywhere. You can always get a profit if you're working on the square.

P. S.—A rebate is an abomination in the sight of a good sales manager.

The Crowless Rooster.

They must have a very peculiar climate out in Montana. A friend of ours removed to that State last year and took with him a number of Plymouth Rock roosters. He writes us that since arriving the roosters have lost their voices and are as speechless as a married man caught kissing the hired girl. There must be something horrifying about the crowless rooster. He is as great a curiosity as the bald-headed goat which is now being propagated in order to keep hair out of the butter. Our friend writes that his roosters will rise in the morning, peel their gums back to the antebellum period and flap their wings frantically, but that their crow sounds like the squeak of a fat man with the quinsy. We advised him to try rubbing a little axle grease on their tonsils. It would be a great misfortune to lose the blithesome song of a stout-lunged rooster at early morn, when slumbering man rams one leg into the icy interior of a feather bed and has it frozen o at the knee before he can pull it back.

THE MEAT MARKET

Telephone Orders Should Be Worked For.

The average butcher who regards his telephone simply an another additional bill, which he has to meet at the end of every month, is making a big mistake. The telephone, when it is properly handled, is one of the best means of winning and holding trade which the retail butcher has in his meat market. But before it will do this work for you, you have to get the proper perspective, and handle the trade which comes over it to you in the way it should be handled.

Telephone trade is always good trade. Every butcher who has ever had any experience with it knows that well. The people who give you orders over the telephone are always buyers of quality meat and pay a fair price for it without a murmur. And that is the kind of trade which every butcher knows is the most profitable. So long as you have to have a telephone then, for every butcher should have one in these days, make it return you a good profit on the money which you have invested in it, just as everything else in your market does.

It is a good deal harder to talk to persons tactfully and courteously when they are at a distance than when they are facing you at the opposite side of the block. Many butchers allow an inexperienced clerk to take orders over the phone, with the result that in many cases customers are antagonized, because they feel that they have not been treated in the proper manner. And the butcher wonders why he has lost their trade.

A good story is told about this. It seems that a lady called up her butcher one day and told him that she wanted a chicken sent up to Mrs. So and So's house immediately. Imagine her surprise when she heard this remark over the wire:

"All right, dearie, I'll do anything for you. How is my little chicken?"

"Do you know to whom you are talking?" demanded the lady.

"I sure do little one," was the reply. "I'd know your sweet voice in a thousand. You're Mrs. So and So's cook."

What the clerk thought when he learned to whom he was really talking is better left unsaid.

This may be an exaggerated case but there is lots of that stuff going on over the wires.

One man in each market should be made responsible for the telephone. His duty should be to take all orders, to see that they are sent out at the proper time, and, above all, to be

uniformly courteous. He should have a good speaking voice and a pleasant address, and he should remember always that he is speaking to a person and not to an instrument.

Telephone courtesy—there is entirely too little of that in business relations to-day. For some reason or other, the average person seems to lose all idea of good manners just as soon as he gets to the telephone. I have seen a clerk who, behind the bench, was all that could be desired, yet the moment he went to the phone his voice and bearing seemed to change, and he became a man with whom I would not care to do business.

The telephone should never be allowed to ring and ring without attention being paid to it. There should always be an immediate reply to any call, and every effort should be made to get the customer's order down as soon as she gives it. There is nothing that causes greater irritation than a call for repetition, and unless the man who has charge of the telephone business has sharp hearing and an ability to grasp what is wanted quickly, the trade is bound to dwindle.

Every order should be repeated back at length as soon as it is noted, in order to do away with all possible chance of an error. Clerks sometimes neglect to do this, with the result that a customer gets something entirely different from what she ordered, and her luncheon or dinner, as the case may be, is spoiled. When this happens she cannot be expected to feel very favorably toward her butcher.

There are two indices to a butcher's reliability—his telephone trade and his trade with children. It is only with the first of these that I am concerned now. As much care, if not more, must be exercised in filling a telephone order, as in filling one that is given by a customer when she is present in the market herself. She must be made to feel that when she telephones an order to you, she will get the same quality of meat that she would have received had she gone to market herself. And there is only one way to make her feel that way—see that she gets it.

Go after telephone trade good and hard. It will pay you.—Butcher's Advocate.

"From delivery boy to merchant prince" will never be written of the fellow who is satisfied to let well enough alone.

There is a saving clause in every miser's creed.

Refrigeration for the Butcher.

Few inventions have contributed so much to the development of an industry as the refrigeration machine in the packing industry. Were it not for the introduction of artificial refrigeration methods in this trade would have remained much the same as they were a good many years ago and meat to-day, granting that cattle would have diminished in the same ratio as they have done, would have been far beyond the reach of the ordinary man.

Artificial refrigeration is an actual necessity in the packing industry, and to the progressive retail butcher it is as great a necessity to the retail market. The number of retail butchers who have come to realize this fact is not few, as is shown by the increasing number of installations of refrigeration machinery which are reported by the ice machine manufacturers. But there are still a great many butchers who, never having given this subject the examination which it deserves, still regard the refrigeration machine as a luxury which they will have some day when they have increased their business and operate a larger market than they do at present.

The reason why they regard the mechanical refrigeration machine proposition in this way is because they look at it from a wrong angle. Instead of waiting until they have built up a large business, they should remove one of the great obstacles which stand in their way of doing that, by eliminating the inefficient refrigeration which is given by the use of ice. Having done this, they are in a position to run their markets as they should be run, with a minimum waste and a maximum of efficiency.

Ask any retail butcher what is the greatest source of waste in his market and he will reply, "The trimming which I must do on the meat which I have in my box." Discuss this subject with him further, ask him the remedy and he will appear to be all at sea, for usually he has just accepted it as a necessary evil and has never gone out of his way to discover how he could prevent it. Waste from this source is preventable to a great degree and it is by the use of the refrigeration machine that this prevention can be accomplished.

Ask the average butcher why he does not pay more attention to the display of his meats in his market and he will tell you that display is an impossibility, because he has no way of keeping his meat fresh under that condition. Yet the refrigeration machine will allow him to do this, as the cold air can be piped to any part of the market, just as steam can be piped to any part of a house. He recognizes the value of good display as a trade winner, but does not look further and see how he can have that trade winner in his market.

Usually the butcher when asked why he does not use a refrigeration machine replies that he cannot afford it. The initial cost of an installation looks large in his eyes. He doesn't stop to think, however, that mechan-

ical refrigeration is cheaper than ice refrigeration and that the saving he can make in this one direction will absolutely reduce his cost of keeping his box cold. Neither does he take into consideration the economy which he can effect by reducing his necessary trimming to a minimum, nor that which he can effect by carrying his meats longer in a fresh condition than he can with ice. It has been said that it would pay a man to borrow money at 6 per cent. to purchase a refrigeration machine, as he could make steady payments of both principal and interest by the economies which the machine would permit him to effect in his market.

Is Paid \$300,000 for Invention.

H. J. Gaisman, a New York inventor, was paid \$300,000 last week by the Eastman Kodak company of Rochester, for an attachment he had devised for the kodak. By means of this attachment it is possible to write a caption or signature on a film in the camera at the time a picture is taken. The writing may be done with an ordinary lead pencil and the letters appear in white on the prints made from the negative. Employees of the Eastman company had worked for six years or so to perfect such a device, but the nearest they had come to the mark was a contrivance which punched holes through the film, so that it could be identified by referring to a record kept elsewhere.

Co-operation is the law of life and growth.

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PERISHABLE PRODUCTS.

Valuable Advice by National Wholesale Grocers' Association.

Baking Powder.

Contrary to the general belief baking powder will deteriorate with age, as the gas strength in the powder loses a portion of its power in a few months. For this reason it is better not to carry in stock too long.

Bottled Goods.

Bottled goods, and all goods with a water basis will freeze if care is not taken to protect them during cold weather. Freezing will injure many of these products and cause the bottles to break.

In placing bottled goods upon the shelf, do not remove the outside wrapper from more than a very few of the bottles. These wrappers are placed there not only to keep the labels clean, but also to protect the products from light, which will cause material deterioration in time.

Candy.

Little difficulty is experienced with candy in the winter months. In the summer, however, candies require special care. Chocolates should be kept in a cool, dry place, and in the original packages as far as possible. Otherwise the Cocoa Butter will melt and come to the surface of the chocolates, giving them a greyish moldy appearance. Hard candies such as stick candies, butter cups, kisses, etc., should be kept displayed in tin or glass, protected from the air; original packages should be stored in a cool place.

Pan work, such as jelly beans, imperials, etc., require little attention, except to keep in a dry place. Warm weather has very little effect upon them. Crystallized candies, such as cream bon bons, and mixtures are also good keepers at all times, as the crystallizing seals the piece and protects it against atmospheric conditions.

All nut candies are extremely perishable during the summer months, and if handled at all should not be carried in stock any length of time. All candies should be fully protected from the sun.

All hard candies are apt to become sticky in the summer months. In such cases the candy should be spread out and sprinkled liberally with granulated sugar. This does not add to the appearance but it will prevent the candy from becoming sticky again, and will often protect the merchant from a serious loss.

Canned Foods.

Canned foods are probably the least perishable of all grocery products, if properly handled. Not long ago there was held a banquet of food experts. Some canned corn that had been packed twenty years ago was opened and pronounced by all the experts to be perfectly fresh and sweet. In fact; it was in a much better condition from a chemical dietetic standpoint, than the so-called fresh article would have been, after it had been severed from the stalk for two or three days.

On the other hand, it is well known that all canned goods are perishable, if not given proper care, and the fol-

lowing points should be noted, and the suggestions observed:

Canned foods should be stored in a cool, dry place. Cases should be piled in such a way that the air will circulate among them, and so that they may be readily inspected to discover possible leaks. If an individual can should happen to spring a leak, the moisture will extend to other cans, and the rust will eat through the tin and cause the other cans to spoil. For this reason, whenever a leak is detected, the leaky can should be removed at once and the other cans wiped dry. A case of goods that is stored on a damp floor will absorb moisture, and the bottom tier of cans will soon become rusty and spoiled.

Do not allow canned goods to freeze if it can be avoided. A frozen can bulges and sweats. If the goods should become frozen by accident, they should be thawed out very gradually in a low dry temperature of about 40 degrees Fahrenheit. After they are thoroughly thawed the cases should all be opened and the cans wiped dry. If the thawing takes place too quickly the strain of contraction will sometimes cause a leak.

If these precautions are taken it will be found that the frozen goods have suffered no deterioration; but do not allow the goods to freeze a second time.

Canned foods are thoroughly sterilized under great pressure at very high temperatures and, under ordinary conditions, will not deteriorate; but if the air is allowed to enter into the can through the smallest hole, caused by rust or other injury to the tin, the sterilization loses its value, and the goods will quickly spoil. The hermetically sealed can never rusts from the inside. The danger from rust is from the outside, and this may be avoided by keeping the surface of the tin always dry.

A leaky can may be detected by shaking the can which is suspected. If the can is leaky liquid will escape, the can will appear light in weight, or the contents will rattle. A spoiled can which is not leaky will almost invariably swell or puff at the top and is of course unfit for sale. In this connection it is well to call the attention of the trade to the difference between "swells" and "springers."

"Swells" are caused by the expanding of gases which are formed when goods spoil, or they may be the result of filling the cans too full at the time of packing, and the natural gases which always accumulate will cause the tops or bottoms to bulge. Such goods are perfectly wholesome, but it is unsafe to sell them as they cannot be distinguished from goods actually spoiled until the can is opened, and the test should then be made only by an expert.

On the other hand, "springers" are the result of a new process in canning by which sanitary cans are used, and the filling and sealing of the can is done entirely by machinery, without the use of solder. With the present development of this process the covers and bottoms are sometimes not sufficiently re-enforced, and care-

less or rough handling of the goods will cause the tops or bottoms to bulge outward. The canners are constantly improving the sanitary cans, and all this difficulty will be eventually eliminated. If pressing in the cover causes it to spring back to normal position and to remain there, and the can does not bulge at the opposite end of the contents of the can are in good condition and fit for sale. Otherwise the can should be classed as a "swell."

The guaranties given by the jobbers against "swells" and "leaks" are usually very liberal in point of time, and are the maximum which they in turn can secure from the manufacturer. It is well to inform yourself fully as to these guarantees in order to avail yourself of this protection. No fair-minded retailer should expect or ask for credit on such goods unless the claim is made within the well defined time limits.

Avoid rough handling of canned foods, as leaks are sometimes caused in this way. As a general proposition we may state that the highly sanitary conditions, and scientific methods used in our modern packing plants, together with the careful inspections and supervision of the entire industry by the State and Federal governments, have brought about a condition in the canned food business, which insures cleanliness, economy and convenience to the housewife.

Cereals.

There has been a great deal of misunderstanding about the keeping qualities of flour, meal and cereals. It is incorrect to assume that these products were inferior or contaminated when packed, if after a period of a few weeks web, worms or weevils are formed therein. Those who have carefully investigated this subject from the standpoint of the science of insect and bacterial life have found that various tiny insects, many invisible to the naked eye, deposit eggs within the grains during the process of growth upon the stalk.

Unfortunately our present milling and manufacturing processes do not entirely destroy these eggs or bacteria unless the product is cooked or sterilized. With our present scientific knowledge of the subject, it is impracticable to sterilize flour or cereals generally. The result is that under certain atmospheric conditions and under certain temperatures, these eggs or bacteria, which are found in all cereals, will begin to develop, and after a certain time will produce larvae, web or mold. This of course would be true whether the goods are in a sealed package or not, but the danger is much greater with bulk goods which are more readily affected by atmospheric conditions, and are subject to outside contamination. This is one of the risks connected with the cereal business, and until some practical method of sterilization is invented it cannot be avoided.

The risk may be largely reduced, however, and the keeping qualities of cereals greatly increased by the careful observance of the following suggestions:

Discontinue the handling of cereals in bulk as far as practicable. The small package or carton is more sanitary and convenient for the consumer, and usually more profitable in the long run. It is extremely difficult to protect bulk cereals from outside contamination, and from the tiny insects that prey upon them. Wherever any insects obtain access to cereals they deposit their eggs, and larvae will soon develop, and the product will become unfit for sale. If you find it necessary to handle some cereals in bulk, great care should be taken to see that the chests or bins in which the product is kept are perfectly tight, and are well covered at all times. The larvae will penetrate through the smallest crack in the bottom of the chest.

All such chests or bins should be thoroughly cleaned at least once every two weeks, especially in warm weather. If quantities of old flour or meal are left in the corners or cracks, the fresh product emptied into the bin is almost sure to be contaminated in a short time. The possible development of worms or larvae in such products may be very materially checked by shaking the package or container thoroughly every few days.

It is much easier to protect cereals in package form from outside contamination. There is practically no loss on these products except in warm weather. At such times, great care should be taken to see that the shelves are clean. Do not allow dust or other refuse to accumulate upon or near the packages. It is well to move the packages occasionally and clean the shelf. Shake each package when replacing it.

During the warm weather it is advisable not to buy more cereals than you will need for a two weeks' or a month's supply. When new goods come in, place the old goods in front of new goods on the shelf, so that the old goods will be sold first.

All cereals should be kept in as cool and dry a place as possible. The temperature of the room in which they are stored should not exceed 60 or 65 degrees Fahrenheit, if it can be avoided. Never store cereals in a damp basement, near stoves or steam pipes or near the ceiling. See that the air has an opportunity to circulate around the packages upon the shelf.

A little care exercised in observing these suggestions will amply repay the merchant. Cereals containing larvae are unfit for sale and would be condemned by food inspectors. Carelessness in allowing such products to go into consumption is apt to prove extremely disastrous to your business.

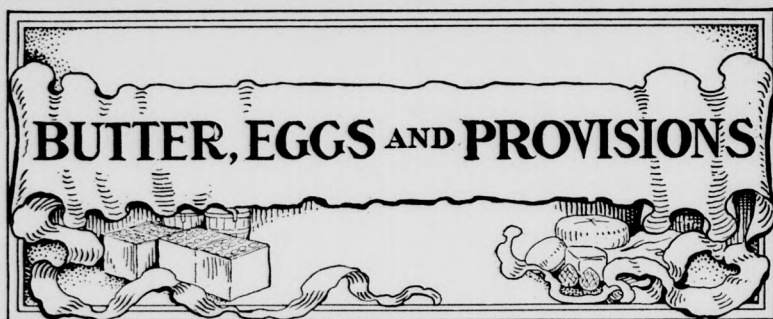
Jingle for Tea and Coffee.

There's satisfaction in the cup
When it contains our Tea
Or Coffee; brew and drink them up,
Contented then you'll be.

In Coffee we can suit you well
If quality you seek,
The folks to whom this blend we sell
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Aromatic, rich and strong—
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This our Coffee does for all,
Summer, winter, spring and fall.

Halt a moment! Let us say:
"Our Coffees tasting fine to-day;
We think if you its goodness knew
You'd take a pound bag home with you."



Michigan Poultry, Butter and Egg Association.

President—H. L. Williams, Howell.
Vice-President—J. W. Lyons, Jackson.
Secretary and Treasurer—D. A. Bentley, Saginaw.
Executive Committee—F. A. Johnson, Detroit; Frank P. Van Buren, Williams-ton; C. J. Chandler, Detroit.

Changing the Grading of Butter.

A committee of the Chicago Butter and Egg Board has been for some time at work revising the rules governing the classification and grading of butter. Their work has not yet been finally concluded, but it is proposed to eliminate the grade of "extra firsts" formerly in vogue in Chicago grading and to establish a movable minimum requirement for extras at the discretion of the butter committee, Class A extras requiring a minimum score of ninety-three points and Class B a minimum of ninety points.

This plan of varying the minimum requirement for extras according to the general quality of the butter supply was first instituted by the New York Mercantile Exchange and is, we believe, a necessity when the quotation for that grade is generally used as a trading basis. But theoretically, and actually, the whole purpose of this plan is robbed of its effect when the highest quoted grade of creamery butter is used as the trading basis.

The principle is, as it seems to us, that when butter is largely traded in upon the basis of a wholesale quotation for a standard grade, that grade should be a commonly obtainable quality bearing a fairly uniform relation to the supply of butter as a whole. And to keep this relation constant a variable standard is necessary. But when the accepted trading standard is the highest grade recognized a correct representation of values necessitates the quotation under that grade of the fanciest qualities regardless of the minimum requirement, so that the change in the latter simply results—or should result—in a widening of the range of quotation.

In our humble opinion there is just one way to do the thing aright when it is considered necessary (as it should be) to make butter quotations cover all qualities and when it is desired to cater properly to the insistent demand for a reliable "trading basis" at the same time; that is the plan once attempted by the New York Mercantile Exchange and later abandoned because it was not followed out in the manner which its promoters contemplated—the establishment of a grade above extras to give proper expression to the value of the

fanciest grades of butter, no matter how scarce, and the use of the second grade, extras, as the general trading basis. In this way only can the utility of the movable standard be realized without preventing a comprehensive and correct expression of market values.

It would be a long step in advance if butter gradings and egg gradings also, were made uniform in all of our large markets. When all are supplied from the same sources and where trading is frequent between them no other method is logical. Why cannot the various trade organizations get together on this important matter and adopt a uniform and really scientific policy?

Look for Big Run in Poultry.

Cassopolis, July 27.—I am making quite an effort to bring about better quality in eggs. Have issued circulars to the farmers regarding the damage done to their eggs by keeping cockerels during laying season. The merchants here have put these bills in farmers' baskets, and handed them out to their trade in general. Besides I have written a circular letter to all my merchant trade instructing them as to proper care of eggs, and get results from some of them. We are not buying loss off, but do not make an effort to buy of the people who will not take care of their eggs.

Only shipping about 150 to 200 cases each week, but could handle more if we would overlook the fact that some of the eggs are too poor to handle. This is lighter than last season, but think that there are as many eggs as last in this section if we got all.

We are buying very little poultry at present as farmers in this section are awfully busy. Shipping around 1,000 pounds each week alive. No spring chickens as yet in here, but some are being marketed to trade at the numerous lakes around this section. Look for a big poultry run this fall. H. M. Randall, Jr.

"Egg Substitute" Misleading.

Washington, D. C., July 27.—The Department of Agriculture has recently received letters from a number of persons who desire to place a product on the market under the name "Egg Powder" or "Egg Substitute." These designations would undoubtedly lead the ordinary purchaser to believe the product either to be made from eggs or to have the effect of eggs in baking. In reality, the product is nothing but a baking powder containing a considerable excess of ground rice as a filler and colored yellow with powdered turmeric.

The Food and Drugs Act prohibits the sale of food products under false or misleading names and as it is evident that a product of this kind cannot be regarded in any way as a substitute for eggs in baking, its sale as an Egg Powder or Egg Substitute is not sanctioned by the Department.

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TOLEDO, OHIO

State Campaign to Better Egg Quality.

Columbus, Ohio, July 20.—The egg question is the hardest problem confronting the dairy and food division of the State government. The laws must be enforced, and we will prosecute every dealer selling bad eggs. We have conducted a campaign up the State and conducted over thirty prosecutions. The method of buying and selling eggs in Cincinnati has never been investigated by the Dairy and Food Department, and we will bend every effort to advance the quality of the egg. In our visits to the various cities and small towns throughout Ohio, we have found that there has been rapid advancement along the lines of packing, shipping and storing eggs in the past few years but little or no advancement in the method of buying and selling.

The dealer who does not differentiate between a case of good eggs and a case of bad ones is just as guilty of a wrong as the farmer who markets eggs unfit for food consumption. I notice that the majority of the Cincinnati dealers are buying eggs on a loss-off basis, and this system is the greatest factor in improving the quality of the egg. A system that is the greatest factor in preventing the improvement of quality is the case count system.

Something must be done to reduce the great waste. Many of the farmers will wait a week or more before they gather the eggs. They often will ship them to the city market and by the time they arrive here they are of inferior quality. They expect the top prices for this kind of a product. This class of eggs they ship to the commission man, who in many instances turn them over to the retail grocer, who sells them to the consumer as fresh eggs. Often the consumer is left to pay for eggs that are improper as a food, and it is our business now to put a stop to this. We insist that the grocer must give fresh eggs to the consumer when he pays for fresh eggs. During my campaign in Cincinnati I will visit a great many of the retail stores and purchase eggs. If I find any grocers selling eggs unfit for food I will prosecute them immediately.

The high cost of living to a great extent is due to the fact that the food articles are not properly handled, shipped and sold. In many instances when the consumer goes to the grocery to purchase a dozen eggs and finds two or three bad ones among them they lose all interest in the egg as a food product. The result is they are banished from the breakfast table. If the farmer would gather his eggs each day, the quality of the eggs, when they arrive on the city markets, would be excellent. In turn, the farmer would realize a good price.

Septemus Mawer.
State Egg Inspector.

Colored Chart to Detect Freshness of Eggs.

Washington, D. C., July 27.—To enable farmers and housewives to test eggs before a candle and tell accurately their conditions before they are opened, the Department of Agriculture has just published a colored egg-candling chart. To give a true picture of the eggs, twelve impressions were necessary to produce this lithographed chart.

This chart shows the eggs in their natural size as they appear before a candle, and also as they look when open in a glass saucer. The pictures include an absolutely fresh egg, slightly stale eggs, decidedly stale eggs, eggs with yolks sticking to the shell, eggs where the chicken has developed so far that blood has been formed, moldy eggs, addled eggs, and eggs with a green white.

Comparatively few housewives are aware that a green color in the white

of eggs is due to the presence of billions and billions of a certain species of bacteria that make a green coloring matter. Eggs with this greenish tint, even though the yolks seem to be perfect, are not fit for food.

As long as the Department's supply lasts, these charts will be furnished free upon application to the Editor and Chief, Division of Publications. Commercial shippers of eggs, however, should apply for Departmental Bulletin 51, a technical paper on testing by scientific methods not available to the average farmer. This bulletin includes the colored illustrations. This chart alone will be found to be not merely of great service to the housewife wishing to test the eggs she is to serve to her own family, but also of commercial value to farmers, country merchants, or egg shippers who wish to buy and handle eggs on an accurate quality basis.

The great spoilage of eggs in this country is due to bad handling and is quite unnecessary. Part of the remedy is to teach everybody, from the farmer to the consumer, how to tell the quality of an egg without breaking the shell. The country buyers, the middlemen and the housewife judge of the quality of the inside of a cucumber or an eggplant, or any other vegetable, by the appearance of the outside and the firmness of its texture. It is not possible to tell the quality of an egg by looking at the shell, although it is safe to say that the eggs with shiny shells are apt to be aged. A fresh egg looks as though it had been dusted with a very fine powder; the "bloom," as the egg men say. But in order to know what is inside the shell the egg must be held in front of a strong light—such as an electric bulb furnishes—which comes through a hole about 1¼ inches in diameter. The room must be dark. When the egg is held close against the hole the bright light renders its contents visible, and the quality is indicated by the appearance of the yolk, the white and the air space at the blunt end. There are many egg "candles" on the market, but the housewife can easily make one for herself by cutting a hole in a small pasteboard box, which is slipped over an electric light bulb. If gas or an oil lamp is the source of light, a tin box or can should be used.

Disposing of Cockerels.

Deckerville, July 28.—I am not buying eggs loss off, but believe it is the correct way of buying if buyers would co-operate. Farmers are disposing of their cockerels as fast as through the hatching season. I do not expect to store any summer eggs. Receipts of eggs are running about the same as last year, about 100 cases per week.

Shipping some poultry, mostly broilers and hens. Will ship from 1,000 to 2,000 pounds per week during the balance of July and August. Receipts of poultry are lighter than last year and broilers are of lighter weight about 1½ pounds is the average. Will probably ship mostly springs this month.. D. J. Robey.

Make Pimento Cheese.

Oshkosh, Wis., July 27.—The Badger State Cheese Co. has its plant here in operation and is now making pimento cheese. John Wilson of San Francisco, Cal., is manager. One mixing machine has been installed and two more have been ordered and it is planned to employ fifteen girls. In making the cheese it is said a Mexican recipe is being used.

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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.

POTATO BAGS

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

ROY BAKER

Wm. Alden Smith Bldg. Grand Rapids, Mich.

Watson-Higgins Milling Co.

Merchant Millers

Grand Rapids :: Michigan

HART BRAND CANNED GOODS

Packed by

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

Michigan People Want Michigan Products



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.

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



Edgar S. Wagar, President of the People's State Bank of Edmore, died recently at his home in Edmore. Mr. Wagar was born in Constantine, August 30, 1850. He was reared on a farm, obtained his education at the public schools and at the age of 18 he went to Cedar Springs and engaged as a clerk in a store. In 1878 he went to Edmore and engaged in the general hardware business. In 1887 he sold out and engaged in the lumber and shingle trade. In 1897 he engaged in the banking business which was later merged into the People's State Bank. He was President of this Bank, Vice-President of the Union Telephone Co. and was identified with several other large business enterprises. In point of business Mr. Wagar was the oldest business man in Edmore, engaging there in July, 1878. He was second village President of Edmore and served several terms. Mr. Wagar was a Representative in the Legislature two terms, 1893 and 1896, a member of the Senate two terms, 1897 and 1900, and at the time of his death was a member of the Board of Control of the Traverse City Insane Asylum. He was an active member of the Methodist Episcopal church, President of the Epworth League and Superintendent of the Sunday school.

What the outcome of the Claflin receivership will actually be, cannot yet be easily predicted. The recent conference of the Claflin creditors undoubtedly gave a more cheerful turn to the discussion; in particular, Mr. Claflin's pledge of his individual fortune, his optimistic predictions as to eventual settlement in full and the absence of discord among the holders of the company's notes, were generally encouraging incidents. But the statement did not clearly show what security stood behind such of the notes as were not covered by mercantile transactions, and the proposal of yet another combination, with the retail stores holding a controlling interest in stock of the holding company which indirectly controls them, is somewhat perplexing.

But a larger problem than that of the company's possible reorganization, has arisen. One question frequently asked since the Claflin failure has been, How would such a failure have affected the regional banks, had the provisions for rediscounting commercial paper by such banks, and using the paper as a basis for Federal Reserve notes, been in actual operation while the Claflin paper was being floated? Would it have

been a conceivable possibility that this thirty-odd million of Claflin paper might have been used as a basis for the new note issues?

According to the language of the act, the Federal reserve notes are not to be issued haphazard on any commercial paper offered to the Federal reserve banks by individual institutions. On the contrary there are many safeguards to protect the regional banks in their rediscount transactions, and to insure the collateral against the notes, which did not exist or were not utilized when the banks lately discounted the Claflin paper. In the first place, they have recourse to the member-banks, which must individually endorse all paper before they offer it for rediscount. The regional banks cannot discount paper directly for a mercantile borrower, but only for a member bank which has itself accepted such paper.

Furthermore, the above section clearly stipulates that only such paper may be rediscounted as arises "out of actual commercial transactions." No other class of paper can thus be accepted by the regional banks as security for the Federal reserve notes. What is more, the law gives the Federal Reserve Board the right to call upon any Federal reserve bank for additional security to protect the notes issued to it.

All this clearly indicates that a Federal reserve bank must satisfy itself, on the most conclusive evidence,

Ask for our Coupon Certificates of Deposit

Assets over \$4,000,000

GRAND RAPIDS SAVINGS BANK

Kent State Bank

Main Office Fountain St.
Facing Monroe

Grand Rapids, Mich.

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

Resources

8 Million Dollars

3½ Per Cent.

Paid on Certificates

Largest State and Savings Bank
in Western Michigan

Fourth National Bank

Savings
Deposits

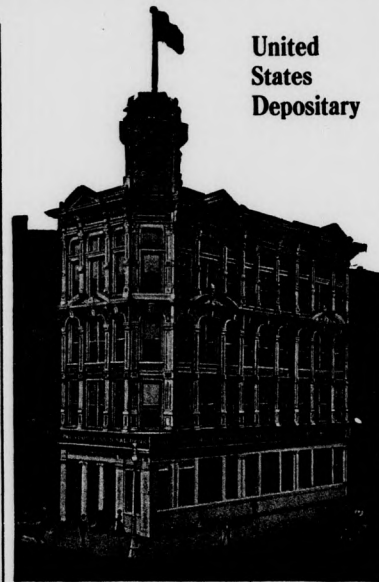
3

Per Cent
Interest Paid
on
Savings
Deposits

Compounded
Semi-Annually

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

United
States
Depositary



Commercial
Deposits

3½

Per Cent
Interest Paid
on
Certificates of
Deposit
Left
One Year

Capital Stock
and Surplus
\$580,000

Abraham Lincoln said:

"Property is the fruit of labor; property is a positive good to the world."

Those who own it are trustees for those who follow:
To arrange for its disposition after death is an important duty on the part of those who own property, real or personal.

GRAND RAPIDS TRUST COMPANY

WITH ITS AMPLE FACILITIES is at your service to aid in drawing and safe keeping a will which will insure the preservation and such distribution of your estate as you may desire.

Consultation is invited.

123 Ottawa Avenue, N. W.

Both Phones 4391

American Public Utilities Company's

30 subsidiaries are prosperous

6% Cumulative Preferred Stock if bought now
will yield a good income

KELSEY, BREWER & COMPANY

Bankers, Engineers, Operators

Michigan Trust Building

Grand Rapids, Michigan

as to the character of the paper offered and the commercial security standing behind it—which is exactly what the banks now holding Claflin paper, by their own admission, neglected to do. In other words, had the Federal Reserve act been in operation last spring, and had the H. B. Claflin Company neglected or refused to give to the bank, with which it originally placed its paper, explicit and detailed assurance as to what was the basis for the paper offered, not a dollar of it, under the law, could have been rediscounted at any Federal reserve bank.

All paper taken by the regional banks must be two-name paper in the sense that it shall bear the name of the maker and that of the member bank. In the case of "bills receivable," such as the Claflin interests put out, the regional banks would be protected by three names—those of the maker of the note, the seller, and the bank which endorsed it.

Insofar as any of the Claflin paper was not based on actual commercial transactions, it was "accommodation paper," pure and simple. It has been proposed this week that the Federal Reserve Board shall provide for the equipment of a credit bureau and make enquiries in the effort to guard against the acceptance of any "accommodation paper" by the regional banks. The regional banks are prohibited by law from rediscounting any "notes, drafts, or bills covering merely investments or issued or drawn for the purpose of trading or carrying stocks." This and other provisions show that all paper behind the Federal reserve notes will be commercial paper alone.

Should the organization of a credit bureau be undertaken it will probably be established in New York, or Chicago, with perhaps a branch at San Francisco. It could easily be made the greatest credit bureau in the United States, since the regional banks could ask for and secure information which no individual banks could hope to obtain.

It has been recognized by the banking community all along that something approaching a credit bureau will be required by the new regional

banks, since one of their chief functions will be to rediscount paper and to issue their notes upon it. This would make commercial paper a "liquid asset" in the sense that it can be readily converted into cash, whereas, formerly, the banks could not be at all sure of being able to rediscount it.

It is in one way fortunate that the Claflin Company failure should have come before the new regional banks had started, and before the regulations to govern the banks had been formulated. The Federal Reserve Board, as soon as it gets down to business, will first define "commercial paper," and then it can adopt regulations based upon the extremely important lessons suggested by the Claflin receivership. The Claflin incident shows clearly what those regulations should be.

Although the new French loan bears interest of $3\frac{1}{2}$ per cent., the Paris market reckons that the new French tax of 4 per cent. on incomes makes the net rate 3.36. This, however, is offset by the issue price of 91, and the provision for redemption at par in twenty-five years, which would make a $3\frac{1}{2}$ per cent. loan, held to maturity, actually yield the holder 4.3 per cent. per annum, less the income tax. On this basis, the economist, Yves-Guyot, predicts that the existing 3 per cent. rentes, now selling between 82 and 83, will be "arbitraged" down below 71.

"Inasmuch," one London financial writer remarks, "as there has been no inflation in the United States for a number of years, and inasmuch as the country has been waiting for more abundant supplies of capital for railway building and for house construction, there are no grounds for anticipating any great depression of trade in that country or serious contraction in the purchasing power of the American people."

In the ten weeks ending with July 11, the Imperial Bank of Russia's foreign gold balances actually decreased \$32,500,000, yet its home gold balances increased in the same period only \$13,000,000. The explanation of European markets is that very large payments had to be made by the government abroad.

Grand Rapids City Banks

The Strongest Banks in Western Michigan

You need the services of a bank which can act promptly and accurately in transacting your business.

The City Banks of Grand Rapids offer you such service, plus courtesy and the practical security of over ten millions of dollars of resources.

STATEMENT OF CONDITION

Capital	-	-	-	-	-	-	-	-	-	\$ 1,200,000.00
Surplus and Profits	-	-	-	-	-	-	-	-	-	583,937.29
Resources	-	-	-	-	-	-	-	-	-	10,245,244.66



You can get from us

Real Estate Mortgage Bonds

paying 5% semi-annually,
free from state, county
and local taxes for the in-
vestment of any sum
from \$100.00 upward.

Telephone or write.

The Michigan Trust Co.

United Light & Railways Co.

H-S-C-B

H-S-C-B

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

Howe, Snow, Corrigan & Bertles

Citizens 4445 and 1122
Bell Main 229

Grand Rapids, Mich.

Fifth Floor
Mich. Trust Bldg.

THE PREFERRED LIFE INSURANCE CO. OF AMERICA OFFERS
OLD LINE INSURANCE AT LOWEST NET COST
WHAT ARE YOU WORTH TO YOUR FAMILY?
LET US PROTECT YOU FOR THAT SUM

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

The Old National Bank

GRAND RAPIDS, MICH.

Our Savings Certificates of Deposit form an exceedingly convenient and safe method of investing your surplus. They are readily negotiable, being transferable by endorsement and earn interest at the rate of $3\frac{1}{2}$ % if left a year.



Work for Dull Season of Dull Year. Written for the Tradesman.

This issue of the Tradesman will reach its readers during the dull season of an admittedly dull year. It always is expected that retail trade in dry goods lines will be quiet in July and August. This year it was quiet during all the months that preceded July, and it is hardly to be hoped that it will be especially brisk in the months immediately following August.

The depression is widespread. It isn't in your town alone that the cry of hard times is heard, but in every town, all over the country, North, South, East and West. The cry may be a little louder and more insistent in some places than in others—for instance in towns that have had a big boom and are now suffering the slump that is the natural and inevitable consequence of inflation of values. But the cry is loud enough everywhere, and everywhere carries with it an underwall of want and misery, inseparable from continued business depression.

Now while the big leaders in the business world are trying to secure legislation and an attitude on the part of those in high authority favorable to better business, and while business philosophers are trying to fix the exact causes of the present depression, and while the optimists are busy showing clearly that times must soon be better, there are some things that the retail dry goods dealer may do right now for himself to make his own mercantile venture turn out more satisfactory results than it otherwise would. Indeed, there are things that need doing in almost every store, which if not done in dull times and quiet seasons are never done at all. It is like the old saw about fixing a leaky roof—in wet weather you can't do it, and in dry weather you don't need to. Just so in a store, in busy times there is no opportunity to consider the methods that are being used—the work must be gotten along with and immediate changes or improvements are for the most part entirely out of the question. Then when dull times are on, many are reluctant to tackle the business problem in any of its phases. "Money is so close, what's the use?" is the feeling.

Overcome this repugnance and during these quiet summer days go at the problem of your advertising.

It would be a good idea to map out your advertising campaign for the next six months or even twelve months. New and bright ideas will occur to you from time to time, once

you bring your mind to bear upon the subject. Jot all these down. Perhaps the phraseology for specific future advertisements will come to you. Make a note of them.

Very likely you set aside a certain amount each month or each year to be expended in various forms of publicity. Do you know which forms are yielding you the best returns?

When Josiah Allen's wife announced her intention to write a book, Josiah warily queried "Who be you a-going to get to read your book after you get it written?" The vital question in regard to advertising matter is simply how many and whom are you going to get to read your advertisements? And, of course, how many sales will result?

You can not use time to better advantage than in devising a few simple tests for finding out whether all the advertising you are putting out really advertises for you, and for getting at the relative values of different forms, these tests to be carried out with thoroughness.

If you advertise in more than one newspaper, take say two new articles as nearly equal in attractiveness and probable demand as you can select. Advertise one in one paper and the other in another. Then keep tab on the enquiries. In a similar way try out the comparative merits of a notice in your windows, a circular or a circular letter wrapped with every parcel of goods, and a certain amount of newspaper space for the same length of time.

In making any test, be sure that it is a test, that it is fair and adequate and that the results as shown are actual results.

An instance came to my knowledge lately where a supposed test was made, from which a firm reached the hasty conclusion that people in their town do not read the papers, and so that money spent in newspaper publicity is wasted. Not to go into needless details this firm made a twelve inch double column display advertisement in the two daily papers of their city, which papers claim a (combined) circulation of something over 10,000. By an arrangement with a moving picture theater, a coupon in the advertisement gave free admission to a very popular show to any child presenting it at the ticket window. Only ten coupons were presented.

This test was not adequate for the reason that owing to special circumstances a great share of the force of this advertising was diverted from its purpose.

The advertisement appeared in only

Grain and Bean Bags

Stark	A 16 oz.
Banner	A 16 oz.
Wolverine	A 12 oz.
Giant	A 12 oz.

For spot or future delivery.

PAUL STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.

Will You Take a Look

At our line of

Mackinaw Coats

For Men's, Boys', Women's and Misses' wear before the best numbers have been sold?

This item was in big demand last winter and all indications point to another exceptional season. We are showing some splendid values and warrant every garment to be a good fitting one.

Samples are being shown by our road salesmen and are also on display in our store, where prospective buyers are at all times welcome.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Mich.



A Good, Strong,
Medium-Priced Line

Buffalo Trunk Mfg. Co.

MANUFACTURERS OF

TRUNKS, BAGS, SUIT CASES

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

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

Write for Catalogue

one issue of each paper, that of the evening of July 3; when the minds of all children and many grown-ups were focused on the jollification of the morrow. The typography of the advertisement was not all that it should have been in either paper—there was nothing striking or specially attractive about it. It was of the kind that a busy person would be likely to glance over without sensing what it contained. A single insertion is seldom a fair test. In this case had only one-third as much space been used and the insertion made in three issues and set up in attractive type, the results as indicated by the coupons presented might have been vastly different.

The great advertisers are persistent. They understand that it is necessary to keep a name or a kind of goods or whatever is being pushed constantly before the public eye.

Don't let your advertising get humdrum. If your advertisements all look alike and contain each day or each week substantially the same old general statements, nothing new, nothing specific, no mention of anything that must be taken hold of at once, few people will go to the trouble to read what you are paying good money trying to tell them. Let there be a freshness and snappiness about your advertising that will cause it to be read.

Something in the way of a coupon which when presented will entitle the bringer to a card of a new kind of hooks and eyes or a set of collar stays or some other item of notions in popular demands, is one good test. If a bait of this kind is inserted frequently, it will set people to hunting for your advertisements and reading them.

Try everything out—that is everything that you have faith enough in to make use of at all. Find whether in your local papers a display advertisement is better or something in the want advertisement or "write-up" style. "Prove all things; hold fast that which is good."

It is always to be remembered that results from any given form of advertising will vary widely in different localities and under different circumstances. You cannot draw conclusions from the experience of a merchant in some other city or town.

When planning your advertising, do not neglect to devise means to raise to its highest degree of effectiveness the advertising power inherent in your store itself and in your employees. If some of this is latent, develop it. You must pay your rent and clerk hire anyway. Make your building draw trade and enlist the pulling power of your helpers. See that you get results from your windows. Use show cards and price tickets so that every counter and table will talk for you. The well pleased customer is an almost unequalled business-bringer, while loyal and enthusiastic employees, even when off duty, will sound your praises and draw patronage to your store.

In a succeeding article I shall point out other profitable work for the dull season of a dull year. Fabrix.

Our Chewing Gum Taste a Big Factor.

Nothing is quite so conclusive of the power of advertising as chewing gum. With no other adequate explanation in sight than that of mental suggestion, due to clever advertising, the American people are chewing probably four or five times as much gum as they did a decade ago, and if anything the taste appears to be growing.

Chewing "chicle"—for that is what chewing gum really is—has been going on for generations, probably as long as chicle has been known to civilization, but not until within a decade, when one or two mercantile geniuses saw a new field to be exploited through the use of printers' ink did it begin to boom. Now one company alone admits annual expenditures of \$2,300,000 a year in advertising its own brand of gum and to supply its needs it owns concessions to millions of acres of land in tropical countries and employs thousands of hands in growing and harvesting the raw material, to say nothing of other thousands employed in converting and selling it.

Estimates from well informed circles tend to indicate that probably 25,000,000 packages of chewing gum are sold annually at a probable average of a dollar a package. That would mean 100 times as many "bundles" of five "sticks" each. People who have a taste can figure out the number of chews per stick and the number of foot-pounds, etc., wasted in chewing gum, if they care, for exercise, but as a mercantile question chewing gum has "arrived." There are probably a hundred companies manufacturing chewing gum, but two big concerns are credited with making 90 per cent. of the business.

"I don't know any reason for this immense increase," said an official of one of the big concerns recently in an interview with a representative of this paper, "except the power of advertising. Certainly gum is no cheaper and no new taste has developed in

humanity. In fact raw chicle has immensely increased in cost. If it averaged 15 cents in the raw state ten years ago, it is worth to-day not far from 60 cents, yet the cost to the consumer is unchanged and the quality of what the consumer buys is immensely improved. In fact the better quality at an unchanged price, in the face of greatly increased value of raw material is another monument to the power of advertising in creating a demand which has justified the improved methods and larger production."

Chewing gum in its finished state is a product of machinery almost exclusively; no hand touching it. The raw chicle is a product very analogous to raw rubber and it is gathered in much the same way, by sapping the trees and bundling up the resulting gum. It is not, however, smoked like rubber, but comes to this country in small yellow-gray biscuits. Most of it comes from Mexico and other Central American countries, the American producers owning millions of acres in concessions there. On arrival the chicle is boiled down in vacuum pans, from 35 to 40 per cent. of the natural moisture is extracted and the vacuum process cleans and purifies the gum, after which it is manipulated in mangles and mixers and other machines, with sugar and flavoring material, and ultimately rolled out in immense sheets like the web in a paper mill. Then it is cut into ribbons and again cut into sticks by machinery, automatically wrapped by machinery and even packed and counted by machinery.

Some clerks can be almost everything that is good except courteous, and some clerks can't seem to acquire much else than just good manners. Shouldn't they start a pool?

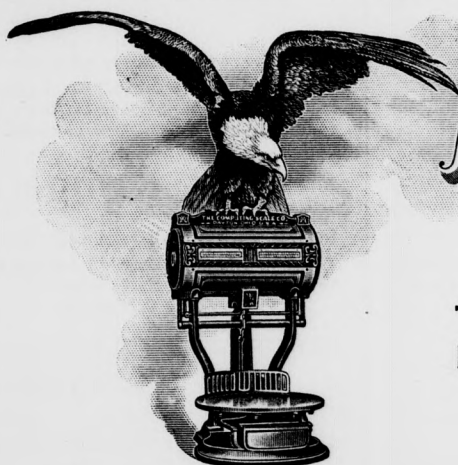
We are manufacturers of TRIMMED AND UNTRIMMED HATS for Ladies, Misses and Children, especially adapted to the general store trade. Trial order solicited.

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

PENNY POST CARDS

Views of your town to sell for a cent. Ask us for samples and prices.

WILL P. CANAAN COMPANY



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

THE FIRST AND FOREMOST
BUILDERS OF COMPUTING SCALES

GENERAL SALES OFFICE

165 N. STATE ST., CHICAGO

ALWAYS OPEN TERRITORY TO FIRST CLASS SALESMEN

"Slow Pay"

How many of this class paid you last year? We furnish through merchants' associations or similar organizations a *rating book* of the class of individuals who do not pay their accounts. This book is furnished free. Why pay for such a record when it can be furnished you *free of expense*. We are endorsed by three state merchants' associations: *Indiana, Illinois and Nebraska*. Write us for information.

Address—National Rating League,
6231 Stewart Ave., Chicago, Illinois.
Rating Department.

Trade Stimulators For Price Advertising

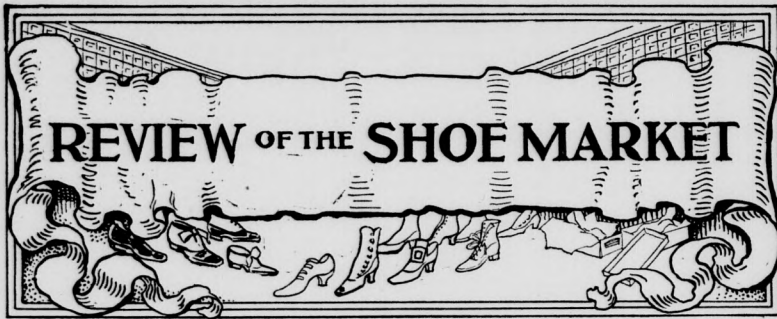
Our monthly catalogue of General Merchandise abounds with these.

Get acquainted with the Yellow Page Specials in each issue of "Our Drummer." They will help you pull trade to your store.

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago
St. Louis Minneapolis
Dallas



Attractive Summer Footwear Selling Actively.

Written for the Tradesman.

As was predicted in this column several months ago, white footwear is going big this summer.

Not only at the fashionable watering places and other retreats where real and near "smart" folks foregather for pleasure and recreation does one observe white footwear in preponderant favor, but it is also much in evidence in towns and cities—especially for afternoon and evening wear.

And it is worn by men, women and children. A tremendous demand has been created for cool and comfortable white shoes. Children have always loved white shoes and slippers for summer, and for several seasons now women folk have been favorably inclined toward white footwear for summer; but this season we've made it practically unanimous. Even staid and sober people who never hitherto dreamed of appearing in public wearing white footwear have successfully conquered their qualms, and now boldly fare forth clothed in white foot-gear.

A white shoe may have every bit as much heft as a tan or a dark shoe, and it may not provide the foot any more ventilation than another kind of a shoe—and yet the wearer may honestly think it is a cooler shoe. Being white, it seems to be cooler. But in view of the fact that mind controls matter, this seeming coolness of the white shoe is not to be lightly esteemed. Any kind of a shoe is just as cool as it seems to the wearer to be. As a matter of fact the white shoe does possess many bona fide merits as a piece of summer appareling. If it is not actually cooler, it is assuredly quite as cool as any other kind of a shoe designed and built for summer wear.

White shoes soil easily, of course; but there are so many excellent cleaning preparations nowadays—and they are so easily applied—there is no difficulty in restoring them to their original luster. Not only is often the case that a woman can wear nothing but white footwear in order to have her toilet ensemble quite as it should be, but men's white flannel trousers. Palm Beach and other distinctively summer suitings now popular with men, call for white footwear.

White canvas shoes seem to be just as popular—and they are quite as practical—as buckskin. And the honors of the call seem to be fairly distributed between the rubber and leather soles with the arrival,

several years ago, of buck and so-called nu-buck was published to the four quarters of the earth, it was thought by some that canvas had received a solar plexus blow insofar as its use in footwear production was concerned. But the manufacturers of canvas correctly judged that it was up to them to get busy. And they did. Now one can get canvas shoes of most excellent grade—shoes that, in all respect to style, fit, appearance and serviceability, are just as good as white bucks—and he can get them for somewhat less than he would have to pay for buckskin shoes.

Increasing Vogue of Rubber.

Rubber heels and rubber soles are becoming more and more popular.

When rubber heels were somewhat tentatively introduced some years ago, many people were inclined to look upon it as a passing fad.

Rubber heels seemed to possess certain advantages; but it seemed as if these advantages were more than offset by other disadvantages.

Rubber heels acted as shock absorbers in dry weather, but on wet, slippery pavements they not infrequently caused the pedestrian's feet to skid, thus bringing on a more serious shock.

Futhermore, rubber heels proved to be, in that earlier and more tentative period of their use, extremely unequal in wearing qualities. Sometimes a pair of heels would retain their spring and hold up fine; and again they would go stale or round off in no time.

But all the while the manufacturers of rubber heels were busy improving the quality of their output and seeking to overcome objections as they developed. They introduced features to prevent slipping or skidding, and they experimented with their formulas until they got a more uniformly good grade of rubber for shoe-heel purposes.

And all the while the advertising person hammered away, enlightening the public upon the whole subject of foot-health, shoe comfort and ease in walking—and how all these things are to be had for the price of a single pair of such and such rubber heels.

Shoe retailers and repair shops were taken into the game of boosting the rubber heel business.

And the public responded.

Now the use of rubber in shoes for everyday street wear has been extended. We have rubber soles in profusion.

Many people appear to like rubber shoe soles.

H. B. Hard Pan Shoes

For the Outdoor Man

812—Men's H. B. Hard Pan,
½ double sole, plain toe
Bal..... \$2.25

813—Men's H. B. Hard Pan,
½ double sole, Tip
Blucher..... \$2.30

814—Boys' same.... 1.90

815—Youths' same.. 1.65

816—Little Gents' same 1.45

811—Men's H. B. Hard Pan,
Congress, ½ double sole,
plain toe..... \$2.35

871—Men's Brown H. B.
Hard Pan, ½ double sole,
Tip Blucher..... \$2.30

894—Men's Black H. B.
Hard Pan, ½ double sole,
Tip Bal..... \$2.25



No. 812

You simply cannot go wrong on these numbers
Instock orders solicited

THEY WEAR LIKE IRON

HEROLD-BERTSCH SHOE CO.

Manufacturers of Serviceable Footwear

Grand Rapids, Mich.

A BIG CROP



Every week the reports are more optimistic.

A Big Crop means Big Business—big business for the merchant who is prepared to supply the farmer's wants, for the farmer will have money to spend, and he knows how to spend it wisely. He will be asking for another pair of

Rouge Rex Shoes

for fall work. Will you have them?

Rouge Rex Shoes bring the satisfied customer back with a smile for shoes for the rest of the family.

That means PROFITS for YOU.

HIRTH-KRAUSE COMPANY

Hide to Shoe

Tanners and Shoe Manufacturers

GRAND RAPIDS, MICH.

They undoubtedly possess certain advantages.

For many purposes they are apparently quite successful.

As a substitute for sole leather—which, we are authoritatively informed is becoming increasingly scarcer and higher in price—good, live, wear-resisting rubber seems to be a glad hope.

Cid McKay.

Story of a Shelby Grocer and His Dog.

Mears, July 27.—You know John Boughner, of Shelby, don't you? Everybody up in this neck of the woods does, anyway. John runs the second best grocery in Oceana county. I, of course, run the best. Well, John took his family to the home coming at Whitehall last week. John, besides having a fine family, is also the possessor of a full blooded fighting cur. John took the dog along to Whitehall and, from all reports, John spent the whole day separating his dog from other scrappers. When John got ready to go home he discovered the beloved canine was conspicuous by his absence. Now to hear Boughner's version, the children made such a hullabaloo about the pet that it was necessary for him to go back on a dog hunt. The truth is that John felt the loss so keenly that he hustled the family home and took the train right back to hunt for the dog. After an all night hunt, without results, John gave up in despair. As he was waiting for the morning train home, he luckily happened to run across little Charles Oviatt, the man who draws a meager salary from Armour & Co. for telling stories to his customers. After telling his troubles to jovial Oviatt, Charles slapped John on the back and said, "Go home and tend to biz, I will lay off and find the dog for you. Give me the dog's name and I will bring him to Shelby before night, if he ain't in the sausage machine." Oviatt trailed all over Whitehall, then all over Montague, whistling and calling, "Bessie." Once in a while, when he was calling Bessie, some lady would look at him and say, "Sir!" At other times a dog would come running and jump and frisk about him. Oviatt says nine ladies answered to the name of Bessie and that the same dog answered eleven times, but poor Oviatt couldn't locate the animal. Charles met John at the depot and the gloom on Charles' face told him the sad tidings of non-success. As they clasped sympathetic hands, Oviatt mournfully said, "I couldn't find poor Bessie." At the word "Bessie" up jumped the strange dog and again began to frolic around. Oviatt said, "There is that darn dog that has been following me around all day." Then John hollered, "Bessie, as sure as you're born." You ought to have seen the blank look on Oviatt's face as he turned to John and exclaimed, "Who named that dog? I have been looking for a shemale dog all day and she's a female." "Oh," said John, "the kids named him when he was a pup and the name stuck."

I wasn't at the homecoming, but got this information from Oviatt himself. Oviatt also tipped it off that Boughner said, "I hope the Chronic Kicker of Mears doesn't get wise to the story." It's a joke on John, but don't give Oviatt away.

In answer the mad man from Muskegon, let me inform him that the "chicken feed" I sell is Walker's chocolates. Also that the contest joke was appreciated more fully when fresh and that ancient history dope doesn't appear well in an up-to-date trade paper. That modern history will tell him that I broke an axle on my car last week down at the resort, and if he knew half the particulars he would have one on me that would square all the boys I ever wrote about. Also the 200 plunks didn't worry me in the

least, but Steindler is still mourning the first nickel he spent.

Brubaker could not enter "the most popular contest" referred to because he lives in God's country instead of Muskegon. But Steindler, being a resident of Muskegon, could and did enter and drew the air out of a front tire.

I take lots of license in writing about my friends and they have the same privilege with me. Go to it!

Goldstein, stick to your good times dope. You'll believe it yourself some day.

Ches. Brubaker.
The Chronic Kicker.

Mighty Madcaps From Muskegon.

Muskegon, July 27.—War has been declared. Watch the cannons roar from Mears.

Liberty Root was on the Pent-water branch last week.

When Herman Anderson is not pushing candy he pushes autos up a hill near Walkerville.

A newspaper items reads that 16 per cent. of the girls from Boston are employed in the candy factories.

At that rate when a fellow wants to get a real sweet girl he ought to go to Boston.

Our Senior Counselor paid us a visit and notified us that his name is Monroe, not Munroe. Thanks for the correction. We did not know you descended from Presidential stock.

Jake Vandenberg, sausage maker for Molenar & De Goed, of Holland, is a very patriotic citizen. For the last three years he has contributed every year something toward the city in the shape of a fine for riding a bicycle on the sidewalk. His last fine was \$10 and he was so proud of being caught with the X in his pocket that he pasted the news item of his adventure on the ice box. Any weary traveler making Holland can see this item by asking Jake.

Dickson, of Whithall, has returned from the North and Reports a good business.

The White Lake Inn, At Montague, has been repainted and remodeled throughout. Charles, the big German, runs one of the finest small hotels in Michigan. If you can make Montague Mondays, Charles always has chicken—the kind that melts in your mouth and makes you want more. This hotel has individual towels and lives up to the Henry hotel law in every respect. Milton Steindler.

Frank L. Day, the veteran Jackson traveler, was recently seen going along the streets of Jackson carrying a harness. The idea he evidently wished to convey to his friends by this incident was that he owned a horse. As a matter of fact, the only horse he has is a sawhorse. What use he could have for a harness, under the circumstances, is more than the Tradesman is able to understand. Perhaps some of the Tradesman's Jackson's friends can interpret the circumstance.

The Village Fire.

"How was it you allowed the fire to get such a hold on the place? You've got a fire engine, haven't you?"

"Yes, but it's the first fire since it came, and the hose was so wrapped up in wreaths from being used to decorate the streets that we couldn't get the water through."



Midsummer Outing Shoes



No. 40

We could tell you a great deal about the merits of these shoes, but you can better satisfy yourself by trying them out.

No. 40—Men's Black Olympic Outing Bal, with full gusset and two full Elk soles. Last No. 43..... Price, \$2.10

No. 24—Men's Black Olympic 8 in. Outing Bal, with three-quarter gusset, and two full Elk soles. Last No. 43.... Price, \$2.25

No. 23—Men's Brown Outing Bal, with three-quarter gusset and two full hemlock soles. Last No. 43.... Price, \$1.90

These are three of a large number of Elk Outing Shoes listed in our Anniversary catalogue on page eighteen.

Rindge, Kalmbach, Logie Company

Everwear Shoe Manufacturers

Grand Rapids, Michigan

Are YOU READY for the
Snow, Blizzards and Ice
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Get

"Hood" Arctics

now during this warm weather,
for *that cold snap* that will strike
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Look out for September rains.

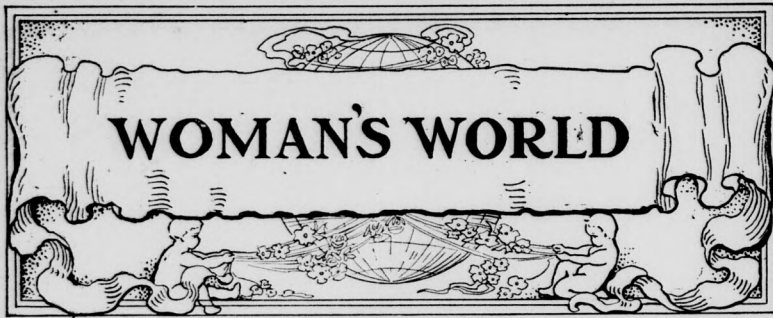
Hood Defenders are just the thing.

Write for catalogues. Save that 5%.

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids



An Auction Sale That Teaches a Lesson.

Written for the Tradesman.

Very often I find my subjects for these Women's World articles in incidents and events that fall under my observation, in the lives of my friends and neighbors and those with whom I come in contact. Given the mental habit of reasoning from cause to effect, and the commonest everyday occurrence may serve to point a moral.

My text to-day is furnished by a pathetic little auction sale of household goods, that is taking place this very afternoon only two doors from my home. All the morning Mr. and Mrs. Stanley were carrying out their "things," their tables and chairs and bedsteads and dressers, their range and cooking utensils and dishes and all the innumerable paraphernalia required to carry on the process of housekeeping. Only the piano and one or two other items of large size remain in the house.

Even now as I pause in my writing I can hear the mellow persuasive voice of the auctioneer with a "What am I offered for this elegant chiffonier? Who is going to start it at \$5? Ladies, just mind the beauty of that birdseye maple! This chiffonier cost \$40 if it did a cent. You couldn't get one like it for that price now and it is precisely as good as new. Ladies, you'll regret it the longest day you live if you pass up this chiffonier—" and sometimes snatches of the funny stories he tells between sales to keep the crowd interested and amused come floating over my way through the leaves, as does also the merry shout of laughter that follows immediately on the denouement of each tale.

The auctioneer evidently is doing his best, but I judge the crowd is not bidding very well, for frequently I hear his urgent plea, "Can't someone raise that bid? It's a shame for that handsome article to go at so low a price!" Money is close and no one wants to give much for secondhand furniture. I fear the Stanleys will be greatly disappointed in the proceeds of the sale.

Just now the auctioneer has been making an extra effort, for he is selling the piano. First he expatiated at some length on the beauty of the case, the merits of the instrument, on its sweetness and depth of tone, on the high reputation of its makers, and lastly on its cost. He requested a young lady to render two or three selections, which she did pleasingly and in a way to bring out the quality of the piano. But after all the high-

est bid that could be obtained was only \$125, and it has just now gone at that. How it must have hurt both Mr. and Mrs. Stanley to see the piano put up at all, and to have to take so small a sum for it when it cost them \$475, is hard indeed!

I have kept away from the auction. There was nothing that I cared to purchase, and knowing the people and the circumstances as I do it would be too painful to go. But I was in the little home this morning on an errand, and told the Stanleys how sorry I am to lose them as neighbors. In this I was perfectly sincere for they are excellent people and in every way desirable to have in the community. I could see—I could not help seeing—how badly broken up they both are.

They came to this little California city about a year ago. Mr. Stanley has not been able to obtain steady employment and they were running badly behind. "We are simply 'going broke'" Mrs. Stanley told me with a little catch in her voice, "so there is nothing else to do but sell off our furniture. I only hope it will bring enough to square up with everyone here and take us back East." It seems that once there Mr. Stanley has the promise of a steady position with his old employer.

To some extent the Stanleys are the victims of the financial depression. Were conditions here what they were two or three years ago, he would have had no trouble in securing steady work at good pay. Where he was last they liked him very much and let him go only because with trade so slack they could not afford to keep all their help, and they felt that men who had been longer in their employ had a greater claim on them. To a certain extent the Stanleys certainly are the victims of the present hard times.

But to a far greater extent they are the victims of the thoughtless, heedless, happy-go-lucky, reckless American habit of spending what they have when they have it, and making no provision for the rainy day that is sure to come sooner or later. I do not blame them for their financial errors. They never were trained to habits of thrift, and the "Easy come, easy go" manner of handling money is what most fall into when pay is good and employment easy to obtain.

But when a young couple with only one child, who have been married five years and blessed all the time with good health, are practically bankrupt as the result of lacking employment for perhaps three months in all out-

of a year's time, there is something wrong. I am satisfied that with Mr. Stanley's working three or four days a week at almost any kind of job he could get, they could "break even" with their expense account did they but know how to manage.

Evidently from the very start the Stanleys were childish and unthinking with their pocketbook. Some might say that they should not have married until Mr. Stanley was earning a higher salary. But I have noticed that with extravagant habits of spending, a large salary can be dissipated just as swiftly and just as completely as a small one.

After they had been married only a few weeks a smooth-tongued salesman persuaded them to buy the piano. They are neither of them especially musical and certainly had no real need of the instrument, but once the agent succeeded in getting it into the house, they hated to think of its being taken out. Besides, a sister-in-law was buying a piano at the time, and "Why shouldn't my wife have as good as any one in the family?" reasoned the proud young husband.

The piano was sold to them on the installment plan and they were three years, during which time Mr. Stanley never lost a working day, in paying for it. And at the end of the time the piano was all they had to show for his three years of steady work. They had made no start towards buying a home, had invested nothing to bring in any income, had nothing saved to start in business for themselves.

Not that the piano was the only extravagance. There were countless other extravagances, most of them

small, even insignificantly tiny in themselves, but exceeding the piano in the aggregate. The Stanleys fell into the way of living "from hand to mouth." They ran accounts at several stores and often Mr. Stanley's pay check was almost or quite lived up before he got it.

When Mrs. Stanley bought a suit or a dress or a hat she got what pleased her fancy, without much regard to serviceability or even to cost if the article was at all within her reach. Mr. Stanley used similar methods in his expenditures. When they wanted to take in a show of any kind or go on an excursion, they went, provided only they had the money or could readily obtain a loan from a friend. The fact that Mr. Stanley was steady and industrious and that they were excellent pay made it always easy, altogether too easy, for them to obtain credit.

They laid up absolutely nothing. When they came West it was a little legacy Mrs. Stanley received shortly before that paid for their tickets and the freight on the piano and furniture. Here, while he did not obtain the steady and well-paid employment he had enjoyed previously, they did not seem to be able to modify their habits of spending. The pitiful little auction sale which must by this time be nearly finished is the outcome.

The lesson which all this teaches is so obvious that for once I refrain from drawing the moral. Quillo.

Many a man punctures his tire on the road to wealth. It is better to be on pleasure bent than on duty broke.

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.



Tanglefoot

THE SANITARY FLY DESTROYER—NON-POISONOUS

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

RAT-KILLING DAY.

Public Duty Which Should Be Made Country Wide.

Written for the Tradesman.

Now that we have swatted the fly until we have him on the run, it would be a good idea to turn our attention to the rat.

The rat is a loafer, a nuisance, a pest; and life and property would be ever so much more secure in this country if we could get rid of him.

According to a recent report of an authority who has gone somewhat exhaustively into statistics on this subject, there are about as many rats as people in this country.

In other words our rat population numbers about one hundred millions.

The average feed bill of a rat for twelve months amounts to about \$1.50. But the average rat no doubt wastes fully as much as he consumes, if not more. So the total average cost is right at \$3 per rat, or \$300,000,000 a year. A little reflection should convince anybody that this is too much money to be squandered on rats. Multiply this figure by ten, and the figure you get for the total upkeep of our rat population for a decade is simply appalling.

Farmers and storekeepers, millers and manufacturers, and domestic establishments quartered in old, dilapidated buildings of our towns and cities, are the unwilling contributors to the upkeep of our teeming rat population.

It is a clearly established fact that the rat, with some of his fellow rodents like the ground squirrel in California and the marmot in Eastern Asia, is the chief breeder of the bubonic plague.

Health officers of the leading cities throughout this country have called the attention of their fellow townsmen to two deaths quite recently in New Orleans from bubonic plague.

Everybody who is familiar with the history of the middle ages knows something of the terrors of the "Black Death," as it was called. In those pre-scientific days people did not know how to fight disease and death as they do to-day. After making due allowance for unconscious exaggeration of writers on the subject, the ravages of the bubonic plague must have been appalling to a degree.

Some twenty years ago the bubonic scourge appeared in India. Cases of it are not uncommon in Asiatic countries even to this day.

But two bona fide cases of bubonic plague right here in the homeland makes one a bit nervous.

Several years ago the Pacific Coast had its scare when several cases of bubonic plague appeared in the Chinese quarter of San Francisco. True, the known cases among human beings were not numerous; but the disease spread rapidly among the rats of the city, and eventually to the grounds squirrels in the hills.

And now authorities are agreed that the rat is the chief breeder of the bubonic plague. For some reason he seems to be particularly susceptible to the disease. When he becomes infected, fleas carry the germs to

man. Medical authorities are quite positive in their claims that the community that is free from rats will also be free from all danger of the bubonic plague.

When the people out on the Pacific Coast realized what they were up against they began an aggressive war of extermination against the rats. The whole State was tremendously interested, and the co-operation of the National Government was elicited, and rodents by the millions were killed. They trapped them, poisoned them, discovered and destroyed their hiding and breeding places, and as a result, stayed the ravages of a loathsome disease that seemed to threaten the lives of the people.

The bubonic plague originates, as I have intimated, in Asia. It is carried in ships by rats to other portions of the globe. Rats are great travelers—traveling both by land and by water. Steamboats plying up the Mississippi and its tributaries from New Orleans might, if the points of contact with New Orleans traffic were not properly watched, carry the germs of this disease to people up the Mississippi and Ohio River Valleys.

In view of the danger, and also in view of the destructiveness of the rat, generally speaking, it would not be a bad thing for the people of the Middle West to inaugurate a vigorous campaign against the rat.

Millers and storekeepers and manufacturers who are troubled with rats about their establishments, should trap and destroy the rats they now have, and then proceed to make their buildings as nearly rat-proof as possible. This is a difficult thing to do in some cases, but it will pay to go to some trouble and expense to permanently get rid of rats. And surely every public-spirited citizen should free his premises from these dangerous and extravagant pests.

As the rat is a shrewd, game little fellow, size considered, he is rather interesting quarry for young America and his dog. If the youngster doesn't happen to possess a terrier, most any sort of a cat will do perfectly.

In order to stimulate general interest it might be well for communities to designate a certain day as Rat-Killing Day. Get the local papers interested in the project. They'll gladly give you all the collateral advertising you require for the sake of its news value. And you can depend upon the hearty co-operation of the boys. If such a day is properly worked up it can be made an occasion of real sport as well as a day of substantial profit to the people of any community. Let the people know that every rat killed in their community means \$3 saved to the people of that community, to say nothing of the further fact that the probabilities of bubonic plague are diminished by just one rat. One hundred rats killed means \$300; 1,000 rats, \$3,000, etc.

If the people are made to realize how terribly expensive and dangerous a thing a rat population of approximately one hundred millions is, they'd come to see that the killing of rats is a public duty. Frank Fenwick.

How to Make Good Coffee.

The Better Coffee-making Committee of the National Association of Coffee Roasters, after thorough experimenting and corresponding with experts, has decided that the following is the best method of brewing coffee; Fill a kettle with fresh cold water and put it on to boil. Place over an open china teapot, kept just for coffee (as metal is deleterious), a clean, wet, old linen napkin or a new square of unbleached muslin, letting it sag toward the center. Put into the depression four heaping table-spoonfuls (for four cups of coffee) of finely pulverized coffee. This fine pulverization is very important. Ordinary coffee will not do at all, and gives weak infusions. When the water in the kettle is boiling fiercely, pour it through the coffee slowly until four cupfuls have gone through, or a trifle more, for four cupfuls of coffee. Cover and take at once to table. Wash the cloth immediately after breakfast and keep it in a jar of cold water, never permitting it to get dry, freshening the water every day. Keeping the cloth sweet is absolutely essential. Every effort should be made to this end. The least souring ruins the coffee. Follow these directions strictly, paying special attention to having the coffee very fine, like flour, and the water boiling, and you will have excellent coffee, even though you buy cheap blends.

A woman seldom nags her husband unless he is that kind of husband.

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SUN RISES

**Voigt's
CRESCENT
FLOUR**

**Makes Best Bread
and Pastry**

We still have 20 large tea cans, 10 coffee cans, Hobart Electric coffee mill, some tables and counters for sale.

We also have the selling of a fine 116 acre farm, 60 acres all improved, fine buildings, at \$3,000. Might trade for stock of merchandise in good town.

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Spraying Largest Line  Compounds Superior Quality

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Reliable dealers wanted.

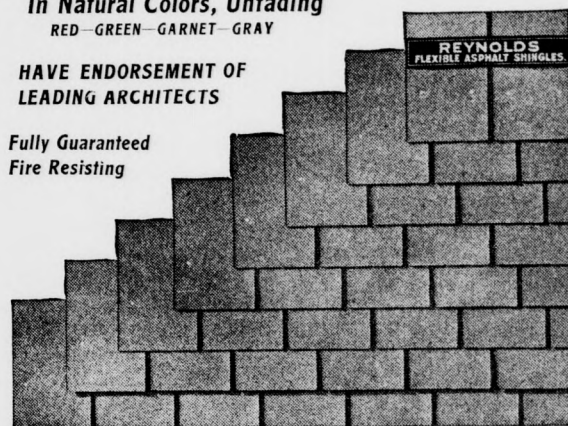
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Beware of IMITATIONS. Ask for Sample and Booklet.
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President—C. E. Dickinson, St. Joseph.
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Treasurer—William Moore, Detroit.

Electric Appliances as a Hardware Sideline.

Written for the Tradesman.

In many hardware stores, electrical cooking and lighting goods are profitably carried. That their sale by hardware dealers is not more widespread is due to a number of causes. One of these is, that, so far as cooking is concerned, the line is still a comparatively new one. The other is that power and lighting companies in most places carry a retail department of this sort.

In spite of this competition, however, the vogue of the electric appliance as a hardware sideline appears to be growing. More than that, hardware and plumbing firms are competing successfully in electric wiring, with the power and lighting companies.

Before embarking, however, the hardware man will do well to carefully size up the local possibilities. He should know his field pretty thoroughly, and should give the possibilities careful study.

The range of electrical appliances is growing wider every year. Most of us can remember when electricity was used exclusively for lighting and power purposes. Now a large number of electrical cooking utensils are commonplace in homes where the current has been installed. Electric irons, toasters, coffee percolators, even electric ranges, are sold now-a-days. The electric vacuum cleaner, and the electric washing machine, electric sewing machine, electric wringer, and a host of other lines are being rapidly introduced. And in a good many places hardware dealers are profiting by the handling of such lines as these.

They are all-the-year-round sellers, although it is in summer that their advantages are particularly appreciated. Some dealers have found it advantageous to push a "leader" particularly. For this purpose the electric iron is a good one, particularly in the hot weather. Pretty nearly everyone knows what a strain ironing is on a hot summer day when it is necessary to keep a fire going. The electric iron eliminates all unnecessary heat. That means that it eliminates most of the discomfort. And, once sold, it becomes the entering wedge for the further sales of electrical goods. A retailer who has specialized in this line of business makes it a point, after selling an iron, to show the purchaser pretty nearly

everything else in the electrical line which he carries in stock, and to refer to other lines for which orders are taken by him. That paves the way to further orders once the convenience and comfort of the electric methods are demonstrated.

The electric iron has the added advantage that it is admirably adapted to being sent out on free trial for a month. The free trial is in most cases a clincher.

Frequent demonstrations are very helpful in selling electrical goods.

For these, it is not necessary to have an expert demonstrator. The great advantage of the electric appliance is that anybody can handle it. But the demonstrator should be the most tactful and courteous member of the store staff.

An electric cooking day, advertised through newspaper space and circular letters, will prove a drawing card. Better still than ordinary advertisements, formal invitation cards can be sent out to a selected mailing list of people who have installed or are intending installing electric current. Toast and coffee can be served to all comers, as prepared on the electric toaster and coffee percolator. Do not stint the coffee or the cream, either.

Similarly, vacuum cleaners or washing machines can be demonstrated. An actual demonstration of these appliances is more convincing than any amount of merely verbal argument.

These demonstrations are good advertisements for the store, anyway. They draw people who, even if they do not purchase electrical goods, will buy other things. It is a good scheme, when you are holding your electric cooking day, to push the household goods department and the 5-10-15 cent counter well into the foreground. The patrons of your electrical demonstration will be very largely women, and your small wares department will stand an excellent chance of doing a thriving business.

In many instances it may be found good policy to go out after this business. If one of your staff shows any pronounced interest in the electrical department, give him especial charge, let him look after all demonstrations, and when a slack day comes along let him go out and call upon users of electrical current and try to interest them in your electrical department. The storekeeper's first business is, of course, to keep store; but in these days of brisk competition the hardware store should be under every salesman's hat. That is, every member of your staff should be alert, wherever he is, to push your interests. If he's out on a pleasure trip,

even, and sees a prospect of a sale, he should at least make a mental if not a written note of it; and it's in order to go after the business then and there. Business comes before pleasure. More than that, the true business man finds his greatest pleasure in his business.

And keep track of your customers who buy electrical appliances. The lady who yesterday purchased an electric iron will be, in a very short time, in the mood to purchase a toaster or a coffee percolator. Every appliance sold becomes a missionary for your electrical department.

In this connection, these appliances can be profitably pushed to the forefront in the Christmas season. They make admirable gifts. Interest a husband in electrical appliances, and he will often make a practice of purchasing an electrical appliance for his wife every Christmas, or every birthday, or every time they have a little tiff. An electrically equipped kitchen and laundry is in the average small home a cheap substitute for expensive and unsatisfactory hired help.

Electrical goods can be given a prominent place in the store. They have the great advantage, for display purposes, of being attractive. And, being still a novelty in most places, they have a distinctive advertising value, attracting attention to your store and bringing you trade in other lines as well.

William Edward Park.

The pathway to success lies in serving humanity.

For Sale

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

The Ventilation of School Rooms Is a State Law Requirement

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

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

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

Steam and Water Heating with everything in a material line.

Correspondence solicited.

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

Grand Rapids, Mich.



Importance of the Semi-Annual Inventory.

The practice of taking a semi-annual inventory is so well established that to neglect it is not only to bring an accusation of carelessness against the merchant, but also to cause a doubt as to his competency and fitness, particularly in the mind of the credit man. An old credit man of wide experience once told the writer that when the report of a merchant was made on the basis of a semi-annual inventory it at once impressed him favorably, and, further, that when the items were clearly set forth in an understandable manner, it was an evidence of the ability of the merchant to manage his affairs.

There is, in the mind of the writer, an exception to this, which came to his knowledge many years ago. A very successful old-time merchant had reared a family of boys, who, when arriving at man's estate, had imbibed the spirit of modern business, and insisted on having show windows, neat fixtures, and actually, according to the father, "wasted money on advertising," as he chose to express it.

The store, a large two-story building, was filled with merchandise from top to bottom, not over clean or well kept. The boys had annoyed the father greatly by insisting on modern usages, and the climax came when they suggested an inventory. No suspicion was aroused in their minds by the ready acquiescence of the father, and extensive preparations were made for the event. He had insisted that he be present at the beginning of the undertaking, and when the eldest son sprang up the ladder and threw down from the ledge over two dozen overalls costing \$8 per dozen, and sung out the item and the amount, the old man said: "Stop, I came to this country just fifty years ago this month, with exactly \$16 in my pocket, and I am not going to worry with any more inventory. All the balance of the goods, the houses and the farms are all clear profit. We will not go any further." And not until the administrator made the inventory was one taken in this house.

To-day the methods employed by this merchant would not bring him such success as enjoyed by the pioneers of the Sun Flower State, and this story is but introduced as a contrast to present day methods.

Many merchants simply "make a bluff" at taking an inventory, particularly when they think they are fairly well off. They would as soon think of flying as accepting such a set of figures in buying or selling a stock.

The first thing the clothier needs when he goes into business is credit; he needs it every day while he is in business. Is it not the feature to which he must pay the most attention, and, to keep it good, take stock often? One successful merchant known to the writer made it a practice to check up some part of his stock every six weeks. He quit the game of clothes selling with a comfortable balance in the bank.

The interest a man feels in his business is shown by the records he keeps. To say, "I am too busy to take a semi-annual inventory," is to dodge the responsibility of facing facts. It is much easier to go fishing or automobile riding for the day, but the facts will come out at pay day.

The stock is always better for being handled at the inventory season. It is cleared from dirt, and the ravages of moths, mice or cockroaches are discovered, as well as the shop wear caused by light or gas fumes.

Not infrequently a common expression at stock-taking is, "I had completely forgotten we had so and so."

Comparisons with stock records will disclose shortages, and these can be stopped before they grow larger. In a certain case, the semi-annual inventory disclosed the fact that the gross sales had been but 40 cents more than the gross purchases, and the stock was about the same. This easily explained the violent opposition of the employees to "doing so much work for nothing." A change in the force brought about a different result at the next inventory; but, had the speculations continued, they would have resulted in bankruptcy.

"Guessing" in business is always a hazardous practice, and is so trying on the nerves that it ought not to be indulged in. Get the facts, and then the satisfaction brought by definite knowledge will make a man sleep better.

One merchant said "he did not dare to take an inventory, as he knew he was a bankrupt, and figures would tell the fact to his creditors." He did not deceive them for a single moment, because his chief creditor said: "When a man will not settle with himself it is plain to me he is so far in the hole that he dare not confess it."

How the inventory should be made has been told time and again in these pages; but as duties have to be presented anew from day to day, we will suggest a few cardinal points. Begin making preparations for the inventory beforehand. Seek out all small lots and put them on the bargain counter at prices that will sell them, cut them

good and deep, and have money instead of carried-overs.

Inventory each garment or suit according to size, as well as cost, on a sheet ruled for the purpose. This gives a reference list to govern future buying and makes the inventory a curb on enthusiastic overbuying. When the buyer sees his "pets" unsold, or when he finds in the case the line of suits which he was "talked" into buying, he has a reminder before him "not to do it again."

The smaller the stock the more necessary to list it accurately. Finish the inventory to the last and smallest item, and then if the clothier should be so unlucky as to have a loss of any sort or kind he will be able to make an intelligent claim. One merchant collected several hundreds of dollars when the water pipes burst, as the inventory showed on its face that it was properly and accurately made, distinctly written and the extensions and footings all correct.

Put a price on every article, small though it be. Get into the habit of being accurate, and the practice will keep the "stickers" in mind. Treat the liabilities with equal accuracy, and, while some of the figures may not be pleasant to contemplate, when the merchant knows his liabilities to a dollar he will set about adjusting or

paying those which are likely to give him trouble. It is the unknown that looks far more threatening than the definite facts.

To deceive one's self through inflated prices on the merchandise is a mistake calculated to cause much trouble at a time when least expected. Be honest with yourself and take the goods in stock at what they are worth, not what they cost. In this way the trouble will always be of yesterday, instead of to-day.

Every merchant who is careless with the inventory is not necessarily dishonest, by any means; but, as it is a common practice of dishonest merchants to neglect to take an inventory, and, when it is taken, to have it slovenly and full of inaccuracies, my advice to my readers is to have the inventory correct in every particular, like a page in the ledger. It is then a source of much valuable information to use in managing the business.—Otto Buehrmann in Apparel Gazette.

How to Avoid Unkind Criticism.

Say Nothing.

Be Nothing.

Do Nothing.

How a man does dislike to do business with a know-it-all!



DIAMOND

The Diamond Auto Tires are built of vitalized rubber, which assures the motorist of the Greatest Mileage and the best service that can be built into a tire. Made in Squeegie and Smooth treads.

Sherwood Hall Co., Ltd.

Distributors

30-32 Ionia Ave.

Grand Rapids, Mich.

The Michigan Trust Co.

The following coupons will be due and payable at our office on and after August 1, 1914

AUGUST 1st.

Boyne City Lumber Co., 6s.

Cadillac Gas Light Co., 5s.

Citizens Telephone of Grand Rapids, 6s.

Citizens Telephone of Jackson, 5s.

Corl and Knott Realty Co., 5s.

Goodspeed Real Estate Co., 5s.

Harrison Land Co., Ltd., 6s.

S. S. Kresge, 5s.

Wm. Shakespeare, Jr., 5s.

South Bend Mills & Lumber Co., 6s.

Storey Timber Co., 6s.

W. H. White Co., F. Mtg., 6s.

W. H. White Co., Coll. Trust., 6s.

PRINCIPAL PAYMENTS

AUGUST 1st.

Boyne City Lumber Co.

Harrison Land Co.

South Bend Mills & Timber Co.

Storey Timber Co.

W. H. White Co., 1st Mortgage



Grand Council of Michigan U. C. T.
 Grand Counselor—M. S. Brown, Saginaw.
 Grand Junior Counselor—W. S. Lawton, Grand Rapids.
 Grand Past Counselor—E. A. Welch, Kalamazoo.
 Grand Secretary—Fred C. Richter, Traverse City.
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 Grand Page—John A. Hach, Jr., Coldwater.
 Grand Sentinel—W. Scott Kendricks, Flint.
 Grand Executive Committee—E. A. Dibble, Hillsdale; Angus G. McEachron, Detroit; James E. Burtless, Marquette; L. P. Thompson, Jackson.
 Next Grand Council Meeting—Lansing, June.

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

A Time When the Victor Was Vanquished.

"It was nearly forty years ago that the head of Fowler Dry Goods Company cautioned me to watch out for Jerry Freer," said Billy Chambers reminiscently. "I was just making my break into the game, and on the morning of my third day I received a wire ordering me to make an immediate jump to Watertown, New York, to look after a firm that had been put out of business by a fire the night before.

"I boarded a train about noon, and settled down for a quiet smoke. Across the aisle sat a great bulk of a man. I was eyeing him curiously, when, catching my gaze fixed on him, he nodded and in a loud voice said: 'Where away, my boy?'

"I'm going to Watertown," I replied.

"I'm headed that way myself," he said as he rose, waddled across the aisle, and took the vacant seat.

"Traveling man?" he queried, after surveying me critically.

"I nodded.

"You're a pretty good guesser," I laughed. "The fact is I've been on the road exactly two days."

"That so? I could tell it if it was only that many minutes. I'm one myself, and can tell a brother traveler by instinct."

"I suppose that's one of the things I've got to learn," I said.

"Yes, and there are some other things you'll have to learn if you're going to make good."

"I'm open to suggestions."

"Well, then my boy, listen, and I'll give you a few pointers. My advice to you and to every young man making the break is to use your head—

no matter what happens, use your head. That's my motto. Whenever I get in a hole I just say to myself, 'Jeremiah, what's the matter with that old cocoanut of yours?' Then I sit down, figure it out, and—presto! there you are! The next thing is to get the business," he said after a pause. "If you can't get it—get it anyway. And right there, my boy, is where the headwork comes in. In a year I've put two representatives of the Fowler Company out of commission."

"Pretty hard on the other fellows, wasn't it?" I said, realizing now that my fat friend was no less a personage than Jerry Freer, against whom I had warned.

"They had the same chance, didn't they?" he retorted. "All's fair in love and war and in the traveling game as well. If they'd got the best of it, you'd never hear a word out of me. I'm no squealer. So I'm telling you now, Son, if the other fellow beats you to it, smile and shake hands with him. If you get the jump on him, grin and shake hands with yourself. I've been shaking my own dukes so frequently that I'm developing a case of armigitis."

"I suppose there are tricks in every trade; but my experience is so limited that I know nothing of those in mine."

"What is your line?" he asked curiously.

"Dry goods."

"The blazes you say!" he exclaimed. "What firm do you represent?"

"I answered the question by handing him one of my cards. As he glanced at it the expression on his face changed to one of intense surprise. For a moment he made no comment; then, looking me squarely in the eye, he exclaimed:

"Well, I'll be blanked!"

"You gave me no chance to tell you before," I explained. "However, I want to thank you for your advice. I shall endeavor to make use of it at the earliest opportunity."

"What I said, I meant," he replied sharply; "but don't forget you are bucking Jerry Freer. You'll have to get up before breakfast, Sonny, to get the best of the old man!"

"I'll get up before midnight if it becomes necessary," I replied.

"That's all right; but it's a waste of time. In a few weeks you won't know the difference anyway, because you'll be looking for a new job."

"At this point the train came to a sudden stop, and failing to see the customary little depot and scattered hamlet I turned to him with a look of interrogation.

"This is Castorland," he said. "We take the siding here to allow the Watertown train to pass. The station is up the line." He settled down in his seat buried in thought; then sitting up suddenly he remarked, "We might take a walk up to the station and get an evening paper. Put on your hat—the walk will do you good."

"On the way he explained that our train would stop at the station as soon as the Watertown train pulled out. Arriving there, he excused himself on the plea of sending a wire. After the train from the North pulled out and I saw my own train pulling swiftly into the station I looked around for my fat friend; but he was nowhere in sight. The train drew nearer, with constantly increasing speed, and I suddenly awoke to the fact that it was not going to stop; but it was not until the locomotive had passed and a second later I saw the nose of my erstwhile companion flattened against the window of the smoker and a chubby hand waved in silent farewell, that I realized that I had been duped and that Jerry had again been using his head.

"Then it was that I began using my own. I knew that unless I reached Watertown that night my days on the road were numbered. I remembered that no other train could get me there before the next day. There was only one thing to do, and that was to jump for it.

"Running along beside the train, I waited until the last car was abreast, then jumping high into the air made a lunge for the rear platform. I caught the railing at both sides; but the left hand slipped and I swung by the other out into space. I retained my grip with the right, however, and a moment later swung back, my knees striking the very edge of the bottom step. My hold was so slight that I was afraid to breathe or move a muscle for fear of being dashed to the ground. In a desperate effort to save myself I put every ounce of strength into the right hand and literally held myself at arm's length while I changed the left to an inside hold, gradually pulling myself, inch by inch, to safety.

"As soon as I regained my strength I started through the train in the direction of the smoking car, with the intention of calling Freer to account. At the door of the smoker I caught sight of him seated beside a stranger. Both were convulsed with laughter and I at once surmised that I was the subject of their mirth. I was wild with anger and my first impulse was to rush into the car and take summary vengeance; but I restrained myself and instead sank into a seat to ponder the situation.

"I finally decided to fight fire with fire, to bring into play methods similar to those used by Freer. For the rest of my journey I kept out of sight. When he left the train I followed at a safe distance. After he had registered at the hotel I did likewise; but under an assumed name. Then I made myself scarce for the night.

"Shortly after breakfast the next morning I went direct to see my man, and had the satisfaction of knowing

that I had pulled off a pretty big thing for a beginner. I was back at the hotel by 9 o'clock and ready to give Jerry a surprise.

A few minutes after my arrival he put in an appearance, strolling leisurely through the corridor, apparently satisfied with himself and all the world. Suddenly he caught sight of me. He could scarcely believe his senses. Realizing that there was no mistake, he put on a bold front and came toward me with extended hand.

"Hello, Son!" he exclaimed. "How in Sam Hill did you get here?"

"Well, you see," I said, imitating his intonation and twang, "when I got in the hole you dug for me last night I just said to myself, 'Billy, there's certainly something wrong with that old cocoanut of yours to let an old codger like Jerry Freer sidetrack you in this way.' Then I figured it out, made a flying tackle, and—presto! there you are!"

"You don't mean to say you came in last night!" he queried suspiciously.

"That's where the headwork comes in," I reminded. "I realized that if I was to get up before breakfast there

was nothing else to do. I was up at 6 this morning."

"Confound your impudence!" he cried, his fat face taking on a crimson hue. "How dare you break into my territory? I'll teach you a lesson you young—"

"You had the same chance, didn't you?" I said coolly. "I'm no squealer. That's why I'm telling you now, Jeremiah Freer, if the other fellow gets the jump on you, smile and shake hands with him. If you beat him to it, grin and—"

"But he would not let me proceed. He realized that I had not only taken him at his word, but had taken his measure as well. There was only one thing to do, and that was to accept defeat gracefully.

and that was to accept defeat shrill

"Never mind about shaking your own duke," he said, as a shadow of the old smile flitted across his face. "Let Jerry Freer do that—let the old man acknowledge the corn."—D. W. Fratcher (Detroit) in Sunday Magazine. Copyrighted, 1914.

The salesman who does not greet a customer properly has handicapped himself at the outset, making it difficult for him to develop a sale.

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

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

Gabby Gleanings From Grand Rapids.

Grand Rapids, July 28.—The Grand Rapids Furniture Exhibition closed last Saturday with a total registry of 1,508. The total number of buyers in this market this season was practically the same as last July. The register a year ago showed 1,518 arrivals. The furniture salesmen in this market seem to be very optimistic over the prospect for a fine fall business.

Walter S. Lawton has returned from a two weeks' Northern trip and reports business especially good. As Walter's trip has been through the summer resort section, where at this season of the year so many are afflicted with heart trouble or severe headaches and as W. S. sells the goods that are supposed to cure these ills, it is no wonder that business has been good with him.

Traveling men's day at the State Fair this year will be on Saturday, September 5. A committee has been appointed by Grand Rapids Council to make arrangements with the fair management for some special attractions of interest to commercial men for this day. Several of the nearby councils will be invited to join 131 on this occasion.

Mr. and Mrs. H. B. Wilcox have been entertaining Mr. and Mrs. Charles Killeen, of Flint, during the past week. Mr. Killeen, who was formerly one of the youngest business men in Swartz Creek, sold his business some time ago and now has a responsible position with the Buick Motor Co.

Chas. Nuthall and wife and daughter were Lansing visitors a portion of last week.

O. W. Stark has taken a position with the Woodhouse Co. Knowing O. W. to be a live one and one who is universally popular, we feel assured he will be successful in his new undertaking.

An advertisement in the Detroit papers states that bathing suits are one-third off in Detroit. This will be good news to Cadillac Council, as these suits seem to be their favorite costume. As we remember seeing them in the parade at Saginaw, their suits struck us as being quite a little more than one-third off.

Mrs. R. A. Waite has returned from her visit to the Soo.

Mr. and Mrs. Al. Windt's little daughter, Marion Elizabeth, met with a painful accident last week. She fell into a boiler of hot water and was severely burned before she was rescued by her mother. She is getting along very nicely at this writing.

Eugene Scott is covering his territory with his new ford.

Sam Evans, who sells a wonderful "shade cured Jap tea grown in some private gardens in the most favorable section of Japan," is almost as good a crabbage player as he is a tea salesman.

George McWilliams is building a new garage. Automobile dealers, take notice.

Clint Firtney, the Burton Heights pharmacist, is building a new residence on Jefferson avenue.

We have been asked if Earl Warren is married and we are glad to state the truth. He is not—yet.

Pete Anderson and wife were called to Greenville last week Tuesday to attend the funeral of Mr. Anderson's brother-in-law, George Stroup.

Members of Grand Rapids Council extend their sympathy to Mrs. Walter S. Lawton because of the death of her father, Richard Smith, who died Saturday at his home at the corner of Shawmut avenue and Straight street. Mr. Smith had been a resident of Grand Rapids for nearly forty years, coming here from his birth place in England. He was 87 years old at the time of his death. For many years Mr. Smith was head tailor for Col. E. S. Pierce in the old Tower building. He is survived by

four daughters, Mrs. Walter S. Lawton and Mrs. Arthur Davidson, of Grand Rapids, Mrs. Horace Howard, of Lansing, Mrs. Samuel Scott, of Muskegon, and two sons, Albert and William Smith of this city. Funeral services were held at the residence of his daughter, Mrs. A. Davison, 148 Gold street, Monday. Interment was in Oakhills.

A meeting of the picnic committee of Grand Rapids Council was held last Saturday at the Association of Commerce parlors and plans formulated for a good old-fashioned family picnic. Different locations, both in and around Grand Rapids, were discussed, when Mr. DeGraff conceived the idea of having the picnic at Point Paulo, Reed's Lake. The meeting was adjourned until Sunday, July 26. The committee called on Mr. Paulo, who assured us if we held our picnic there we would be absolutely private. This is a very important feature, something we haven't been able to have for several years. The committee made very satisfactory terms with Mr. Paulo. Believe me, we have the best location in or around Grand Rapids. Now, ladies, please don't dress in your best gowns. Come prepared to have the best time you ever had at a U. C. T. picnic. If your husband is out of town, come anyway. There will be a good looking young man there to look out for your comfort. If you are single, John D. Martin, the Beau Brummel of 131, will look after you. The bachelors are especially invited. Also the out-of-town boys. There will be plenty of eats for all and we are sure you will not go away hungry. There will be games and prizes for the ladies and children. Harry Harwood has promised to furnish us with some grape smash, which will be enjoyed by all. Now, boys, we have the best location that can be had. Please come and bring your family. Remember the date, Aug. 8, 1 o'clock sharp. The committee is W. E. Lovelace, J. D. Martin, H. E. DeGraff, W. S. Lawton and Harry T. Miller. For further information watch the Tradesman.

Campbell P. Jones, for many years district manager for Spalding & Merriam and at present broker for Pippin cigars, is seriously ill at Mrs. Mosier's Hospital on Lillian street.

Earl Baxter, of Jas. Baxter & Son, Hopkins, is taking a trip through the Western States.

Will E. Sawyer.

Boomlets From Bay City.

Bay City, July 27.—August 15 has been selected by Chairman F. G. McCloy as the date on which the members of Bay and Saginaw Councils will picnic at Wenona Beach. The best time ever has been planned. The 6 o'clock dinner will be served at Wright's Cafe. The Saginaw U. C. T.s are requested not to bring any Saginaw river water, as the supply at the bay is ample. A game of ball will be played by the Bay City and Saginaw U. C. T. teams.

The writer was in the Thumb district of Michigan last week and met many persons who were panic stricken because of the invasion of the army worms. Considerable damage has been done, but the newspaper reports were somewhat exaggerated.

S. D. Davenport, Rice & Hutchins' Michigan salesman, now has headquarters at Flint. Sam says life is too short to make frequent trips to Chicago.

The Hotel Saulsbury, Morenci, is O. K. Mr. and Mrs. Frank Blair are popular with the road tramps.

William Morash, who was proprietor of the Hotel Dow, Harbor Beach, has returned to his first love, the Hotel Morash, Carsonville.

T. M. O'Loughlin, who covered Michigan territory about thirty years, is now engaged in the grocery business on Midland street. Terrence, as his name indicates, is not a German. He was successful on the road, was

given the glad hand by his customers and was popular with the fraternity. He reports that his business is satisfactory.

For the love of a little child a man whose heart is right will face dangers and endure hardships without hesitation. Last Saturday morning John S. Crampton, a member of our fire department, braved possible death in a successful effort to rescue a little girl one year old from a blazing room. His first attempt at rescue was unsuccessful, but the second time he entered the room he found the child and carried it down a ladder. It requires courage to face death by fire.

Pub. Com.

Chirpings From the Crickets.

Battle Creek, July 27.—Battle Creek Council, No. 253, holds its annual picnic at Allendale Resort, Gull Lake, Saturday, August 1. We are all looking forward to another one of our big family affairs and anticipate a big turnout. Don't forget the date.

An auto tester at Lansing picked up and threw on his lot all the large stones he came across one summer and built a beautiful home. And still you hear the expression that they hold on to their rocks over in Lansing. That is a hard remark.

A special meeting of the picnic committee was held Saturday to perfect all details.

Harry Harwood, of 131, got the writer to reading some of the classics the other night and I got into deep water at once. Harry is strong on literature and has a very cultured taste for classics.

Ice cream tubs, beer and pop cases are very much in evidence on railroad trucks these days. And they say the railroads need the tonnage.

Court plaster and alcohol will be in demand after Saturday's ball game at Allendale Resort.

Steam heat doesn't mean anything on a hotel office window these days. Guy Pfander.

Business Good in Milwaukee.

Milwaukee, July 28.—With an increase of 5 per cent. in working forces at manufacturing plants within the last thirty days, a healthy tone is reflected in business conditions in Milwaukee, according to J. A. Fetterly, manager of the retail branch of the Merchants and Manufacturers' Association.

Plants engaged in manufacture of iron and steel are running to 65 per cent of their capacity and general plants from 65 to 80 per cent, while some manufacturers are working to full capacity.

In the retail circles a peculiar situation is revealed. Despite the fact that the manufacturers ran to but 60 per cent of their capacity the larger stores show an increase each week over the corresponding week of last year. This is true also of last week, despite the high temperature and humidity. Collections have been excellent.

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

Buffalo, July 29.—Creamery butter, fresh, 24@28½c; dairy 20@25c; poor to good, all kinds, 17@20c.

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

Eggs—Choice, fresh, 21@24c.

Poultry (live)—Cox, 11@12c; fowls, 15@17c; ducks, 14@16c; broilers, 20@23c.

Beans—Marrow \$3@3.10; medium \$2.15@2.20; pea, \$2.10; white kidney, \$3; red \$3.

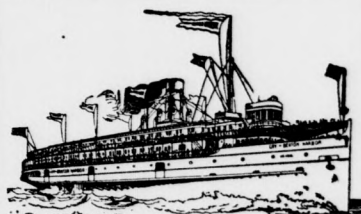
Potatoes—New, \$2.25 per barrel. Rea & Witzig.

Dried Fruits—Holders of spot seedless raisins report an active demand, but orders are mainly for small lots. Stocks here are not large, and, being closely controlled, the market has a

firm tone. Smyrna Sultanias are reported to be higher in the primary market and this is helping the situation in California stock here. There is little demand at present for spot California seeded raisins from the local trade, but since the Association reduced its prices on August-September shipments, some 9,000 tons, according to Coast advices, have been taken for consumption by the various markets and it is expected that the quantity to go out in August and September will amount to fully 20,000 tons. Prices are steady and unchanged here and on the Coast. Currants are steady. Late cables from Greece indicate a crop of about the same size as that of last year, and that present conditions are favorable. The opening price on new crop will depend largely upon the retention, the amount of which has not yet been fixed. California prunes for prompt or future delivery seem to be getting little attention at present from the trade at this end. However, the market is steady and there appears to be no pressure to sell. Growers' views are strong and short sellers are having trouble enough of their own to get stock with which to cover early shipment contracts. Peaches and apricots are quiet and unchanged. Dates on the spot are seasonably dull for bulk, but a fair business is being done in cartons. Reports from Bussarah are to the effect that the coming crop is in satisfactory shape, and the first shipment to this country is expected to be sent out in time to reach this market before the middle of October. Orders for shipment out of the first cargo are already being booked subject to buyers' approval of prices when named.

Rice—Quiet conditions prevail in the rice trade, and except for the strength in Japans the past week and local trading in the same, there has been no feature. The distributors are waiting for the new crop and in the interim refuse to buy ahead. Prices are well maintained and the primary holders see no reason to shade values in view of the lateness of the crop.

James Maroutsos has opened a cafe under the style of the Empress Cafe at 33 Lyon street. Mr. Maroutsos formerly conducted the Bismark Cafe on North Ionia avenue.



CHICAGO BOATS

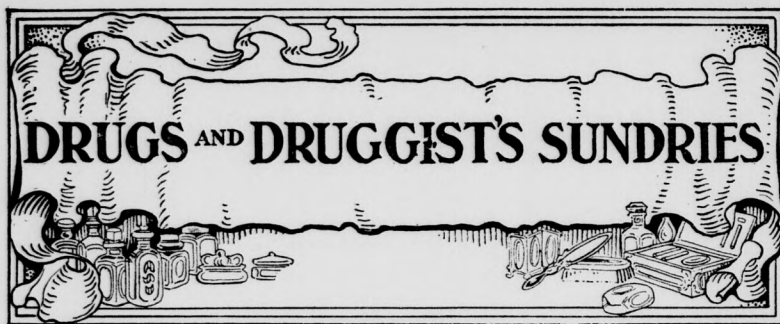
DAYLIGHT TRIP

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**



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

Michigan State Pharmaceutical Association.

President—D. G. Look, Lowell.
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 Secretary—Von W. Furniss, Nashville.
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Michigan Pharmaceutical Travelers' Association.

President—Geo. H. Halpin, Detroit.
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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.

Help the Doctor Get the Prescription.

Reports from some localities indicate that the demand for prescriptions is falling off, while in other instances we learn that there is a steady increase in this line. In fact, more is said of the increase than of the decrease, which is, to say the least, encouraging news to the pharmacist.

The reason given for the decrease in prescription work, in most instances, is that the physicians dispense medicines to their patients. This is an old complaint and the writer does not want to enter into discussion of the impropriety of the physician's conduct in this respect, but rather show the pharmacist the way to regain what he may have lost by not assuming his responsibility to the physician as a pharmacist. In other words, taken his place in the medical profession as a specialist in the subject that comprise pharmacy.

First of all, brother pharmacist, regard the medical man as a human being, who is striving for success in medicine exactly as you are striving for success in pharmacy. Remove the barrier of reserve for one another; meet on an equal plane, as educated men should, and help one another.

The physician, nearly always, is appreciative of any information that he can use or assistance that the pharmacist will give. There are innumerable instances where physicians have been extremely thankful for little suggestions given by pharmacists, and friendships have sprung from these instances that will last indefinitely. When a pharmacist assumes the attitude of helpfulness the physician is quick to recognize it, but the presumption of superior knowledge on the part of either is as quick-

ly resented by the other. This is natural.

When the physician leaves his college he has acquired knowledge in a number of subjects that go to make up the science of medicine. Among these we find pharmacy. The medical schools regard this subject as a minor detail of a medical course and the time allotted to it is so short that the doctor can grasp but an idea of pharmacy.

The doctor enters upon his work

THE DRUGGIST'S DREAM.

Want a job? Take mine and bless you! I don't want it any more!
 It is mixer of prescriptions in an up-to-date drug store.
 Tell you why I want to quit it: Had a dream the other night;
 Woke up full of wonder that I hadn't lost my sense and sight.
 It was this way: In my dreaming all the town was taken sick
 And was crying for prescriptions; coming on the doublequick.
 Those who came at first were calling for the drugs that are a cinch
 To mix up or put in capsules—grain of this; of that a pinch—
 Ipecac and Antipyrine, Bismuth, Subnitrate, Salol,
 Quinine, Hydrobromide, Chloral—things most any child could call,
 And I gave them all a welcome, for of business I had need;
 But my smile of joy soon faded when the words began to read.
 "Orthodiamidoditoyl, Pentadecyltolylketone,
 Metluylenediamine"—(here I gave an awful groan!)—
 "Paramonobromotolyene, Ethylhydrocuprein"—(Ouch!)—
 "Aspidosperma Quebracho"—(Here I started up a grouch)—
 "Paraptophylitaoresol"—(I was sweating—getting lean)—
 "Betaimidazolethylamine, Methylhydroberberine,
 Diacetylaminacodeine, Delphinium Ajacis,
 Methylnorlprophylphenol"—(How I snorted over this!)
 And just then to cap the climax, causing me to faint and fall,
 Came a "Bismethylaminotetraminoarsenobenzol!"
 Want my job? You're welcome to it, for I'm in a fearful fret
 Lest they add a few more letters to the druggist's alphabet!

as a practitioner, dependent on the pharmacist (either manufacturing or dispensing) for his therapeutic material to help him along the road to medical and financial success.

At this point it is up to the pharmacist to come forward with his part in the medical scheme by helping the physician with his special knowledge in pharmacy and occupy his position as a specialist precisely as do the bacteriologists, pathologists and the other medical specialists.

The pharmacist that recognizes this situation and meets it gracefully soon attains a reputation and an association with the medical profession that is most desirable and worth striving for. There are no set rules to follow; each individual case presents its own conditions. It is "up to" the pharmacist to recognize the opportunity and to take advantage of it.

Contrary to a general impression that the doctor prefers to dispense, we learn that an exceptionally large

number rather prescribe, for many good reasons. There are times, however, when the doctor becomes embarrassed; for instance, in the case where the patient is familiar with the medicine that the doctor requires to accomplish his purpose, and where the patient objects to treatment for some fancied reason. We will take the yellow throat mixture. Many people who have occasion to use this remedy are familiar with its appearance. Should the physician prescribe this he may not meet the peculiar state of mind of the patient, who may feel that he did not need a doctor to prescribe what he himself knew and could get from the drug store without the additional medical fee. The pharmacists have suggested the addition of a small amount of antipyrine, which gave the yellow mixture a red color without affecting the remedial value of the mixture. You know how gratefully this suggestion was received and the large number of prescriptions for red throat mixture that were

pharmaceutical calling is more desirable than one in which the participant is of some value to his fellow man. Close, helpful relationship with the physician is the one course that gives him a good chance to serve doctor and patient as well as the profession of pharmacy.

G. Horstmann.

Who Gets Your Tip?

How many times have you reversed your decision not to tip when there was no equivalent service because of a pleasant smile and the reflection that after all here was someone who looked less prosperous than you? Tipping would have its extenuating circumstances—if the tip stayed where you put it. But too often it doesn't.

A hat checking girl in a Detroit hotel was giving testimony the other day. It was not an investigation into tipping; indeed it was a breach of promise case, and the tipping came in incidentally. She received, she said, just \$25 a month in salary. All her tips she had to turn over to a man who paid \$3,000 a year for the concession. That's where tips go. This man makes a good business out of knowing that the public is soft, and the girl who gives you the pleasant smile, does so because if she didn't her boss could find somebody else to smile for \$25 a month.

On the whole, wouldn't you rather pay the restaurant what is coming to it in the check for your meal? For checking hats the hotel gets \$3,000 a year, the promoter gets a good thing, the girl gets \$400, while the tipper gets—well, rather badly left.—Milwaukee Journal.

Animated Soda Fountain.

A few days ago a kindergarten class composed of some eighteen or twenty children, from one of the East End schools, was taken on a visit to a small dairy for the purpose of instructing the little folk in the mysteries of butter making.

The tots were greatly interested in all they saw, but the operation of milking the cows seemed to attract more attention than anything else. Finally one bright little hopeful, after watching the foaming milk gradually filling the pail, turned to the teacher and asked:

"Teacher, do they get a different flavor from each spigot?"

Quotations on Local Stocks and Bonds.

Public Utilities.		Bid.	Asked.
Am. Light & Trac. Co., Com.	327	331	
Am. Light & Trac. Co., Pfd.	108	111	
Am. Public Utilities, Com.	45	49	
Am. Public Utilities, Pfd.	70	72	
Cities Service Co., Com.	75	77	
Cities Service Co., Pfd.	71	73	
Citizens Telephone Co.	70	75	
Comw'th Pr. Ry. & Lt., Com.	60½	61½	
Comw'th Pr. Ry. & Lt., Pfd.	83	84	
Comw'th 6% 5 year bond	100¼	101	
Pacific Gas & Elec. Co., Com.	39	40	
Tennessee Ry. Lt. & Pr., Com.	11	13	
Tennessee Ry. Lt. & Pr., Pfd.	64	65	
United Light & Rys., Com.	64	66	
United Light & Rys., Pfd.	74	75½	
United Lt. & Ry. new 2nd Pfd.	68	69½	
United Light 1st and ref. 5% bonds		89	
Industrial and Bank Stocks.			
Dennis Canadian Co.	99	102	
Furniture City Brewing Co.	59	65	
Globe Knitting Works, Com.	125	145	
Globe Knitting Works, Pfd.	97	100	
G. R. Brewing Co.	120	130	
Commercial Savings Bank	216	220	
Fourth National Bank	215	220	
G. R. National City Bank	174	177	
G. R. Savings Bank	255		
Kent State Bank	255	260	
Peoples Savings Bank	250		

July 29, 1914.

WHOLESALE DRUG PRICE CURRENT

Acids		Cupbebs		Digitalls	
Acetic	6 @ 8	Erigeron	4 25@4 50	Gentian	@ 60
Boric	10 @ 15	Eucalyptus	@ 2 50	Ginger	@ 95
Carbolic	16 @ 20	Hemlock, pure	@ 1 00	Gualac	@ 1 05
Citric	70 @ 75	Juniper Berries	@ 1 50	Gualac Ammon.	@ 80
Muriatic	1 1/2 @ 5	Juniper Wood	40 @ 50	Iodine	@ 1 25
Nitric	5 1/2 @ 10	Lard, extra	85 @ 1 00	Iodine, Colorless	@ 1 25
Oxalic	13 @ 16	Lard, No. 1	75 @ 90	Ipecac	@ 75
Sulphuric	1 1/2 @ 5	Laven'r Flowers	85 @ 1 00	Iron, clo.	@ 60
Tartaric	38 @ 43	Lavender, Garden	85 @ 1 00	Kino	@ 80
Ammonia		Levon	3 00 @ 3 25	Myrrh	@ 1 05
Water, 26 deg.	6 1/2 @ 10	Linseed, boiled, bbl	@ 62	Nux Vomica	@ 70
Water, 18 deg.	4 1/2 @ 8	Linseed, bbl, less	65 @ 70	Opium	@ 2 00
Water, 14 deg.	3 1/2 @ 6	Linseed, raw, bbls.	@ 61	Opium Camph.	@ 65
Carbonate	13 @ 16	Linseed, raw, less	64 @ 69	Opium, Deodorz'd	@ 2 25
Chloride	12 @ 15	Mustard, true	5 00 @ 5 25	Rhubarb	@ 70
Balsams		Mustard, artif'l	2 75 @ 3 00		
Copaiba	75 @ 1 00	Neatsfoot	80 @ 85		
Fir (Canada)	1 75 @ 2 00	Olive, pure	2 50 @ 3 50		
Fir (Oregon)	40 @ 50	Olive, Malaga,			
Peru	2 00 @ 2 25	yellow	1 30 @ 1 50		
Tolu	1 00 @ 1 25	Olive, Malaga,			
Berries		green	1 30 @ 1 50		
Cubeb	65 @ 75	Orange sweet	@ 4 50		
Fish	15 @ 20	Organum, pure	1 25 @ 1 50		
Juniper	7 @ 10	Organum, com'l	50 @ 75		
Prickley Ash	@ 50	Pennyroyal	2 25 @ 2 50		
Barks		Peppermint	5 50 @ 5 75		
Cassia (ordinary)	25	Rose, pure	16 00 @ 18 00		
Cassia (Saigon)	65 @ 75	Rosemary, Flowers	@ 1 35		
Elm (powd. 25c)	25 @ 30	Sandalwood, E.	@ 7 00		
Sassafras (pow. 30c)	@ 25	I.	@ 1 10		
Soap Cut (powd. 25c)	15 @ 20	Sassafras, true	@ 1 10		
Extracts		Sassafras, artif'l	@ 60		
Licorice	24 @ 28	Spearment	5 50 @ 6 00		
Licorice powdered	25 @ 30	Sperm	90 @ 1 30		
Flowers		Tansy	@ 5 75		
Arnica	18 @ 25	Tar, USP	30 @ 40		
Chamomile (Ger.)	25 @ 35	Turpentine, bbls.	@ 55 1/2		
Chamomile (Rom)	40 @ 50	Turpentine, less	60 @ 65		
Gums		Wintergreen, true	@ 5 00		
Acacia, 1st	40 @ 50	Wintergreen, sweet	@ 2 50		
Acacia, 2nd	35 @ 40	Wintergreen, art'l	@ 50		
Acacia, 3d	30 @ 35	Wormseed	3 50 @ 4 90		
Acacia, Sorts	@ 20	Wormwood	6 00 @ 6 50		
Acacia, Powdered	35 @ 40	Potassium			
Aloes (Barb. Pow)	22 @ 25	Bicarbonate	15 @ 18		
Aloes (Cape Pow)	20 @ 25	Bichromate	13 @ 16		
Aloes (Soc. Pow.)	40 @ 50	Bromide	45 @ 55		
Asafoetida	@ 50	Carbonate	12 @ 15		
Asafoetida, Powd.	@ 75	Chlorate, xtal and			
Pure	@ 75	powdered	12 @ 16		
U. S. P. Powd.	@ 1 00	Chlorate, granular	16 @ 20		
Camphor	57 @ 62	Cyanide	30 @ 40		
Guaiaac	35 @ 40	Iodide	20 @ 30		
Guaiaac, Powdered	50 @ 60	Permanganate	15 @ 30		
Kino	60 @ 70	Prussiate, yellow	30 @ 35		
Kino, powdered	65 @ 75	Prussiate, red	50 @ 60		
Myrrh	@ 40	Sulphate	15 @ 20		
Myrrh, Powdered	@ 50	Roots			
Opium	7 75 @ 8 00	Alkanet	15 @ 20		
Opium, Powd.	9 25 @ 9 50	Blood, powdered	20 @ 25		
Opium, Gran.	9 25 @ 9 50	Calamus	35 @ 40		
Shellac	23 @ 35	Elecampane, pwd.	15 @ 20		
Shellac, Bleached	30 @ 35	Gentian, powd.	12 @ 16		
Tragacanth		Ginger, African,			
No. 1	1 40 @ 1 50	powdered	15 @ 20		
Tragacanth, Pow	85 @ 1 00	Ginger, Jamaica	22 @ 25		
Turpentine	10 @ 15	Ginger, Jamaica,			
Leaves		powdered	22 @ 23		
Buchu	1 85 @ 2 00	Goldenseal pow.	7 00 @ 7 50		
Buchu, Powd.	2 00 @ 2 25	Ipecac, powd.	2 75 @ 3 00		
Sage, bulk	18 @ 25	Licorice	14 @ 16		
Sage, 1/2s Loose	20 @ 25	Licorice, powd.	12 @ 15		
Sage, Powdered	25 @ 30	Orris, powdered	25 @ 30		
Senna, Alex	45 @ 50	Poke, powdered	20 @ 25		
Senna, Tinn.	15 @ 20	Rhubarb	75 @ 1 00		
Senna, Tinn, Pow.	20 @ 25	Rhubarb, powd.	75 @ 1 25		
Uva Ursi	10 @ 15	Rosinweed, powd.	25 @ 30		
Oils		Sarsaparilla, Hond.			
Almonds, Bitter,		ground	@ 65		
true	6 00 @ 6 50	Sarsaparilla Mexican,			
Almonds, Bitter,		ground	50 @ 55		
artificial	@ 1 00	Squills	20 @ 35		
Almonds, Sweet,		Squills, powdered	40 @ 60		
true	90 @ 1 05	Tumeric, powd.	12 @ 15		
Almonds, Sweet,		Valerian, powd.	25 @ 30		
imitation	40 @ 50	Seeds			
Amber, crude	25 @ 30	Anise	15 @ 20		
Amber, rectified	40 @ 50	Anise, powdered	22 @ 25		
Anise	2 50 @ 2 75	Bird, ls	8 @ 10		
Bergamont	@ 8 00	Canary	9 @ 12		
Cajeput	@ 85	Caraway	12 @ 18		
Cassia	@ 2 00	Cardamon	1 85 @ 2 00		
Castor, bbls. and		Celery	30 @ 35		
cans	12 1/2 @ 15	Coriander	12 @ 18		
Cedar Leaf	90 @ 1 00	Dill	25 @ 30		
Citronella	75 @ 85	Fennell	@ 30		
Cloves	@ 1 75	Flax	4 1/2 @ 8		
Cocanut	20 @ 25	Flax, ground	4 1/2 @ 8		
Cod Liver	1 10 @ 1 25	Foenugreek, pow.	6 @ 10		
Cotton Seed	80 @ 1 00	Hemp	5 @ 7		
Crotan	@ 1 60	Lobelia	@ 50		
		Mustard, yellow	9 @ 12		
		Mustard, black	9 @ 12		
		Mustard, powd.	20 @ 25		
		Poppy	15 @ 20		
		Quince	75 @ 1 00		
		Rape	6 @ 10		
		Sabadilla	25 @ 35		
		Sabadilla, powd	35 @ 45		
		Sunflower	5 @ 8		
		Worm American	15 @ 20		
		Worm Levant	50 @ 60		
Tinctures					
Aconite	@ 75				
Aloes	@ 65				
Arnica	@ 60				
Asafoetida	@ 1 00				
Belladonna	@ 60				
Benzoin	@ 90				
Benzoin Compo'd	@ 90				
Buchu	@ 1 00				
Cantharides	@ 1 00				
Capsicum	@ 90				
Cardamon	@ 1 20				
Cardamon, Comp.	@ 80				
Catechu	@ 60				
Cinchona	@ 1 05				
Colchicum	@ 60				
Cubeb	@ 1 30				

JULY, 1914

Our Sale of

Walrus Soda Fountains

for this season has been very satisfactory.

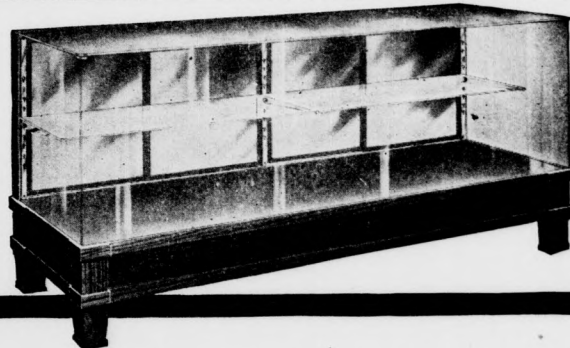
Our Stock of

Fountain Accessories

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

Hazeltine & 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

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.

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.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

DECLINED

Mustard
Flour

Apples—Canned

Index to Markets

1

2

By Columns

	Col.	AMMONIA	Doz.
Ammonia	1	12 oz. ovals 2 doz. box	75
Axle Grease	1	AXLE GREASE	
		Frazer's.	
Baked Beans	1	1lb. wood boxes, 4 doz.	3 00
Bath Brick	1	1lb. tin boxes, 3 doz.	2 35
Bluing	1	3 3/4 lb. tin boxes, 2 doz.	4 25
Breakfast Food	1	10lb. pails, per doz.	.60 00
Brooms	1	15lb. pails, per doz.	.72 20
Brushes	1	25lb. pails, per doz.	.12 00
Butter Color	1	BAKED BEANS	
		No. 1, per doz.	.45@ 90
		No. 2, per doz.	.75@1 40
		No. 3, per doz.	.85@1 75
Candles	1	BATH BRICK	
Canned Goods	1-2	English	95
Carbon Oils	2	BLUING	
Catsup	2	Jennings'.	
Cheese	3	Condensed Pearl Bluing	
Chewing Gum	3	Small C P Bluing, doz.	45
Chicory	3	Large C P Bluing, doz.	75
Chocolate	3	BREAKFAST FOODS	
Clothes Lines	3	Apetizo, Biscuits	3 00
Cocoa	3	Bear Food, Pettijohns 2 13	
Cocoanut	3	Cracked Wheat, 24-2	2 50
Coffee	3	Cream of Wheat, 36-2	4 50
Confections	4	Cream of Rye, 24-2	3 00
Cracked Wheat	5	Posts Toasties, T.	
Crackers	5, 6	No. 2	2 80
Cream Tartar	6	Posts Toasties, T.	
		No. 3	2 80
Dried Fruits	6	Farinose, 24-2	2 70
		Grape Nuts	2 70
Farinaceous Goods	6	Grape Sugar Flakes	2 50
Fishing Tackle	6	Sugar Corn Flakes	2 50
Flavoring Extracts	7	Hardy Wheat Food	2 25
Flour and Feed	7	Postma's Dutch Cook 2 75	
Fruit Jars	7	Holland Rusk	2 90
		Kellogg's Toasted Rice	
Gelatine	7	Biscuit	3 30
Grain Bags	7	Kellogg's Toasted Rice	
		Flakes	2 80
Herbs	7	Kellogg's Toasted Wheat	
Hides and Pelts	8	Biscuit	3 30
Horse Radish	8	Kellogg's Krumbles	2 80
		Krinkle Corn Flakes 1 75	
Jelly	8	Maple-Wheat Flakes,	
Jelly Glasses	8	3 doz.	2 85
		Maple-Wheat Flakes,	
		3 doz.	2 80
		Maple-Corn Flakes	2 80
		Minn. Wheat Cereal 3 75	
		Algrain Food	4 25
		Ralston Wheat Food 4 50	
		Ralston Wht Food 10c 1 45	
		Saxon Wheat Food .2 60	
		Shred Wheat Biscuit 3 60	
		Triscuit, 18	1 80
		Pillsbury's Best Cer'l 4 25	
		Post Tavern Special 2 80	
		Quaker Puffed Rice .4 25	
		Quaker Puffed Wheat 2 85	
		Quaker Brkfst Biscuit 1 90	
		Quaker Corn Flakes 1 75	
		Victor Corn Flakes .2 20	
		Washington Crisps 1 85	
		Wheat Hearts	1 90
		Wheatena	4 50
		Evaporated Sugar Corn 90	
		BROOMS	
		Fancy Parlor, 25 lb. .4 25	
		Parlor, 5 String, 25 lb. 4 00	
		Standard Parlor, 23 lb. 3 50	
		Common, 23 lb. 3 25	
		Special, 23 lb. 2 75	
		Warehouse, 33 lb. .4 25	
		Common Whisk 1 00	
		Fancy Whisk 1 25	
		BRUSHES	
		Scrub	
		Solid Back, 8 in. 75	
		Solid Back, 11 in. 95	
		Pointed Ends	85
		Stove	
		No. 3	90
		No. 2	1 25
		No. 1	1 75
		Shoe	
		No. 3	1 00
		No. 7	1 30
		No. 4	1 70
		No. 3	1 90
		BUTTER COLOR	
		Dandelion, 25c size ..	2 00
		CANDLES	
		Paraffine, 6s	7 1/2
		Paraffine, 12s	8
		Wicking	20
		CANNED GOODS	
		Apples	
		3 lb. Standards ..	@ 90
		Gallon	@3 75
		Blackberries	
		2 lb.	1 50@1 90
		Standard gallons	@5 00
		Yeast Cake	14

	Beans
Baked	85@1 30
Bloomington ..	@18 1/4
Carson City ..	@18 1/4
Wax	75@1 25
Blueberries	
Standard	1 80
Gallon	7 25
Clams	
Little Neck, 1lb. ..	@1 00
Little Neck, 2lb. ..	@1 50
Clam Bouillon	
Burnham's 1/2 pt.	2 25
Burnham's pts.	3 75
Burnham's qts.	7 50
Corn	
Fair	65@ 70
Good	90@1 00
Fancy	@1 30
French Peas	
Monbador (Natural)	
per doz.	1 75
Gooseberries	
No. 2, Fair	1 50
No. 2, Fancy	2 35
Hominy	
Standard	95
Lobster	
1/4 lb.	1 85
1/2 lb.	3 15
Mackerel	
Mustard, 1lb.	1 80
Mustard, 2lb.	2 80
Soused, 1 1/2 lb.	1 60
Soused, 2lb.	2 75
Tomato, 1lb.	1 50
Tomato, 2 1/2	2 80
Mushrooms	
Hotels	@ 15
Buttons, 1s	@ 14
Buttons, 1 1/2	@ 25
Oysters	
Cove, 1lb.	@ 85
Cove, 2lb.	@1 60
Plums	
Plums	90@1 35
Pears in Syrup	
No. 3 cans, per doz. .	1 50
Peas	
Marrowfat	90@1 00
Early June	1 10@1 25
Early June siftd 1 45@1 55	
Peaches	
Pie	1 00@1 25
No. 10 size can pie	@3 25
Pineapple	
Grated	1 75@2 10
Sliced	95@2 60
Pumpkin	
Fair	90
Good	90
Fancy	1 00
Gallon	2 40
Raspberries	
Standard	@
Salmon	
Warrens, 1 lb. Tall ..	2 30
Warrens, 1 lb. Flat ..	2 40
Red Alaska	1 55@1 60
Med Red Alaska 1 20@1 35	
Pink Alaska	@ 95
Sardines	
Domestic, 1/4 s	3 60
Domestic, 1/2 Mustard 3 50	
Domestic, 3/4 Mustard 3 00	
French, 1/4 s	7@14
French, 1/2 s	13@23
Sauer Kraut	
No. 3, cans	90
No. 10, cans	2 40
Shrimps	
Dunbar, 1st doz.	1 45
Dunbar, 1 1/2 doz.	2 50
Succotash	
Fair	90
Good	1 20
Fancy	1 25@1 40
Strawberries	
Standard	95
Fancy	2 25
Tomatoes	
Good	1 05
Fancy	1 35
No. 10	3 10
CARBON OILS	
Barrels	
Perfection	10
D. S. Gasoline	14
Gas Machine	22.9
Deodor'd Nap'a	13
Cylinder	29 @34 1/2
Engine	16 @22
Black, winter	8 @10
CATSUP	
Snider's pints	2 35
Snider's 1/2 pints	1 35

3

CHEESE

Acme	@16
Bloomington	@16
Carson City	@16
Hopkins	@16
Brick	@14 1/2
Leiden	@15
Limburger	@15 1/2
Pineapple	40 @60
Edam	@85
Sap Sago	@18
Swiss, domestic	@20

CHEWING GUM

Adams Black Jack	55
Adams Sappota	55
Beeman's Pepsin	55
Beechnut	60
Chiclets	1 25
Colgan Violet Chips	60
Colgan Mint Chips	60
Dentyne	1 10
Flag Spruce	55
Juicy Fruit	55
Red Robin	55
Sen Sen (Jars 80 pkgs, \$2.20)	55
Spearment, Wrigleys	55
Spearment, 5 box jars 3	60
Spearment, 3 box jars 1	80
Trunk Spruce	55
Yucatan	55
Zeno	60

CHICORY

Bulk	5
Red	7
Eagle	9
Frank's	6
Scheuer's	7
Red Standards	1 60
White	1 60

CHOCOLATE

Walter Baker & Co.	22
Gorman's Sweet	22
Premium	22
Caracas	28
Walter M. Lowney Co.	29
Premium, 1/4 s	29
Premium, 1/2 s	29

CLOTHES LINE

No. 40 Twisted Cotton	95
No. 50 Twisted Cotton 1 30	
No. 60 Twisted Cotton 1 70	
No. 80 Twisted Cotton 2 00	
No. 50 Braided Cotton 1 00	
No. 60 Braided Cotton 1 25	
No. 80 Braided Cotton 1 85	
No. 50 Sash Cord	1 75
No. 60 Sash Cord	2 00
No. 60 Jute	90
No. 72 Jute	1 00
No. 60 Sisal	90
Galvanized Wire	
No. 20, each 100ft. long 1 90	
No. 18, each 100ft. long 2 10	
No. 20, each 100ft. long 1 00	
No. 18, each 100ft. long 2 10	

COCOA

Baker's	37
Cleveland	41
Colonial, 1/4 s	35
Colonial, 1/2 s	42
Epps	35
Hershey's, 1/4 s	30
Hershey's, 1/2 s	38
Huyler	36
Lowney, 1/4 s	34
Lowney, 1/2 s	34
Lowney, 5 lb. cans	33
Van Houten, 1/4 s	12
Van Houten, 1/2 s	18
Van Houten, 1 s	65
Van-Eta	36
Webb	33
Wilber, 1/4 s	33
Wilber, 1/2 s	32

COCOANUT

Dunham's	per lb.
1/4 s, 5 lb. case	30
1/4 s, 5 lb. case	29
1/4 s, 15 lb. case	29
1/4 s, 15 lb. case	28
1 s, 15 lb. case	27
1/4 s & 1/2 s 15 lb. case	28
Scalloped Gems	10
1/4 s & 1/2 s pails	16
Bulk, pails	13
Bulk, barrels	12
Baker's Brazil Shredded	
10 5c pkgs., per case 2 60	
26 10c pkgs., per case 2 60	
16 10c and 33 5c pkgs., per case	2 60

COFFEES ROASTED

Common	19
Fair	19 1/2
Choice	20
Fancy	21
Peaberry	23

Santos

Common	20
Fair	20 1/2
Choice	21
Fancy	23
Peaberry	23

Maracabo

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

Java

Private Growth	26@30
Mandling	31@35
Aukola	30@33

4

Mocha

Short Bean	25@27
Long Bean	24@25
H. L. O. G.	26@28
Bogota	
Fair	24
Fancy	26
Exchange Market, Steady	
Spot Market, Strong	

Package

New York Basis	
Arbuckle	19 00
McLaughlin's XXXX	
McLaughlin's XXXX sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago	

Extracts

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

CONFECTIONERY

Stick Candy	Pails
Horehound	8
Standard	8
Standard, small	8 1/2
Twist, small	8

Jumbo	8
Jumbo, small	8 1/2
Big Stick	8 1/2
Boston Sugar Stick	13

Mixed Candy

Broken	8
Cameo	12
Cut Leaf	9
Fancy	10 1/2
French Cream	9
Grocers	6 1/2
Kindergarten	11
Leader	8 1/2
Majestic	9
Monarch	8 1/2
Novelty	10
Paris Creams	10
Premio Creams	14
Royal	7 1/2
Special	8 1/2
Valley Creams	12
X L O	7

Specialties

Auto Kisses (baskets)	13
Autumn Leaves	13
Bonnie Butter Bites	16
Butter Cream Corn	16
Caramel Dice	14
Cocoanut Kraut	14
Cocoanut Waffles	14
Coco Macaroons	16
Coffy Toffy	14
Dainty Mints 7 lb. tin	15
Empire Fudge	14
Fudge, Pineapple	13
Fudge, Walnut	13
Fudge, Filbert	13
Fudge, Choco. Peanut	12
Fudge, Honey Moon	13
Fudge, Toasted Cocoa-nut	13
Fudge, Cherry	14
Fudge, Cocoanut	13
Honeycomb Candy	14
Kokays	14
Iced Maroons	14
Iced Gems	15
Iced Orange Jellies	13
Italian Bon Bons	13
Lozenges, Pep.	10
Lozenges, Pink	10
Manchus	13
Molasses Kisses, 10 lb. box	13
Nut Butter Puffs	13
Salted Peanuts	14

Chocolates

Assorted Choc.	15
Amazon Caramels	15
Champion	11
Choc. Chips, Eureka	18
Climax	13
Eclipse, Assorted	15
Eureka Chocolates	16
Favorite	16
Ideal Chocolates	13
Klondike Chocolates	18
Nabobs	18
Nibble Sticks	25
Nut Wafers	18
Ocoro Choc. Caramels	17
Peanut Clusters	22
Pyramids	14
Quintette	16
Regina	10
Star Chocolates	13
Superior Choc. (light)	18

Pop Corn Goods

6

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

Other Package Goods	
Barnum's Animals	50
Chocolate Tokens	2 50
Butter Crackers NBC	2 50
Familly Package	2 50
Soda Crackers NBC	2 50
Familly Package	2 50
Fruit Cake	3 00

In Special Tin Packages	
Adora, 10c size	1 00
Festino	2 50
Mallomars	1 00
Nabisco, 10c	1 00
Nabisco, in bulk, per tin	1 75
Festino	1 50
Bent's Water Crackers	1 40

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

DRIED FRUITS	
Apples	
Evaporated Choice blk	10 1/2
Evaporated Fancy pkg.	
Apricots	
California	15 @ 17

Citron	
Corsecan	16
Currents	
Imported 1lb. pkg.	8 1/2
Imported, bulk	8 1/4

Peaches	
Muir-Choice, 25lb.	7 1/2
Muir-Fancy, 25lb.	8 1/4
Fancy, Peeled, 25lb.	15

Peel	
Lemon, American	12
Orange, American	12

Raisins	
Cluster, 20 cartons	2 25
Loose Muscatels, 4 Cr.	7 1/2
Loose Muscatels, 3 Cr.	7 1/2
L. M. Seeded, 1 lb.	8 1/2 @ 9

California Prunes	
90-100 25lb. boxes	@ 7 1/2
80-90 25lb. boxes	@ 8 1/4
70-80 25lb. boxes	@ 9 1/4
60-70 25lb. boxes	@ 10
50-60 25lb. boxes	@ 11
40-50 25lb. boxes	@ 12

FARINACEOUS GOODS	
Beans	
California Limas	8 1/2
Med. Hand Picked	2 30
Brown Holland	2 00

Farina	
25 1 lb. packages	1 50
Bulk, per 100 lbs.	4 00
Original Holland Rusk	
Packed 12 rolls to container	
3 containers (40) rolls	3 20

Hominy	
Pearl, 100 lb. sack	2 25
Maccaroni and Vermicelli	
Domestic, 10 lb. box	60
Imported, 25 lb. box	2 50

Pearl Barley	
Chester	3 15
Empire	

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

Sago	
East India	4 1/2
German, sacks	4 1/2
German, broken pkg.	

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

FISHING TACKLE	
1/4 to 1 in.	6
1 1/4 to 2 in.	7
1 1/2 to 2 in.	9
2 in.	11
2 1/2 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	13
No. 8, 15 feet	15
No. 9, 15 feet	20

Linen Lines	
Small	20
Medium	26
Large	34

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

7

FLAVORING EXTRACTS

Jennings D C Brand	
Extract Lemon Terpeneless	
Extract Vanilla Mexican	
both at the same price	
No. 1, F box 1/4 oz.	85
No. 2, F box 1 1/4 oz.	1 20
No. 4, F box 2 1/4 oz.	2 00
No. 3, 2 1/4 oz. Taper	2 00
No. 2, 1 1/4 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 00
Light Loaf	4 50
Graham	2 10
Granena Health	2 10
Gran. Meal	2 00
Bolton Med.	1 90

Voigt Milling Co.	
Voigt's Crescent	5 00
Voigt's Royal	5 40
Voigt's Flourigt	5 00
Voigt's Hygienic Graham	4 05

Watson-Higgins Milling Co.	
Perfection Buckwheat	6 25
Flour	4 75
Tip Top Flour	4 35
Golden Sheaf Flour	3 85
Marshall's Best Flour	5 00

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

Kansas Hard Wheat	
Calla Lily	4 75

Worden Grocer Co.	
American Eagle, 1/2s	5 35
American Eagle, 1/4s	5 25
American Eagle, 1/8s	5 15

Spring Wheat	
Roy Baker.	

Nazetta	
Golden Horn, bakers	4 90
Wisconsin Rye	3 85
Bohemian Rye	3 90

Judson Grocer Co.	
Ceresota, 1/2s	5 40
Ceresota, 1/4s	5 50
Ceresota, 1/8s	5 60

Voigt Milling Co.	
Columbian	5 20

Worden Grocer Co.	
Wingold, 1/2s cloth	6 10
Wingold, 1/4s cloth	6 00
Wingold, 1/8s cloth	5 90
Wingold, 1/4s paper	5 95
Wingold, 1/8s paper	5 90

Wyke & Co.	
Sleepy Eye, 1/2s cloth	6 00
Sleepy Eye, 1/4s cloth	5 90
Sleepy Eye, 1/8s cloth	5 80
Sleepy Eye, 1/2s paper	5 80
Sleepy Eye, 1/4s paper	5 80

Meal	
Bolton	4 20
Golden Granulated	4 40

Wheat	
New Red	70
New White	70

Oats	
Michigan carlots	43
Less than carlots	45

Corn	
Carlots	76
Less than carlots	78

Hay	
Carlots	16 00
Less than carlots	13 00

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

FRUIT JARS	
Mason, pts., per gro.	4 25
Mason, qts., per gro.	4 55
Mason, 1/2 gal. per gro.	6 90
Mason, can tops, gro.	1 30

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

GRAIN BAGS	
Broad Gauge	18
Amoskeag	19

Herbs	
Sage	15
Hops	15
Laurel Leaves	15
Senna Leaves	25

HIDES AND PELTS	
Hides	
Green, No. 1	12
Green, No. 2	11
Cured, No. 1	13 1/2
Cured, No. 2	12 1/2

8

Calfskin, green, No. 1	15
Calfskin, green, No. 2	13 1/2
Calfskin, cured, No. 1	16
Calfskin, cured, No. 2	14 1/2

Pelts	
Old Wool	60 @ 1 25
Lambs	25 @ 50
Shearlings	10 @ 40

Tallow	
No. 1	5
No. 2	4

Wool	
Unwashed, med.	20
Unwashed, fine	15

HORSE RADISH	
Per doz.	90

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

JELLY GLASSES	
1/4 pt. in bbls., per doz.	15
1/2 pt. in bbls., per doz.	16
3/4 oz. capped in bbls.	
per doz.	18

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

MINCE MEAT	
Per case	2 85

MOLASSES	
New Orleans	
Fancy Open Kettle	42
Choice	35
Good	22
Fair	20

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

MUSTARD	
1/2 lb. 6 lb. box	16

OLIVES	
Bulk, 1 gal. kegs	1 00 @ 1 10
Bulk, 2 gal. kegs	95 @ 1 05
Bulk, 5 gal. kegs	90 @ 1 00
Stuffed, 5 oz.	90
Stuffed, 8 oz.	1 25
Stuffed, 14 oz.	2 25
Pitted (not stuffed)	
14 oz.	2 25

Manzanilla, 8 oz.	
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 Tour'n't whist	2 25

POTASH	
Babbitt's, 2 doz.	1 75

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

Dry Salt Meats	
S P Bellies	14 1/2 @ 15

Lard	
Pure in tierces	11 1/2 @ 12
Compound Lard	9 @ 9 1/2
80 lb. tubs	advance 1/2
60 lb. tubs	advance 1/4
50 lb. tubs	advance 1/4
20 lb. pails	advance 1/4
10 lb. pails	advance 1/4
5 lb. pails	advance 1/4

Smoked Meats	
Hams, 12 lb. av.	18 1/2 @ 19 1/2
Hams, 14 lb. av.	18 1/2 @ 19 1/2
Hams, 16 lb. av.	15 1/2 @ 16
Hams, 18 lb. av.	16 @ 16 1/2
Ham, dried beef	
sets	29 @ 30
California Hams	13 @ 13 1/2
Picnic Boiled	
Hams	19 1/2 @ 20
Boiled Hams	26 1/2 @ 27
Minced Ham	14 @ 14 1/2
Bacon	18 @ 24

9

SPECIAL PRICE CURRENT

12	13	14
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 Briar Pipe, 5c 6 00 Briar Pipe, 10c 12 00 Black Swan, 5c 5 76 Black Swan, 14 oz. 3 50 Bob White, 5c 6 00 Brotherhood, 5c 6 00 Brotherhood, 10c 11 52 Carnival, 5c 5 05 Carnival, 1/2 oz. 39 Carnival, 1/4 oz. 40 Cigar Clip'g, Johnson 30 Cigar Clip'g, 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 30 Dills Best, 1 1/2 oz. 79 Dills Best, 3 1/2 oz. 77 Dills Best, 16 oz. 73 Dixie Kid, 5c 48 Duke's Mixture, 5c 5 76 Duke's Mixture, 10c 11 52 Duke's Cameo, 5c 5 76 Dum, 5c 5 76 F. F. A., 4 oz. 5 04 F. F. A., 7 oz. 11 52 Fashion, 5c 6 00 Fashion, 16 oz. 5 28 Five Bros., 5c 5 76 Five Bros., 10c 10 53 Five cent cut Plug 29 F O B 10c 11 52 Four Roses, 10c 96 Full Dress, 1 1/2 oz. 72 Glad Hand, 5c 48 Gold Block, 10c 12 00 Gold Star, 50c pail 4 70 Gall & Ax. Navy, 5c 5 76 Growler, 5c 42 Growler, 10c 94 Growler, 20c 1 85 Giant, 5c 5 76 Giant, 40c 3 96 Hand Made, 2 1/2 oz. 50 Hazel Nut, 5c 5 76 Honey Dew, 10c 12 00 Hunting, 5c 38 I X L, 5c 6 10 I X L, in pails 3 90 Just Suits, 5c 6 00 Just Suits, 10c 12 00 Kiln Dried, 25c 2 45 King Bird, 7 oz. 2 16 King Bird, 10c 11 52 King Bird, 5c 5 76 La Turka, 5c 5 76 Little Giant, 1 lb. 28 Lucky Strike, 10c 96 Le Redo, 3 oz. 10 80 Le Redo, 8 & 16 oz. 38 Myrtle Navy, 10c 11 52 Myrtle Navy, 5c 5 76 Maryland Club, 5c 5 76 Mayflower, 5c 5 76 Mayflower, 10c 96 Mayflower, 20c 1 32 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. 96 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 Plover Boy, 5c 5 76 Plover Boy, 10c 11 40 Plover Boy, 14 oz. 4 70 Pedro, 10c 11 92 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	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 1/4 oz. 30 Sweet Tip Top, 5c 50 Sweet Tip Top, 10c 1 00 Sweet Tips, 1/4 gro. 10 08 Sun Cured, 10c 98 Summer Time, 5c 5 76 Summer Time, 7 oz. 1 65 Summer Time, 14 oz. 3 50 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 11 52 Three Feathers and Pipe combination 2 25 Tom & Jerry, 14 oz. 3 60 Tom & Jerry, 7 oz. 1 80 Tom & Jerry, 3 oz. 76 Trout Line, 5c 5 90 Trout Line, 10c 11 00 Turkish, Patrol, 2-9 5 76 Tuxedo, 1 oz. bags 48 Tuxedo, 2 oz. tins 96 Tuxedo, 20c 1 90 Tuxedo, 80c tins 7 45 Twin Oaks, 10c 96 Union Leader, 50c 5 10 Union Leader, 25c 2 60 Union Leader, 10c 11 52 Union Leader, 5c 6 00 Union Workman, 1 1/4 5 76 Uncle Sam, 10c 10 58 Uncle Sam, 8 oz. 2 25 U. S. Marine, 5c 5 76 Van Bibber, 2 oz. tin 48 Velvet, 5c pouch 88 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. 5 75 Way up, 2 1/4 oz. 31 Way up, 16 oz. pails 5 76 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	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 12 lb. 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 @ 2 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 OIL COMPANY 1 lb. boxes, per gross 9 00 3 lb. boxes, per gross 24 00

15

BAKING POWDER
K. C.
Doz.
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. Chicago.
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

16

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; Symons Bros. & Co., Saginaw; Brown, Davis & Warner, Jackson; Godsmark, Durand & Co., Battle Creek; Fielbach Co., Toledo.

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

17

German Mottled, 25 b. 3 05
Lautz Naphtha 100 ck. 3 85
Marselles, 100 cakes 6 00
Marselles, 100 cks. 5c 4 00
Marselles, 100 ck. toll 4 90
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 8 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 3 25
Johnson's XXX 100 5c 4 00
Rub-No-More 3 85
Nine O'clock 3 50
Washing Powders
Armour's 3 70
Babbitt's 1776 3 75
Gold Dust, 24 large 4 30
Gold Dust, 100 small 3 85
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 80

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

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-2.

American Seating Company

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



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Fireproof paint can't be burned. It is acid, gas and chemical fumes proof. Can be made for 35c the gallon, sells at \$1.50. No machine required, good money for one man in each city or county. Formula and exclusive agency reasonable. For terms write E. R. Stowell, New Corydon, Indiana. 438

For Sale—\$1,500 stock general merchandise with living rooms above, in heart fruit belt, Mason county. Rent \$10 month. Business good. Chas. P. Clauson, R. D. 3, Ludington, Michigan. 437

For Sale or Exchange—\$5,000 stock men's and boys' clothing, shoes and furnishings in good town in Central Michigan, for an improved farm or will accept small payment down and arrange terms to a buyer who understands business. This store has made its former owner rich in last fifteen years and business at present up to standard. If you are interested in good business write owner, 125 West 7th St., Flint, Michigan. 436

To Exchange—I have a \$4,000 land contract on Highland Park property, drawing 6 per cent. interest, which I wish to trade for a farm in Michigan. W. E. Harris, Box 308, Plymouth, Michigan. 435

Four Good Propositions For Investment
—Located in the finest fruit and farming section of Michigan. No. 1, Hotel proposition, located on West Michigan Pike and a beautiful resort lake. Big opportunity for a good man with some capital. No. 2, General store, inventorying \$8,000. Did \$20,000 Jan. 1st to July 1st. Operate the only grocery wagon in the country selling to 300 families. No better opportunity in the State. No. 3, 20-acre fruit farm, 2,000 trees, cherries, apples and peaches, just coming into bearing. Free from frost. Fine location on West Michigan Pike, in the center of West Michigan fruit belt. Investigate. Sale or Rent. No. 4, 50-acre resort property, with 8-room cottage, on the shore of a pretty inland lake. Will make a beautiful summer home. Twenty-two foot launch with this proposition if desired. For particulars address 434, care Tradesman. 434

Mr. Merchant do this now. Boost your business, clean out all unsalable merchandise, be prepared to show your trade all new merchandise this coming season. It will pay you. I personally conduct the campaign. My charges for services are very reasonable. The buying public pays the expense. I get you the business through clean and honest methods, and you'll be satisfied with my efforts. Write me to-day for references. Wholesale or retail, W. G. Montgomery, Hotel Ste. Claire, Detroit, Michigan. 433

For Sale or Rent—A fifty-six by sixty foot new brick factory building. Located in best city in Southern Michigan, population thirty thousand. Inside half mile circle. Approximately ten thousand square feet floor space, cement basement, floor drains, up-to-date plumbing and fine offices. Address No. 432, care Tradesman. 432

Business Wanted—Am a cash buyer and want a good bargain. Give full particulars in first letter. Address Box 1261, care Michigan Tradesman, Grand Rapids, Michigan. 431

To Exchange—\$2,500 land contract on best farm in Allegan county, for stock general merchandise, Northern Michigan preferred. Address X, care Tradesman. 429

For Sale—Largest dry goods and clothing business in Upper Michigan. Established forty years. Store building to be included in sale. Terms cash. Address F. Braastad & Co., Ishpeming, Michigan. 428

For Sale—Farm 146 acres growing crops, stock, machinery, near college town, land advancing, \$6,500 for whole, \$2,500 down, balance easy terms. Loudon Blackburn, Morrisville, N. Y., R. 2. 427

For Sale—Good clean suburban grocery in live growing factory town, Northern Indiana, population 15,000. Money maker and snap, worth about \$1,000. Reason for selling, owner has position in California. Address No. 426, care Tradesman. 426

For Sale—A good business, for \$2,000. Address J. F. O'Brien, Mt. Pleasant, Michigan. 425

One nickel-plated \$200 cash register, perfect, for \$75; one \$12 violin, Russian model, for \$6; one \$20 Bruno guitar for \$10; one display rack, 10 wings, 27 x 45, cost \$45, for \$10. Address R. C. West, Xenia, Ohio. 421

For Sale—25 arm Eschweiler rug rack, 6 Eureka couch racks, 8 Eureka table racks, 10 arm Marion mattress rack, 25 arm curtain exhibitor. All in good condition. Enquiries gladly answered. Address Gus M. Salzer & Bros., Springfield, Ohio. 423

About \$2,000 in mens' and boys' clothing to sell quick. Old age and sickness reason for selling. Address R. J. Lyon, Brighton, Michigan. 424

Position wanted as drug clerk, one year's experience. Can furnish good references. Address No. 422, care Tradesman. 422

For Sale—One of the best meat market propositions in State. Only market in town of 1,000 population. Doing \$30,000 yearly. All farming and stock country. Don't write unless you mean business. Address No. 420, care Tradesman. 420

For Sale—General store in inland town, fine farming country. Stock inventorying \$2,000, mostly new. L. E. Quivey, Fulton, Michigan. 420

For Sale—Confectionery and cigar store, residence attached; 9 rooms; located in live town of 8,000, twenty miles from Duluth. Have been doing a good business for fifteen years. For particulars write John McKenna, Cloquet, Minn. 417

For Sale—Grocery stock and fixtures, will invoice about \$6,000, can be reduced. Annual sales \$75,000, no dead stock. Good climate. Reason for selling, have other interests that require my time. Address P. O. Box 318, Tucumcari, N. M. 419

New automatic portable soda fountain, \$20, on \$4 monthly payments. Makes finest soda water for 1/4c glass from plain water, no tanks or plumbing used. \$10 daily profit easy. Make money while the sun shines. Grant Mfg. Co., Fifth & Liberty, Pittsburgh, Pa. 418

For Sale or Trade—Bargain if disposed of at once, meat market, well equipped, old stand of 24 years. Other business. Address Box 302, Red Key, Indiana. 415

For Sale—Drug stock and fixtures, doing a good business. Located in Kalamazoo. Good reasons for selling. Address A. D. S., care of Michigan Tradesman. 413

For Sale—A meat market, new, modern equipment, good location and good trade. Extensive country business done with auto. Good reasons for selling. Address E. R. Wilber, Owosso, Michigan. 411

For Rent—New store building in Masonic building, size 40 x 80, suitable for general store, located in thriving Michigan town. Address Carl Pickert, Arcadia, Michigan. 410

Northern Man—Southern proposition: acquiring timber; legal monopoly; manufacturing industry, capable unlimited extension; flooded with orders; enormous profits; equal division; capital needed. Large or small, with or without services; particulars on request. J. J. Russell, 1066 Rayner St., Memphis, Tenn. 408

General mercantile business for sale. If you are dissatisfied with your present location or want to make more money on your capital, investigate this: Stock invoices about \$18,000. Have always done upwards \$100,000 annually. Make big profits. Located center of richest valley in Montana, which is the best State in Union for making money. \$10,000 will handle. Live town, beautiful scenery, superb climate. Crop failures unknown. Can't help but make money. Will entertain no land trades. Write or wire at once. G. R. Powers, Belgrade, Montana. 407

For Sale—40-room summer hotel at St. Clair Flats, entirely remodeled and furnished at your own price; owner must sell on account of other business. Address Chas. A. Gadd, 50 Broadway, Detroit, Michigan. 405

For Sale or Exchange—Complete outfit for 18 room hotel, doing nice business. Will exchange for stock groceries or small farm, improved, of about same value. Price of outfit, \$1,200. Address Box 93, Shipshewana, Ind. 403

For Sale—Drug store, new stock and fixtures, city of 12,000 near Grand Rapids; this stand makes money; reason for selling given to anyone interested. Address Drugs, care Tradesman. 402

For Sale—Established hardware stock, also plumbing and tinshop, in nice railroad county seat of 3,800 population. This is a good opportunity for anyone wishing a nice business. Address P. O. Box 124, Beloit, Kansas. 401

Notice to furniture manufacturers and interior decorators. Increase the value of your goods by using the Turner process stencil. A new process for ornamenting which requires no skill. Will dispose of this process for a reasonable sum. The Turner Stencil Process, Oscar Turner, 2117 S. Kedzie Ave., Chicago, Ill. 399

For Sale—General merchandise store, one mile from Portsmouth, Ohio. Enquire of Box 131, Fullerton, Ky. 368

For Sale—Woodworking plant with machinery, 100 foot front on Wealthy street, must be sold at once; present lease expires Sept. 1. Enquire of owner, A. J. Karreman, 215 Auburn Ave. or Century Furniture Co., corner Prescott and Ionia, Grand Rapids. 397

For Sale—A live shoe store in a live town. Stock about \$6,000, central location; moderate rental; satisfactory reason for selling; details on application. H. Cain & Co., Elkhart, Ind. 370

For Sale—On account of sickness, a good clean shoe stock with repairing in connection, near Grand Rapids. Will rent or sell building. Address K. W., care Michigan Tradesman. 386

For Sale—The only \$2 per day hotel in city of 11,000 population. Doing a fine business. Thirty-six guest rooms, sixty rooms in all. Long lease and cheap rent. Good stock on hand. For particulars address W. D. F., care Michigan Tradesman, Grand Rapids, Michigan. 385

For Sale—Leading department store in village 2,000, best advantages in State. Best stock, building, location and business in town. Exclusive sale of best manufactured lines. About \$10,000 required. Address Gee & Salisbury, Plainwell, Michigan. 384

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, 1 1/2 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

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

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

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

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

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

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

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

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

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

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

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

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

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

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, 23 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—Book-keeper for general mercantile business in Northern Michigan. Speed and accuracy necessary. Apply in own handwriting with full particulars as to experience, salary expected, also references as to character, ability. Address No. 430, care Tradesman. 430

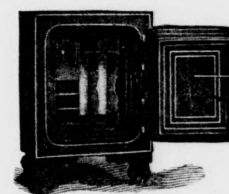
Wanted—Clothing salesman to open an office and take orders for the best there is in tailoring. An active man is certain to establish a very lucrative business with this line. Write for information. E. L. Moon, General Agent, Columbus, Ohio. 591

SITUATIONS WANTED.

Position Wanted—As manager of grocery. Can furnish best of references. Address 265, care Tradesman. 265

Use Tradesman Coupons

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

PRICE MAINTENANCE.

Outcome of Kellogg Case Awaited With Interest.

Great interest is felt in grocery trade circles over the outcome of the Federal court trial of the Government's action against the Kellogg Toasted Corn Flake Company recently completed at Detroit, and at present hung up pending the court's decree. It is understood, however, that whichever way the decision runs, the case will be carried to the Supreme Court of the United States for final decision.

According to the press reports coming from Detroit—and these are handicapped by the fact that the proceedings were not open to the public—the Government and the Kellogg company are at considerable odds as to what should be the real issue in the case. In grocery trade circles the feeling has been with those well informed as to the Kellogg company's business methods—which methods are the basis of the Government's assault under the Sherman law—that it was an especially clear test case as to the right of a manufacturer to enforce the resale price of his goods, but as the issues are now being contended by the Government it will likely prove otherwise.

As nearly as can be ascertained, the Kellogg company's chief reliance has been on its inherent right as the owner of a brand—unpatented and not copyrighted—to enforce the resale conditions. The company is admittedly not a monopoly in any sense, nor acting in collusion with competitors, or employing any form of price discrimination, not even a quantity price. It is true that the company has sold its goods in a patented carton, and price enforcement under this patent was made a part of the Government's accusations. In the grocery trade the company's patented carton has never been considered a strong protection, and friends of price maintenance have wished that the company had never used such a carton.

The price-maintenance faction have always felt that any right based on a patent was limited and the price fixing cases fully tried out heretofore have rested exactly on that issue and have been won by the Government. There has never been any strong opinion in the trade that the decisions have fully tested the true right of a manufacturer, under the common law rights of fair trading. The Kellogg case, if the parties could divest the issue of the patent feature and be tried on the issue of the common law, open competition, issue would bring an interesting test.

The Government, in this case, is insistent on sticking to the patent carton feature, while the Kellogg company is trying to set that aside and try the case on its broader merits. Until the justices have settled which ground the test will rest upon there is much doubt as to the outcome.

During the hearing of the suit the courtroom is reported to have resembled a breakfast food sample room in its array of breakfast food contain-

ers of various styles, sizes, colors and construction.

District Attorney Clyde I. Webster's main argument contended that the patent granted on the pasteboard box container did not confer on the Kellogg company the authority to fix its price of resale from manufacturer to retailer through both jobber and wholesaler.

Attorney Fred L. Chappell, of Kalamazoo, who led the Kellogg lawyers, argued that inasmuch as the corn flake company created the demand for the product through its advertising, the resellers ought to keep the price where the company wants it, especially when they are offered a margin of profit greater than the Kellogg company itself makes on the goods.

In price maintenance circles the feeling is that if District Attorney Webster succeeds in keeping the court decision centered on the patent carton the Kellogg company will lose. Otherwise a test on the open competitive rights of the owner of a brand—free from collusion with competitors or from monopoly—to enforce resale prices, under common law, will prove an interesting milestone in the evolution of the meaning of the Sherman law.

Lansing Grocers to Picnic at Jackson.

Lansing, July 28.—Members of the Lansing Retail Grocers and Meat Dealers' Association have cast superstition to the winds and fixed upon August 13 as the date for their big outing, when they propose to forget business cares for the day and make merry and be festive. The picnic is to take place at Hague Park in Jackson. On Monday a committee of the Association visited the park and were so taken up with its attractions that they recommended it to their fellow-members as suitable for the holiday.

Special street car arrangements have been made for the occasion. Interurban cars will carry the business men and their guests at reduced rates. The fare for the round trip will be \$1, while children will be carried at half fare.

So far a programme has not been prepared for the day, but committee-men commenced to get busy to-day on planning for the holiday features.

The meat markets and grocery stores of Lansing, however, will be closed when the proprietors and their assistants take their outing.

Kalamazoo Grocers to Picnic at Gull Lake.

Kalamazoo, July 28.—The annual picnic of the Grocers and Butchers' Association of Kalamazoo will be held at Gull Lake, August 6. This was definitely decided last night at a special meeting of the Grocers and Butchers' Association, held in the Commercial Club rooms. The special session was called by Rhenius Bell, President of the Association.

A big free picnic dinner will be served at noon for all grocers and butchers and their wives and families. Committees have been appointed to arrange the programme of sports and other attractions for the day, and a great outing is looked for.

It was the original plans of the grocers and butchers to hold their annual day's outing at Lemon Park, Indian Lake, but because of the fact that another picnic is scheduled for that resort on the same date, the members of the Association decided upon Gull Lake as the scene of their annual feast and sports day.

Meeting of Ohio Retail Grocers.

The fifteenth annual convention of the Ohio State Retail Grocers and Meat Dealers' Association at Cedar Point, Ohio, last week was attended by delegates representing 3,500 dealers throughout the State.

The following officers were elected:

President—M. B. Deiters of Cincinnati.

Vice-President—E. O. Snyder of Columbus.

Treasurer—Harry A. Johnson of Newark.

Secretary—E. G. Ashley of Toledo. Trustees, for three years—W. H. Cook, Springfield; John Devenne, Youngstown; L. M. Frase, Akron.

For one year—W. C. Morton of Lisbon.

Columbus was chosen as the next convention city and to be held some time between the first of October and the first of December.

The following resolutions were adopted:

Condemned the parcel post as driving trade away from grocers and meat dealers and causing the public to patronize mail order houses, and declared itself against a further extension of the system, and further reduction of parcel post rates.

Favored the abolition of the trading stamp and the premium giving practice as an expensive and unprofitable institution.

Favored selling all goods by weight.

Asked legislation to protect grocers and meat dealers from forgery and making it a crime to overdraw bank accounts.

Condemned jobbers selling groceries and meats by a house to house canvass.

Urged repeal of National bankruptcy law as an institution no longer needed.

Indorsed the Clayton anti-trust bill, but recommended that all trade organizations not formed for profit should be exempt from its provisions.

Bay City Grocers and Butchers to Picnic.

Bay City, July 28.—Bay City's butchers and grocers will amuse themselves with baseball games, foot races, baby contests and other events at the twenty-fourth annual outing to be held at Wenona beach, Wednesday, August 5, according to the programme prepared by the committees having the outing in charge.

The outing will continue the entire day, starting at 10 o'clock in the morning. All butcher shops and groceries will be closed the day of the outing. The outing will draw one of the biggest crowds of the last several seasons to the beach.

Several unique features are being arranged by the committees. Among them will be a lost man and woman contest. Those entering the contest will be required to hail each one they meet with a query as to whether they are the ones sought. Prizes of \$5 will be given to the winners.

A number contest will be held, in which numbers, printed on the back of badges, will be matched. There will be ten numbers alike and those matching their numbers will be given \$1 each.

Three prizes will be given for the three prettiest babies in the baby contest which will be held in front of the casino at 3 o'clock in the afternoon. A baseball game between the

junior butchers and grocers will be played at 9 o'clock in the morning. This will be followed by a game between the butchers and grocers themselves at 10 o'clock. One hour later, the clerks of the butchers and grocers will play baseball and at 1 o'clock the winners of this game will play a team representing the wholesale grocery dealers. Prizes will also be given the winners of the baseball games.

A picnic dinner will be enjoyed at noon. Free attractions will be seen at 2 o'clock. Fat men's races, a man's race, a woman's race and a girl's race will be run between 2:30 o'clock and 4:45 o'clock. Pie-eating and onion contests will be held in the casino at 4:45 o'clock.

More Optimistic Feeling All Along the Line.

Philadelphia, July 27.—There is a distinctly better feeling in evidence among business men and manufacturers in Philadelphia during the past few weeks and there are good and sufficient reasons for it.

During the long depression this great manufacturing city has been fortunate in not having many important failures.

There has been but one strike of any prominence and that has now been finally settled. There has been no labor disturbance among any of the public utility companies which are always a great drawback to business enterprise.

There is now no disputing the fact that the crops throughout the whole country and more particularly wheat, are the greatest on record. In addition to this they are bringing a good price at home and are being exported in large cargoes to foreign countries. These conditions will soon turn the tide of money our way, so that with plentiful money and labor conditions improving in most parts of the Nation, we are bound to realize a radical change for the better in the near future.

The larger orders recently placed by the Pennsylvania Railroad with the iron companies have helped business, and set the pace for other railroads to do likewise, thus assuring a steady demand for some time to come.

The specter of war is now buried for a long time to come. The "watchful waiting" has at any rate kept the big guns from booming, and the "Springfield rifles" from spitting fire upon our side of the La Plata River. This condition is another incentive to "cheer up and get busy." Optimism is rapidly driving pessimism into the background. "Begone dull care—I give you to the winds."

Thomas Martindale.

Jackson Travelers to Picnic Saturday.

Jackson, July 28.—Plans are practically completed for the annual outing and picnic of Jackson Council, No. 57. This year's outing will be held at Mack Island, Wolf Lake, on Saturday, August 1. The travelers and their families will leave Jackson early on picnic day and enjoy a full day's outing at the lake.

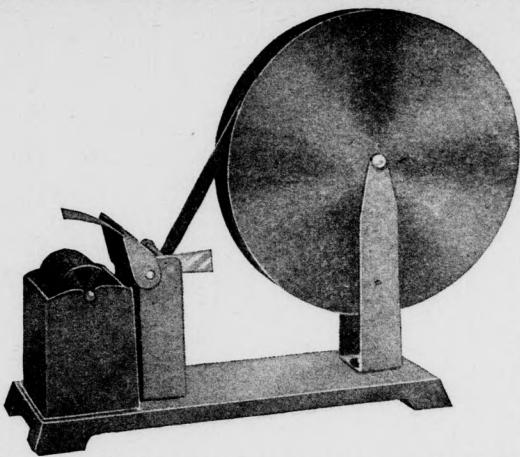
Proprietor McIntyre, of Mack Island, has assured the visitors the use of his hotel and the adjoining pool and billiard parlors and bowling alleys, spacious grounds and all other conveniences of the resort. The programme will include competitive sports, a big dinner and a general good time. More than 100 persons are expected to attend the outing.

BUSINESS CHANCES.

For Sale—Clothing stock, first-class location, factory town, population 5,000. Will discount for cash if taken at once. Enquire of No. 441, care Michigan Tradesman. 441

For Sale—Six-room house and one acre of ground. Small barn, some fruit trees. Good location within corporation of Reed City. Price, \$600. F. P. Fuller, Reed City, Michigan. 439

For Rent—A modern store building in a good location at Vicksburg, Michigan. Oman Shoe Store. 440



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.



"May I Use Your 'Phone?"

This may be convenient for you, but not for your neighbor. The cost is nominal. Order a telephone of your own.

Call Contract Department 4416

CITIZENS TELEPHONE COMPANY



Make Your Plans Early---

For that forthcoming
COFFEE WEEK

Scheduled for
OCTOBER 19-24

Coffee is a mighty good subject to discuss "any old time:" and **WHITE HOUSE COFFEE** is a mighty good coffee with which to "lead" the discussion.

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

BE THANKFUL EVERY MORNING

That You Are Big Enough to Fill a Man's Place and Do a Man's Work in the World



"I AM THANKFUL"

We disagree with those who claim there is a place—and by that they mean a good place—for every man.

That there is a good place for every efficient, painstaking, careful man, goes without saying.

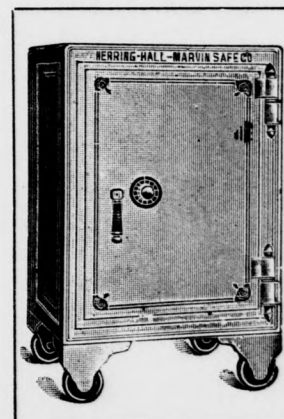
No man endowed with a fair amount of brain power has any excuse whatsoever for conducting his business in a slipshod, careless manner.

In justice to his family, his creditors and himself, no business man has a right to run his business without a dependable safe for his books and papers any more than he would have a right to place a four year old child in charge of a runaway team. Write us to-day for prices.

Grand Rapids Safe Co.

Tradesman Building

Grand Rapids, Mich.



SPECIAL OFFER

The Cook's Book

To all our customers
We have made arrangements with the manufacturers of the well known K C Baking Powder which permits us to offer all of our customers this Beautifully Illustrated Book, with dishes shown in nine colors FREE with every purchase of a 25 cent can of this High Grade Baking Powder.



ASK TO SEE IT—YOU WILL WANT ONE

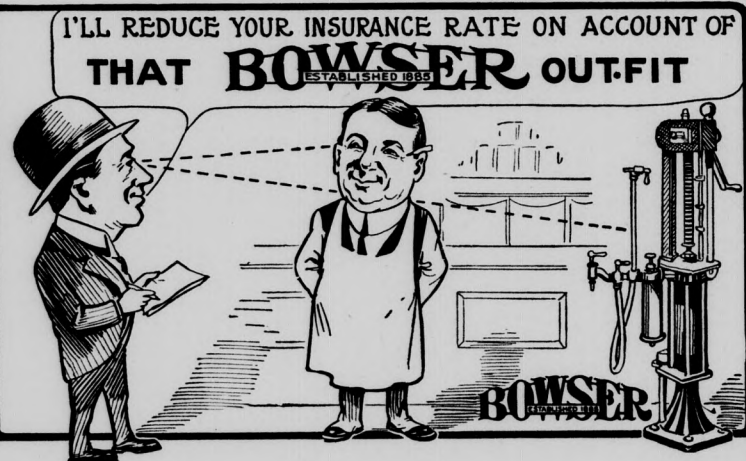
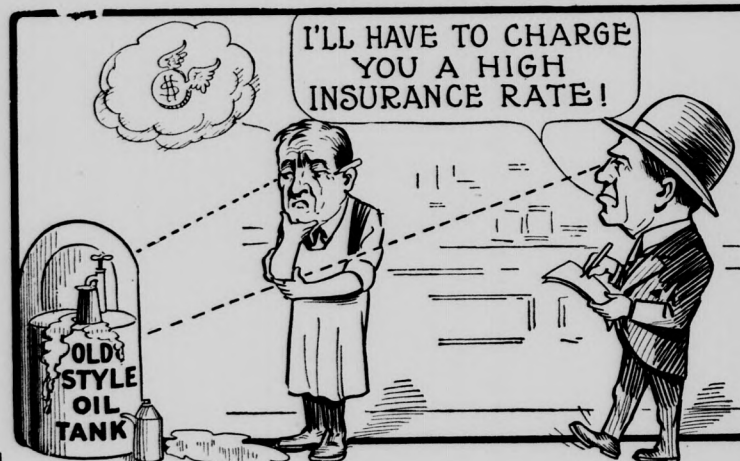
We will furnish an electrotype of above design to any grocer who would like to use it as a heading for his own newspaper advertising. Merchants can use this not only to make their advertising more attractive, but as a special inducement for customers to call at their store. Many dealers have featured our Cook's Book with large profits to themselves.

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



In a village grocery store where everything may be furnished from a postage stamp to a complete housekeeping outfit, a customer entered the other day and leisurely approached the proprietor.

"Look here, David," he complainingly remarked, "I ain't kickin' none, but ain't there some way that you can kind of separate your grocery business and your post-office business so they won't get mixed so much?"

Not so where a

BOWSER
ESTABLISHED 1885

A Justifiable Kick

is used. Then there are no tainted goods, no dissatisfied customers, no oily hands, floors or clothes. All the oil, odor and all, is in the tank where it belongs until pumped into the customer's can. Bowser outfits do not leak or

Safe Oil Storage System

splash. No lost oil—no lost time—no lost customers. Made in all styles, sizes and prices to meet individual requirements.

We have a book "For Your Store" which would be interesting and valuable to you. Write at once for a copy. No obligation.

"There you go complaining again," said the proprietor.

"No hard feelings, David, but the other day I got some postage stamps just after Jake Smith got two gallons of oil and every blamed one of them tasted of kerosene." A very characteristic incident, but its equal happens many times where kerosene is handled by slip-shod methods. The trouble is, "Mr. Proprietor" does not always know when there is a "justifiable kick" many a good customer goes elsewhere and says nothing.

Engineers, Manufacturers and
Original Patentees of Oil
Handling Devices

S. F. BOWSER & COMPANY, Inc.

Box 2089 Thomas St., Fort Wayne, Ind., U. S. A.

Sales Offices in all Centers
and Representatives
Everywhere