

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS \$1 PER YEAR

Thirty-First Year

GRAND RAPIDS, WEDNESDAY, AUGUST 5, 1914

Number 1611

A Memory System

Forget each kindness that you do
As soon as you have done it;
Forget the praise that falls to you
The moment you have won it;
Forget the slander that you hear
Before you can repeat it;
Forget each slight, each spite, each sneer,
Wherever you may meet it.

Remember every kindness done
To you, whate'er its measure;
Remember praise by others won,
And pass it on with pleasure;
Remember every promise made,
And keep it to the letter;
Remember those who lend you aid,
And be a grateful debtor.

Remember all the happiness
That comes your way in living.
Forget each worry and distress;
Be hopeful and forgiving;
Remember good, remember truth,
Remember heaven's above you,
And you will find, through age and youth,
True joys and hearts to love you.

Priscilla Leonard.

The Failures

We were busy making money
In the world's great game;
We were "gathering the honey"
When the vision came.
We greeted it with laughter,
Though we frowned upon
"The fools" who followed after,
When the dream had gone!

Oh, we were canny schemers,
So we sold and bought;
And jeered the silly dreamers
And the dream they sought.
We gave but fleeting glances
To that "hare-brained crew,"
For we took no stock in fancies—
Till the dream came true!

So much had gold imbued us,
So had greed been nursed,
We'd let the Best elude us
And we'd kept the Worst;
We long to "do it over,"
But we cannot try,
For every dream's a rover
And our dream's gone by!

Berton Braley.

The Better Thing

O toiling bands of mortals! O unwearied feet, traveling ye know not whither! Soon, soon, it seems to you, you must come forth on some conspicuous hilltop, and but a little way further, against the setting sun, decry the spires of El Dorado. Little do ye know your own blessedness; for to travel hopefully is a better thing than to arrive, and the true success is to labor.—*Robert L. Stevenson.*

Good Yeast
 Good Bread
 Good Health

Sell Your Customers
FLEISCHMANN'S
 YEAST

We are *not* a Mail Order House
 But your orders by *mail* will re-
 ceive our very prompt and
 careful attention

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



This Book Will Help You
 Sell

FRANKLIN CARTON SUGAR

The Franklin Sugar Recipe Book
 Shows How to Make

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

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

THE FRANKLIN SUGAR REFINING CO.
 PHILADELPHIA

"Franklin Carton Sugar is guaranteed FULL WEIGHT,
 it is made from SUGAR CANE"

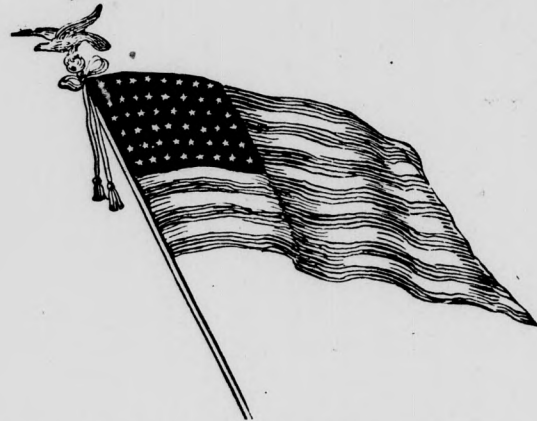
Original containers hold 24, 48, 60 and 120 lbs.

Summertime Is Tea Time

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

We recommend our

PEERLESS

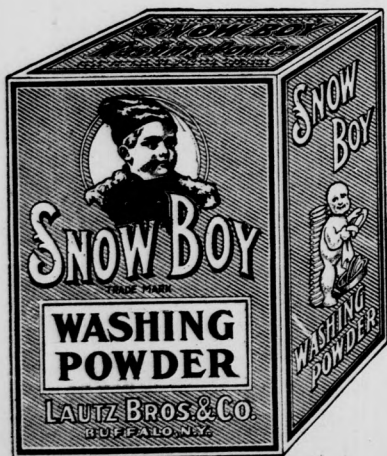


ICED TEA BLEND

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.



SNOW BOY FREE!

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

through the jobber—to Retail Grocers

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

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

All Orders at above prices must be for immediate delivery.

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

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

Yours very truly,

Lautz Bros. & Co.

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

MICHIGAN TRADESMAN

Thirty-First Year

GRAND RAPIDS, WEDNESDAY, AUGUST 5, 1914

Number 1611

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AUSTRIA AND SERVIA.

To most disinterested persons it will appear that, in view of the reply of Serbia to Austria, the declaration of war by the greater power against the smaller is unjustified. Serbia yielded substantially to the demands of its Northern neighbor, and the language was courteous, even humble, although a question was raised as to the propriety of the participation of Austrians in any investigation of alleged misdeeds. But whatever the niceties of diplomatic intercourse may be the substantial fact is that a powerful nation is making war against a comparatively weak nation and without any reason commensurate with the mighty significance of a European war. Nor ever has there been in the history a course of action so likely to precipitate general war, awful slaughter, tremendous destruction of property and injury to two hemispheres for an unlimited time as the course which Austria has now taken. The world awaits the possible collision of great nation with great nation and a condition of affairs in Europe for which there is nothing like a precedent since the days of the religious wars.

There is unquestionably a motive back of those which have been avowed by the Austrian authorities. Franz Josef is nearing the end of his life, and it is the belief of many of his subjects and many of the people of other nations that only Franz Josef can maintain order in the empire unless something is done to unify the people. In no other civilized country are there so many hostile races, and it would require but a small incident to set them at one another's throats. To the minds of the Austrian statesmen there is probably only one thing that can prevent this and make the antagonistic people one in purpose and act, and that is a foreign war.

This is probably the real motive. But Austria is taking an awful responsibility on its shoulders. It is an even chance that not only will this purpose fail of success but that the present war will result in a partition of Austria itself and possibly an obliteration of the empire. The Austria of modern times is not famous for winning battles. Witness Magenta, Solferino and Sadowa.

Trade unionism put a crimp in the plans of the Indianapolis Retail Grocers' Association recently, whereby the thrifty grocers aimed to save the very material item of expense involved in the hiring of waiters by acting as waiters for themselves, at their annual picnic. When the merriment was at its height the walking delegate of the waiters' union appeared and asked the waiters for their union cards. The grocers explained their committee was doing that work. So the walking delegate called out the union bar tenders and the union musicians. Next time the Indianapolis grocers will see to it that no union bands or bar tenders are given an opportunity to violate their agreements.

Galesburg, Illinois, is going to be good, even if the residents are to be deprived of ice cream for Sunday dinners. The City Council has passed a resolution upholding the Mayor in his determination to enforce the Sunday laws, in accordance with a request from merchants. The complaint of the latter was directed against merchants in the outlying districts, but the Mayor's rule hits all the business men. No ice cream can be delivered on Sunday and the sale of Sunday newspapers, cigars, soda water, etc., will be stopped. Galesburg on Sundays will be as peaceful as the dove in the office of the Secretary of State while he is out on the Chautauqua circuit.

Perhaps the neighbors of Mrs. Mary Stockwell of Evansville, Ind., may have regarded her as close and even stingy, for she never gave much to local charities, although she was regarded a wealthy woman. Mrs. Stockwell died the other day and after her death it developed that at least 100 deserving young men owe their college education to her. She lived a quiet, unostentatious life, said nothing about the young men she was assisting, but did a great work, a work which will not be forgotten as long as the men she educated live.

When a man is too lazy to make a kick if he can't find work what's the use?

Some people think more of dogs than they do of their friends—and perhaps there's a reason.

Manufacturing Matters.

Ypsilanti—The Scharf Tag, Label & Box Co. has changed its name to the Scharf Tag & Label Co. and increased its capitalization from \$40,000 to \$50,000.

Detroit—The Benham Manufacturing Co., manufacturer of auto steering wheels and special furniture, has increased its capital stock from \$45,000 to \$65,000.

Detroit—The Wolverine Creamery Products Co. has engaged in business with an authorized capital stock of \$30,000, which has been subscribed and \$3,000 paid in in cash.

Bay City—The Central Auto Co. has engaged in business with an authorized capital stock of \$1,500, which has been subscribed, \$500 paid in in cash and \$500 in property.

Detroit—The Sani-Tile Flooring Co. has been incorporated with an authorized capitalization of \$10,000, of which \$5,000 has been subscribed and \$1,250 paid in in cash.

Howell—The Spencer-Smith Machine Co. is erecting a factory 40 x 100 feet. The citizens of Howell purchased an acre of ground for the company by popular subscription.

Detroit—The Detroit Fuel Generator has engaged in business with an authorized capital stock of \$10,000, which has been subscribed, \$4,000 being paid in in cash and \$6,000 in property.

Kalamazoo—The Safety First Motor Car & Truck Co. has engaged in business with an authorized capital stock of \$10,000, which has been subscribed, \$500 paid in in cash and \$2,500 in property.

Hudson—The capital stock of the Hardie Manufacturing Co., manufacturer of sprayers, hand pumps, power pumps, hose rods, nozzles and gasoline engines, has been increased from \$80,000 to \$100,000.

Flint—The Monroe Motor Co. has been organized with an authorized capital stock of \$125,000 common and \$125,000 preferred, which has been subscribed, \$62,500 paid in in cash and \$125,000 in property.

Detroit—The Spranger Rim & Wheel Co. has engaged in business with an authorized capital stock of \$100,000, of which \$54,000 has been subscribed, \$4,000 being paid in in cash and \$50,000 in property.

Detroit—The Detroit Starter Co. has engaged in business to manufacture and deal in automobile starters and automobile lighting systems, etc. with an authorized capital stock of \$20,000, of which \$15,000 has been subscribed, \$3,000 being paid in in cash and \$12,000 in property.

Union City—The Union City creamery is again in operation under the management of F. B. Dent, the new

owner of the creamery. Mr. Dent has had wide experience in the creamery business. The creamery has 320 patrons, who are on eight routes running out from this place. The weekly output is 7,200 pounds, while \$1,700 per week is paid to farmers for their butterfat. At present the factory is running at capacity and prospects are that more machinery will have to be installed to meet the steadily growing demands.

President Rood's Successor.

Charles F. Young, the new President of the Citizens Telephone Co., and one of its largest stockholders, has been identified prominently with Grand Rapids business affairs for twenty-five years. At that time he was engaged in the hemlock bark business, and eleven years ago the Tanners' Supply Co. was organized, taking over his business, and a year later he was chosen manager, which position he held for ten years, when he was elected to the Presidency of the company. Mr. Young, besides being President, director and stockholder in the Citizens Telephone Co. and President of the Tanners' Supply Co., which comprises twenty-two tanneries, is Vice-President and a director of the Commercial Savings Bank, director of the Eagle Tanning Co., of Whitehall and of the Ottawa Leather Co., of Grand Haven, both having Chicago offices. With his son, Leland Young, he owns the Alpena Gas Co. and is the owner of the Livingston Hotel.

Wershow & Imre have engaged in the manufacture and sale of clothing with an authorized capital stock of \$1,000, which has been subscribed and \$600 paid in in cash. The stockholders and the number of shares held by each are: Louis M. Wershow, Muskegon, 45 shares; Fannie Wershow, Muskegon, 5 shares; Nicholas Imre, 45 shares and Catherine Imre, 5 shares.

Dwight L. Fairchild, formerly a partner in the Knee Heating Co., has sold his interest to J. S. Knee, who will continue the business under the same style at 706 Wealthy street.

Walter & Dayduff succeed Mrs. Mary E. Seaman in the confectionery business at 1204 Division avenue, both partners formerly coming from Battle Creek.

Chester G. Carpenter, formerly in the wall paper business at 507 Bridge street, has discontinued business and moved from town.

Jacob Fish has engaged in the tailoring business at 1970 Division avenue.

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, Aug. 3.—Learn one thing each week about Detroit: In the manufacture of chandeliers and electrical fixtures, Detroit leads the country. One factory spins more than 100,000 pounds of brass each year.

Joseph Fields, formerly of the National Cash Register Co., now with the Chalmers Motor Co., has been promoted to assistant sales manager.

President Wilson might do worse than to call a few traveling men to Washington and receive some real views.

Last week the friends of William Riley, of the Lou Weitz clothing firm, were surprised to hear of his marriage the previous week. Bill left Detroit ostensibly to take a short vacation trip, but instead of his old time regulation trip he took it with a bride. The new Mrs. Riley was Elizabeth Mullen, of Scranton, Pa. They were married in Detroit. At any rate, it isn't too late to extend congratulations to the happy couple in behalf of their many friends.

One way to get a head is to drink lots of whisky. The best way to get ahead, however, is to leave it alone.

Dick Boter, of Holland, well-known head of the clothing firm of P. S. Boter, was in Detroit on a business trip last week. Dick is always a welcome visitor here, same as he is every place he visits—especially when he visits the foreman of the repair gang in the garage.

P. W. A. Fitzsimmons, of the Michigan Workmen's Compensation Mutual Insurance Co., was elected General Manager and E. H. Dearth was made Secretary last week.

Our weekly definition. Husband: A domestic animal with a fund of original fairy tales which he uses in explanation of arriving home late; a wife's chief cause of worry and subject to worry.

J. W. Miller, of Adair, was in Detroit last week on a business trip in the interest of his general store.

Every now and then there comes to us a story that some one whom we had occasion to mention in an unkindly, even though truthful, way in these columns has promised to leave just enough of our carcass after he meets us to mail for 2 cents in the 1,000 mile zone, as laid out by the parcel post authorities. Fortunately (for us) these same "dare devil" fighters who come into disrepute with the honest traveling men and business men do their best fighting at from 100 to 500 miles.

The Hupp Motor Car Co. dealers and representatives held their second annual convention beginning last Thursday. Entertainments of various kinds, mixed with the business sessions, were accorded the guests who were assembled here from all points of the compass.

If Germany should take the count in the battle royal in Europe, we might, in base ball parlance say, Germany out, England to Russia to France.

L. J. Kennedy, of St. Joe, Mo., stopped over last week to spend a short time renewing some old acquaintances and, incidentally, look over the new Detroit. Mr. Kennedy was one of the salesmen for the Bour Co., coffee distributor of Toledo; whose sales were large enough to entitle him to a place on the honor roll and a trip to Toledo to join in the Bour home coming festivities. Louis Kennedy was a former Michigan boy, having lived in Grand Rapids for a number of years, where he was employed by the Hazeltine & Perkins Drug Co. He gave up that position to accept a position as traveling representative for a Baltimore concern. After three years of successful work for them, he was tendered his present position by the Bour Co. and today he is counted as among its best salesmen. Laughing Louie's many

friends in Michigan will be pleased to learn of his success. He is spending this week at the home of his birth, Lakeview.

A. F. Martin, well-known druggist of Imlay City, was in Detroit last week, accompanied by his wife. The trip was made in Mr. Martin's automobile. They left for the East, where they will tour several states.

Harry Eberline, Crowley Bros.' doughty credit man, says that scandal is a monster that has more tales than an octopus.

Motion pictures showing Detroit industries will be exhibited in local theaters soon, after which they will be sent to San Francisco in time for the Panama-Pacific exposition.

Mrs. Julius Steinberg, of 91 Watson street, who has been seriously ill at her home for some time, is improving, but is still confined to the house. Mrs. Steinberg is the mother of the Steinberg brothers, who conduct a large department store in Traverse City.

President Wilson says, "We are not running amuck of business." Some of the calamity howlers are.

W. H. Anderson, President of the William H. Anderson Tool & Supply Co., and one of the best known business men in the city, died suddenly at his residence, 302 Pennsylvania avenue, on July 28. He was 77 years old. Mr. Anderson was born in Edinburg, Scotland, and at the age of 20 years came to the United States, spending his early manhood in New York City. He came to Detroit in 1861 at the time of the outbreak of the Civil War. During his residence in New York he became a proficient worker in structural iron and steel and when he came to Detroit, he assisted in the building of Fort Wayne in the capacity of an expert in steel and iron construction. In 1871 he opened a small shop of his own on Mullett street. The business prospered and grew until he was obliged to seek larger quarters, resulting in the present location on Macomb street. He was the oldest member of Ashlar lodge, F. & A. M. Besides the widow, Mr. Anderson is survived by three sons and a daughter, all prominent residents of Detroit.

F. R. Smith, general merchant of Somerset, was a business visitor in Detroit last week.

According to authentic reports, Western Michigan is just nearing the close of the biggest and most profitable cherry harvest in its history. About one-half million dollars will be received by the Western Michigan fruit growers for the 1914 crop.

Charles S. Elliott has moved into the new building being completed for him at the corner of Michigan and Cicotte avenues. The building is two stories, the upper part being divided into two flats. The lower part contains a store to be occupied by Mr. Elliott with his drug stock. Mr. Elliott now owns one of the most up-to-date drug stores in that section of the city.

Dr. James Casey, former major league ball player and now a big league druggist at 424 Woodward avenue, besides being a good ball player, was also considered a good Irishman. One of his friends informs us that he isn't so sure about "Jimmie" any more. The friend claims that the chubby pharmacist purchased a sweater the other day that was made of Scotch yarn and was also a Scotch color. Personally, we cannot see where Mr. Casey's friend has any cause for doubting his loyalty. Many an Armenian wears a green ribbon on the 17th of March.

Hal Leete, manager of the North Branch Mercantile Co., at North Branch, was in Detroit on business last week. Mr. Leete has no time for "business depressed howlers," because he wouldn't be able to accept their views. So far this year he reports his business as 15 per cent. ahead of that for the same time of the preceding year.

A machine has been invented for

drying hands with hot air in place of towels. Why a machine when there are so many politicians looking for a job?

Isaac Applebaum has let the contract for a three-story hotel to be built of brick and steel and contain sixty rooms. The hotel will be erected on Woodward avenue, near Davison avenue.

Henry Komofsky, better known to thousands of Detroiters as Henry the Hatter, left with his buyers for New York last Saturday.

Bert Bartlett, of Grand Rapids stopped in Detroit last week en route to Toledo to attend the home coming of the Bour Co.'s salesmen who attain a high percentage of sales.

According to G. Young, of A. Krolik & Co., some corporations greatly resemble an island, inasmuch as they are entirely surrounded by water.

H. C. Marshall, local manager for the Bour Co., of Toledo, was one of the star salesmen of that concern who was invited to attend the home coming in Toledo last week. Besides being a salesman of exceptional ability and a manager par excellence, Mr. Marshall is a very lucky individual—because he is located in Detroit. The Bour Co.'s branch office is located at 127 Jefferson avenue.

J. D. K. asks that we commend, through these columns, Charles C. Giddings, proprietor of the Hartford House, at Hartford, for his courteous treatment of the traveling men, besides running a hotel that would be a credit to a town much larger than Hartford. The traveling men in general appreciate such managers as Mr. Giddings and we are pleased at all times to give them special mention, so that more of the boys will know where they will be used decently.

F. C. Windoes, clothier of Vassar, took his regular quarter vacation last week. Mr. Windoes has followed a steady grind for twenty-five years without taking a vacation and the experience hasn't interfered with his health either.

James Ford, of Romeo, was a business visitor in Detroit last week. Mr. Ford conducts an up-to-date clothing and furnishing goods store and reports a business increase of 10 per cent. over the same period last year.

The Knight Tire & Rubber Co., of Canton, is now located at 580 Woodward avenue, where it will conduct a factory branch Fred Harrington, formerly of the Firestone Tire & Rubber Co., has been appointed manager. T. C. Taylor has charge of the office and Harold Isbell and V. C. Criswell have been appointed city salesmen.

London has 20,000 chauffeurs. What a terrible army they would make.

Andrew F. Cramer, 71 years old, well-known citizen and President of the Huetteman & Cramer Co., manufacturer of refrigerating machinery, died at his home on Meldrum avenue Sunday. He is survived by two sons and two daughters.

William Moeller, who conducts a real up-to-date dry goods and furnishing goods store at 490 Lincoln avenue, has, instead of watching and listening to the different administration howlers, studiously devoted his time to his business, with its usual rewards. In 1908 Mr. Moeller, after many years of mercantile training, eighteen years of which he was employed by John P. Huckestein, who then owned a large department store on Randolph street near the St. Claire Hotel—the last few years in the capacity of department manager—opened a small store on Lincoln avenue and as stated above, by studiously attending to his business, has been obliged from time to time to enlarge his quarters to take care of the increasing business. Besides his inside knowledge of the mercantile business in which he is engaged, Mr. Moeller's pleasing personality and clean business methods have won him hosts of friends—and friends are a great help when a person is engaged in any line of business.

John Gaynor, Michigan representative for the United Shirt & Collar Co., manufacturer of the Lion Brand goods, and one of the most popular knights of the cushioned seats who travels out of Detroit, was in Troy, N. Y., last week, where the company's factory is located. The local headquarters are at 61 Gratiot avenue.

Mr. Lothian, of Lothian & Palmer, clothiers of Yale, was in the city last week on a business trip. Mr. Lothian reports an increase in business so far for the year.

Atlanta, Ga., Baptists want to recall Pastor L. G. Broughton, who went to London, England, some years ago. Under present circumstances, the reverend gentleman should be pleased to accept.

As compared to the war in Europe, the battle of recent date in Mexico were mere pleasure parties.

Robert L. Fox, well-known representative for the Merchants Art Co., 30 Abbott street, died suddenly in Port Huron on July 29. The report stated that Mr. Fox died by taking poison with suicidal intent, but this is hard to believe, as he was in good health with apparently no troubles to worry him. He was always of a happy and jovial disposition. He was in the employ of the Art Co. for some time. He is survived by his mother, with whom he lived, at the Charlotte Apartments, and two brothers.

A Levine has opened a women's and men's furnishing goods store at 1476 Fort street.

John Musser, general merchant at Beaverton, visited Detroit on business last week.

Great preparations are being made to entertain the thousands of visitors and veterans at the G. A. R. encampment to be held in Detroit, beginning August 29.

Here are some real figures for our good friend, the Mayor of Mears, to digest. The State Banking Department in its report just issued shows an increase in deposits for the year of \$26,405,997.10. Savings deposits show a gain of \$10,376,000.13 over a year ago. Not so bad, considering the hard times depicted by the calamity howlers.

Mr. Terbush, of Murray & Terbush, clothiers at Owosso, stopped off in Detroit en route to Cleveland. Mr. Terbush stated the store had a ten day sale, ending a few days ago, that proved the most successful of any since the foundation of the firm, thirty years ago.

The Board of Health closed up Sam Collela's bakery in this city two months ago because he stabled a horse in the bakery proper and fitted it up with four beds for lodgers. For re-opening the bakery he was fined \$100 with the alternative of 90 days in jail. The most pathetic part of the incident was the fact that the horse was compelled to use the same room that the baker did.

Two hundred Jackson business men, members of the Jackson Chamber of Commerce, visited Detroit last Thursday, the trip of eighty miles being made in forty automobiles. Williams Sparks, President of the Chamber, is a member of the Wolverine Automobile Club and through his courtesy the members were entertained at the club house. The visit was one of the regular monthly outings. Stops were made at Ann Arbor and Ypsilanti en route.

E. M. Dewey, general merchant of Macon, was in Detroit last week on a business trip.

Others who will suffer on account of the war in Europe are those who drink imported beer.

There seems to be something about the wholesale grocery business that makes a fellow take to the circus at every opportunity. Some time ago we had occasion to mention the fact that O. P. Dewitt, the St. Johns grocer, was afflicted thusly and now we are informed that Mr. Godsmark, of Godsmark-Durand wholesale grocery house at Battle Creek, hasn't missed

seeing a circus that has been in his locality for many years, in fact, ever since he has been big enough to watch a one to three ring performance without missing a move. Mr. Godsmark not only attended the circus in his city a short time ago, but furnished admission tickets to all of his employees.

Mr. Clement, manager of the J. P. Scott drug store at Traverse City, the resort city made famous by Fred C. Richter, was a Detroit visitor last week.

We do not believe any of his numerous friends have forgotten Frank Ganiad, now grinding coffee, instructing clerks, increasing business and making new friends in Ann Arbor.

M. P. Compton, of Leslie, made delightful as the home of Claude Hiser, informed a traveler the other day that if it wasn't for a few newspaper writers and mayors from Western Michigan, he would never know times were hard. He has been so busy in his store the past few months that he has been obliged to secure additional help.

Candidly we quake at the thought of what the Chronic Kicker hands us this week. No one ever accused him of not knowing how to deliver a solar plexus blow with a typewriter.

Mr. Wirth, of Meeks & Wirth, general merchants at Clio, was in Detroit last week on a business trip.

A late report states that Arthur Davenport, former Traverse City resident, now with Edson, Moore & Co., has gone for a few weeks' vacation trip and when he returns—it will be with a lovely bride. While not positive, we believe the report is authentic. However, we shall wait to hear more particulars regarding this popular young man.

Mr. Peters, of the Hagan Drug Co., Monroe, was in Detroit last week on business for his firm.

What most of us would like to know is, What is all the fighting about in Europe, anyway?

Synonyms: Canoe, joy ride and obsequies.

A. F. Plumb, the popular druggist of Fenton, was a business visitor in Detroit last week.

We note in last week's Gabby Gleanings that O. W. Stark has accepted a position with the Woodhouse Co., of Grand Rapids. We take it Mr. Stark has recovered from his long siege of sickness. We wish to congratulate him at least on his ability to again be able to work. His illness, followed by one misfortune after another, would have laid away a less hardy and nery man. The Woodhouse Co. is also to be congratulated on securing this popular young man's services.

F. D. Grigham, well-known Ortonville druggist, was in Detroit last week on a business trip.

Some are born foolish, some rock the boat, while others stand up in a roller coaster.

Thomas J. Doyle has been appointed Detroit distributor for the Dodge automobiles to be manufactured by Dodge Brothers. Mr. Doyle, like the hundreds of other agents appointed, signed his contract without knowing what style of a car he was to handle or the price. He formerly acted as distributor for the Saxon car and for six years acted as manager of the Detroit branch of the Ford Motor Co. The agents' salesrooms in Detroit will probably take up the entire ground floor of the Dodge Brothers' new building at the corner of Brush street and Jefferson avenue.

Our next line will be the same thing that some one will see in Europe at an early date—

The finish.

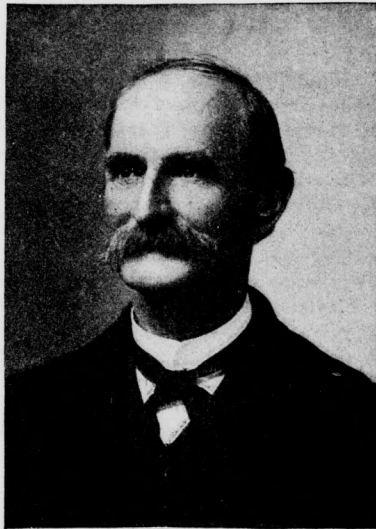
James M. Goldstein.

Charles Miner, formerly engaged in the drug business at Sault Ste. Marie, has opened a drug store at Alpha, Iron county. The Hazeltine & Perkins Drug Co. furnished the stock.

SUCCESSFUL SALESMEN.

A. T. Driggs, Who Sold Mattresses Thirty-Five Years.

Anson Thomas Driggs was born at Tonawanda, N. Y., July 28, 1841. His father was of Welch descent. His mother was Scotch-Irish. He attended common and private school at Tonawanda until 16 years of age, when he clerked in a general store several years and spent one year working in a shingle mill. When the



A. T. DRIGGS.

war broke out in 1861 he enlisted in the 100th New York State Volunteers and served three years. He was taken prisoner May 16, 1864, and was confined to Andersonville Prison for seven months. On his release from Andersonville he returned to Tonawanda and clerked in the same general store in which he was employed prior to the war. In 1867 he went to Saginaw, where he worked in the retail grocery store of James Krekel and the wholesale grocery store of John P. Derby. In 1880 he came to Grand Rapids and engaged in business with John F. Howerly under the style of the Grand Rapids Mattress Co. This business was subsequently purchased by the late Henry C. Russel and Mr. Driggs, when he started the Hot Blast Feather Co. He continued this business for many years, selling out ten years ago last September to Mr. Kennedy and his associates. He then joined his son, George E. Driggs, in the I. X. L. Upholstering & Mattress Co., with which business he is still actively interested. During the time Mr. Driggs has been identified with the mattress business he has had an actual road experience covering a period of thirty-five years.

Mr. Driggs was married to Miss Elizabeth A. Sager, of Tonawanda, four weeks before he started for the front. Mrs. Driggs died May 21, 1873. Some years later he married Miss Margaret Muir. He had two children by his first wife—George S., who is associated with him in business, and Minnie, who is married to Charles Worfel.

Mr. Driggs attends the Church of Christ on Lyon street and is a Mason up to the Chapter and the Council degrees. He was formerly a member of many other fraternities, but has dropped out of all of them

except these two. He was one of the original thirteen charter members of Grand Rapids Council, organized October 15, 1898, the other members being J. C. Emery, L. F. Baker, J. B. McInnes, W. R. Compton, A. W. Brown, F. J. Davenport, D. E. Keyes, L. E. Phillips, R. W. Bertsch, E. S. Patterson, W. A. Pitcher and J. M. Marz. At the meeting the following officers were elected:

Senior Counselor—J. B. McInnes.
Junior Counselor—R. W. Bertsch.
Past Counselor—J. C. Emery.
Secretary-Treasurer—L. F. Baker.
Conductor—A. W. Brown.
Page—D. E. Keyes.
Sentinel—A. T. Driggs.

Mr. Driggs has held the office of Sentinel uninterruptedly ever since the first meeting—nearly 16 years ago—and has hundreds of friends among the traveling men and the trade who respect him greatly. His reputation even extends to the Supreme Council. He is not now in very good health and, in recognition of his long experience as a traveling salesman and his long connection with the U. C. T., Grand Rapids Council will hold its picnic this year in his honor.

Honks From Auto City Council.

Lansing, Aug. 3.—We have the permission of Mr. Stowe to write a full column this week, but it comes just at a time when we are too busy.

M. L. Moody has returned from his vacation and started on a two months' trip. He expects to spend next Sunday at Marquette. Tom Follis and others are warned.

James F. Hammell has again been appointed District Deputy. Mr. Ham-

mell was present at our last meeting and gave a very interesting discourse on the enforcement of the hotel law. He exhorts all traveling men to report all flagrant violations to the State Labor Commission and promises prosecutions when necessary to bring about reasonable sanitary conditions.

A. O. Bosworth reports an unusually prosperous season thus far in the copper wire business.

Our annual picnic will be held August 29. Full details will be announced in this column next week.

C. F. Poxson, of Lansing, who traveled the State of Michigan for nearly twenty-five years, selling farm machinery, retired February 1, 1913, which was altogether too soon, according to the statement of his good wife. Recently they were driving from Eaton Rapids to Lansing and about half the distance had been covered when they ran short of gas and the motor stopped dead in the road. Under these circumstances the ordinary motorist would be up against it, but it didn't bother the resourceful C. F. P. for more than a minute. He simply removed the filling plug of the gas tank and, placing his mouth over the opening, blew in a few breaths, spoke a few words of plain English (which we refrain from repeating) and then closed the opening quickly. The motor started without cranking and seemed to have an unusual amount of power for the remainder of the trip. The motor stood the strain in good shape, but the muffler was ruined. H. D. Bullen.

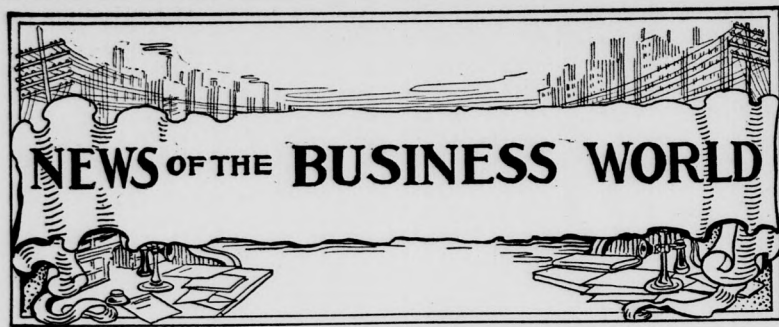
The old-fashioned boy who used to carry a dime novel in the hip pocket of his pants now has a son who carries a lot of September Morns in the inside pocket of his coat.

Better a threadbare coat than a breach of promise suit.

ROYAL

BAKING POWDER
Absolutely Pure

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



Movements of Merchants.

Harbor Springs—Jerry Williams has opened a restaurant here.

Bellaire—C. Turner succeeds Mrs. Geo. Montague in the meat business.

Ewart—Mrs. James Deacey, Jr., has engaged in the millinery business here.

Le Roy—G. W. Haycock, recently of Edgetts, has opened a blacksmith shop here.

Rose City—The Rose City Elevator Co. has increased its capital stock from \$10,000 to \$25,000.

Cadillac—J. D. Greenman of Traverse City, has engaged in the billiard and cigar business at this place.

Traverse City—F. L. Kelderhouse has engaged in the general store business at 311 East Eleventh street.

Bay City—McRae, Walker & Thompson, wholesale grocers, have changed their name to McRae, Reid & Co.

White Cloud—Mrs. William Whitman and son, Charles, succeed R. R. Rawson in the restaurant and cigar business.

Lapeer—The F. A. Jones Co., of Flint, has opened a branch bazaar store here under the management of F. A. Jones.

Belding—Lewis Steele, who conducted a bazaar store at Crystal, has removed his stock here and will continue the business.

Vestaburg—George Crawford has sold his stock of general merchandise to Clarence Caris, who will take possession Sept. 1.

Mt. Pleasant—George L. Granger has sold his drug stock to George MacGillivray, formerly of Lyons, who has taken possession.

Vermontville—William Kemp has purchased the Florence Hotel and is remodeling it preparatory to opening it to the public Sept. 1.

Alanson—Graham & Nicholson lost their grocery and hardware stock by fire July 29. Loss, about \$6,000, partially covered by insurance.

Traverse City—Morgan K. Paige and Jud E. Cameron have opened a billiard parlor and will conduct the business under the style of Paige & Cameron.

Saginaw—The Achard Hardware Co. has been incorporated with an authorized capital of \$10,000, which has been subscribed and \$7,000 paid in cash.

Conklin—The Smith Mercantile Co. will retire from business here October 1. Unless a sale of the general stock is made in the meantime, it will be removed to Plainwell and consolidated with the general stock of Gee & Salisbury, which has been purchased by the Smith Co.

Detroit—The Machinery Sales Co. has changed its name to the Machinery Sales & Electric Co. and increased its capital stock from \$3,000 to \$15,000.

Kingsley—Leon Barrett and William Shanks have formed a copartnership and purchased the Edward Brudy meat stock and will continue the business.

Owosso—Gaymer & Root, shoe dealers, have dissolved partnership and the business will be continued by Mr. Gaymer under the style of the Wear-U-Well shoe store.

Hastings—Arthur E. Mulholland has purchased the business block owned and occupied by the J. S. Goodyear Co. and will occupy it with his stock of drugs about January 1.

Plainwell—Gee & Salisbury have sold their dry goods, shoe and grocery stock to the Smith Mercantile Co. of Conklin. The purchaser will take possession September 1.

Munising—Lee & Joslin have sold their confectionery, cigar and fruit stock to Yeoman Stevens, who will continue the business at the same location on East Superior street.

Shultz—Anson C. Boyes, recently of Hastings, has purchased the Gilbert Fox store building and stock of general merchandise and will continue the business under his own name.

Caro—The Caro Elevator Co. has been merged into a stock company under the style of the Caro Farmers' Co-Operative Elevator Co. with an authorized capital stock of \$40,000.

Mt. Pleasant—The Harris Brothers Seed Co. has been organized with an authorized capital stock of \$25,000, of which \$15,000 has been subscribed and \$2,500 paid in cash.

Minden City—The A. W. Rice Co. has engaged in the general retail hardware business with an authorized capital stock of \$5,500, which has been subscribed and \$1,500 paid in cash.

Detroit—The Central Oil Co. is a new concern with an authorized capital stock of \$200,000, of which \$150,000 has been subscribed, \$4,230.40 being paid in cash and \$145,769.60 in property.

Vicksburg—H. E. Carrick has closed out his stock of men's furnishing goods and will remove to Kalamazoo, where he will assume the management of the Kalamazoo Cash & Credit store.

Cassopolis—G. D. Slocum has sold a half interest in his furniture and undertaking stock to W. J. Baker and the business will be continued under the style of Slocum & Baker. A line of heavy and shelf hardware will be added to the stock.

Hastings—Weickgenant & Riede have purchased the Grant H. Otis & Co. stock of clothing here and in Remus. The store in Remus will be discontinued and the stock added to the Hastings stock, and the business continued at the same location.

Detroit—Arnold Robinson & Co., dealers in musical merchandise, has merged its business into a stock company under the style of the Arnold Robinson Co., with an authorized capital stock of \$30,000, of which \$15,000 has been subscribed, \$100 being paid in cash and \$14,900 in property.

Montague—Business men of Montague were victimized to the extent of \$150 Friday by a smooth young Chicago crook, who cashed worthless checks on a number of merchants and got away safely. Because none of the checks was for more than \$25, thus making the offense not extraditable, no prosecution is possible.

Wayland—DeWitt Shattuck, aged 85 years, died last Friday at his home in this village. When but a child he came with his parents to Yankee Springs township and grew to manhood there. For more than a half century he had been a merchant in Wayland and had a wide acquaintance in Allegan and Barry counties. Funeral services were held Sunday afternoon.

Vassar—With the exception of two places an entire business block was wiped out by a disastrous fire here August 3, causing a loss of about \$20,000. The buildings destroyed and the losses were: The Race 10-cent feed barn, loss \$5,000, with insurance of \$3,000; Ford Warren's tin shop, loss \$500, with no insurance; Ed. Hume's livery, loss \$4,000, covered by insurance; F. Bellinger, furniture and all belongings; Dr. Cornell, instruments and medicine, loss \$1,200, partially insured and William Wood, pool room, loss \$300. The two places which escaped the flames were the Jewell hotel and the opera house block.

Owosso—James E. Herbert, a representative of the State Dairy and Food Commission, dropped into this place last week and swore out warrants against Will May and Mrs. Nettie Johnson, proprietors of restaurants, Anton Gruellich, a meat dealer, and Fred T. Axford, who conducts a grocery store and meat market, Mrs. Johnson and May paid fines and costs of \$14.40 each, for selling milk containing an excess of water. Gruellich waived examination on a charge of using an excessive amount of cereal in his sausage and was bound over to the circuit court. Axford, who is charged with failure to properly label sausage containing cereal, demanded examination, which was set for August 6.

Jackson—Lester, Carter & Co., Chicago, dealers in stocks and bonds, recently prosecuted a suit against William R. Spencer of this city, from whom they purchased last December 200 shares of preferred stock in the National Grocery Co. The deal was made partly by wire and partly by letter. Mr. Spencer, who at that time was a director of the company, wrote

the Chicago parties that he would sell the stock at 86, which would include the dividend. Later he was called up by telephone and told they would give 84½ and this was the best they could do. He let them have it. The by-laws of the company provide the books be closed each year December 23. Before the plaintiffs got the transfer of the stock made on the books at Detroit, the headquarters of the National Grocery Co., the dividend had been paid to Mr. Spencer, who claims when he agreed to let the Chicago concern have the stock at the lower figure it did not include the dividend. Judge Parkinson will announce his decision in the matter later.

Jackson—After sorting out such stock as suited their pleasure, one of the burglars entering the store of the Peoples Credit Clothing Co., last Saturday night, paused long enough to not only select a suit of clothes that would fit him, but removed his old clothes and donned the new, leaving the cast off suit behind. It is believed there were two burglars on the job, and from the evidence they left in the store of their operations it is clear that they were the ones who endeavored to make a haul at the office of the J. W. Marks Co., on South Park avenue the same night. At the latter place was stolen ten pennies and a safety razor. The thieves left the safety razor in the Peoples Credit Clothing Co. store. Among the missing goods are four mens suits, four ladies' dresses, and seven plumes twenty-two inches in length. The plumes alone were valued at about \$100. A pasteboard box containing winter hats was emptied and probably used for carrying the plumes away in. The thieves apparently were in the store a considerable time. They ransacked the shoe stock, probably in search of particular sizes, but it is not thought they carried any shoes away.

Manufacturing Matters.

Vestaburg—Mrs. Gear, recently of Ithaca, has opened a bakery here.

Dorr—The Dorr Creamery Co. has engaged in business at this place.

Petoskey—J. J. Hoffman has engaged in the manufacture of cigars.

East Jordan—Giles & Hawkins succeed Lewis Peppin in the bakery business.

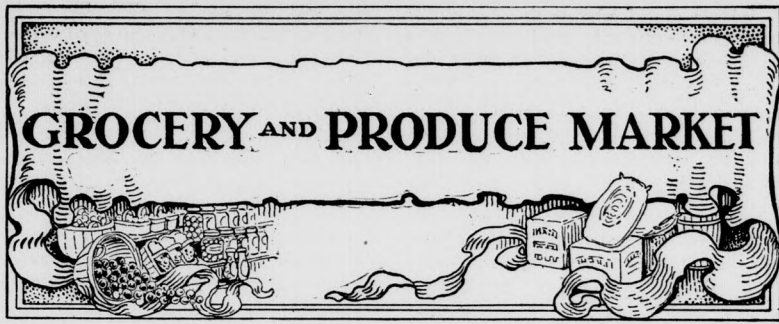
Kalamazoo—The Easy Truss Co. has changed its principal office to Battle Creek.

Saginaw—The Huron Timber Co. has increased its capital stock from \$45,000 to \$100,000.

Belleville—Thieves broke into the VanBuren Creamery and carried away 600 pounds of butter valued at \$180.

Calumet—The Cloverland Dairy Co. has installed a new automatic bottle filler of a capacity of 600 bottles per hour.

Ionia—The Ypsilanti Reed Furniture Co. has received notice that reed shipments have been discontinued on account of the war. The reed used here is imported from Germany, and while the Ionia factory has a large stock on hand a prolonged delay would be disastrous.



Review of the Grand Rapids Produce Market.

Apples—Duchess and Red Astrachan are in large supply at 60@75c per bu.

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

Blackberries—\$1.50 per 16 qt. crate.

Butter—There is an active consumptive demand for butter, as is usual for the season. The extreme warm weather which prevailed all over the producing country up to a few days ago has curtailed the make somewhat and receipts are shorter than they were a year ago. No radical change seems in sight in the near future, but a continued good, firm market. Factory creamery is now quoted at 28@29c in tubs and 30@31c in prints. Local dealers pay 22c for No. 1 dairy, 16c for packing stock.

Cabbage—65c 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 \$2.50 for 45s; Indiana gemms command 50c per basket containing twelve to fifteen; Benton Harbor Osage fetch \$1.75@2.25 per crate, according to size.

Carrots—20c per doz. bunches.

Celery—Home grown, 25c per bunch.

Cereals—There has been a steady sale of cereals of all kinds. The Quaker Oats Company has added a new feature to "Mother's Oats." Each package contains a piece of aluminum ware. The cereal sells for \$4.75 per case of twenty packages. "Corn Puffs" is a new product prepared by the Quaker Oats Company. The product is prepared from corn in similar manner to other puffed cereals put out by the company. "Corn Puffs" wholesale at \$4.25 per case of thirty-six packages.

Cocoanuts—\$4.25 per sack containing 100.

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

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

Eggs—Fancy fresh laid are very scarce, owing to the hot weather. The larger part of the eggs now coming in are heat damaged, and are being sold at the best price their varying quality enables them to bring. Unless the heat breaks everywhere, there will be a continued shortage of fine eggs. Local dealers pay 18½c for candled.

Gooseberries—\$1 per 16 quart crate.

Green Corn—18c per dozen.

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

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

Lemons—Californias are steady at \$6@6.50 and Verdellis have advanced to \$6@6.25 a box.

Lettuce—Head, \$1.50 per bu. Garden grown leaf, 75c per bu.

New Beets—25c per doz.

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

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

Oranges—Californias are in ample supply at \$3.25@3.75.

Poultry—Local dealers pay 16c for broilers; 12½c for fowls; 10c for old roosters; 9c for geese; 9c for ducks; 14@16c for No. 1 turkeys and 12c for old toms. These prices are 2c a pound more than live weight.

Peaches—Carloads of Southern Elberta peaches have been reaching this markets and show excellent quality. The last car received sold at \$2.50 per six basket crate and commission men look for a \$2 price next week.

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

Peppers—Green, 25c per doz.

Pieplant—75c per box.

Plums—\$2 per bu. for Early Anna.

Potatoes—Home grown are now in complete control of the market, which ranges from 60@80c per bu.

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

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

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

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

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

Wax Beans—75c per bu.

The Grocery Market.

Sugar—The market is, of course, greatly excited as the result of the events of the past few days. All of the refiners have pushed granulated up to 4½c, except Federal, which jumped to 4.60c. Raws have advanced from 3.40@4c as the result of active bidding for supplies both by American and English refiners. England is bidding for raws both in this country and Cuba. It is realized in the trade that Europe furnishes 8,000,000 tons of beet refined or nearly half of the world's supply which last year was 18,500,000 tons. The withdrawal of labor from the fields means the

abandoning of much acreage or incompetent harvesting, provided the war is prolonged. Moreover, the fields would be devastated by the campaigning of the troops. Refiners stocks at the Atlantic ports are 391,864 tons, or the equivalent of about seven weeks' meltings. In other words, they must take care of the fall needs and will require the surplus Cubas as well as the Louisiana, which promise below a normal crop, as the new tariff has operated to curtail production to some extent in that quarter. The country has a fairly good supply of granulated to work upon owing to the forced withdrawals, but the European situation tends to encourage the speculative inclination. It is, perhaps, in questionable taste for the Tradesman to refer to the fact that it predicted a 4½c market in these columns as long ago as last March. Many dealers scoffed at this prediction, but the Tradesman continued to maintain its position and now sees its prophecy fully realized. The Tradesman now makes another prediction—that granulated sugar will go to 5c at the refinery within the next thirty days.

Tea—High prices are expected to prevail for all teas. It is almost impossible to secure charters for shipments from China, India or Ceylon, or the insuring of freights. The immediate demand for teas in this country is light, but prices are unusually firm and strong advances are looked for. It is reported that all India and Ceylon teas are sold out in New York with no further shipments in sight. Many importers are urging forward all Japan shipments.

Coffee—The war situation abroad, with its effect upon general finances, has caused a heavy slump in coffee options, and practically a similar one in actual coffee. The fact that actual coffee has slumped also is hardly understood, because coffee in a sense is a war staple, and might be expected to advance. The demand is exceedingly dull, as all buyers are playing a waiting game. Mild coffees are also weaker in sympathy. Java and Mocha are unchanged.

Canned Fruits—Small fruits are firm on short packs of most varieties, but there seems to be no important demand. California fruits are unsettled, owing to the uncertainty of deliveries of contracts to European buyers, should there be a general European war. However, there is no present disposition to resell and prices are steady on the basis of opening quotations.

Canned Vegetables—There is at present a very quiet market for all of the staples. Peas, which promised a short crop on the early varieties, now appear to be doing better, and a number of packers are promising deliveries anywhere from 75 to 100 per cent. on contracts. This serves to create an easier feeling, but has caused no decline in prices. Reports from Southern and Western packing quarters reflect an easier feeling on the part of canners of No. 3 tomatoes, but no positive decline in prices is noted. No. 2s are steady, while No. 10s are easy. Crop conditions are

reported to be favorable. Offerings of string beans for immediate and future delivery are light, and the market has a firm tone. In other lines of canned goods trade is on the hand-to-mouth order, but there seems to be no pressure to sell, and the felling among sellers is steady.

Canned Fish—Leading packers of Maine sardines have withdrawn offerings of keyless quarter-oils and mustards on the ground that the run of fish is light, and everything taken is needed to fill rush orders for key-opening goods. The demand for the latter, however, is not urgent, but appears to be in excess of the supply. Eastport advices on Saturday stated that moonlight nights and adverse tides were having a decided effect in the curtailment of the catch. There continues a fairly active consuming demand for the cheaper grades of salmon on the spot, and red Alaska is getting more attention.

Dried Fruits—The market for immediate shipment California prunes is irregular. Some packers are anxious to get business and are disposed to shade prices. Coast raisins are quiet so far as this market is concerned, but advices from the Coast say that at least 10,000 tons of the 1913 crop between the time when prices were reduced and the close of July, would be shipped to Eastern markets. There is a good deal of uncertainty felt regarding shipments of new crop dates and figs, because of the possibility of the withdrawal of vessels by the powers interested for transport service, and the interference with vessels on the way by belligerent nations. Everything is in a state of unrest and waiting for the final declaration which will involve all Europe in war. To the present time, according to some authorities, the movement in citron has been considerably greater than for the corresponding period last year. Stocks are moderate and the tone of the market is firm. Orange and lemon peels also are reported to show increased sales and on the present basis the market is firm.

Cheese—The consumptive demand is about normal for the season, but the make is reported lighter than usual. The market is steady at unchanged prices, with no important change in sight.

Molasses—The molasses market is quiet and steady as usual at this time of the year. There is no change in price for grocery grades or blackstrap.

Rice—There is a fair demand from the trade such as might be expected since current requirements must be provided for, but no inclination to anticipate the future is remarked. The distributors are waiting for the new crop movement which is delayed and will not be active for a fortnight. The tone of the market is firm, as there is a feeling that the foreign situation may develop unfavorably, and, in that event, domestic rice would inevitably rise.

Starch—Best bulk and package and Muzzy bulk have advanced 10c per 100 lbs.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, Aug. 3.—The Soo butchers are falling in line on the cash system. Agnew Bros. market took the lead, announcing to the public that on and after August 1 the high cost of living would be reduced by selling meat cheaper for cash and no delivering. The Soo Co-Operative store has also fallen in line and several of the other butchers are thinking seriously of adopting the cash system.

The Western Union Telegraph Co. is abandoning its aerial wires for the underground system, doing away with the numerous poles, which will add much to the appearance of the business district.

J. C. Morgan, of Traverse City, was a visitor here last week. Mr. Morgan has purchased the launch, Mary Ethel, of Hancock, which will stand almost any blow on the lakes. Mr. Morgan expects to take the boat to Traverse City, where he will use her as a pleasure boat. Mr. Morgan was much pleased with the courtesy and treatment received from the marine officers of this port and stated to some of his friends that in all the ports he has visited he has never been treated so kindly or given so much assistance as has been accorded him while here.

Ira W. Harroun, one of the best known residents in Chippewa county and a familiar figure in politics for the past few years, died at Pickford last week. He is survived by two sons and two daughters. The body was shipped to Toledo for burial in Woodlawn cemetery where his widow is interred.

The Y. M. C. A. Juniors left here last Monday for Duck Lake for a two weeks' camping—a jolly lot of youngsters who will enjoy every minute of their outing.

Newberry entertained one of the largest crowds in its history last week when the circus was exhibited there on Wednesday.

The Soo is to have another summer resort. Neil McDougal has acquired the lease of Bell Point, which he will turn into play grounds for Sault citizens. The new location is along the Canadian shores of the St. Mary's River and has long been a favorite spot for the lovers of outdoor life, pitching their tents along the shore in the shady nooks, that are so plentiful in this section of the country, which provide the invigorating atmosphere which contributes so much to the sturdy manhood so necessary in these days of strenuous living during the hot days. The resorts along the St. Mary's River are getting more popular each year and many are taking advantage of the situation and making improvements, allowing nature to do the rest. Mr. McDougal contemplates putting up cottages, a dancing pavilion and a dining hall where evening banquets and entertainments can be held. A dock will also be constructed on the Point, so that boats will be able to land there. Later on it is contemplated to have a boat making regular trips daily from the Point to the Soo. A local excursion will take a crowd of excursionists next week to Bell Point.

W. Blake Arkco, manager of the Emblagaard dairy, Big Bay, near Marquette, is visiting here this week in the interest of his cattle raising industry. A silver cup trophy will be given by the Emblagaard dairy to the member of the Chippewa County Cow Club exhibiting the best three-year-old animal at the fall fair. Arrangements for giving the prize have been made by Mr. Arkco with Judge L. C. Holden, Secretary of the Chippewa Agricultural Society.

The engagement of Miss Marguerite Moloney, daughter of Mr. and Mrs. D. H. Moloney, of this city, to Stacey B. Hinks, of Ann Arbor, was

announced last week. Miss Moloney is one of the prettiest girls in the Soo.

The Fourth of July committee held a final meeting last week and, after settling up all bills in full, they were able to donate \$10 to the Firemen's fund, \$10 to the Police fund, \$111.30 to the Soo band. This was the greatest Fourth of July celebration the Soo has ever had.

The yacht, Speedjack, owned by A. Y. Gowan, of Cleveland, is in port here. She is one of the fastest cruisers on the Great Lakes, having defeated everything in its class in Lake Superior waters. She is equipped with two 150-horse power motors. For racing she uses all 300 horse power, which enables her to pass anything of her class on the fresh waters.

The work on the third lock is rapidly nearing completion and from present indications the locks may be in operation by September 1. Great headway is also being made on the fourth lock.

Leo Veyette, of Chicago, son of Mr. and Mrs. J. J. Veyette, proprietor of one of our leading grocery stores, is visiting his parents, accompanied by his bride. The wedding occurred last Monday in Chicago. The bride was formerly Miss Ethel Weidner, of Chicago. They are receiving the congratulations of their many friends here.

Chas. Follis, proprietor of the the Ye Toggery store on Ashmun street and one of the Soo's most popular young business men, surprised his many friends by going to Detroit last week, where he was married to Miss Laura Bell, one of the Soo's most popular young ladies. The young couple arrived home from their wedding trip this week, having arranged to come on a late train so as not to have any demonstration, but somehow it was tipped off to some of their friends and while it was too late to get out the band, the tin pans and other musical instruments were brought into requisition to good advantage, and the newly weds were escorted through the streets at a late hour on a rig drawn by a team of mules and a string of autos somewhat less than a mile in length. Mr. Follis has played many tricks on his friends during the past five or six years on similar occasions and this is the first opportunity they have had to pay off the debts, which they consider are paid in full and also that interest has been satisfactorily added.

Work is rapidly progressing on the Temple theater. It was planned on having the opening this week, but as there is much more work than was planned on at the start, they are unable to have the opening until the latter part of this month. Managers Beardley and Cook are sparing no pains or expense in making this theater one of the finest of its kind and size in the State.

J. Connolly, who is in the employ of Uncle Sam at the locks here, has the garden fad. When not on duty he can be found in his large garden which he is working himself. He takes great pride in experimenting and raising various vegetables and fruits somewhat out of the ordinary. At the present time he is reaping a nice harvest from his perpetual strawberries, as he has a large crop ready to be picked, while others are in blossom on the same vine and he expects to have strawberries until frost comes. This is somewhat of a novelty in this location and must interest is being manifested in the unusual crop.

A report has just been received here that Dave Lee, grocer at Daifer, has met with a painful accident while en route to the Soo in his ford auto. Mention of the purchase of his new auto was made in these columns some few weeks ago and it was thought Mr. Lee would be an experienced driver by this time. It was reported that one hip was dislocated and other minor bruises sustained. It is hop-

ed by his many friends here that his injuries will not prove serious.

Talk about traveling men being expert farmers! The following report is given by one of the Knights of the Road about a prominent traveling man. As it is now between seasons for the line of goods that the young Knight of the Grip carries, he was putting in his time at home and wanting to employ each moment of his time, and having studied enough about farming to know that the large garden planted by his father needed weeding he got busy. A dozen or more tomato plants caught his eye and as they did not look good to him he pulled them out, roots and all. He also noticed some large leaves growing with the corn, and not knowing that they were squash plants, he lost no time in separating the leaves from the corn. When he had finished up the weeding process, there were several good looking weeds left, but he was uncertain as to what they were, so he left them standing, so as to give them a chance to develop. A good neighbor who was busy at his own garden looked over the fence to see the young man's work and it was a lucky strike, as there were still a few squash plants that had been overlooked. The neighbor explained many points about gardening heretofore unknown to the young Knight and now he is wondering what his father, who is also a member of the same craft, who is at present out of town, will say when he returns. Meanwhile he is getting ready for the reception and is negotiating with the family grocer for the winter's supply of tomatoes and squash which would have been harvested in the garden had not this occurred.

George Laird, the oyster king of Canada, was a business visitor in the city to-day. He has just returned from a trip throughout the Canadian Northwest en route to Toronto. He reports business conditions not very favorable in the Northwest and states that the war times are having a marked effect on conditions throughout the province.

A new Soo company is being formed to develop fruit, farming and resort property near the Snows Islands. It has an option on 6,000 acres of desirable land in the vicinity of Cedarville. In addition to this, it will take over several sections of cut-over land north of Cedarville which it will clear and convert into farms and fruit orchards and resort property containing about three miles of water frontage on the main land, extending from the village of Cedarville to McKay's Bay, and nearly one mile of frontage on Grand La Salle Island. The bulk of the farming lands are located along stone and gravel roads, extending five miles north of Cedarville down to the village. The soil is limestone foundation with clay subsoil and very rich. Over 80 per cent of the tract is believed to be tillable soil and the expense of clearing will be very light. Apples grown on similar land in the same neighborhood were given first prize at the Michigan State Fair. The land is nearly all in one tract, adjacent to good roads, schools, churches, daily mail routes and telephone service, and the fact that 50,000 people were carried to and from the Snows last summer by the boat lines alone shows the great possibilities of this neighborhood. In addition to the boat business, thousands of automobile tourists visit the resort every season, and it would seem that the new venture would bring large returns for the promoters and stockholders.

The war scare will have nothing to do with the local option campaign which is to take place in the entire Upper Peninsula next spring, according to Grant Hudson, of the Anti-Saloon League in Michigan. Mr. Hudson claims that the Upper Peninsula is ready for the movement and he is quite confident of victory.

Lipsett & Sinclair, stone and ce-

ment contractors of Marquette, have dissolved partnership. James Lipsett, of the Soo, will conduct the business alone in the future. This firm for a number of years furnished the trap rock used for street construction in the Soo.

Dr. J. F. Deadman, the Soo's popular veterinary surgeon, is preparing to make another annual fishing trip to Batchewana this week for a ten day outing. Dr. Deadman's party consists of a number of Michigan's prominent people who will participate in the outing.

John Anguilm made the first trip through from Trout Lake to Chicago in his automobile last week. He left by way of Garnet and Newberry and thence to Menominee and reports the roads in good condition. He expects to return the same way.

A party of engineers was in the city last week for the purpose of inspecting the Bascule bridge, at the head of the new locks. The party consisted of seven men, all members of the Committee on Iron and Steel Structures for the American Railway Engineering Association.

It is announced by the State Dairy and Food Department that the misbranding act passed by the last Legislature will be rigidly enforced after September 1. This law will affect all package and bottled goods, whether food products or drugs and it prohibits the misrepresentation of any kind as to the quality and quantity. Wholesalers have been making liberal discounts already in order to reduce their stock of misbranded goods and replace them with packages which conform with the law. Inspectors will be out all over the State confiscating the goods and prosecuting the dealers who have not complied with the law after September 1.

Dr. W. H. Crary, of St. Paul, who has been visiting in the Soo for the past few days, was successful in landing a prize lot of fish from the rapids, among them being a six pound rainbow trout. The doctor was well pleased with his catch and the Soo in general.

The Soo has another popular eating place now, known as the English Chop House. This was formerly the Royal restaurant. It has been rebuilt and will be run under the able management of Robert Wagner.

Mr. and Mrs. Charles H. Moore and family left last week for Moles, Alberta, where they expect to make their future home. Mr. and Mrs. Moore have been residents of this city for the past twenty years and their departure is much regretted by their many friends who wish them every success in their new field.

The Gowan Hardware Co. has been awarded the contract for furnishing the fencing for the Cloverland park.

Wm. Kirkbridge, the popular butcher of Pickford, was a business visitor in the city last week.

William G. Tapert.

Two young men, Adrian bank clerks, had an argument over the validity of an order on a bank written on anything besides a regulation check. One said that he could realize on any kind of an order, provided the drawer had sufficient funds in the bank. "I'll bet you 50 cents I can get \$5 for my collar," he said. The bet was made and the two young men went into a confectionery store where the one took off his common wing collar and wrote an order for \$5 payable to the owner of the establishment. The check was honored by the confectioner and at its presentation at the bank was duly paid. It has gone through the clearing house without a protest and was returned a very much cancelled collar to the winner of the bet.

Full Particulars of the Battle Creek U. C. T. Picnic.

Battle Creek, Aug. 3.—As Mr. Pfander was unable to attend our annual U. C. T. picnic, he asked me to send you a write-up of the same. This is somewhat out of my line of business but will give you the particulars and you can fix it up the best you can, from the following:

No. 253 U. C. T. picnic was held at Gull Lake Saturday, August 1. It was some picnic. There were nearly 300 present and all took part in the big feed and the different sports. Ed Guild and his bunch of huskies won the tug of war. The 100 yard foot race for men was won by Earl Meyers. Lydia carried off the prize for the fifty yard race. Mrs. O. J. Wright won the needle threading contest. Chas. Dye, the big pie eater and champion stump speaker, carried off the honors in the pie eating contest. Most of the contestants however were of the opinion that it was better to eat slow and get the good of the pie than to get the prize. We are grateful to Charles Broceus and Jay Morehouse, of the Oppenheimer cigar store, also Maurice Gordon, Graves Evans and J. F. Halladay for the articles donated for the prizes. Next came the big ball game—Charles Skinner's Prune Peddlers against A. J. Wright's Giant Killers. Boyd Cortright left the field in the third inning and demanded his salary and surprised all his team mates by stating that he had jumped to the Feds. The game was featured by the masterful pitching of Elmer Mills and great slugging by J. B. Thayer. The game went five innings, the final score being 9 to 7 in favor of the Giant Killers. Batteries for the Giant Killers, E. E. Mills and O. J. Wright; for the Prune Peddlers, John Haka and John Adams. Mr. Haka played his first game with the Prune Peddlers, having recently been purchased from No. 131 in consideration of ten boxes of breakfast food. The Council has decided that the next time the U. C. T. has a picnic, instead of going by way of the M. U. T., they will walk, as the special car the Council received from them evidently was one they had been using for a cattle car. The M. U. T. must have forgotten the U. C. T. boys are their best customers. We all missed Brother Guy Pfander and hope that next year his firm will realize the fact that Guy is an important factor at our U. C. T. picnics, for certainly we must have the optimistic boy with us.

We are all glad to know that Mrs. Allie Brooks is recovering from her illness and will be able to be moved from the hospital to her home in a week. O. J. Wright.

Mighty Madcaps From Muskegon.

Muskegon, Aug. 3.—The idea of Editor Stowe putting Mears items on the same page as Muskegon!

Put Mears with Ford town. That's where he belongs. Now that there is war in Europe, let's tell Brubaker we are going to have peace in Michigan.

This war scare cannot hurt Uncle Sam, as father McAdoo is willing to give us all the money we need to move the corps.

We agree with Admiral Dewey that the European war will wake up this country from the long slumber and result in an American ship marine.

There is no reason why American ships should not help carry our European commerce.

E. Brammell, of Canada Mills Co., reports excellent business.

Traverse City merchants ought to get up a collection and buy the Citizens Telephone Co. a new directory. The latest one is dated March, 1912.

Henry Winteregg, of Winteregg & Hunt, grocers of Hesperia, is passing cigars (if you pay for them) in honor of a new daughter. No. 404 sends congratulations.

Money is the root of all evil. Some fellows always dig for the root.

Just arrived from my home town, Chicago, but it has nothing on Muskegon, except its odor.

Some fellow ought to get Roy Welton to join our Council. Who will do the deed?

The Shaw-Walker Co. is having a two week convention for its salesmen and dealers. It has been reported that it is a large success. Dealers from all over the country are coming and say that Muskegon is one of the finest towns in the world to live in.

The Goodrich boats are crowded to their fullest capacity every day in bringing visitors to our fair city.

D. Christie is one of the oldest and

pool game which he calls rummy pool. Any one who thinks he can beat Charles at his own game is a rummy. Milton Steindler.

The article published in the Michigan Tradesman of June 17, entitled "Goodwill," from the pen of Mary Deermont, should have been credited to Philadelphia-Made Hardware, the excellent "journal of service" published under the auspices of five Philadelphia manufacturers.

The heart may be willing but the pocketbook weak.

Talking With the Cows.

There are few men on the road who do not know Thomas Bracken, who has faithfully served the traveling public who patronize the Hotel Belding for over twenty-six years. Mr. Bracken accompanied William

had a week's illness and has not taken over three months' vacation altogether. He has three hobbies—his church (he is a devout Roman Catholic), base ball and a horse race. Nothing can keep him from any of these attractions when they are in evidence.



P. Hetherington to Michigan when he shook the dust of Massachusetts from his feet in the spring of 1888 and ever since that time the two men have worked together in complete understanding and perfect harmony. During all those years Tom has not

One of Tom's favorite diversions is to go out to the Hetherington farm and talk with the cows. He claims they understand each other—he and the cows. Judging by the above illustrations, his claim is fully sustained.

most reliable grocers and bakers we have in Muskegon. Mr. Christie conducts a retail grocery store which is a pleasure for anyone to visit. He aims to carry the best the market affords and is noted for his cleanliness and good service. This store also conducts a wholesale bakery, which ships Christie's bread all over the State. Mr. Christie is well-known by the travelers and is recognized as one of the most up-to-date merchants in Michigan.

This ought to be enough for a plain paper peddler.

We almost forgot to say that Charles Corey has invented a new

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

Buffalo, Aug 5.—Creamery butter, fresh, 24@30c; dairy 22@26c; 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 16@17c; ducks, 15@16c; broilers, 20@23c.

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

Potatoes—New, \$2.30 per barrel. Rea & Witzig.

Three Live Towns in Torch Lake District.

Rapid City, Aug. 4.—Elk Rapids has five churches of different denominations, a \$24,000 school building, a library, water works, a bank and a weekly newspaper. Steamers run to Old Mission and on Torch and Elk Lakes. The principal industries are iron and chemical works. Good stocks of merchandise are to be found here and the following merchants are subscribers to the Tradesman:

A. Goldfarb, dry good.

Antrim Hardware Co., hardware.

Towers & Cole Bros., groceries.

Thos. J. Hogan, groceries.

W. R. White, hardware.

W. K. Walker, drugs.

S. J. Seeley, sporting goods.

Alex Y. Shark, Lake View Hotel.

Rapid City, formerly known as Van Buren, is forging to the front this year. On June 28 the juice was turned on and the town is lighted by electricity, the power being furnished by the Kalkaska Light & Power Co. from its dam at Rugg. Libby, McNeil & Libby are erecting a new pickle station and expect to take in a large amount of cucumbers this season. The Rapid Citizen is the name of the newspaper, a recent addition to local enterprises. The Bank of Rapids City, with D. S. Way as Cashier, is a new institution and is doing an excellent business. The following merchants are subscribers to the Tradesman:

Lewis Way, general merchandise.

Lewis LaCure, general merchandise.

J. M. McFarren, farm implements.

Tom Travis, salesman.

Alden, formerly known as Spencer, has churches of three denominations, a bank and a weekly newspaper. Alden is now being lighted by electricity which is supplied by the Kalkaska Light & Power Co. The town is full of resorters at this season of the year and many pretty cottages are to be seen along the lake shore. Good stocks are carried by the merchants and business is exceptionally good. The following merchants and business men are subscribers to the Tradesman:

Chas. H. Coy, general merchandise.

The Foster Co., general merchandise.

Farmers and Merchants Bank.

L. Armstrong.

F. E. Holt. W. R. Wagers.

Is poultry live stock? That's a question they have been discussing down in Texas—all because a recent law requires a tax and tag on feeds for "farm live stock." The feed dealers claimed poultry was not farm stock, and that poultry feeds did not come under the law. B. Youngblood of the A. & M. college, who has to administer the law, thought differently. So the matter was submitted to the Attorney General, who sided with the college and said: "We do not suppose that the contention would be made that in this sense poultry is not of the animal kingdom. An animal is defined as follows: 'An organized living being endowed with sensation and the power of voluntary motion, and also characterized by taking its food into an internal cavity or stomach for digestion, by giving carbonic acid to the air and taking oxygen in process of respiration; and by increasing in motive power or active aggressive force with the progress of maturity.'" Under that definition, according to the Attorney General, falls the chicken and so it is construed that feeds for poultry would come under the terms of the act of the Legislature.

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(Unlike any other paper.)

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OF BUSINESS MEN.

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Grand Rapids, Mich.

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

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Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

August 5, 1914.

EFFECT OF THE WAR.

The influence of the European war cloud on the food trade appears thus far to have been almost wholly on the financial side of the question, rather than with reference to prices based on the law of physical supply and demand. There is a general feeling, however, of keen apprehension as to what will follow in a few days—whether the war eventuates generally or not—and already the increase in foreign money exchange, war rates on cargo insurance at sea, and scarcity of ships, which is bound to become reflected in higher rates, are beginning to be severely felt.

There has been a common belief that a European war will immensely stimulate the demand for American food stuffs. This has not, however—with possible exception of wheat and flour and one or two other staples exported direct by produce—been realized, although it probably will be. If the demand sets in strong, especially if foreign army commissary demands draw upon America for such things as cereals and canned goods, it will be sure to strengthen values and react on domestic prices, elevated in response to the foreign competition. In the canned goods line the only item to be thus far influenced has been canned salmon, an excellent food and cheap and well adapted for camp use. Since this is almost exclusively an American product, it has been first drawn upon and as a result prices have advanced strongly.

Fortunately most of the seasonable foreign goods are either nicely in hand or are not scheduled to come forward before September, but there is great apprehension concerning them. The embargo placed by Germany against the shipment of food supplies out of the country will cause an immediate increase in prices of available stocks in America, in whatever hands they are located. Many lines of vegetables in cans, delicatessen supplies and some lines of dried meats, sausages, cheeses, etc., will be seriously affected. While prices have not yet responded, advances are looked for next week.

Importers of Norwegian goods, notably sardines, are apprehensive in the prospect of having the threatened seat of naval war located directly in the path of their merchandise shipments, with attendant danger of cap-

ture. This is especially true since foodstuffs will undoubtedly be regarded as contraband. War risks are being placed already, one house paying 4 per cent. Saturday on a cargo likely to pass through the belligerent zone within the next day or two. Norwegian sardines are mostly shipped, but the French goods are yet to come. The latter, however, coming largely in bottoms of registry not yet involved in the war, are not regarded as yet in great danger.

So far as can be discovered, no enquiry has been noted in the American markets for army provisions, either by producers or jobbers. Even if there does arise an outlet in the torn field, the benefits from it will be seriously offset by the scarcity of ships, the high rates for war insurance, high rates of exchange and the general uncertainty. Instead of showing an avidity to ship goods into the war zone exporters have acted on the reverse basis, seeking to recall goods before they are loaded into the steamers. War insurance rates are high enough to wipe out profits on goods sold at prices laid down abroad.

Briefly stated, the grocery trade is in a state of uncertainty from the war scare. Money rates, insurance rates, scarcity of bottoms and uncertainty of sailings are too risky to inspire any great trading disposition, while business going forward on orders placed months and weeks ago is full of pitfalls by which the parties at issue are more likely to lose money than make it.

The general impression in the trade seems to be that if a general European war comes it will at first have a pronounced depressing influence on market values, but that ultimately, if means of transportation to Europe can be found, the market will go up to extreme prices. The prospect that the United States Government will give the protection of the American flag to foreign bottoms encourages the belief that a means will be found to convey American food supplies to Europe and that an outlet will finally be found for American foods to European markets.

Now that the railways have secured the 5 per cent. advance they have been clamoring for, it is more than ever incumbent upon Michigan railway managers to do the right and fair thing by revising the zone schedule so that Western Michigan may be put on a parity with Eastern Michigan and Ohio and Indiana territory on through shipment to and from the seaboard. Unless they do this Grand Rapids and Western Michigan will continue to suffer from the burdensome embargo under which they have almost hopelessly struggled for several years by reason of this unjust discrimination. The Tradesman has no idea that the railroads will do this unless proper pressure is brought to bear. Unfortunately, railway managers do not seem to be disposed to play fair in this matter. Unearned profits are too dear to them to be relinquished without a struggle.

The weaker a man is the easier it is for him to break a promise.

ONE POINT OF VANTAGE.

People in the agricultural communities of the Middle West have read with the same absorbing interest as the East the news of the gathering thunderclouds of a great European war; but it is safe to say that the feelings inspired by it have been very different. All eyes have turned from the "war-scare" bulletins to the price of wheat, and all talk is now converging on the question, what consuming Europe will have to pay for wheat from what may be the largest non-blockaded export market.

The West has certainly not wished for a great European war; but if it comes, through no fault of ours, we know that it will add millions more to this year's income of the interior United States. The sudden upward rush within a week has come at just the moment when the bulk of the unprecedented winter wheat crop is moving to market. The rapidity with which grain has this week poured in from the farms has broken all records.

Harvest is over, so far as the winter wheat belt is concerned, and while there have been sections where the difficulty of gathering the heavy straw has delayed work, it is being threshed with little waste. Yields are coming up fully to expectations; there are reports that make estimates run much higher than any previous guesses, but the probabilities are that the crop will not vary much from the July report of the Government—which was surely large enough. Thousands of acres yet lie in shock, it being impossible to get help to stack the grain.

The delay would mean little, if the state of affairs in Europe were to keep up the present high level of cash wheat values, and the movement of the crop, combined with the feeling that there will be at least a fair corn crop in this section, adds accumulative force to the sentiment of cheer in business. Very little wheat has yet gone into market compared with the total in the granaries, and the income, as was predicted, has thus far been swallowed up in the payment of pressing bills.

The middle of August is generally set for the date when there will be a real influence from the added wealth coming into the interior from the big crops. The price of wheat is likely to bring faster sales, provided the elevators and mills will be able to handle the crop as fast as it comes from the machines. Merchants who have left for the East this week to buy goods went with expressions of confidence and intending to buy liberally. They know their communities' needs, and while they do not expect there will be an enormous volume of trade, they count on a steady business through the fall, increasing if the corn matures well.

GOVERNMENT ESTIMATES.

In the August Government crop report, to be issued Friday afternoon, it is expected that the estimated yield of winter wheat per acre will be raised to nineteen bushels, which would mean a crop of 672,353,000 bushels, against 653,000,000 bushels forecasted

in the July report and 524,000,000 bushels harvested last year. Some lowering of the spring wheat condition is expected as a result of heat, drought, and black rust; but as the yield will be based on 17.4 bushels per acre, or eight-tenths of one bushel higher than in July, there would have to be a reduction of 10 points to bring the estimated yield down 10,000,000 bushels from the 275,000,000-bushel estimate of a month ago.

Even that reduction would mean a condition of 85 and a crop of 264,000,000 bushels, against 232,819,000 bushels last year. Such an indication would foot up a total wheat crop of 936,000,000 bushels, or 6,000,000 bushels more than the preceding forecast, and comparing with 763,380,000 bushels harvested last year.

A lowering of the condition of corn from the 85.8 of the July report is expected, due to drought and high temperatures. The loss will be mainly in the South and Southwest. A drop of 5 points would indicate a yield of 2,836,000,000 bushels; one of 9 nine points would suggest 2,700,000,000 bushels. The par yield is advanced 1.7 bushels per acre, which is equal to 178,000,000 bushels. The real estimate last month was 2,916,572,000 bushels, and the final result last year was 2,446,988,000 bushels, while the five-year average is 2,708,000,000 bushels.

It will take a decrease of the oat condition 1½ points to make a crop of 1,204,000,000 bushels. The final last year was 1,121,768,000 bushels, while the five-year average is 1,100,000,000 bushels.

CANNED GOODS HIGHER.

The sudden tenseness of the European situation changed the complexion of the market for canned goods quickly last week. For several years there has been a comparatively small export trade from this country for such products, for we have been more than able to consume all that we had. The demands of European armies and European peoples are tremendous and the probability of general conflict in the old world means that the United States must be in a large degree the storehouse of Europe.

Packers are reticent as to the immediate effects of this demand. Some of them state that they have no surplus with which they can supply any export demand if it should come. Others state that during the past few days a sudden rush of orders has come in to them from European sources. These have come, of course, in the names of mercantile houses, but there is little doubt that in reality the orders are for army supplies. Prices are extremely firm and in fact have been substantially advanced all over the world during the past few days. One of the great obstacles in the way of the export of canned goods is the same as in the case of wheat. With all the European nations at war, the number of neutral ships is so reduced that the greatest difficulty in securing ocean freights is almost inevitable.

Too often a man's importance is based on what his grandfather did.

ADOPTING A TRADEMARK.

Requirements Which Must Be Taken Into Account.

A product that is not trademarked is like a Missouri mule, "without either pride of ancestry or hope of posterity." And, to invoke another characteristic of the justly famous animal, a trademark may kick both ways.

A kitchenware firm named Josslyn & Co. were trying to break into the Oriental market. They couldn't seem to get a hold in China, which ought to have been a promising field. Finally, to make a point of finding out why, they called in a Chinese merchant in New York. He took one of their saucepans, turned it over and pointed to the firm name and trademark stamped on the bottom. "Joslyn," he read. "Do you know what 'joss' means to the Chinese? An 'idol,' and this use is bad. You'll never sell any goods with that word on them."

This did not happen exactly as described, but in all essential the story is correct.

Just as it is correct that the R-E-O automobile, bearing what to us is a strong, dignified name for a product of which a pleasing idea is particularly desirable, was at first handicapped in South America because in Spanish and Portuguese "reo" means a "criminal."

Just as in Eastern countries there are animals, like the bull or the monkey, which are sacred and must not be commercialized, and other animals, like the dragon, which to superstitious people suggests both a friend and an enemy of mankind.

Just as in our own country the Sherwin-Williams Paint Company's former trademark, the chameleon, was unpleasantly thought of as a snake and was dropped in favor of the present "Cover-the-Earth" mark.

These are examples of but one of the difficulties in selecting an appropriate trademark—that of prejudice. There are other limitations, imposed by law, by competition, by common sense and by the practical considerations of printing, pronunciation or personalities. Something more than individual caprice and superficial judgment must be exercised if a trademark is to be universally a profit-maker.

There were 5,020 trademarks registered in the United States Patent Office during 1912, and 12,000 cases were still pending on Jan. 1. Half of the present trademarks were established during the past five years. And it is certain that the more than 90,000 trademarks now on record are but a fraction of the established marks, registered and unregistered, that must be reckoned as possible competitors and upon some of which, if care is not taken, infringement is more than likely.

It is obvious that it behooves the manufacturer who wishes to find a trademark for his wares to give to it the most earnest and painstaking attention. It is no job for a "clever friend of my son," nor for any amateur. The advertising expert and the attorney who specializes in trademark law should be called into counsel.

In order that it may act as a constructive and protective force, a trademark must be, among other things:

Appropriate, attractive, pleasing, readily understood, simple, distinctive, easily remembered, easily pronounced, not too temporary and a stimulus to mental imagery.

In applying these tests one must give the broadest meaning or scope to each requirement.

Purpose of a Trademark.

For the purpose of a trademark is not only to attract business by making the goods rememberable and identifiable. It must also be protection against unfair competition. The advertiser may be called upon to defend his trademark title even while he is asserting it. Unguided, he may have chosen a word which infringes the rights of some tiny local manufacturer who will seize the opportunity to "bleed" a prosperous non-competitor. He may have a fanciful word which is unpleasantly descriptive, or unintelligible, as are many Indian names.

"Skidoo" is an excellent name for a marine engine to sell for \$23. Yet a few years hence the famous slang word may be Greek to a new generation. "I-should-worry" might be a good name for a tobacco to-day, but not to-morrow.

Trademark Analyzed.

In passing on the word and symbol "Peacock" for a many-colored dress silk of fine quality, Clowry Chapman, trademark lawyer and advertising specialist, analyzed it in this way:

1. It suggests "fine feathers," good clothes, if you please; in other words, is appropriate.
2. It stimulates admiration. The vanity and attractiveness of the peacock are proverbial.
3. It suggests various colors.
4. It creates a mental picture which lives in one's thought.
5. It recalls pleasant associations, as in rambles over an estate, where the peacock was one of the things of beauty.
6. It suggests superiority and exclusiveness. In the early days of chivalry one of the highest rites was accompanied by "the oath on the peacock;" and it will not be forgotten that, at the most sumptuous banquets, the peacock was the principal decoration of the table.
7. It is not obviously descriptive.
8. It is distinctive.
9. It is readily understood.
10. It is universally understood.
11. It is easily designated, referred to, or pronounced.
12. It conforms to ever canon of good taste.
13. It is in the favor of all nationalities. With some persons, however, there is a superstition that the peacock is an omen of bad luck. This grew out of the classical myth about Argus, who was metamorphosed into a peacock with a hundred eyes in his tail, as punishment for his treachery. Of course, this myth is comparatively little known, but if you believe the superstition at all widespread among probable buyers of your silks, it may be well to think twice before deciding on this word, although my own judgment is that its advantages greatly overbalance such considerations.
14. The symbol "Peacock" is simple.
15. It can be reproduced large or small.

16. It can be reproduced in colors or in black and white.

17. It is strong in line or in halftone.

18. It is attractive alike in advertisements and on labels.

19. It lends itself to window display and secondary use.

20. It conforms to various legal requirements.

21. There yet remains the question: "Has the trademark been adopted and used by any one else?" To determine this point it would be necessary to search the records of marks registered not only in the Patent Office, but among the individual states, which protect marks in much the same way as does the Patent Office, sometimes giving even broader protection. Besides this, it would be necessary to make a search of the records, so far as they exist, of those thousands (perhaps well into the million) of unregistered marks which are just as binding and just as much to be taken into account as those which are registered.

Legal Requirements of Trademarks.

Apart from commercial considerations, there are many legal requirements. If it is to be registered in the Patent Office, a trademark to be valid must be:

1. A "coined" word, a dictionary word or name used in any fanciful, fictitious, or suggestive sense, or any one of about one hundred varieties of words, letters, numerals, symbols, signatures, portraits and the like, singly or in combination, provided such trademark is:

Not obviously descriptive of the nature, character, quality, grade, makeup, ingredients, materials, form, size, decoration, color or appearance of the article, or of its label or package.

Not the mere name of an individual, corporation or association, and never the name, portrait or signature of a living person, without written consent. Not the name, distinguished mark, character, emblem, colors, flag or banner of any institution, organization, club or society. Not the emblem of the Loyal Legion, the Red Cross Society, the Masonic order of any military or fraternal body. Not composed of the flag, coat of arms or other insignia of the United States, or any simulation thereof, or of any state, municipality or foreign nation.

Not a mere geographical name.

Not the mere name of a building or business location.

Neither identical with nor so similar to a trademark previously used for articles of the same nature that it may deceive or confuse unsuspecting purchasers.

Not a misrepresentation in itself, or used on a label or in association with advertising or an article that is so.

Not obscene.

Not libelous; nor a violation of that veneration, love or respect which is generally known to be associated with certain individuals, offices and stations in domestic, religious and public life.

Not used in association with an article which is injurious to the public or in which trading is unlawful.

2. Affixed, printed, branded or otherwise impressed upon or woven into an article, or its label or package, as a means of identification.

3. Actually so used in sales and shipments to customers in different states,

in foreign countries or among Indian tribes.

4. Owned by an individual or concern, domiciled in the United States, or by an individual or concern domiciled abroad able to comply with special conditions.

How It Finds Them.

At least one of the great mail order houses has a special department whose business it is to look up small and medium-sized towns where the merchants do little or no advertising; and the country districts surrounding all such towns discovered by this department are at once flooded with catalogues, flyers and follow-up letters, all picturing mail order buying in its very rosiest light and the people in such territory quickly fall for this in large numbers.

The proposition is new and attractive. It is like being turned loose in a great store handling everything one could wish with all prices plainly marked.

To be sure nineteen out of twenty of the buyers approached could get their wants supplied in the home stores. These figures may be a little high in the class of towns described, but they are not near high enough in the towns where the merchants are wide-awake advertisers for they are in closer touch with the customers, know better what they want and carry more up-to-date stocks. Such merchants hold their trade. But in the former class of towns not being kept educated by means of good advertising as to what local merchants carry, the nineteen out of twenty referred to yield easily to the appeal of the mail order house.

The method followed by mail order firms to find towns of the kind described is to get copies of local newspapers and if the advertising is scarce or of poor quality, or if between the lines of the local news columns it can be read that the town is a dead one, then the mail order man gets busy.

We do not claim that merchants can overcome this competition by becoming liberal buyers and users of space in local newspapers, but a judicious use of such space as you feel justified by the volume of your business will help, especially where it is only a part of your general advertising, which includes your own catalogue or flyer, personal letters, a good stock and good service.

Do not use newspaper space with the idea of throwing a scare into the mail order man. He knows and respects your capabilities already. That is why he goes to such pains to search out the poorer merchants. Use your space to get business. With this idea in mind you will get up advertisements that will pull as good, if not better than does the other fellow's.

It is foolish to become chummy with a man who treats his dog better than he does his wife.

Here's the sorrow of it: Even the hero who died for his country is a dead one.



Alonzo Pixley, trustee of the defunct Munith and Whitmore Lake Banks, has completed his work and announced that he has turned back to the depositors 43.8 per cent. of the money lost when the Banks failed. The amount received by the depositors was \$16,624.45. The Munith and Whitmore Lake Banks were operated by S. Francis Walsh, of Detroit, who opened both Banks in the summer of 1911.

Alex Robertson, for ten years Assistant Cashier of the State Savings Bank of Ionia, has retired from that position, that he may give his entire time to the real estate business, in which he has been engaged to some considerable extent of late. He has formed a copartnership with Henry F. Voelker, which will operate under the firm name of Volker & Robertson. The new firm already has subdivisions on the market in several Michigan cities, and the best efforts of the new firm will be given to exploiting these properties.

Mrs. E. G. Cole, wife of Elisha G. Cole, President of the Augres State Bank, is dead.

Ewen is to have a bank which will be incorporated under the laws of the State. It will be capitalized at \$30,000. Much of the stock has already been subscribed. The Ewen Exchange Bank will be taken over by the new concern, and in all probability a building will be erected.

John Miron, of Iron River, is the contractor who will erect the First National Bank building at Alpha. The building will be 32x35, one story high, with half basement, and will cost about \$5,000. Mr. Miron expects to have the building completed in about three months. Frank Wescher, of Iron River, got the contract to put in the heating plant and do the plumbing.

The past week will undoubtedly stand out, in financial history, quite by itself. The financial community has not yet realized that in the portentous character of the week's financial phenomena, the irresistible sweep in one direction, the submerging of all other topics of interest and controversy in the one huge problem, and the eventual declaration of something like a "state of moratorium" on every great money and security market of the world, we have just been witnessing something that the world has probably never witnessed before. Suspension of ordinary

financial machinery because of panic is not of itself a novel phenomenon; the suspension of cash payments to depositors in October, 1907, by many American banks and for a period of ten weeks, was as unexpected and as spectacular. But the episode of 1907 in most respects embodied incidents familiar in all of our great "twenty-year panics," and it was confined to the United States.

Last week's chapter of events comprised a number of occurrences unknown in half a century, several of which have never been witnessed before, and they happened on every great market of the world. The rise in the Bank of England rate to 8 per cent. was something which London has not seen since 1866. The New York Stock Exchange has not closed its doors through fear of panic since 1873. But the simultaneous closing or refusal of business by every great stock exchange in America or Europe, the rise in New York exchange on London to \$5 in the pound sterling, and the practical suspension of business on every home and foreign money market, established an absolutely new precedent in finance. The markets at certain crises in the Napoleonic wars provided features of resemblance; but at that time, a century ago, international finance was a small affair, investment markets were not interdependent as they are to-day, and there was neither telegraph nor cable.

The thing has come about so sud-

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

GRAND RAPIDS SAVINGS BANK

Kent State Bank

Main Office Fountain St.
Facing Monroe

Grand Rapids, Mich.

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

Resources

8 Million Dollars

3 1/2 Per Cent.

Paid on Certificates

Largest State and Savings Bank
in Western Michigan

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

Fourth National Bank

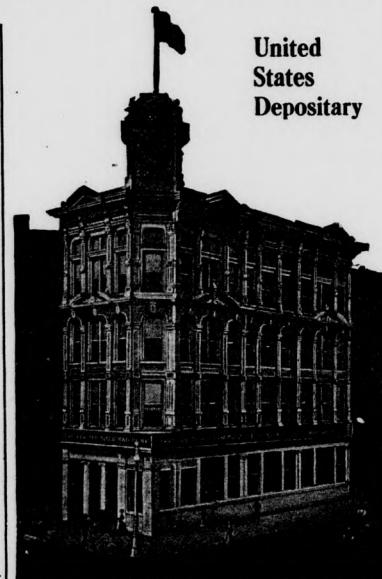
Savings Deposits

3

Per Cent Interest Paid on Savings Deposits

Compounded Semi-Annually

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



United States Depository

Commercial Deposits

3 1/2

Per Cent Interest Paid on Certificates of Deposit Left One Year

Capital Stock and Surplus \$580,000

denly, in sequence to the sudden explosion of the European political system that it will take time for even the clearest-headed financial observer to get his bearings. He will find himself instantly confronted with three pressing questions. Why did these unprecedented financial phenomena happen now when they never happened before? What is the actual present meaning of them? What is to be the outcome of the extraordinary situation now created?

The first answer is, that the events of the week's finance represent the efforts of every great European market to protect itself against the shock and strain of war. A network of credit engagements binds all these markets together. With one country at war with another, the bonds would snap, and when virtually all of the greater European states were this week talked of as possible belligerents, every market set to work to protect its own position. It did so by calling in its credit balances from other markets, and drawing on those markets' gold. The same thing happens when one market, stricken by an ordinary financial panic, draws on the others. But to make that analogy complete, one would have to imagine London, Paris, Berlin, Amsterdam, and Vienna, in October, 1907, each and all prostrated by the same financial cyclone as New York, and each trying to draw on all the others as New York then drew on them.

The present meaning of the situation thus created is, therefore, that every great market has arbitrarily shut down on free access, from the outside, to its credit facilities and gold reserves. In doing this, they have all had to withhold most of these same facilities from their own immediate constituency. The usual result of such a condition is that the home constituency finds means to regain its own facilities partially or indirectly—as our people did with their "emergency currency" and certified checks sold at a discount, in 1893 and 1907.

The question, what the outcome is to be, is bound up so inextricably with the question what the outcome will be in European diplomacy, that

a plain answer at this time is impossible. The imagined "general European war" would necessitate for each belligerent an expenditure of not less than \$3,000,000 per day, and probably a good deal more. The Balkan War is estimated to have cost the little states engaged, all told, some \$500,000,000. A three-months' war between four or more European powers would use between one or two thousand million dollars. Where is such capital to be obtained? The states whose markets ordinarily finance large wars would, under the supposition, be fighting on their own account, and the world's supply of ready capital is very far from inexhaustible. This phase of the possible problem quite baffles the imagination.

How would the situation affect the United States? The distresses of foreign markets and business communities, the temporary derangement of commerce and the breakdown of international credit facilities would hurt us badly for a time. This would be followed by the disclosure of our own enormous advantages of position—which would increase, the longer such a European war would continue. And meantime, with the crops in nearly all other producing states already below the normal, with access to one another's granaries presumably blocked, and with the absolute necessity that Europe shall be fed, we have our 900,000,000-bushel wheat crop, with the largest surplus for export in our history.

Quotations on Local Stocks and Bonds.

| Public Utilities. | | Bid. | Asked. |
|------------------------------------|-----|------|--------|
| Quotations only nominal. | | | |
| Am. Light & Trac. Co., Com. | 315 | 320 | |
| Am. Light & Trac. Co., Pfd. | 108 | 111 | |
| Am. Public Utilities, Com. | 45 | 49 | |
| Am. Public Utilities, Pfd. | 70 | 72 | |
| Cities Service Co., Com. | 55 | 60 | |
| Cities Service Co., Pfd. | 55 | 60 | |
| Comw'th Pr. Ry. & Lt., Com. | 57 | 60 | |
| Comw'th Pr. Ry. & Lt., Pfd. | 78 | 80 | |
| Comw'th 6% 5 year bond | 99 | 100 | |
| Pacific Gas & Elec. Co., Com. | 38 | 40 | |
| Pacific Gas & Elec. Co., Com. | 39 | 40 | |
| Tennessee Ry. Lt. & Pr., Com. | 11 | 13 | |
| Tennessee Ry. Lt. & Pr., Pfd. | 60 | 64 | |
| United Light & Rys., Com. | 60 | 64 | |
| United Light & Rys., Pfd. | 72 | 74 | |
| 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 | | |

August 5, 1914.

Responsible Banking

For 24 Years

The Michigan Trust Company has sold securities to its customers.

No customer has ever lost a dollar through investments so purchased.

It is worth your while to consider that record.

The Old National Bank

GRAND RAPIDS, MICH.

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

Security, Service, Counsel, Interest



The latest statement of the associated City Banks shows the largest resources in Grand Rapids. Its analysis indicates the greatest margin of safety. Practically to merchant, banker, investor this means that you enjoy more absolute security at either of

Grand Rapids City Banks

than at any other bank in Western Michigan. A widely active Transit Department enables us to handle accounts quickly and satisfactorily.

Grand Rapids National City Bank
City Trust and Saving Bank
Grand Rapids, Mich.

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.



Devise Ways and Means to Increase Efficiency.

Written for the Tradesman.

Last week it was suggested that during the season of slack trade the dry goods man should turn his attention to the problem of his advertising. Another subject that may well engage his attention is that of increasing the efficiency of his working force. We hear a great deal upon this theme nowadays—about being only 50 per cent. efficient, or being 75 per cent. efficient, or of reaching the top notch of 100 per cent. efficiency, still we have gotten only into the edges of the subject. There is more in it than is yet dreamed of. We are just beginning to realize that there is a vast difference between accomplishment of the person who is jogging along in the beaten track, doing his work conscientiously in a way but without a well-thought-out application of means to ends, and what the same person is capable of doing if developed to the highest possible degree of efficiency.

The dry goods merchant may well bend his mind to the task of bringing out the best working ability of each member of his force of helpers.

We will suppose you have assistants who are now doing, as we commonly say, the best they can—that is, they are not eyeservants but are diligent and faithful workers, loyal to you and your interests, courteous to customers, and fairly capable in their various lines of work. They should be this much to deserve a place in your employ at all, and to make it worth your while to train and develop them. They should also have the desire and ambition to advance. Given this, there is great ground for hope, even though there may be the handicap of serious deficiencies. Lacking this desire and ambition, but slight improvement can be expected.

Effort to increase efficiency naturally will divide itself into two liens—measures that will apply to your entire force, and measures for developing the individual members of the force, the latter being differentiated to individual requirements.

A few suggestions along the first line.

1. Physical conditions. If the physical conditions are not right in your store, you may be sure you will obtain only a low percentage of efficiency. Is your store properly ventilated? Is it fairly cool and comfortable in hot weather? Is it well and evenly warmed although not superheated in cold weather? Are your fixtures and furniture so placed and your store and stock so arranged that

all the various processes of unpacking and placing goods, of showing goods to customers, keeping stock in order, wrapping parcels, and making change can be carried on easily and quickly, with small expenditure of muscular energy? These points together with any others that may suggest themselves bearing upon physical welfare, may well claim a share of your attention during these quiet August days.

2. Is the mental and moral atmosphere of your store what you want it to be and what it should be? Every store has its atmosphere, by which we mean not the physical air that fills it, but something intangible and invisible, which yet is plainly felt by customers on the one hand and by employes on the other.

There are managers and managers. Some create an atmosphere that induces fear and restraint on the part of all those under them. Others are too easy. The ideal management is that which braces and stimulates each helper to his best, and which, while making itself felt at all times with strength and firmness, yet has in it that kindly, friendly element that allows a pleasant sense of freedom and the growth of the individual in initiative and power. It is this element in the quality of the management that has contributed largely to the success of some of the most successful stores.

3. Make the contents of each pay envelope correspond as closely as possible to the work accomplished and the results obtained. With your selling force a small percentage to each salesperson on his sales is perhaps the fairest, simplest and most practical method of doing this. Each will try to make his or her commissions as large as possible, and there will be further stimulus owing to the natural rivalry among the members of the selling force.

4. Foster an esprit de corps among your helpers. If each one from the oldest to youngest and highest to lowest does not take a certain pride in holding a position in your store, and feel that there is honor as well as profit in being on your pay roll, then there is something wrong, which you can not too soon take steps to correct. To awaken this spirit use some of the simple methods which are in accord with the likings and tendencies of human nature, and so can be depended upon to work successfully anywhere at any time. Closing the store a day and taking the whole force on a picnic is one of these. A pleasing and substantial gift for each one at Christmas is an-



Mr. Merchant,

Have you had that Special Sale on Muslin Underwear?

Send us a list of your wants and we will supply you with some snappy styles that will be winners.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan



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

We are showing new fall lines in all departments

Quality merchandise and right prices

We invite your inspection

PAUL STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.

other. If you employ a considerable number, encourage the formation of a social club or clubs among them, ball teams, etc. It is also a most excellent idea to hold a little informal meeting with your clerks occasionally, to talk over store methods and to suggest and to draw out from them suggestions of possible improvements.

So much in regard to the things which apply equally to all the members of your force, which all clerks need alike in order to put them in the way of greater efficiency. As the reader readily will see, this part of the subject is by no means covered.

Now a word as to work upon individuals as such, which by the way is a far more difficult and delicate task than devising and putting into effect measures that have to do with the whole force.

This latter task requires in the first place the perception to see readily strong points and weak points and make a correct sizing up of each person that is taken on; then the tact and discernment necessary to develop useful and valuable talents and to correct faults and failings.

Here is a girl who is accurate and industrious, but timid and painfully bashful. She needs better poise and a little self-assurance. Here is a young fellow who is very bright and capable in many ways but clumsy and awkward. Examples might be multiplied. Few helpers will be found who do not have failings that lessen seriously their efficiency.

Many of the best-intentioned helpers are very sensitive to correction. Pointing out to such a one a failing may only serve to put him on the defensive and so effect no remedy. The co-operation of the young man or the young woman is the important thing to obtain. When he or she really sees the necessity for getting rid of a fault, it can be done.

Insofar as possible, couple a recognition of merit with the correction of faults. Most take far more kindly to developing their strong points than to bringing up on their deficiencies.

As the artist sees the angel in the block of marble, and the teacher the powers of the brilliant man or woman in the puny efforts of the little child, so the true manager is able to see in the crude, inexperienced girl the capable saleswoman of a year or two later; in the conceited, overconfident boy the forceful, energetic young man he will, rightly handled, become. Like the artist and the teacher, the true manager is patient with the blunders of beginners, and takes a keen delight in developing latent talent and ability.

Fabrix.

Recent Hosiery Patents.

Shall hose supporters be dispensed with? Certain recent patents in shirt manufacturing cover constructive effects to which a man's trousers may be buttoned at the hips, doing away with suspenders and weight on one's shoulders. Somewhat of the same nature is a new line of domestic hosiery made with a "French elastic top" that, it is claimed, will grasp the leg firmly enough to keep the stocking from slipping down.

LIVE MAILING LIST.

Can Be Made a Big Asset For Any Store.

Written for the Tradesman.

Every live business man uses a mailing list for advertising purposes to a large extent nowadays, and it is undoubtedly one of the most effective ways of getting business that could be resorted to; yet the expense of direct advertising of this kind is often greatly increased and its usefulness minimized because of the lack of care in making it up in the first place and keeping it tuned down in the second.

One of the things to remember about a proposition of this kind is that the best people to send advertising to are those personally known. While it is all right to take the telephone book or the assessor's lists, in order to get volume, it is much better to build up a list by adding constantly the names of people who are dealing with the store, or who are known to employes of the store. This establishes a personal relationship which gives the communication life and supplies the buying impulse which is often lacking otherwise.

This is realized by many of the big stores in the large cities. One such has its various salespeople turn in the names of friends and acquaintances, and the letters which go out to them are signed in the name of the employe who has turned in the names. The letters which are handled in this way are said to "pull" much harder than those which are on the ordinary mailing list, and which are consequently without any unusual appeal.

One of the opportunities to build up the list that is often overlooked is in not getting the names of all cash customers who come in. Because the purchaser pays for the goods at the time he buys them is no reason why his identity should be lost. On the other hand, that indicates that he might be the most desirable sort. Hence it is good business to take the name of every customer, no matter whether his name would find its way to the records or not, and to add it to the list of those regularly receiving the direct advertising matter of the concern.

Every salesman in the store should be instructed to be on the lookout for new names. The local papers should be watched, and when new people come to the community, a fact which is often noted, the addition of their names should be made. Incidentally, a personal visit is often helpful at this time, to establish the store in the minds of the newcomers. The latter always appreciate the attention, and are likely to respond by becoming permanent customers. At all events, a call of this kind can do no harm, and may possibly be productive of much good.

In watching the mailing list, attention should be given the fact that a few hundred good names is better and more productive than a thousand indifferent ones. That many merchants fail to correct or revise their lists is shown by the fact that often

the names of undesirable customers, who are not regarded as worthy of credit are allowed to remain on the lists. Think of the folly of spending money for printed matter, envelope and stamp to solicit the business of the man who wouldn't be welcomed to the store even if he came! And yet a blunder of this kind is not so unusual as one might think at first blush. The writer took occasion to investigate the lists of several concerns not long ago, and it was found that a number of those who had been receiving selling literature were classed among the undesirables.

Addresses should be corrected in order to facilitate prompt delivery, if for no other reason; while those who move away, die or for any other reason are no longer good prospects, should be eliminated from the list. By constantly cutting away at the list, and restricting it to those who are known to be worth while, desirable customers, the merchant can kill two birds with one stone. His list will cost less to circularize, and it will be much more productive.

In connection with mailing lists, attention should be called to the fact that much use is made of retailers' list by manufacturers, especially those who advertise their brands to the consumer. Some merchants hesitate to supply the names of their customers or prospective customers to manufacturers whose goods they handle, on the ground that the list might fall into the hands of competitors, or be used for the purpose of making direct sales. Ordinarily, however, this co-operation is of the greatest possible benefit to the retailer, since it means simply that the manufacturer is spending money for the purpose of attracting trade to the store of the retailer.

While there may be houses which

would make use of a list furnished by a merchant in an illegitimate way, it would be the rare exception; and in 999 cases out of 1,000 the dealer can turn over the names of the people whom he sells without any fear that the information will be used except for his good. And direct advertising is so effective a means of moving the goods in the stock of the merchant that every opportunity to secure the co-operation of the manufacturer along this line should be welcomed.

A mailing list, properly compiled, aggressively used and carefully corrected, is a big asset for any store; but carelessly handled or neglected it is a hindrance rather than a help.

G. D. Crain, Jr.

Keep a Good Courage.

If you fall, get up quickly, and go at it again. Every man has victories to win; bad habits to overcome; youth's errors to correct. All these should be combated early in life; each year they become more a part of our nature and are harder to overcome. But, never, give up, or lose heart. Go, in mind and determination, back to the happier days before that habit got the better of you. Compare what you are now with what you were then.

All there is of it, is this, you came to a forked road on life's pathway, you took the wrong side, and it has led you into trouble. All you have to do is to go back to the divide again, take the other road and it will come out all right in the end.

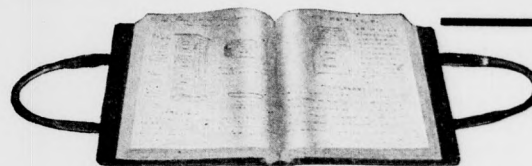
All you need is courage and determination.

An ass is a good deal higher in the animal kingdom than the anonymous letter writer. With all his faults, the ass is no coward.

PENNY POST CARDS

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

WILL P. CANAAN COMPANY



Are You Proud of Your Catalogue?

Your catalogue in a "Kalamazet" Catalogue Cover will produce more business, will be of greater efficiency and be of more real assistance to your traveling men, than you ever thought possible. It will always be up to date, and cost you less than the bound catalogue issued every season. Its attractiveness, compactness, will favorably impress both customers and salesmen alike.

KALAMAZOO LOOSE LEAF BINDER COMPANY
KALAMAZOO, MICHIGAN



"Sunbeam" Mackinaw Coats

This season's line of MACKINAW COATS is now complete, and we can fill orders at a moment's notice.

It includes numbers ranging from the moderate priced to the higher grades. There is nothing in the clothing line as popular as Mackinaws, and none quite so popular as the "Sunbeam" line.

When you compare values, send in a trial order and see for yourself how "Sunbeam" Mackinaws will brighten your store. Our catalogue, minutely describing this profitable line, will be sent on request.

Home of Sunbeam Goods BROWN & SEHLER CO. Grand Rapids, Michigan

YOUR TEA TRADE.

How It Can Be Made More Profitable.

Written for the Tradesman.

We Americans are so prone to do things in a haphazard way that we overlook the subject of economy, waste and preservation for the immediate bird in hand, not stopping to consider that by shortsightedness and neglect in the proper care of our foodstuffs and the education of our clerks we are losing sight of preservation of quality, increased sales and, consequently, increased profits. This applies to groceries in general and tea in particular as the average retailer does not specialize enough in tea to care for and push it intelligently, and the ordinary jobber is either not much better off himself or too indifferent to take the pains or go to the expense of educating him.

Thomas Martindale, the Philadelphia retail grocer and tea expert, in an address to the Tea Association of the United States in New York a few weeks ago, set the ball rolling when he attributed the small consumption of tea per capita in the United States to the want of publicity and inaction of the tea men themselves and ignorance of consumers in the proper care and brewing of tea. He says, "The retail grocer must be educated and so must the consumer, and it is up to the importers to teach them how to prepare tea and cultivate the taste for better tea, and they should be furnished with interesting articles concerning the growth, cultivation, and preparation of tea." He also emphasizes the fact that tea should never be boiled but that boiling (bubbling) hot water should be poured on the tea leaves to infuse for never more than five minutes, then poured off the leaves and the leaves thrown away and not steeped over again. A level teaspoonful of tea leaves will make two cups of as strong tea as the average tea drinker cares for.

The higher the quality the more delicious and invigorating the drink and the more satisfaction one gets out of it. When we consider that one pound of good tea will make 360 cups by using the proper quantity for each brewing, and that at 60 cents per pound retail the consumer gets six cups of good tea for one cent, we wonder at the want of interest displayed and the enthusiasm for beverages of no value other than taste.

A cup of tea is very good in the morning, still better at noon, and always best in the evening. It is good in time of health, and still better in sickness. It is always good if properly made but we doubt if there be a single article of food sold by grocers which is spoiled so much in the preparation as tea.

The National Wholesale Grocers' Association of the United States is now circulating a little pamphlet on the Proper Care of Perishable Food Products, and the following extract on the subject of tea is so good that it ought to be read by all retailers:

Many dealers do not consider tea perishable because it is not easily subject to fermentation or decay, as are many other products, but from

the standpoint of flavor or quality, tea is extremely perishable, and great care should be exercised in handling it.

In the first place, tea should never be exposed to the air, but should be kept in containers as nearly air tight as possible. The most common source of deterioration of tea is the absorption of the many odors that float about a grocery store. It is frequently found that samples sent in by retailers have not only lost much of their original flavor, but what is much worse, they have absorbed more of some oil, cheese, fish, or onion flavor, than has been retained in the real delightful tea flavor.

The grocer who opens up his tea chest, throws back the cover, matting and lead, and thus leaves the bulk tea exposed to the air for even a short time, cannot hope to place the tea in the hands of the consumer in a satisfactory condition, no matter how fine a grade, or how fresh the tea may have been when it was first delivered to him. In using tea for display purposes it is advisable to have the chest protected by a close fitting glass cover.

Tea should never be stored in damp basements, or in a room in which violent changes of temperature or atmospheric conditions take place. Either evaporation or absorption of moisture will cause tea to deteriorate in quality, and conditions should be kept as nearly uniform as possible.

line that will give the grocer such a standing for quality as good tea. It alone is one of the best advertisements he can have, and the intelligent merchant or clerk who knows what he is selling and can answer questions about it makes himself interesting to his customers and successful as a salesman.

William Frederick Blake.

Reviews Last Week's Tradesman, Page by Page.

Mears, Aug. 3.—Here is something I saw in the last Tradesman: On the cover—"Because He's My Friend" is just right.

Page 1: The apple report hits this county to a T.

Page 2: Hello, Port Huron No. 462 Member! Thanks, I accept your invitation. When is dinner ready? But things are not so worse in Mears as I did seem to infer.

Page 3: That Model Store surely reads good to a guy like me who has to do business in an unpainted, ramshackle, time worn apology of a skyscraper that originally was started as a hen coop, but got side tracked in the building some forty-two years ago.

On page 4 I notice, "Retail grocers lay plans." Does that effect the egg market?

Page 5: I skipped, as it appeared

forged ahead five months, according to their advertisement.

The mighty madman says war has been declared. Bet you Steindler had a birthday last week and bought himself a newspaper. He also says, "Watch the cannons roar from Mears." How do you see a roar? The nearest thing I ever came to seeing a cannon roar was in Illinois, where I heard a speech by old Joe Cannon. Don't just get you, Milton, on that war-is-declared dope. Do you mean the European, Mexican, Civil or Revolutionary war or a small conflict between a German and a Jew? I'm German. Maybe you are on your ancient history lead yet and have just heard of the Boston tea party.

I am stuck on that small advertisement at the bottom of page 20.

On page 28 I notice mustard has advanced. Was it a sharp advance?

Every other page I didn't mention is full of meat, especially page 10.

Oh, yes, on page 23 we read "How to avoid unkind criticisms." "Say nothing, be nothing, do nothing and write nothing."

I have been doing all this weekly. I have spoiled good paper and said nothing.

I never was, nor never will be nothing. (Poor grammar.)

To believe J. G., I do nothing. And we all agree I write nothing.

Ches. Brubaker.
The Chronic Kicker.

Evolution of the Club.

It starts from a fine human desire for companionship. Here are so many of us, living in the same vicinity, more or less acquainted with one another and having some broad interest in common. Let us get together and form a club. We can rent and furnish very comfortable quarters at no great expense. Then we shall have a place to drop into and meet one another at luncheon—to foregather of an afternoon or evening—a cozy place with the warm and intimate atmosphere of our mutual friendliness and our common interest. Well, we form our club and are happy for a little while. Then we notice increasingly that the table linen is cheap and the tiny coatroom crowded, and we cannot give a spread because we have no space in which to spread. That dampens our happiness; so we seek a remedy by taking in twice as many members and renting quarters three times larger—and accumulating a neat deficit. The larger quarters answer for a time, until everybody begins to remark their narrowness and lack of all distinction, and their general hand-me-down character; so we build ourselves a swell clubhouse. And in order to make ends meet we take in a great many more members, among whom there is nothing in common except ability to pay dues. In the end we have simply a private hotel in which a crowd of strangers pass to and fro staring at one another, with no more intimate or social atmosphere than in a railroad station. Its imposing facade impresses the fellow in the street, and that is all it is really good for. In a true social sense it is as bogus as Mrs. Upper-crust's big party.

TEA'S THE DRINK THAT'S DRUNK BY MEN.

From the faucets of the fountain and the bottles of the bar
I've tried many fancy gargles, 'most as many as there are,
But the drink that's first and foremost, if you put it up to me,
Is the scalding can of ashes, swamp-juice, soot—and tea.

At the take-off of the portage, when a man is damp with toil,
Heat and deer flies are forgotten, when the tea comes to a boil.
In the silent winter muskeg, where the snow has hid the trail,
Strength and hope and courage wait him with the bubbling of the pail.

Propped with rocks beside the rapids, jabbed into the forest mold,
Smoked and scorched, ten thousand tea sticks mark the camp sites of
the bold.

Other drinks may please the townsman, do to flirt with, now and then.
But, the Silent Places witness, tea's the drink that's drunk by men.

C. L. Gilman.

The careless handling of tea has far reaching results, and not only causes a decrease in sales and consumption, but a very material financial loss to the dealer, as tea which is worth 50 cents per pound, may easily become, over night, common and almost worthless, unfit to drink.

Any dealer who will take the pains to handle this greatest and cheapest of all the world's beverages with the same care and caution which it deserves, will be well repaid and will reap the results of a larger and ever increasing volume of business.

If the grocer would absorb these timely suggestions he would find that his tea business, which properly belongs to him and which should be the most important and carefully looked after department of his business, would receive a fresh impetus.

Tea is perishable, because the leaf cells are filled with an essential oil which is very susceptible to odors of all kinds, absorbing them until the rich, fragrant, and palatable quality of tea is changed to possibly a nauseating drink. If consumption of tea is to be increased, those handling it should know tea, how to take care of it and how to prepare it for the table.

There is no article in the grocery

to be mostly about chickens, and I'm married.

Ouch, Jim, you did rub it in deep on pages 6 and 7. Just where did I hurt you the worst? I have been trying to prod you up a few, but now am afraid I overdid the job. Just the same, Jim, business isn't so bum in Mears as you think. It surely isn't so rotten that you smell it in Detroit. Don't lose any sleep over the C. K., as the sheriff isn't hovering around my door. It was an angel you saw.

I "learned one thing about Detroit this week." Jimmie gets sore. Ah, Jimmie, with all your false (wig or teeth) I love you still. (But you can't keep still).

Page 9: Is that crowless rooster related to a modern chicken? I always eat crowless roosters.

Page 11: As to the "Jingle for tea and coffee," just put a spoon in the cup.

Page 12: Says H. M. Randall, Jr.: "Look for a big run in poultry." If he will watch a suffragette parade about the time a sudden rain storm comes up, he will see it.

Pages 14 and 15 are beyond my comprehension, as most of the advertising talk is about millions.

Page 17 advertises penny post cards. That's in my class.

Page 19: The Grand Rapids Shoe & Rubber Co. used to be an up-to-date firm, abreast of the times. Now they are so progressive they have

Dandelion Vegetable Butter Color

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

Manufactured by Wells & Richardson Co.
Burlington, Vt.

SUCCESSFUL SALESMEN.

M. W. Gee, Representing Malleable Iron Range Co.

Merle W. Gee was born at Whitehall, December 11, 1883. His father was James J. Gee, who was engaged in the hardware business at Whitehall for thirty-five years and who once represented his district in the Legislature. His father's antecedents were Yankee. His mother's antecedents were German. Mr. Gee graduated from the Whitehall high school in 1899, after which he spent



M. W. GEE

one year at the Ferris Institute, of Big Rapids. He then pursued the literary course at Ann Arbor for a year, after which he worked six months in the wholesale department of Foster, Stevens & Co., as order clerk. He then went to Shelby, where he clerked a year for A. R. McKinnon, who was then engaged in the hardware business at that place. He then formed a copartnership with his father under the style of the Gee Hardware Co. and engaged in the hardware business at Lakeview. Seven years later he sold out the stock and formed a copartnership with his brother, Carl J. Gee, and engaged in the hardware business at Benton Harbor under the style of the Gee Hardware Co. This business was disposed of one year later, when Mr. Gee moved to Plainwell and formed a copartnership with Budd Salisbury under the style of Gee & Salisbury and engaged in the dry goods trade. This copartnership still continues but, after giving the business active attention for two years, he left the management of the store to his partner and took the position of traveling salesman for the Malleable Iron Range Co., Beaver Dam, Wisconsin. This change occurred on January 1 of this year. His territory includes Southwestern Michigan and the Northern two-thirds of Indiana and he sees his trade every three months. Traveling on the road is more to his liking than standing behind the counter and it is not at all unlikely that he may retain his present position for many years to come.

Mr. Gee was married in 1904 to Miss Helen Kane of Mt. Pleasant. They have a boy 7 years old and a

girl 6 months old and live in their own home at Plainwell.

Mr. Gee has no church or fraternal relations and he has no hobby but farming. He owns a fruit and grain farm five miles northwest of Whitehall, which is the apple of his eye and which he visits on the least provocation and as often as circumstances warrant. Mr. Gee demurs to stating what he attributes his success to, but his friends—and they are many—insist that a pleasant personality and a persistent disposition have much to do with the position he has gained, the friends he has made and the customers he has won.

Howe Made National Retail Organizer.

W. M. Howe, who made a notable success in organizing retail groceries in Kansas City, has been appointed one of the organizers of the National Association by President Frank B. Connolly. Mr. Howe is to receive \$150 a month and expenses. He started out July 1 to organize local associations in some of the larger interior cities of Missouri. President Connolly has also arranged to have him assist several of the state associations in organization work within their borders, the arrangement being made with state associations to pay one-half of the total expense of the organizer in their state. President Connolly is also planning to send Organizer Howe into Indiana, several wholesale grocers having given him assurance of their moral support to bring about a State organization there.

To Jolt the High Cost of Living.

When the parcel post is extended to include all forms of farm produce, the rural mail carrier can deliver a milch cow with one hand and a souvenir post card with the other. After a carrier has loaded a couple of disc harrows, three or four side-delivery hay rakes and a 16-foot binder into his grip, for delivery to opulent farmers, he will become discouraged with our form of government. The parcel post would have come long ago if it had not been for the express companies, which rented several high-priced senators and congressmen and sent them to Washington to keep us from drifting into anarchy. As most of these have been retired by death and the Australian ballot, we now have a reform which promises to jolt the high cost of living in several of its vital parts.

Mark Twain on Advertising.

When Mark Twain in his early days was editor of a Missouri paper a superstitious subscriber wrote to him saying that he had found a spider in his paper and asked if it was a sign of good or bad luck. The humorist wrote his answer and printed it: "Old Subscriber—Finding a spider in your paper is neither good nor bad luck. The spider was merely looking over your paper to see which merchant is not advertising, so he will know where the other spiders have got their webs up."



How many items have you in stock about which you can be as certain of giving your customers positive and unvarying satisfaction as you can with "White House" Coffee? Count 'em up; and then go buy more "White House"—for an item that pays the dealer is the one with no "comebacks."

Distributed at Wholesale by
Judson Grocer Co., Grand Rapids

Pulverized Sugar

Our pulverized sugar is now sold in one pound cartons, and like other Worden products is the best that can be produced. It is super-dried and noncachable, and bears our popular name of "Quaker."

Sell *Quaker* powdered sugar.

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo

THE PROMPT SHIPPERS

COMMON LEAKAGE.

It Is Partially Overcome by Using Insets.

Written for the Tradesman.

The average merchant mails out a good many pieces of first-class mail from year's-end to year's-end. Most of the 2 cent stamps bought and paid for by way of reimbursing Uncle Sam for this service, do not work up to full capacity. Just as an off-hand guess—but I submit a fairly conservative one—I should say the average merchant fails to utilize about 33½ per cent of the inherent service-value of the stamps he buys. If we had sufficient data to strike an average among say five hundred dealers of widely different lines, operating various kinds of retail establishments from the smaller shops to the largest city department stores, would prove that 33½ per cent is a fairly conservative estimate of the common leakage through unutilized service-value in stamps bought by retail dealers throughout the country, and by Uncle Sam's faithful employes, canceled and rendered nil forevermore.

And that's some leakage! Suppose you buy 1,000 2 cent stamps a month. That's \$20, or \$240 a year. Thirty-three and one-third per cent of \$240 is \$80. Think of it! Doesn't it irk you to realize that you are deliberately, though perhaps unwittingly, squandering, flipping absolutely and forevermore into the dim void, eighty "iron men?" Just think of the enormous quantities of high grade printed salesmanship you could have your clerical force slip into envelopes and mail out during the year without the investment of a single cent additional for postage! Consider the potential enquiries and sales and profits that might be evoked solely on the strength of the judicious use of good inserts!

Many Kinds of Inserts.

Inserts are of many sorts, from little slips 3x6 inches, more or less, to small de luxe booklets running up to two or three dozen pages. And the merchandise illustrated, priced and attractively described on these diminutive pages may be anything from popular priced aprons in Lawns, dotted Swisses and Novelty Fabrics to Jacobean dining room furniture in quartered oak.

In order to use inserts advantageously it is important to have both a wide variety in kind, and to have them good in quality. And they should be used with judgment.

Many manufacturing concerns include inserts among their dealer helps, and are only too glad to supply you with such quantities of this kind of literature as you can use conveniently. Some of them will mail it to you at their own charges; others stipulate that you pay the postage—a not unreasonable precaution when you come to think about it. There's no gain to the house in sending out inserts to merchants who never use them. And then there are kinds of

inserts—such, for example as monthly calendars—carried in stock by stationers and art publishing houses. And then, of course, any dealer can go as far as he likes in getting up inserts of a purely original and individual character.

I have before me a bunch of ten or a dozen tip top interests dealing with various kinds of merchandise; and in order to show what may be accomplished, I will briefly describe some of them.

First, there is a monthly calendar printed on heavy cardboard stock, which measures 3x5½ inches. At the top of the calendar there is a perforation for hanging the little calendar up somewhere convenient to one's desk. The artist who designed this little calendar took the old-fashioned school slate as his ideal. The cut-out letters give an appearance of slate-pencil marks on a background of black, surrounded by a brown border representing the frame of the slate. At the top is the year, followed by the name of the concern issuing the calendar; and below, on the frame of the slate, is the suggestion: "Visit Our Tea Room." And that "Tea Room," as I happen to know, is well worth visiting. My office is never without one of these excellent little monthly calendars, and I regard this as one of the most attractive and serviceable little inserts that come to me betimes. And I am sure I couldn't tell you how many luncheons these fetching little calendars have inveigled me into buying during the last two or three years.

Another insert worthy of notice is a four-page folder, measuring 4 inches wide and 9 inches in length (folded twice in the mailing), dealing with Irish Linens for the table. It is richly illustrated, showing patterns of Pansy, Tulip, Chrysanthemum and Orchid. Running clear across both inside pages, in a 2-point rule box at the bottom, is a little advice on "How to Preserve the Life of Linens." It reads as follows:

"In washing, use only plain brown soap, as washing powders, sodas and purified oils so often used by servants are most injurious to the long life of linens. Rinse thoroughly in at least two changes of clear water before drying.

"No starch should be used, simply sprinkle linen with cold water and iron until nearly dry, thus producing that lustre and soft finish so much desired.

"The good housekeeper should always have on hand several changes of linen and never use the same cloth twice in succession."

There is also a sumptuous little booklet, profusely illustrated in colors, measuring 3x4½ inches, dealing with an imported ladies glove. The booklet describes and illustrates processes of manufacture, and plays up the human-interest feature in a skillful and persuasive way. I can readily understand how the lady who peruses the contents of this booklet might make up her mind that she

would make no mistake in buying that make of glove. The manufacturer of the glove, to be sure, supplied their local representative with this high class advertising literature.

Another booklet, containing twelve pages measuring 3¾x6 inches, deals with a special make of underwear, and puts up a closely-knit narrative of fact. It is quite a convincing little document.

There is a 2-page insert on Leather Novelties and a 4-page one on seasonable footwear apppareling.

And so on down the list.

They are commendable specimens of inserts—the kind that get attention and create wants and pave the way to more business and larger profits.

And out of the twelve specimens I have at this moment, I notice ten of them came from the same house. And the inference is clear—that house believes in inserts.

I am inclined to think if you will take the trouble to look into the matter fully, and try out this insert proposition in a fair way, you'll find yourself believing in it too.

Frank Fenwick.

Tales Worth Retelling.

A Boston man tells of an innocent farmer who once sought out a phrenologist at the Hub and asked that his "bumps be read." In revealing to the farmer his temperament as shown by the aforesaid bumps, the professor said: "Your tastes are the simple, homely ones of the farmer. You are a farmer, are you not? Ah, I thought so. And I am right as to your tastes, am I not? You are sadly deficient in judgment, and have little knowledge of human nature. Your innocent and trustful disposition renders you an easy dupe to designing men, and your own perfect honesty prevents you from either suspecting or defrauding any one." The following week, it appears, the phrenologist bought a horse from the innocent farmer. Although the nag was old and in bad condition, it had been made to appear young and skittish. Moreover, although the farmer had paid but \$25 for the animal, he contrived without difficulty to unload it on the professor for \$75. "It's wonderful," said the farmer to a friend, as he proceeded to a bank to deposit the money. "It's wonderful that a man should know so much about men and not a thing about horses."

At considerable expense a certain Scottish town council had erected public swimming baths, and they were opened by one of the leading men of the neighborhood. Of the proudest there was Sandy, who had been appointed bath superintendent. Sandy had two hobbies—dog breeding and swimming. Just prior to the opening ceremony one of the local councilors slipped and fell into the six-foot end of the bath. "Come oot o' that!" roared Sandy, leaning over and catching the unfortunate one by the hair. "Come oot o' that! That bath's no' opened yet." When on firm foothold the councilor tried hard

to laugh the matter away. "Anyhow, I have had the first swim," he said. "Deed ye hadna," responded Sandy calmly. "Me and th' dogs had a dip this morning."

In a hotel the other day the manager was instructing a new arrival in his duties. "Now, you see that sign 'Gentlemen must use the spittoons.' If you notice any of the guests violating that rule, report the matter to me." "Oi will, sor," said Pat, and he kept a sharp lookout. After watching a gentleman for half an hour, he went to him and said: "D'ye moind the sign over yonder, sor?" "Yes," said the gentleman. "Why don't you observe it, thin?" "I'm not expectorating on the carpet," said the gentleman, astonished. "Oi know ye're not," said Pat, "an yer not usin' the spettune, nayther. Spit, ye thafe, or Oi'll report yez."

The superintendent of a penitentiary, was escorting a party of women visitors through the building. They entered a room where three women were busying sewing. As they turned to leave the room, one of the visitors said: "What vicious-looking creatures! What are they in for? They really look capable of committing any crime." Well," replied the superintendent, "you see they have no other home. That is my private sitting room, and they are my wife and two daughter."

A man went forth to play some golf upon a village green. The like of his performance there had ne'er before been seen. He tore up turf for yards around, and all the caddies fled, when some were struck upon their shins and others on the head. He broke a dozen sticks at least, he never could tee off, and yet he looked so wild and fierce, nobody dared to scoff. Profanity made blue the air, he swore with such good will. Excited folk ran everywhere. The ball alone was still.

A story is current concerning a professor who is reputed to be slightly absent-minded. The learned man had arranged to escort his wife one evening to the theater. "I don't like the tie you have on. I wish you would go up and put on another," said his wife. The professor tranquilly obeyed. Moment after moment elapsed, until finally the impatient wife went upstairs to learn the cause of delay. In his room she found her husband undressed and getting into bed.

A horse owner was trying to sell a wind-broken horse, and was trotting with him around for inspection. The owner stroked the horse's back, and remarked to the prospective buyer, "Hasn't he a lovely coat?" But the other noticed that the horse was panting, and answered: "Ah, I like his coat all right, but I don't like his pants."

A man's value lies in his ability to think individually and act collectively.



**Now
Comes Corn
In a New Form—with
a New Flavor. Toasted
and Puffed into Bubbles**



**“The
Witching
Food”**

Stock Corn Puffs Now

The Third Puffed Grain

Prof. A. P. Anderson some years ago created Puffed Wheat and Puffed Rice and millions have found them the most delightful cereals ever served. For eight years he has worked to apply his process to corn. He failed again and again, but at last he succeeded. Now we offer this grain, steam exploded, in the fascinating form of Corn Puffs.

You have never known any product of corn anywhere near so delightful. The toasted corn flavor is brought to its fullness by an hour of terrific heat. And it comes in fragile, porous globules ready to crush at a touch.

**Packed 36 pkgs. per case
Your cost \$4.25 “ “**

Advertised price 15c per package

Corn Puffs will be widely advertised, beginning at once. The same advertising methods which have made Puffed Rice and Puffed Wheat so well known will be used.

You may not be able to get Corn Puffs immediately. However jobbers will be supplied just as fast as we can make the goods. We hope you will put the goods in stock as soon as your jobber has them.

The Quaker Oats Company

CHICAGO



Favorable Conditions Add Very Materially to Success.

It is not the store with elegant mahogany fixtures, broad aisle and ornate surroundings that has the most shipshape counters when viewed from the inside.

At first glance you may ask: "What has the back of a counter to do with the business transacted in front of the same?"

To begin with, no salesperson can render the better kind of service who is cooped up back of a counter with hardly room to turn around.

A noted merchant found this out years ago and made a rule, that back of each counter there must be a space of at least thirty inches wide, so salespersons could pass each other and have ample room to move about, thus aiding the business of serving the public. The time consumed in edging past each other resulted in many lost sales, to say nothing of the time it takes to accomplish what can be done in a manner unhampered by the needless brushing against each other in the process.

This same merchant found by experience that the clerk who had a cheerful back-of-the-counter surroundings sold more goods, treated the customers in a more courteous manner and in many other ways was better clerk in a space of thirty inches than in the usual eighteen-inch width accepted as a standard.

Behind the Ribbon Counter.

About two years ago a merchant located at Philadelphia, owner of one of the largest stores, resolved to spend a part of every day, for thirty days, back of each counter in his large establishment.

He commenced by a visit to the ribbon section. There he found it was the custom to unwind bolts of ribbons, tossing the paper on the floor and the pins helter skelter.

This system in vogue for years and almost universal he found had the effect of littering the floor back of the counter with paper, at times knee high, interfering with quick action on the part of the clerks. As for the pins, he learned of cases where the same had caused more than one accident.

Most clerks slip on an old pair of shoes during their "trick" back of the counter and on a number of occasions, clerks had run these loose pins in their feet, resulting in a loss of time and a spell in the hospital.

The merchant, by his experience back of this counter, made the following rule that not alone avoided

all disorder, but had economy as its background.

The paper as it was unwound, was thrown into a large hamper; the pins in a box.

The first named was taken, at the close of the day, to the supply office, cut in short lengths and used for memo tablets; the pins to the accounting department and there used for pinning papers together (a ribbon pin is too short to use to pin merchandise); thus a three fold good was accomplished.

Behind the Wash Goods Counter.

The next counter taken up in a like manner was cotton dress goods. Here it was found that the old fashioned yard stick was still in use.

Now every one who measures yard goods knows that to make use of the yard stick as a means of measuring spells a waste.

At once, modern measuring machines were installed, devices that are true and self-calculating so that Miss Smith selling nine and a quarter yards of crepe at 12½¢ a yard, could not possibly make an error.

He also noted some of the old school shoppers objected to this "new-fangled" means of measuring and insisted on the yard stick.

To satisfy these skeptics, a yard stick was installed, but not a loose one, as a clerk is very apt to use same over a bolt of goods, thus the measuring is done on the "bulge" and an excess given.

The yard stick was mounted on a small tripod about six inches above the counter avoiding possible "bulge" waste and permitting the customer to see the goods measured.

Cubby Holes for Odds and Ends. Back of each counter more than one clerk had a sort of a "cubby hole," where odds and ends of trinkets were stored. Now no merchant wishes to place his clerks at a disadvantage in these little comforts, but it was found clerks made a practice of bringing eatables to the store, hiding same in the recesses as above. When the pangs of hunger attacked them, a sly lunch on the side was the result. This discovery resulted in the boarding up of all spaces back of each counter.

In this store the above incident was the primary cause of the boarding up of all these spaces. The good accomplished worked out in a far reaching manner.

The Traveling Salesperson.

The greatest asset a merchant can have behind his counter is the traveling or instructing salesperson. The duties of this salesperson is to make

visits from one counter to another giving each salesperson the benefit of her experience.

This is a lesson few salespersons can get away from; this is better than a school, better by far than a series of lessons on salesmanship, as the instructor demonstrates vividly the way to sell and deal with the various actual types of purchasers. This is a modern way and one not as yet adopted and in general use.

Hygiene Behind the Counter.

The clerk who is valuable is the one who is well and up to the mark in ginger and action. For that reason, "back of the counter" should be as clean and sanitary as possible.

For example: one store, badly crowded and not overly clean, battled for years with salespersons who were remiss. The writer one day was called upon to deliver a series of lectures on sales efficiency and in order to discover the cause of the sales slump, visited each counter. It was found on investigation, that most every salesperson on the ground and basement floors had colds at various times.

This interfered with their efficiency to a marked degree. The counter space was so crowded the girls did not have room enough to pass each other. During a rush many sales were lost, as a clerk could not handle more than one customer at a time for the simple reason they could not reach more than one, and that one was the person who stood before them.

It was also found the cause of colds were the open doors, as each counter jutted up against a passage way. A glass screen was placed at the end of each counter, breaking the draft and all was well.

In the basement it was found a cement floor had been laid. On this was a carpet, except back of the counters. There the clerks stood on the cold cement—colds, bad feet and general ill health was the result. A board flooring was laid behind the counter, then carpet and all was well.

Back of some counters, the flooring is so uneven the clerks stand or walk on tiny hillocks. This leans to bad feet, corns and no clerks can do full duty to the work of selling who is hampered with these defects.

Clerks Should Have Even Heels.

In the same connection is the rule laid down by a well known department store that each clerk shall have even heels on their shoes. Nothing robs a clerk of stamina so much as uneven heels.

A noted doctor states, "the uneven heel is a cause of much ill health in women, more especially those who are compelled to stand a great many hours."

Like the restaurant keeper, who found it was good business to manure the nails of his waitresses, it has been found in this store, at a slight expense of straightening the heels, the load of a helper is lessened and their efficiency raised.

Some states have gone so far as to make a law regulation clerks can

Makes Business For You



Shredded Wheat not only yields you a good profit, but helps you to sell fresh or canned fruits with which it makes delicious combinations.

Shredded Wheat

is not only the standard cereal breakfast food of the world, but it is the only breakfast food that combines well with fruits. Nothing so delicious and nothing so easy to prepare as Shredded Wheat with canned peaches, pears, prunes, plums and other fruits.



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

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

MADE ONLY BY

The Shredded Wheat Company
NIAGARA FALLS, N. Y.

be placed in a given space behind each counter, so many cubic feet is required for each clerk employed, and seats of a swinging type or stools to meet the dictates of the law are placed there.

No merchant who has the best interests of his business at heart, can other than welcome these innovations as they tend toward better health and better health of the clerk means better business to the house.

Putting Waste Space to Work.

As a rule, at the end of a section or counter, one will find space that is wasted, more especially if the counter ends near an entrance or door. A merchant found these spaces profitable by building up on each end a sort of a display rack.

For example: On the end of the notion counter, a case of human hair goods was placed. Now in this particular store hair goods were sold in the manicure parlor but a show case placed on a counter end suggested to women visitors to the notion section the goods displayed. To make the matter of suggesting sales of hair goods of interest each clerk was given a card.

When the clerk saw a person was interested this card was given them and with a few polite words such as "yes, Madame, hair goods are sold in the manicure parlor. Take this card and ask for the salesperson whose number I shall write; she is a friend of mine and will give you her best attention."

The shopper uses this card as an introduction. For such cards collected, the clerk receives a small commission or P. M.; the plan worked out very well, thus back of each counter the clerk had interest in a little store of her own.

Many merchants insist that shelves back of the counters shall not be built over five feet high. This low height gives free range of vision from end to end of the sales floor and adds to the beauty of the display.

Old fashioned show cases with flaring bases, overhanging moulding on fixtures and doors that open outward tend to limit the space behind the counter where the same can ill be spared, as does the useless movable stool that in rush hour acts as a "thank you marm" to the salesperson who needs quick action to aid her. Stools should be hinged and folding thus they can be swung around or folded up in the rush hour. There are many of this type on the market, skillfully devised.

Wrapping desks placed behind a counter should be elevated for a two-fold purpose—one to keep the clerks and wrappers from getting too familiar with each other—the other so the work of wrapper or cashier, as the case may be, shall not be hampered by the hurrying, scurrying salespersons.

"Traps" for Packages.

Back of a great many counters will be found "traps." When the wrapper wraps a package for delivery, a door is lifted, the package dropped down a chute to the delivery and the trick is done. This simple device

saves the expense of carriers to collect packages and adds to the speed of "sent with" parcels and transfers. In stores which have the modern package conveyor, this is always arranged as above.

A final word on the subject to all merchants who would improve the efficiency of their service is "look behind the counters of your store, study the problems found there and observe the workings of the system from this point of vantage, as the same will yield large and paying dividends."

A. Worner.

The Salesman Outside the Store.

Written for the Tradesman.

The new outside man from Blank's grocery has just called for his weekly order. Here is a part of the conversation betwixt the housewife and Blank's outside man.

"Have you any bananas in yet?"

"Well—er—I really don't know."

"Have you any oranges?"

"Oh, yes."

"How much are they?"

"I don't exactly know—about 30 or 40 cents a dozen."

"Well"—doubtfully—"you may send me a dozen."

There is an awkward pause in the conversation.

"Business is awfully slack just now," comments the salesman, by way of relieving the silence.

That trouble is quite understandable. Business always is slack where the outside salesman doesn't know the stock thoroughly.

The outside salesman appears to be growing less common than he was in the earlier stages of the grocery business. To a large extent the telephone is usurping his functions. Then, too, people buy much more promiscuously than they once did. Nevertheless, in towns and small cities many grocers still send salesmen out once or twice a week to secure the grocery orders of their steady customers.

"I always send one of my best clerks," declares a grocer who considers the outside salesman good business. "What's more, as far as possible I entrust this branch of the work to one member of the staff."

The work, if it is to be done properly, calls for the services of a good salesman. If not done properly, in most cases it might just as well not be done at all.

To begin with, the outside salesman must be tactful—a good judge of human nature, quick to discern the most advantageous avenue of approach with each customer. Here a customer may be in a hurry. The sensible salesman humors her by transacting his business expeditiously, yet manages in a brief space to call her attention to many articles. Where the customer has time to spare, the salesman can often sell more goods where he indulges in a little chat on outside matters. The successful salesman stores in his memory little facts regarding each customer, her peculiar tastes, likes and dislikes. These all help.

The outside salesman, furthermore, must know the stock—not merely the

name of each article, but something as to distinctions in quality and price. He should keep posted on all price changes, and watch for new lines as they are introduced.

It is easy for the outside salesman, like the man in the store, to degenerate into a mere ordertaker. His work, however, is full of opportunities. One outside salesman who happened to be equipped with initiative was not satisfied to stick to the circumscribed list of customers handed him. Whenever he heard of a newcomer to town, he made it a point to call and solicit the newcomer's patronage. In this way he brought considerable new business to the store.

The difficulty from the employer's point of view is that a man with that amount of initiative doesn't stay a

salesman very long—he is always on the lookout for a business of his own. But, while he stays, he is worth good money and usually gets it.

William Edward Park.

A fair exchange beats six unfair ones.

Make Out Your Bills

THE EASIEST WAY

Save Time and Errors.

Send for Samples and Circular—Free.

Barlow Bros., Grand Rapids, Mich.

OFFICE OUTFITTERS
LOOSE LEAF SPECIALISTS

The Tisch-Hine Co.

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

One Great Show Case

EVERY store should be, as nearly as possible, one great show case. Get all the display space you can, and then fill that space with those articles which must be seen to be sold. Fixtures that give the maximum amount of display space will be found in—

THE *Wilmarth* LINE
THE CASE WITH A CONSCIENCE

If you have a department for the sale of drug store goods, cigars or confectionery, you should read our new book "DRUG STORES for WELL PEOPLE." You may have a copy for the asking. Also find out about the latest ideas in the Wilmarth "unit system" of building store equipment.

WILMARTH SHOW CASE CO.

1542 Jefferson Ave.

GRAND RAPIDS,
MICHIGAN



MACAULEY SAID

Those inventions which have abridged distance have done the most for civilization.

USE THE BELL

And patronize the service that has done most to abridge distance.

AT ONCE

Your personality is miles away.

Every Bell Telephone is
a long distance station.



Command your hand to guide the brush

Sixth of a Series of Lessons in Show Card Writing.

In this lesson we bring to the student's attention the Bulletin alphabet, also, and perhaps more frequently called, Egyptian Thick and Thin. This latter designation readily explains itself. This alphabet is practically the same as the Egyptian which was given in the last lesson, excepting that in this two strokes side by side, or rather slightly overlapping, are used in forming the thick portions of the letters. The thin portions are made with a single stroke.

It is a style of letter quite easily made, more easily than the uniform-width Egyptian, because some of the strokes being thicker and some thinner, not so great care and precision are necessary as when a uniform width is to be maintained throughout. Also, where two overlapping strokes are used in making the thick portions of a letter, only the outer edge of each stroke needs to be kept clean and true. As the student readily will see, the thick and thin strokes alternate with one another.

This is a most useful alphabet for featuring—perhaps even more indispensable to the card writer than the real Egyptian. Where a broad, heavy letter is desired, this is the better alphabet to use for the reason that

the real Egyptian looks clumsy if made broad and heavy. Generally speaking, if you lack lateral space, so that your matter has to be crowded somewhat widthwise, then the Egyptian is better. If you have plenty of room laterally, then it is better to use the Thick and Thin. If you need to economize in space up and down, this Thick and Thin alphabet is excellent. With it even short letters can be made quite effective.

As he comes to make use of the various alphabets in writing actual show cards, the student will see the purposes for which each is especially adapted. Sometimes he will use Egyptian capitals and Thick and Thin capitals in the same piece of work, the Thick and Thin for featuring, the Egyptian for matter to be brought out less prominently.

Having mastered the Egyptian of the previous lesson, the student will see at a glance how to make the letters of this alphabet. So it is thought unnecessary in this lesson to give detailed instruction and cuts showing methods of formation, because the position of the brush, the general order of forming the different parts of the letters, and the finish of the letters are practically identical with the real Egyptian. As has been said, the

thick parts of these letters are made with two overlapping strokes of the brush. As a rule you make outer strokes before you do inner strokes. In this way you more easily get the correct spacing with the preceding letter and the best outline of the letter you are making. Suppose you are making B. First make the vertical stroke that forms the left side of the main stem of the letter, then another vertical stroke at the right of this one to complete the stem. Then make the outside of the upper loop of the letter, probably for the present using three strokes in making the outside of the loop. Then thicken the middle of the loop by an additional curved stroke on the inside. The lower loop is made just like the upper one, only often larger.

Should you like you can add spurs to these letters, as also to the Egyptian, and in the opinion of many persons, spurring adds greatly to the beauty of the work. But I do not advise it, at least for the present. Spurring takes additional time, which is an objection for ordinary work. Spurred letters can not be spaced as closely as unspurred, and being a little short up for space seems to be an inevitable condition in writing almost every card. Then an unspurred letter has a plain, bold look very

desirable and effective for advertising purposes, and also very fashionable now, as the student will see by observing recent work of the best sign painters.

If the student is making a card and wishes to feature some word or words in an ornamental way, he may use Roman capitals, making the hair lines somewhat heavier than is shown in the copy for Roman. Later on he can spur or otherwise ornament the Bulletin and the Egyptian if he chooses, but at present he may best confine his efforts with these alphabets to securing a plain, bold effect.

In regard to spurring, I have had capital letters especially in mind, but as to Egyptian it is equally undesirable with the lower case.

As the student will observe, no copy is given for lower case in the Thick and Thin. In fact we use only the one stroke methods for making the lower case letters. But if he like, the student easily can modify the lower case Egyptian so as to form small letters corresponding to Bulletin capitals. To do this it is only necessary to make certain portions of the letters, parts of the curves and short horizontal strokes like the bar of f and the cross of t, a little narrower than the vertical strokes and the thicker parts of the curves. This makes a

A B C D E F G H I J K L

M N O P Q R S T U V

W X Y Z & & \$

1 2 3 4 5 6 7 8 9 0

POTTER

Bulletin or Egyptian Thick and Thin.

letter similar to the lower case Roman, but without the marked difference between the heavy and light parts. It is done by holding the brush in the lighter portions somewhat obliquely to the stroke instead of at right angles, and by bearing on only just enough to make the width of stroke desired. But usually for lower case letters the student will use either the Roman or the Marking.

As has been said, the special purpose of this Thick and Thin Egyptian is for a bold, plain effect. Practice partly on newspapers, partly on plain paper, making the capitals in different sizes up to six inches in height. If you have no brush larger than No. 14, you can make large letters by making outline strokes and then filling in as required.

It is allowable anywhere to increase the number of strokes if you are doing work larger than the natural capacity of your brush. This obviates buying a large number of brushes, and if you have only a small amount of large work to do, as is the case in many stores, it will answer. But much practice of this kind is apt to foster a pattering habit and it is not economical of time. Clean, steady strokes with a brush of the right size give the best effect and every one can be made to count.

With this Thick and Thin alphabet, practice on making thick stems, and in fact, letters that are stout throughout. The beginner is apt to make them too slender, losing the effect desired.

From your practice on the Egyptian and on this Thick and Thin, you quite likely are getting clear concepts of the forms of these plain straight capitals, and it is now time for you to begin to speed up. Do not sacrifice good work to speed, and especially must you be particular to make your edges clean and true and your vertical strokes really perpendicular to the alignment lines. Nothing more surely marks a card as the work of a novice than mussy, wobbly outlines and even a slight variation from the vertical when a stroke should be vertical. Besides, the word or line in large Thick and Thin capitals occupies the stage center, so to speak, of a card, and poor work is doubly noticeable there. If pressed for time it is better to do the subordinate parts of the card hastily, giving the featured portion more careful attention.

Aim in your practice on this alphabet to make clean, bold, clear-cut letters and to do it with no fussing nor needless waste of time. This is an alphabet for strictly practical work and when you have become proficient and speedy with it, you have made a long stride in show card writing.

As you doubtless have observed, this alphabet may be made either short and broad, or in a taller slimmer style of letter, thus adapting it to the space you may have. But you should be careful to maintain the same proportioning to one another in the letters whether they are made tall or short.

To make this more clear, we will consider certain letters as of standard width and others to be made wider

or narrower. B, C, D, H, J, K, N, P, R, S, U, V, X, and Z in these capitals usually are made of uniform width. I, of course is the narrowest letter. L is slightly narrower than standard, as are also E, F, and T. O and Q are frequently made wider than standard, although not necessarily. A, M and Y require extra space and V is sometimes widened a little. G is standard except that the bar projects a little beyond the limit. W is the widest letter and it is very difficult to compress it, so always allow plenty of room for it in calculating your work.

It is not intended to set the student at a slow and laborious system of measuring to get this proportioning of the letters, for it all should be done by the eye unless in case of very large permanent work. But as the effect of a card may be spoiled by trying to crowd an M or a W into too small a space, we urge making a careful study of this matter of proportion the letters.

By studying the work of the best

alphabets you have had, and in various sizes.

As you begin the combining of letters, the subject of spacing comes up. A general rule is to space letters closely in words, and allow ample space between words. Most beginners will space too loosely in words. When two letters like A and V come next each other, allow plenty of space between and also make the letters of generous width. While in the case of T and Y, shorten in a trifle on the width of each to avoid too wide a gap at the bottom. Where two straight vertical bars come next to each other as in ME, allow a wider space between M and E than you would between E and M or between two curves as in OC. This matter of correct spacing has much to do with the appearance of the finished card. No matter how nicely letters are made, the effect may be spoiled by poor spacing.

We urge the student to put as much practice as he possibly can on the numerals of this alphabet. Thick and



card writers you will see that considerable latitude is allowed along this line. For instance, O often is made broad out of all proportion to the rest, and other letters are made wider or narrower to fit special places. These variations, when well done, are very effective and give an individuality to the work which saves it from the fault of "looking just like print" which some beautifully executed cards have. But until a student becomes quite skillful it is safer to get as accurate a proportioning in mind as possible and stick closely to it.

You have so far put most of your practice on the alphabets in getting the correct forms of the separate letters. With this lesson you have had all the alphabets of this elementary course and should now begin to make combinations of the letters in words and sentences. There are two sentences much used for practice, as they each contain all the letters of the alphabet with few repetitions. These are, "The quick brown fox jumps over the lazy dog," and "Pack my box with five dozen liquor jugs." Practice these sentences with all five of the

Thin numerals are in constant use in the card writing for most stores. Prices are featured more than anything else or everything else, and this is the right style of figures to use for bringing a price into prominence. Practice the numerals in various sizes up to eight inches in height. Become as skillful as you can in making large ones.

The beginner always finds numerals harder to make than letters. And the eye of the observer is far more critical of a faulty numeral than of a defective letter. As a price is so often the main feature of a card, skill in making numerals is of the utmost importance.

In the next lessons the subject of layouts will be taken up.

Ella M. Rogers.

Address, 227 Orizaba Ave., Long Beach California.

Keep the flies out of your store. Every fly that comes in helps your stock to depreciate in value and to become more unsightly.

When you waste to-day regretting the past you put a mortgage on tomorrow.

Many Lines In One Bill

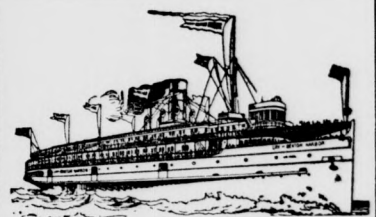
Buying on this principle gives you variety without over stocking. It gives you many profits on the same investment in place of a few. It saves you money on freight.

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

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago
St. Louis Minneapolis
Dallas



CHICAGO BOATS

DAYLIGHT TRIP

Lv. Grand Rapids 8:45 a. m. daily except Sunday
" " 1:45 p. m. Sunday only.

EVENING TRIP

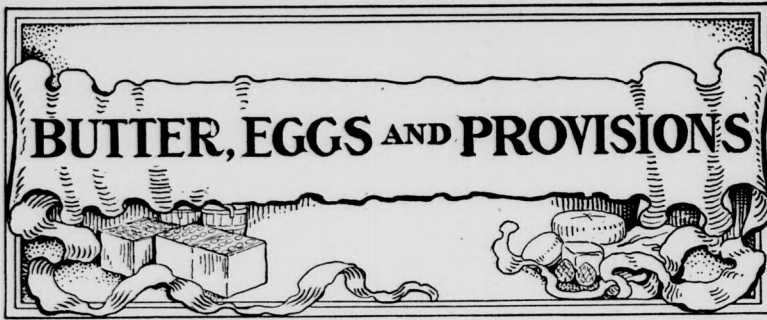
Lv. Grand Rapids 8:40 p. m. daily.

Graham & Morton
Line

AS SURE AS THE
SUN RISES

Voigt's CRESCENT FLOUR

Makes Best Bread
and Pastry



Michigan Poultry, Butter and Egg Association.

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

Egg Gossip From the Metropolis.

A local receiver got a sample shipment of eggs from a Western shipper a short time ago with a letter describing the eggs as fancy fresh stock, closely candled, with all heated eggs culled out. When the goods were taken out they were found to contain about half not only "heated" but badly hatched eggs, fit for no purpose whatever as food. Sometimes it looks as if many shippers do not know how to judge the quality of eggs by candling.

I noticed a letter recently received from an Illinois shipper in which he says: "We have been getting four or five dozen eggs a day picked up every hour, but they show heat." Now, if eggs so fresh laid as this show characteristics of "heated eggs," it is plain to be seen that many shippers, if they know their eggs are collected close to production, think buyers here are "crazy with the heat" if they call them "heated." I don't know the facts, but it is possible that hens in extreme hot weather, may under some conditions, lay eggs that lack body and in which the yolk looks dark and wabby before the candle. If so they might as well be "heated" as the way they are because they will be thrown out as such by careful candlers on the only test that can possibly be applied commercially. The usual characteristic of a new laid egg before the candle is fullness, strength of body, clear, translucent, uniform shade, with scarcely any apparent displacement of yolk when the egg is turned. And this is the appearance that fastidious dealers want when they pay full prices; if there are any new laid eggs that show up shrunken or weak bodied, or dark yolked or which show blood rings like a partially hatched egg, they are worth no more as a marketable commodity than those which acquire those defects from heat and holding; they had best be eaten by those who know them to be "new laid," for no one else will believe it and in market candling they will have to be thrown into the seconds or thirds with others of like appearance.

I saw some very fine Danish eggs in the store of a local jobber one day last week. Two lots were imported, one of 50 120-do. cases and

the other of 50 30-do. cases. The lot in 120-do. cases arrived in fine order and the stock was of excellent quality—entirely free from hot weather defects and so closely assorted as to size that they weighed about 62 pounds gross to the 30-do. case when repacked into American cases. These eggs were of uniform cream-white color and were said to be salable on the wholesale market in the original cases in competition with nearby eggs at about 25½¢ a dozen. The 30-do. cases were made of ¼ inch lumber and contained the ordinary strawboard fillers that had been sent over from here to experiment with. This lot was more or less damaged by breakage but only slightly inferior in quality to the high-grade above mentioned. Some other European eggs have lately arrived that have shown fine condition in the regular foreign style cases and entire freedom from the hot weather defects that are so prevalent in our domestic receipts. Recent sales of these have been made at 18@19c, at which they show most excellent value, being far superior to any domestic eggs obtainable at those prices.

Exchange repartee. A Michigan egg receiver, on 'Change the other day, in answer to my enquiry as to receipts from that section, answered that he was getting scarcely any, as shippers were getting 19c a dozen in local markets "cases returned." "That's nothing" remarked the irrepressible Gaffney, who was standing by, "I am selling lots of 'em at 19c and getting the eggs returned."

The weather continues very hot in many of the producing sections and the developments seems to be adding some strength to the storage position as the summer advances. There are a good many holders who look with some apprehension to the effects of importations during the fall, both from China and from Europe, and who are disposed to let go of storage stock whenever there is a chance to realize a slight profit. The lots changing hands in cold storage are chiefly sold at 22@23c, buyer to assume fixed charges and at 23@24c, storage charges paid for the season, with occasional lots of very prime Aprils a shade higher.—N. Y. Produce Trade Review.

Too many people make it their rule to try to do unto others as they imagine others would do unto them if they could.

People seldom thrive who do not strive.

Try F. J. SCHAFFER & CO.

Eastern Market Detroit, Mich.
EGGS AND LIVE POULTRY
WRITE FOR QUOTATIONS

IN
Price--Quality--Service

WE EXCEL

Send your orders to

Michigan's Leading Fruit House

M. PIOWATY & SONS

Grand Rapids, Michigan

BRANCHES

Muskegon MICH. Lansing MICH. Battle Creek MICH. South Bend IND.

The Vinkemulder Company

Jobbers and Shippers of
Everything in

Fruits and Produce

Grand Rapids, Mich.

Write or wire us when ever you have

POTATOES TO OFFER

LOVELAND & HINYAN CO.

236-248 Prescott St.

Grand Rapids, Mich.

We have seed potatoes to offer in local lots

When in the market to buy or sell

FIELD SEEDS

Call or write

Both Phones 1217

MOSELEY BROTHERS

Grand Rapids, Mich.

Huckleberries, Sweet Cherries

Want regular supplies. Correspond with us.

M. O. BAKER & CO

TOLEDO, OHIO

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

JACOB KONING,
49 Market Ave., Grand Rapids

Use Tradesman Coupons

Classification Committee Recommends Cushion Fillers.

The so-called "cushion filler," which consists of a shallow straw board filler made in the general form of those in which the eggs are packed and designed to be used in the bottom of egg cases in place of excelsior or other packing, is at last—after the necessary red tape has been gone through with—to be admitted to the style of packing specified in the freight classification as entitled to minimum freight rate. This style of packing has been thoroughly tested and found to be advantageous both for packing eggs for current use and for storage. It has received the endorsement of prominent egg receivers who have observed its use under various conditions, and the egg committee of New York Mercantile Exchange, at a meeting held last spring, recommended its adoption in the classification specifications.

The official Classification Committee at a recent meeting in New York approved the cushion filler and recommended its admission to the specified requirements under the classification, so that as soon as the action has been backed up by the various freight lines and the necessary routine has been performed, necessary to perfect the filing with Interstate Commerce Commission and to publish the amended rule, there will no longer be any necessity for making even a perfunctory extra charge for freight when these cushion fillers are used.

Although this filler is admittedly superior to the use of excelsior in the bottoms of egg cases, because of its even distribution of the weight of the eggs and firm support of the contents of the case, many of the trunk lines have considered it necessary to charge the regular excess freight of 10c a hundred demanded for improperly packed eggs, because the filler was not specified in the rules for classification. Some have refused to pay this excess and the matter has been held in abeyance pending action by the Classification Committee. And some of the trunk lines, while making the excess charge a matter of record, have not insisted upon its collection.

Under these circumstances it looks as if the cushion filler can now be used without additional cost for freight.

Potatoes in Germany.

The German potato crop is now about four times that of the United States, and the industrial use of the tuber in Germany has reached proportions that are attracting world-wide attention. Starch, alcohol, and dried potatoes for fodder are the principal products, of which the last named is the newest and most interesting. Fresh raw potatoes are not a satisfactory feed for cattle, even where they are to be had at very low prices, and the discovery that dried potatoes were excellent for feeding purposes and had good keeping qualities marked an epoch in the history of Germany's agricultural development. All phases of the German potato industry have been treated in a

report by Consul General Robert P. Skinner, of Hamburg, recently issued by the Bureau of Foreign and Domestic Commerce. This monograph is entitled "Utilizations of Europe." Copies may be obtained from the Superintendent of Documents, Government Printing Office, Washington, at 10 cents each.

Eggs Lose Only Their Flavor.

We sometimes think the farmer does not realize the value and convenience of the parcel post system. This recent invention, which is designed to put a whole-souled crimp in the net earnings of the express companies and also to make the rural mail carrier look like a tinware pedler with a crockery side line, ought to be more popular than it is. For instance, fresh eggs can be carried quite a distance by this method without losing anything but the flavor they left home with. After a case of eggs has been tossed to and fro by seventeen wide-hipped mail clerks and sat upon by some traveling man's trunk, it will be turned over to the addressee in the form of an omelet. Fresh vegetables can be sent by parcel post from Maine to California, but they will age considerably en route. It is also permissible to ship the wild-eyed queen bee, providing her stinger is extracted and placed in the box in such a position that the railway mail clerk cannot sit down upon it. The bumble bee cannot be sent by parcel post unless it is enclosed in a fire-proof vault.

Fertile Eggs Bad.

As an illustration of what may happen in the egg business in hot weather, even in the "best regulated families," the following from Missouri will be in point:

"Failure to 'swat the rooster' will result in spoiling thousands of eggs this summer and a resultant heavy loss to egg dealers. This is demonstrated in a shipment of nine cases of eggs by a Fulton commission man intended for select trade in St. Louis. The eggs had been carefully 'candled' in Fulton and every precaution taken to see that they were strictly fresh. They were rushed to St. Louis and, after being examined by a commission man there ninety-two dozen were classed as seconds and near the spoiling point because the eggs were fertile."

Various Outlets for Eggs.

Eggs are used for other purposes than food. Cracked eggs are generally sold to bakers, confectioners and cheap restaurants. Calico printers buy from 5,000,000 to 8,000,000 dozen eggs a year in the United States, mostly bought in New England markets. It is claimed that one biscuit firm in New York buys 4,000 dozen eggs a week, or more than 200,000 dozen a year. Coffee roasters, manufacturers of photograph supplies, cracker and biscuit makers and the chemical trade, are estimated to use in the United States 80,000,000 dozen a year. The makers of patent food preparations, tanners, liquor refiners and dye manufacturers, need a great many eggs in their business.

Geo. L. Collins & Co.

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

Satisfy and Multiply

Flour Trade with
"Purity Patent" Flour

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

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

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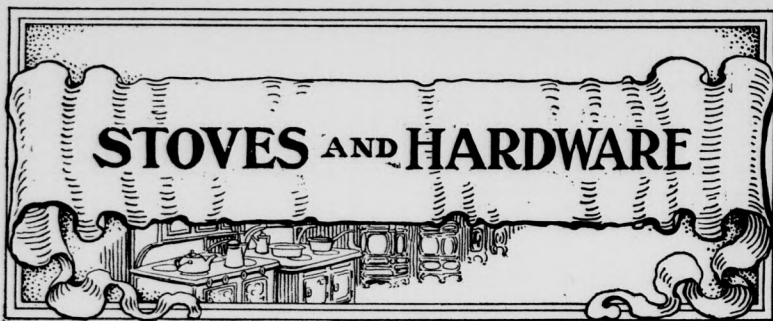
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Tradesman Company :: Grand Rapids



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

The Clerk Who Cultivated a Profitable Hobby.

Anyone who happens to study Traubel's methods for only one day will admit that he is an artist in selling tools.

A tool salesman? Why, certainly.

And, from the business he has made for his particular store, it looks as though it wouldn't be a half-bad thing for a good many others to think seriously about Traubel's tool-selling schemes.

His Boss cut loose from his own salesman's job a few years ago and bought out a place in which the young fellow was one of the two clerks. It was a store that was being sold out to avert impending bankruptcy. It was a little Gomorrha of laziness and neglect, whose population, including the owner, couldn't be saved by that solitary Lot of hardware righteousness. But his new Boss had grown up to the game from an errand boy's broom and he knew the signs. So, while the first owner and the second clerk, a la the inhabitants of Gomorrha, were duly fired, Traubel was saved from the common destruction for a usefulness to which his virtues entitled him.

Perhaps he rose to his present perfection by yanking at his own bootstraps; perhaps the exceptional ability of his Boss has astutely guided him. At any rate, he stands in that store pre-eminent among five salesmen as the chief all-around clerk and the one expert in selling tools of whom the establishment boasts.

And whether it is the distinctive mill district in which the store is located or whether it has been Traubel's consistently shrewd salesmanship, the fact is, that the store sells more tools than any other hardware establishment in its densely populated territory of nearly a quarter of a million people. Tools figure simply as part of its compendious stock. But somehow or other, every householder and every mechanic within a mile and a half of that active corner thinks of the store occupying it when he discovers that he needs any implement, from a hammer to a push drill, in his business.

It is rather difficult to begin with him; but his Boss says that he believes the most important stone in the foundation of Traubel's success with tools is his instinct for studying the manufacturers' literature.

"If a catalogue, or a special card, or a little descriptive circular, bearing on any line of tools we carry, happens to blow in," says the Boss, "Traubel sweeps down on it like a cotton dolly on 'The Bride's Lost License,' by Laura Jean Libbey. You'd think, as his eyes bulge in the excitement of his reading, that the villain had just stolen the new ice-cream freezer and it was to be continued in Laura's next. He lays that new catalogue down with a sad sigh that might have been used by Bernardo del Carpio when he groaned: 'No more—there is no more!' And, first thing you know, the contents of the catalogue, suitably modified, are being pumped into some customer, the tools it describes figuring as the illustrations, until the customer's eyes begin to bulge, too. Make sales on it? Not always; not even often. Customers for shovels or garden hose are usually in no immediate need of a plane or a set of bits. But it's a cinch that later, when they do need something of the sort, they'll feel sure Traubel not only knows everything under the sun that can be known to them, but that he'll produce the goods the minute they mention what they've come around for. That's the best booking up I know of, and the most efficient long-range salesmanship I've seen."

Incidentally, it shows that Traubel's Boss is pretty strong for him, which is a very nice thing to happen to any clerk.

But a parrot could make some sort of stab at learning a recitation; the literature of hardware is only a beginning in the wisdom of salesmanship. Traubel's best hold, when he gets into action—which is whenever there's the remotest chance of selling anything in the shape of a tool—lies in sizing up his customers. He divides them into two general classes—the tool-bred mechanic and the household amateur.

With the mechanic he is short and sweet, on the principle that a workman's day is money to him and all he asks is to be handed the tool he needs when he needs it. He tries to effect his sale in the briefest possible time; but then, with the sale consummated, his nimble wits have been working to select the very latest, most improved tool which can apply to that mechanic's special line of work.

"To which class of customers," Traubel was asked, "do you sell most of the really modern, time-saving tools that have been perfected in recent years—to gentlemen amateurs or to straightway practical mechanics?"

"Why"—promptly—"I should say I sell 60 per cent. to the mechanics against 40 per cent. to the amateurs. A mechanic not only knows a good thing when he sees it but he is anxious to spend his hard-earned money to own it. All you need do is show it to him right, and he'll keep on thinking about it like a girl thinking of a wrist watch or a better hat than she's ever owned. He's bound to buy it, after a while."

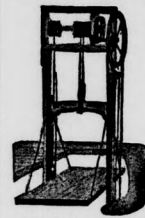
If the customer is an amateur, Traubel's abiding faith is that he is certain to need a wider variety of tools than a trained mechanic—first, because the chances are the mechanic already has whatever tools he needs and, second, because the mechanic's trained resourcefulness gets him in the habit of making a few tools do the work of many.

"The inexperienced man, the house tinkerer," says Traubel, with a fond inflection in his voice that shows he loves the type, "never knows all the tools he'll need until he actually tackles a job." So it is Traubel's wise policy to lead him on to disclosure of what the job is that he has in mind. Then, of course, he can urge, with complete assurance and in perfect good faith, the purchase of all the tools the customer has overlooked.

He makes it his rule to have a first-class tool set standing somewhere handy and obvious. When he gets his tinker interested he draws his attention casually to the entrancing chest. He may not sell it; he wastes

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

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Michigan Hardware Company

Exclusively Wholesale



Corner Oakes St. and
Ellsworth Ave.

Grand Rapids, Mich.

no vain regrets if he doesn't sell it. But every little while he gets away with a tool set triumph that bucks the cash register ahead from \$7.50 to \$25.

That sounds just the least bit suggestive of crowding the mourners; but Traubel is the last clerk in the world to oversell a customer—especially a regular customer. He is a bear for chasing the steady run of trade instead of trying to boost it in bunches.

A few weeks ago a mechanic friend of his—and every customer of the store feels that he is Traubel's personal, intimate friend, wanted to install with his own expert hands, a porcelain sink in his kitchen. He came to Traubel, who supplied him with pipe stock and dies, for use in fitting the plumbing equipment, at a cost of \$4.

"Worked like a charm, Traubel," said the newly-fledged kitchen plumber next pay day. "Say, I'd like you to show me a set of bolt stock and dies."

Traubel obligingly showed a set, and explained its merits.

"Just the thing," was the enthusiastic comment. "How much for the outfit?"

"It costs \$9, complete," Traubel responded.

His customer gathered them up with the eagerness of a fickle lover hugging a new girl.

"Here's the money," he remarked, offering him \$10.

But Traubel waved aside temptation and proceeded to take the purchase from him, saying firmly:

"Hold on there, Bill; that's not for yours."

"Well, of all the—; say, isn't my money good enough for you, Traubel?"

"It's too good for any friend of yours, Bill," Traubel rejoined. "I haven't the heart to let you waste it. You wouldn't get \$9 worth of use out of this bolt set in a thousand years. This store isn't in business to pick pockets. Lay these things down and let's thrash out your genuine need of them."

Ten minutes later a chastened but deeply grateful young fellow was grasping Traubel's hand and thanking him for not making a fool of himself.

"Look here, Traubel, are you running this store as if it were your own?"

"Hm!" he remarked, at last, "I guess that's what I've been doing."

The Boss laughed.

"Well," he decided, "at that rate, all I can see for you is to keep right on doing it."—C. Phillips in Philadelphia-Made Hardware.

Value of a Chewing Gum Name.

The William Wrigley, Jr., Co., of West Virginia, has brought suit in the United States District Court against the Helmet Company of Cincinnati, for \$50,000 damages for the alleged imitation of the Wrigley package wrapper. Wrigley's "Spearmint" chewing gum trade name is valued at \$7,000,000.

Breaking the Camel's Back.

I have heard it said, and believe there is much truth in it, that both men and women are doing about double the amount of work that they used to do, or were expected to do, twenty years ago. It is for this reason that we are constantly hearing of this one, and the other, suffering from "nervous prostration."

Many firms are no doubt paying their foremen, forewomen and buyers of both sexes, higher wages than they paid them twenty years ago. Buyers of two or three sections, that used to think their hands full with these, are now buying for two or three more, because managers and proprietors have found in many cases that they were willing to undertake such duties for a small increase of pay—considerably less than the work would cost if done by two persons.

The writer knows of many such cases. They are all very well from both the individual and the proprietary point of view as far as money is

concerned, but not fair to the interests of the departments, which should rank first.

No man or woman can do too much and do it properly continuously. Stocks are sure to suffer. The departments will not be so well supplied with carefully selected goods, and especially in the smaller lines of merchandise, such as notions, gloves, ribbons, toilet goods, and other things which require a large share of the buyer's attention. The efficiency of every department and its readiness to meet the demands of a busy trade, are its severest test of popularity and must be properly maintained. If a man or woman buyer cannot get a good living by doing enough, they ought to.

The camel's back has been broken by the last straw. Frank Stowell.

The way to be happy in business is to keep doing something, and this applies to employers and employes alike.


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

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

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|---------------------------------|---|
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| <i>Music</i> | <i>Drug</i> |
| <i>Garage</i> | <i>Book Store</i> |
| <i>Commissary</i> | <i>Dairy</i> |
| <i>Electric Goods</i> | <i>Dry Goods</i> |
| <i>Tailoring</i> | <i>Flour & Grist Mill</i> |
| <i>Lumber</i> | <i>Confectioner</i> |
| <i>Furniture</i> | <i>Plumber</i> |
| <i>Wall Paper and Paint</i> | <i>Provisions</i> |
| <i>Laundry</i> | <i>Contractor (Time & Stock Keeping)</i> |
| <i>Co-I, Ice & Transfer</i> | <i>Hardware</i> |
| <i>Jeweler</i> | |
| <i>Shoe</i> | |



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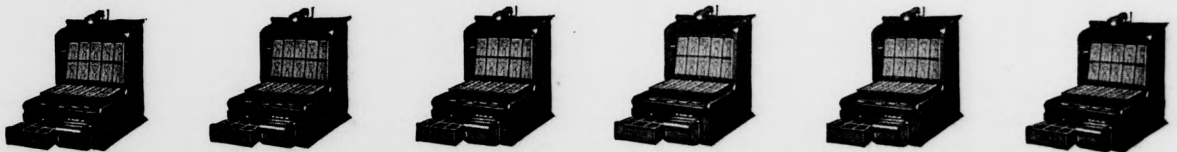
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THE MEAT MARKET

The Butcher Who Is Always on the Move.

Dear Ed: I cannot for the life of me see why you are even considering selling your market at the present time. Just when you are in a position to get something back on all the hard work which you have done in getting your market established; just when your business is becoming known and your trade is getting into the habit of coming to you for their meat; just when you have started to win customers' good will and are becoming able to cash in on it, you want to shoot off on a tangent and sell out, giving the fellow that comes after you the cream and contenting yourself with the skimmed milk.

Have you looked at this proposition through the other fellow's eyes? You don't have to be a contortionist to do it, either. Have you asked yourself why he is offering you such a good price for your market? That's an easy one to answer, you say. Naturally it is because he is convinced that he will be able to make money out of it. If he believes that he can do that, why don't you stick around and get some of that money yourself?

I know what you are saying. The good old saying, "A bird in the hand is worth two in the bush," would about cover it. From another point of view, however, one might say that your present market is the bird in the hand, while the one you are going to start after you get the money for it is the bird in the bush.

The man who originated the remark, "Everything I have is for sale at a price," must have been either a mighty poor business man, or else have set the price so high for what he had that no one would consider paying it for a moment. There are some things which should never be sold without a good deal of deep thinking, unless the price is so high that it will cover all the future profits which you are going to get out of it. Take the case of the fellow who first thought of putting a gasoline engine on a wagon and making an automobile out of it. He sold his idea for a round sum and thought that he was sticking the fellow who bought it. The latter eventually became a millionaire, while the inventor didn't have a cent left after a year was past. There's a good lesson in that for every business man, and don't you forget it.

There are a lot of butchers in the business to-day who are continually opening new shops, running them for

a while and then selling out just as soon as the shops begin to pay. They seem to be unable to stick in any particular place for any length of time. They have what the Germans call the "wanderlust" to a pronounced degree. They are business tramps. And what is the result? They are always working as hard as they can, putting all their brains and intelligence into what they are doing, and the man who comes along after them and sticks is the one who eventually pulls down the coin. You never see a butcher who was like this all his life retiring on his money. He usually ends up by working behind the bench for some man to whom he has sold that very shop. It's the fellow who knows enough to get hold of a good location and to stick to it that makes the money. And we are all in the business for that.

You say that you want to get hold of a larger market, so that you will be able to do an increased volume of trade. Well, that is a legitimate ambition. But have you stopped to think that your present market may not be doing all the business that it might do? Other butchers in your neighborhood are doing business. The neighborhood itself is growing fast. Why not stick there and increase the business of your present shop? By doing that you at least have the trade you have now to fall back on, and you don't have to venture all your capital in a new enterprise with the possibility of losing it all. That's the proper way to develop a business, not to go jumping around like a jumpingjack.

Of course, this method is not quite so spectacular as the other one. You can't work in a grand opening, with all the regular fireworks, but the new trade which you can get in your old location is going to cost you less to get than the trade you get in a new shop. This is because of the natural increase which is going to come to you so long as you continue to give your customers quality, value and service. Then, too, you do not have to spend so much money making yourself known in the old shop, for this work has been already done. Think these things over a bit before you decide to make a change.—Butchers' Advocate.

Benton Harbor's new garbage ordinance will take effect Aug. 12. The Board of Health is in charge and there will be uniformity in the cans used and in the system of collection.

The less important a man is the more badges he pins on his coat.

Distinction Between Broilers, Fryers and Roasters.

Did you know that there were something like thirty-five different grades of fresh dressed chickens sold on the New York market? Amazing, but it is a fact. On the farm a chicken is a chicken, but in the market a chicken may be a broiler, a fryer, a roaster, or a good many other things, and thirty-five different grades sell at thirty-five different prices. This grading of chickens—and in fact of all kinds of poultry—has become a science, and it is well for any man interested in poultry from the financial standpoint to understand how chickens for the market should be graded. The closer such chickens are graded, both in size and in quality, the higher the price will be.

In packing we have two distinct classes, barrels and boxes. Box-packed poultry invariably sells for more money than that packed in barrels, chiefly because the quality is superior and the grading is closer.

Broilers weighing twenty-four pounds and under to the dozen should be packed together, as should those weighing from twenty-five to thirty pounds. These are the standard sizes of broilers, box-packed, twelve to the box. Some shippers do pack more broilers in a box—fourteen, sixteen and eighteen—but the standard pack is twelve to the box, and if all followed this style of packing there would be more satisfaction to shippers and buyers.

Nine different quotations are given on broilers.

Virginia ships a very fine milk-fed broiler, weighing two pounds and under to the bird. This is practically the only Southern chicken that commands a good price, most of those from the South being very poor.

The very best broiler on the New York market is the so-called Philadelphia squab broiler. The name implies that such a chicken must come from the Quaker City, but such is not the case. Philadelphia is merely a name of quality, and all poultry raised in New Jersey and nearby Pennsylvania points is classified as Philadelphia poultry. These squab broilers sell at 70 cents a pair, weighing two pounds to the pair.

The next weight above a broiler is the frying chicken. As in box-packed broilers, so in the fryers there are two weights: from thirty-one to thirty-six pounds and from thirty-seven to forty-five pounds to the dozen. You notice a difference in the selling price of the two grades of broilers of from 3 to 4 cents, but in the fryers there is only a difference of about 1 cent. This applies to both the milk-fed and the corn-fed stock.

In the barrel-packed grades of fryers the highest-priced birds are the Philadelphia and fancy Long Island chickens.

Great care should be taken in grading roasting chickens in view of the fact that often birds which are coarse and hard-meated are put in with roasters of good quality. The few poor chickens spoil the price on the lot.

We have then, primarily, three

sizes of chickens: broilers, fryers and roasters. Most of the farmers cannot grade so closely as this because they have not enough poultry, especially if they pack in barrels. Hence such chickens as they would ship come under the head of mixed weights. There is no reason, however, why farmers' stock should not be graded closely in the barrels, provided the shipment is accompanied by an invoice telling what is in the barrel.

The first grading to be done on any shipment is to take out the culls and the No. 2 poultry. These should be placed in the bottom of the barrel or, if box-packing is used, in a separate box. Chickens that are bruised, badly torn in picking, crooked-breasted, very thin or scrawny, are culls and No. 2's. Pinfeathery birds detract from the appearance of a shipment and great care should be taken to have the birds picked clean. Pin-feathery stock finds poor sale. The heavy roasters are packed at the bottom of the barrel, the fryers next in rotation, and the fancy broilers are used for "toppers." Some commission merchants talk strongly against "topping" a barrel—that is, putting the very finest birds on the top—but I think it is the proper way. If the poor birds are put on top a buyer will often not consider the barrel at all. A Jersey farmer wrote to a commission merchant that he had milkfed his chickens for three weeks. The shipments arrived, and consisted of some very fancy chickens, it is true, but they were fancy before they were milk-fed. Having a Philadelphia chicken, the farmer gained nothing by milk-feeding, because there is no higher priced chicken on the market than a fancy corn-fed Philadelphia chicken. He may have gained some weight, but I doubt it, for such birds are usually in prime condition.

Facts to remember in grading are that a chicken is a broiler up to two and a half pounds, a fryer up to three and a half pounds, and a roaster over four pounds. Yellow-colored chickens are the best, and such chickens should not be scalded. Dry-picked poultry always commands the best price. Ted Edwards.

Many an orator with a grip on his subject can't hold his audience.

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THE CONSUMER'S CREED.

Ten Rules Which Every Merchant Should Promulgate.

Every failure is a step to success; every detection of what is false directs us to what is true; every trial exhausts some tempting form of error. Not only so, but scarcely any attempt is entirely a failure; scarcely any theory, the result of steady thought, is altogether false; no tempting form of error is without some latent charm derived from truth. With these thoughts in mind I have prepared what I call the consumer's creed.

It is not a religious creed. If it were I would not be writing it as I am afraid I might get my metaphors mixed. This is a business creed, something like the people of New England unconsciously adopted when Lord North undertook to tax them. Heretofore they had always been accustomed to divide on points. It so happened fortunately that their opposition to Lord North was a point on which they were all united. It was a business point.

I have written a creed which the people of the North, South, East and West can all unite on for their own good.

A good creed is a gate to the city which has golden foundations; a misleading creed may be a road to destruction, or if both misleading and alluring, it may become what Shakespeare calls a primrose path to the eternal bonfire.

Perhaps my creed is nothing more than a set of principles which it would be well for every consumer to practice. Read them and then adopt them as your very own.

First. I do not patronize the mail order system because they are selfish and greedy, and for the reason that I buy at home where my interests are.

Second. If this community is good in it ought to be good enough for my family and me to buy our necessities in.

Third. I will not take the word of the mail order house for their goods, as I want to see what I am buying, and I want to get what I pay for.

Fourth. I do not patronize the mail order houses because they demand cash in advance, and when I am "broke" and sick and need supplies, my home dealer is willing to "carry" me.

Fifth. I patronize the home dealer because he stands back of his goods, and in case of error is willing to rectify.

Sixth. I patronize the home merchant because I believe a man ought to spend his money in the community in which he earns it.

Seventh. I patronize the home merchant because I believe the man who sells what he produces and buys what he needs at home cannot be injured by deceptive catalogue pictures and alleged bargains.

Eighth. I do not patronize the mail order houses because they frequently sell damaged and inferior goods which it avails a man nothing to attempt to exchange. But the man I patronize—the home merchant, the

man who helps to pay the town, county and state tax—will exchange any article I buy from him which is unsatisfactory.

Ninth. I spend my money with my home merchant in preference to some mail order houses in a distant city because the local merchants help support the public schools where I send my children, the churches, and the dependent poor in my vicinity.

Tenth. I patronize the local merchant because he does not try to trick me into buying "cheap" goods, which because of their defectiveness prove to be expensive, and further because should ill luck or bereavement come my way, my local dealer would not only prove that he was a neighbor and friend, but a man, with a man's heart, and a man's inclinations to do good; not a soulless corporation, like the mail order system—whose only instinct is greed and a further desire for gain.

Seasonable Midsummer Hints for Grocers.

Written for the Tradesman.

The tendency is for July and August to be dull, quiet month, but the merchant who, despite the hot weather, is able to put energy and initiative into his selling methods will usually find the public responsive. He must cater to seasonable needs in order to secure the most profitable response.

As a starter, make the store look cool. In hot weather a store that looks cool and is cool is bound to be attractive. The cleaner a store is, the cooler it looks. Where there is space available for the purpose, a rest room will help to draw trade, particularly that of women customers and country people. A supply of cool, fresh drinking water should be always convenient. If you have a soda department, feature it in the front of the store.

Anything that will save labor to the housewife will be popular and salable just now. Ready-to-eat foods are in demand. For this reason the provision counter, with its cooked meats and canned goods, should do a thriving trade. Much of the grocer's catering for the next two weeks will be to picnics. Goods that can be advantageously featured in window and counter display and in advertising include cooked meats, canned goods, prepared soups, fresh fruits and soft drinks of various kinds, as well as fresh vegetables. A fountain device is very helpful in keeping the green goods in condition.

The preserving season is well under way. Strawberries have long since gone; raspberries are pretty well through; but there are still in prospect the larger fruits, which will be now coming in, and of which some will continue until well into September. Most of these fruits the grocer will handle; he should use his fruit sales as a leader with which to attract business in sugar, spices and glass sealers and rubber rings.

In the earlier part of the season the housewife will use her old jars

for preserving purposes; but, as the season draws on, defective rings and chipped tops and broken or cracked jars will emphasize the need of further purchases along this line. For this reason the merchant should aggressively push the sale of such goods. In his advertising he will naturally emphasize the danger of damage loss through the use of jars which are not absolutely air-tight. All grades of the goods will probably be stocked; but it pays to push the quality goods. Quality furnishes a strong talking point, and the better satisfaction the goods give, the surer is the merchant of retaining the customer's confidence and securing her future business. Of course, the merchant who talks quality jars must deliver quality jars. That is essential.

Even though a good share of the jar business will not come until later in the season, it is good policy to start pushing right now, if you have not already done so. Newspaper advertising, window display and personal salesmanship are all helpful; and reliability should be the keynote of your advertising. It is often good policy to put on a preserving window, displaying jars and accessories in conjunction with seasonable fruits. Shows cards can be used liberally to emphasize the wisdom of taking no chances with defective jars or last year's rubbers.

Later in the season pickling accessories will be timely.

The summer months should mean, for the merchant, a profitable trade in the various grades of fancy biscuits. Care should be taken to keep the stock fresh and in good condi-

tion, since nothing is more injurious to a grocer's biscuit trade than the selling of stale or inferior biscuits, or broken goods. Buy often and in smaller quantities and keep your stock fresh.

Even staple lines can be helped by aggressive selling methods. One grocer adopted the expedient of a special selling campaign for tea during July. In August he switched to flour. These goods were pushed, regardless of season. The fact that sales were considerably increased by featuring goods like these which were not essentially timely indicates that much of the business inertia which most merchants look for in the summer months can be overcome to a certain extent by the adoption of aggressive selling methods.

Timely goods, however, should be given the larger share of the merchant's attention. This is his harvest time for certain lines and he should make the most of it.

William Edward Park.

Resolved.

To live only in the present; to never lament the past; to accept whatever has gone before as progress, growth, experience, and to glean therefrom guidance, wisdom, and an uplifting gratitude; to constantly look forward with hope, faith, confidence. If the sunshine is mine, to give it welcome with a glad heart, but, if the storm comes, to face it courageously; Thus may I vanquish shadows with a smile, well knowing no thorn-road can be mine that does not flower with roses of compensation.—Frederick A. Whiting.

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

PERISHABLE PRODUCTS.

Valuable Advice by National Wholesale Grocers' Association.

Cheese.

Examine all cheese with a trier immediately upon arrival. Turn each cheese over and inspect the surface carefully, both top and bottom. If it is found that any cheese has been jammed, or the surface broken in transit, mark that box to be used first. If the box is broken, transfer the cheese to a perfect box saved from the last shipment. Place the stock on a hanging shelf in a cool basement where the temperature will remain from 35 to 50 degrees Fahrenheit. The more nearly uniform the temperature the better results will be obtained. In hot weather, a refrigerator should be used for storing cheese, especially for all soft made cheese, such as brick, limburger, Neufchatel, etc.

Avoid subjecting cheese to freezing temperature. If the cheese shall have been frozen by accident this condition, may be partially remedied by placing the cheese in a room with an even temperature of about 60 degrees Fahrenheit for ten days.

If you find that during the warm weather a cheese has become puffed or swollen, take a fine wire and puncture the cheese in two or three places; then turn it upside down. In a short time the cheese will return to normal. If the cheese should be cut in this swollen condition it will collapse and become unfit for sale.

Never store cheese in the same room with kerosene, onions, fish, etc., as it will quickly absorb the offensive odors.

All cheese should be turned over once a week while in storage. Otherwise the moisture in the cheese will gradually settle to the bottom, and the product will become unfit for sale. All brick and limburger cheese should be laid perfectly flat, not on end. This prevents cheese from getting out of shape and molding between bricks. Twin cheese should be reversed every three weeks to avoid mold, and rind rot between the cheese. Always see that division boards are put between the cheese, and on top and bottom of cheese, before boxing.

To avoid crumbling, the cloth bandages should be removed from the cheese four or five days before cutting. The knife should always be used with a steady downward pressure, never sawed back and forth.

Cut cheese will deteriorate rapidly, and great care should be used in handling same. It should be amply protected from flies by screens. If possible use a regular cheese case of which there are many kinds upon the market. See that no flies get into the case and remain there.

A great deal of difficulty which many experience in cut cheese drying out and losing its fresh, sweet flavor may be avoided by observing carefully the following instructions:

When the first slice is cut from the cheese, take a warm knife and

rub the flat side over the surface of the cheese from which you do not intend to cut so as to close up the pores as far as possible. Then take a clean cloth and saturate it in salt and water. Wring the cloth out as dry as possible, and lay it over the side of the cheese so treated. This will not only prevent the cheese from drying out, but there will be no loss from crumbling or mold.

In filling orders for customers, first wrap each parcel of cheese in parchment paper, then inclose in regular manila paper.

Be sure that the knife used for cutting cheese is bright and clean, and do not touch or handle the cut surface unless the hands are perfectly clean. Careless handling of cut cheese is extremely insanitary and will tend to drive trade away from your store.

All claims for damaged cheese should be made immediately upon arrival of goods.

Cigars.

Cigars should be kept in a glass show case. This case should not be left open, as this causes the cigars to dry out rapidly. It is best to use some artificial means of evaporation within the case.

Coffee.

Roasted coffee loses much of its original flavor after it has been allowed to stand for some time exposed to the air. The delightful odor which fresh roasted coffee is constantly emitting means that the product is continually throwing off, in the form of gases, some of its essential ingredients. To prevent this, roasted coffee should be kept in air tight containers as far as possible, which will also protect the product from absorbing the moisture, and the many pungent odors from the outside. Ground coffee very quickly loses its strength if exposed to atmospheric conditions.

Dried Fruit.

Dried fruit to be in good condition must contain considerable moisture. If it is exposed to the air this moisture soon evaporates, and the natural sugars found in the juices crystallize, and the product turns color, becomes hard and loses both in weight and flavor.

Dried fruit should be kept in a cool place, and it is advisable to use cold storage during the summer months, if the goods are to be kept any length of time. Do not use more of the fruit for display purposes than necessary, and when so used the fruit should be protected by close fitting glass covers. If dried fruit is exposed to flies and other insects it is apt to become wormy.

Do not place more package goods on the shelves than is necessary for immediate use, and for reasonable display purposes. Raisins and currants so exposed will soon dry out and become hard. Such goods should be kept in the original cases as far as possible.

Figs, Dates, Etc.

Figs, dates, candied fruit, chocolate, cocoa, etc., should be kept in a cool place, and not exposed to strong sunlight or heat. Great care should be taken to protect figs and dates in

bulk from dust and dirt, as these products are frequently handled by the grocer in a very insanitary manner, and cleanliness is becoming more and more important a factor with a discriminating public.

Fish.

All kinds of fish, whether mackerel, herring, salmon, spiced fish, smoked fish, salt cod or canned fish, should be thoroughly examined immediately upon receipt of same.

If any package of salt fish, such as mackerel, herring, salmon, anchovies, or any package that contains pickle, is found to be dry, or without sufficient liquor to fully cover fish, made a brine in the proportion of one gallon of pure fresh water to two pounds coarse salt, not rock salt, stir thoroughly until salt is dissolved, then pour into the package until fish are fully covered. In the case of pickled or spiced fish, instead of using the salt brine, make a light vinegar brine consisting of about 20 per cent. of white pickling vinegar. Never use fresh water without the addition of salt, as same will cause fish to spoil. The fish should be weighted down so that it will be well beneath the brine at all times. The scum which frequently forms on the surface of the brine is the fat from the fish, and should be promptly removed or the product will become rancid.

If salt cod fish is found upon arrival to contain red specks or mold, during the summer months, it should not be sold, but notify the jobber from whom you purchased the goods at once. If the red spots develop later, the same should be trimmed off to keep them from spreading. Unless the goods can be sold in a short time it is suggested that the cod fish be placed in a heavy salt brine in a jar or keg. This will prevent any further deterioration.

Smoked fish is extremely perishable, and should be thoroughly examined upon arrival. If it should be on the point of spoiling, that fact may be easily detected by the odor. It is not safe to handle smoked fish at all during the warm weather, and if handled must be kept in cold storage where there is a uniform temperature of from 32 to 40 degrees Fahrenheit. An ice box will do, where cold storage is not available. At all seasons of the year, fish should be kept in as cool a place as possible, and away from other groceries that are liable to become tainted with the odor. Fish must be kept clean, handled with clean hands and fully protected from flies, and all other sources of contamination.

All claims for damaged fish, whether smoked or salt, should be made immediately after arrival of goods.

Nuts in Shell.

Nuts in the shell should be stored in a cool place. A grocer will frequently carry a few nuts over the summer, during which time there is little call for them. Never mix old goods with new as the quality of the entire lot will be materially affected.

Nuts, Shelled.

Shelled nuts are extremely perishable. They should never be expos-

ed the direct rays of the sun, or stored near stoves or steam pipes as the heat will draw out the natural oil, and the nuts will almost immediately become rancid. This product should be kept in jars with close fitting covers, so as to protect it from the air and from dust and dirt.

All claims on shelled nuts should be made immediately after arrival of goods, as their keeping qualities are extremely limited if subjected to improper care.

Olive Oil.

Avoid exposing olive oil, salad oil, etc., to strong light or heat.

Olives in Bulk.

Olives in bulk should be examined immediately upon arrival to see that they are well covered with brine. Olives exposed to the air will turn dark and deteriorate rapidly in quality.

If there is a shortage of liquor, make a brine consisting of 14 ozs. of salt to each gallon of water. In cold weather 12 ozs. of salt per gallons of water is the proper proportion. Use only pure water, filtered if possible.

If a white scum appears on the brine it should be carefully removed with a cloth. Never stir it into the brine.

Olives should be kept in a cool place, and when opened should be kept away from articles which have a bad odor such as kraut, salt fish, onions, etc.

Never use a metal dipper, pan or measure in handling olives. Wooden dippers or measures only are advisable.

Peanut Butter.

Peanut butter should be stored, as well as displayed, in a cool part of the store, and away from the sun's rays. The natural oil of the peanut will separate from the solids after the butter has been stocked a considerable length of time, and will separate in a very short time if exposed to the sun, or to any other heat. If you observe any signs of oil separation turn the jar cap downward, which will cause a redistribution of the oil, thus making the package more sightly, and improving the eating qualities of the butter.

Pickles in Bulk.

Examine barrels and kegs on arrival and see that the same are in good condition and free from leaks. All packages are carefully inspected before shipment, but occasionally one springs a leak through rough handling in transit. A leak may be easily detected by shaking the smaller packages and rolling the larger ones. If the latter do not roll easily and smoothly, it is an indication that some of the liquor has leaked out, and the package needs refilling.

This must be attended to at once, as it is absolutely necessary that pickles should be kept at all times well under the liquor in which they are packed. Otherwise they will become soft and shriveled, and spoil quickly, the contamination soon extending through the entire package.

Most leaks may be stopped by tightening the hoops. If a stave of the barrel is sprung, a strip of cloth

Warm Weather Flour

Ought to be the kind that responds quickly to the yeast, or cream of tartar, or sour milk, or baking powder.

Lily White does.

In hot weather you don't want to do a baking over, and Lily White is always sure.

For shortcake and piecrust and cookies and all the light and dainty baked goods you make in summer, Lily White is especially adapted.

Picnic sandwiches, too, made of

LILY WHITE

"The Flour the Best Cooks Use"

Have a daintiness and flavor hard to match. In fact, we don't believe the flavor of things made of Lily White can be matched.

Layer cake needs to be light, moist and soft. No one wants dry cake. Lily White makes the tender, fine grained kind.

When you want cake to serve with ice cream, better make it of Lily White. You'll be delighted—so will the guests.

If you want hot bread biscuits to serve with honey or maple syrup, well, Lily White is "the flour the best cooks use."

Always comes in clean, sanitary sewed sacks.

VALLEY CITY MILLING COMPANY
GRAND RAPIDS, MICH.

or packing should be driven into the crack. Nail holes may be closed by a small wooden plug.

If there is a small shortage of liquor with sour pickles replenish by using white distilled vinegar of ordinary table strength. When there is a considerable shortage, use diluted distilled vinegar, in the proportion of one gallon of water to each four gallons of vinegar, mixing same thoroughly before pouring over the pickles.

When there is a small shortage of liquor with sweet pickles, draw off a part or all of the remaining liquor. Mix same thoroughly with distilled vinegar and refill the package. When there is a considerable shortage dilute the vinegar with one-fourth part water, using about three or four pounds of granulated sugar for each gallon of liquor to be added. After same is thoroughly dissolved, pour over the pickles. It is sometimes advisable to use for this purpose, the surplus liquor from other packages of the same kind of pickles, providing same is sweet and clean. Vinegar that has been long exposed to the air gradually loses its strength, and caution should be used in this respect.

If there is a deficiency of liquor upon dill pickles, use a salt brine in the proportion of eight ounces of salt to one gallon of water. If all or nearly all of the original liquor must be replaced, about 10 per cent. of distilled vinegar may be added to the brine.

Pickles in open packages should be covered or tightly screened. There is a small vinegar fly, a habitant of most grocery stores, which, if allowed access to the contents of the package, will deposit its eggs, with the results that the pickles will become wormy in a few days.

When pickles stand for a time the strength of the vinegar tends to settle to the bottom of the package. This leaves the weaker liquor on the top, causing the pickles to spoil easily. To avoid this, full packages should be rolled frequently, and the pickles in open packages stirred.

Avoid the use of metal measures, pans, or dippers in handling pickles. A wooden dipper is best. Where jars, bowls or pails are used for the display of pickles, same should be emptied into the original container every night, cleaned and refilled in the morning. See that the barrel or keg is kept covered and free from foreign matter. Store in a cool place.

Salt.

Occasionally complaints are received that salt is hard and lumpy. This is usually due to the fact that the product has been stored in a damp place. Salt takes on moisture readily, and any pure salt will in time get hard.

Much of this difficulty may be avoided, however, if the salt is stored in a dry place. Salt put up in sacks has a tendency to cake immediately after it is put up, but unless it has been stored in a damp place, it will break and run freely as soon as the sack is handled.

Sauer Kraut.

Sauer kraut is always inspected be-

fore it leaves the jobber's warehouse, and is therefore shipped in good condition. All kraut will, however, continue to work or ferment for a certain time, and in order to prevent loss please observe carefully the following instruction:

When the kraut is taken into stock, place the package on end and withdraw the plug. If this is not done the pressure of fermentation will push the staves and heads out of shape, sometimes leaving the package in a leaky condition with an appearance of being scant filled.

Kraut should be covered with fresh brine when received and the brine should be frequently renewed. For making this brine use five ounces of salt for each gallon of water.

When the package is opened to be retailed a heavy weight should be placed upon the kraut so that it will be kept constantly covered with the brine. If for some reason the kraut has been exposed it will become discolored. In such cases, remove the kraut that has been exposed, and the remainder will usually be found to be in good condition.

Do not use metal measures or weights.

Spices.

All spices have a tendency to weaken with age, so it is better not to carry this product in stock for too long a time. Do not store spices in a damp place.

Sugar.

Sugar under proper conditions, will keep indefinitely. It should not, however, be stored in a damp place as it will quickly absorb the moisture and will become hard when it dries out, which is especially true of all well powdered and soft sugars. If sugar is kept in a barrel, it should be well covered to protect it from the dust and dirt.

Sweet Cider in Bulk.

Immediately upon the receipt of a package containing sweet cider in bulk, a small vent hole should be bored in the top of the barrel or cask, in order to let out the gases. This hole should be stopped with a wooden plug which should be temporarily removed every day or two in order to permit the gases which have accumulated to escape. If these instructions are not followed, the pressure of the gases is apt to push out the staves and cause a leak, or the flavor of the cider may be materially impaired, and fermentation take place.

Cider must always be stored in a cool place, fully protected at all times from the direct rays of the sun.

Tea.

Many dealers do not consider tea perishable because it is not easily subject to fermentation or decay, as are many other products, but from the standpoint of flavor or quality, tea is extremely perishable, and great care should be exercised in handling it.

In the first place, tea should never be exposed to the air, but should be kept in containers as nearly air tight as possible. The most common source of deterioration of tea is the absorption of the many odors that

float about a grocery store. It is frequently found that samples sent in by retailers have not only lost much of their original flavor, but what is much worse, they have absorbed more of some oil, cheese, fish, or onion flavor, than has been retained of the real delightful tea flavor.

The grocer who opens up his tea chest, throws back the cover, matting and lead, and thus leaves the bulk tea exposed to the air for even a short time cannot hope to place the tea in the hands of the consumer in a satisfactory condition, no matter how fine a grade, or how fresh the tea may have been when it was first delivered to him. In using tea for display purposes it is advisable to have the chest protected by a close fitting glass cover.

Tea should never be stored in damp basements, or in a room in which violent changes of temperature or atmospheric conditions take place. Either evaporation or absorption of moisture will cause tea to deteriorate in quality, and conditions should be kept as nearly uniform as possible.

The careless handling of tea has far reaching results, and not only causes a decrease in sales and consumption, but a very material financial loss to the dealer, as tea which is worth 50 cents per pound, may easily become, over night, common and almost worthless, unfit to drink.

Any dealer who will take the pains to handle this greatest and cheapest of all the world's beverages with the same care and caution which it deserves, will be well repaid, and will

reap the results of a larger and ever increasing volume of business.

Tobacco should be kept in the original stamped packages in order both to comply with the Government regulations, and to keep the goods in proper condition.

For storage, a room with a temperature of from 50 to 60 degrees Fahrenheit is suitable. There should be a free circulation of air, and the goods should be given complete protection from dirt, dust and insects. When artificial heat is used, or in a very dry climate, some artificial means of evaporation of moisture should be used to prevent the tobacco from becoming too dry, losing both in quality and weight.

Tobacco worms or beetles are likely to develop, if stock is allowed to be exposed, is kept for too long a time, or is stored in a warm place. If this should occur the goods so infected should immediately be separated from the other goods to prevent the insects from spreading, and a report of the damaged goods should be made to the jobber or manufacturer from whom they were purchased, giving cancellation date of revenue stamps, and full particulars as to brands, sizes and quantities.

Old stock, if still in good conditions, should always be disposed of before goods received more recently are placed on sale.

Caviar, in its fresh state, and all unprocessed goods of like character must always be kept on ice. Otherwise they will spoil in a very few days.

Reynolds Flexible Asphalt Shingles

In Natural Colors, Unfading

RED—GREEN—GARNET—GRAY

HAVE ENDORSEMENT OF
LEADING ARCHITECTS

Fully Guaranteed
Fire Resisting



10
Years
Test

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

H. M. REYNOLDS ASPHALT SHINGLE CO.

Original Manufacturer

GRAND RAPIDS, MICH.

IMPERIAL BRAND

Spraying
Largest Line



Compounds
Superior Quality

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

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

What Some Michigan Cities Are Doing.

Written for the Tradesman.

Both thresher plants at Battle Creek are very busy, with indication of record-breaking years.

Pontiac's industrial lot sale, held July 22, was a great success, with an attendance of 5,000 people. Nearly 300 lots were sold and the funds will be used to secure new industries.

The Kalamazoo Commercial Club has organized a convention bureau to secure State and National gatherings.

Vermontville will not take a back seat now for any village in the State in the matter of fire fighting equipment.

Flint hopes by the first of next year to be raised from third to second class by the fire underwriters. Improvements have been under way there for the past two years.

Saginaw has plans for boulevard lights in the East Side business district.

The recent school census at Saginaw shows an increase of 154 children this year.

The Supreme Court sustained a decision of the Calhoun Circuit Court granting a permanent injunction restraining a resort association from conducting a bathing beach at Gogua Lake. Battle Creek people "spleen" against drinking Gogua water.

The annual picnic of the United Commercial Travelers of Battle Creek will be held at Gull Lake Aug. 1.

Lansing grocers and butchers will hold their annual picnic at Hague Park, Jackson, Aug. 13. Jackson grocery stores will close in the afternoon.

Mayor Bailey is urging that band concerts be held at Jackson.

Sault Ste. Marie will receive bids until Aug. 3 on a contract for collection and disposal of city garbage.

Benton Harbor has voted \$50,000 for new paving and sewers. An ordinance regulating smoke and soot nuisance was defeated.

Kalamazoo is considering plans for the collection and disposal of its garbage. The system used in Dayton is being urged by the city attorney and others.

An ordinance adopted by Marquette five years ago requires the local street railway to sell six tickets for 25 cents after Aug. 2, 1914. The company is already in receiver's hands and does not relish the reduction in fares.

Menominee will erect a manual training building in four units to cost \$150,000. Two units will be built this season.

Prosperity has returned to the copper country. The mines are employing 17,205 men, with a daily pay roll of \$51,615. A year ago, before the strike was called, 14,250 men were employed.

The Sunday train over the Pere Marquette between Pentwater and Muskegon was discontinued after one day's trial. It was a rainy Sunday and patronage was light.

The Ann Arbor railroad shops at Owosso have added more men and resumed a normal work day.

Municipal ownership of a gas plant seems to have received its final as-

phyxiation at Battle Creek. The latest communications on the subject were not even read in the Common Council and Mayor Bailey urged that they be brushed off into the waste paper basket.

The Menominee Retail Merchant's Association will hold its annual picnic Aug. 5 at John Henes Park.

Muskegon officials will canvass the city and urge all users of water on a flat rat to install meters.

Bellaire business men will hold their annual picnic at Grass Lake Aug. 5.

Marquette will spend \$2,500 this summer in improving its light plant. Almond Griffen.

Two Good Towns in Manistee County.

Bear Lake, July 28.—Bear Lake, which was incorporated as a village in 1893, is in Bear Lake township, Manistee county, nineteen miles northeast of Manistee. It lies on the shore of Bear Lake, a beautiful body of water where the fishing is excellent. It has two churches, a public school, a bank and two public halls. The town is greatly in need of a good hotel, as the only one it had was destroyed by fire. The merchants are a bunch of live wires. During the latter part of June, five business houses, consisting of Connelly & Son, O'Rourke & Iverson, Jim McGuire, M. E. Collins and E. J. Kingscott & Co., for years the leading merchants, joined hands and combined their stocks (\$100,000 appraised value) into a combination sale lasting seven days. Large bills, 22x28, printed on both sides, were gotten up in a very attractive manner and placed in every home for 30 miles around. The merchants speak in highest terms of the success of the sale and assert that business has been exceptionally good ever since. If the merchants in every town would get together and be more friendly and neighborly and pull off more stunts of this kind, it would keep much of the business at home that is going elsewhere. The following merchants are subscribers to the Tradesman:

Connelly & Son, general merchandise.

E. J. Kingscott & Co., general merchandise.

O'Rourke & Iverson, general merchandise.

Gus Schrader, general merchandise.

H. F. Tetzlaff, meats.

Onkama is located in Onkama township, Manistee county, thirteen miles northeast of Manistee, the judicial seat. The Government has made a harbor of refuge of Portage Lake by constructing a channel from Lake Michigan. Onkama has four denominational churches, a bank and a first class hotel, the Hotel Onkama. Stage to the junction, three miles distant, meets all trains on the main line. The following merchants are subscribers to the Tradesman:

J. J. Kenney, general merchandise.

Geo. E. Upton, general merchandise.

R. F. Wendell & Son, hardware.

A. Schrouder, confectionery.

Mrs. H. Sandenberg, Hotel Onkama.

R. F. Wendell & Son, the progressive hardware dealers, believe in using their show windows to advertise their goods. R. F. Wendell is an artist worthy of note and a display in one of their windows representing a stream running through the rocks and a castle on an elevation is entirely Mr. Wendell's own handiwork, being made entirely of tin and painted with appropriate colors, which gives it a very natural appearance. In the stream are live fish and toy ducks. Fishing tackle, guns and other sporting goods are shown.

W. R. Wagers.

Shorten the Selling Process

Anything that will shorten the process of waiting upon customers will give your sales clerks more time to wait upon *more* customers. The accepted answer to this selling problem is—advertised goods.

Advertised goods remove the necessity for argument. The purchaser *knows* advertised goods, knows N. B. C. goods, has confidence in them and buys them. Advertised goods eliminate argument and so save lost time.


By one move—the selling of advertised goods—your clerks can sell to three or four people in the time it formerly required to sell to one. Prove it yourself—sell N. B. C. products—they are nationally known—their quality is automatically repeated in every biscuit.

NATIONAL BISCUIT COMPANY



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.

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



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.

CAPE COD CANAL.

Boston Brought Seventy Miles Nearer New York.

Over two thousand good ships wrecked, and between seven hundred and eight hundred lives lost in the sea—that was Cape Cod's toll of disaster during a period of sixty years. The life-guards, patrolling the beach on the watch for vessels in distress, pushing out their boats in despite of waves and wind to risk their lives in attempts to rescue others, the keepers of the lighthouses and lightships, that send out their beams in clear weather and their warning whistles or bells in snow or fog, have done as splendid work in saving many the Atlantic would have claimed; but they could not save all. Cape Cod has remained a name of fear among followers of the sea until now; and this summer is to see it robbed of its terrors. The canal across the Cape, connecting Cape Cod Bay and Buzzard's Bay, near Onset, after more than two centuries during which the need was realized, has at last been constructed, and was formally opened on Wednesday, July 29. The perilous Cape is to become a protection.

Winter gales around the Cape, driving sleet and snow before them and whipping the waters into white mountains to hurl them against the land, have written the history of its harbor villages in tragic chapters. Summer folk cruising along its shores, drifting on one of its famous calms, with the sun glaring down all day on glassy water and yellow sand, have wondered at the stories of its winter viciousness. Cape Cod folk, however, can tell from personal experience of the famous gale in which the steamship Portland was lost, with no soul saved of all who sailed on board of her, a gale that brought hail the size of beach stones, tore up the beach and re-formed it in great, new dunes, whirled up the sand in such showers that it scarred the window panes until they looked like ground glass, and shook the cliffs with the fury of the seas. It is the human service of preventing waste of lives in such waters, and of supplying needs of people in industry which is the greatest that the canal is to perform. Life-guards will still keep their vigilant patrol, lights will still be lighted, and warning signals will be sounded for any ships that may be at sea. The coastwise vessels, however, in the winter at least, will move to their ports by a sheltered passage, secure and free from the fear of tempests.

Great as may be the satisfaction over the completion of the canal, there is no particular material for patriotic pride in the memory that the need for a Cape Cod Canal was so impressed on the minds of the New England fathers that, as early as 1697, the General Court of Massachusetts appointed a committee to survey a passage; that nearly a century later, in 1776, Gen. Washington ordered Thomas Machin to survey a route "which would give greater security to navigation and against the enemy."

and that, from those days to the present, although the idea has been constantly recurring to Government officials and far-seeing men, nothing was accomplished. It is significant, too, that the canal now to be opened has not been built as a result of Government action in recognition of a public need, but by a private business corporation, because a number of business men thought it looked like a profitable proposition. The Cape Cod Canal, like many other vital social works, is the result of an economic demand appreciated none too early.

This, of course, does not detract from the credit to be paid to the men who have finally carried through the work. This generation may take some pleasure in the fact that it is the one which will be credited with the wisdom and confidence to build the canal. Undoubtedly, there has been much pleasure to the business owners in planning it in the thought that it would serve so useful a social purpose. Innumerable families will have cause to be grateful to the builders of the Cape Cod Canal.

Dwellers on the Cape, perhaps made skeptical by the 200 years of procrastination, even after work was well started, were of the opinion that "there wan't goin' to be no canal." They, in many cases, could not conceive of Cape Cod being turned into an island; and so strong was their skepticism that many of them even refused to move until the dredges were practically undermining the foundations of their houses. One determined old New England woman, unflinchingly opposed to anything so revolutionary as a canal anyway, continued to occupy her house, her place being in line with the course of operations, believing that the engineers would decide they had met with an insuperable obstacle. When digging had been going on for some time at the edge of her place, however, and one day her house coasted half-way down into the excavation, she began to decide that she might have been mistaken. She moved further up the hill and took to making a good living selling tobacco to the men on the canal gangs.

The Cape Cod Canal will serve a traffic which is constantly going on around the Cape at present, and which is set at a total of 25,000,000 tonnage. This is likely to increase with knowledge of the advantages of using the canal. Tugs and barges carrying coal, cargo schooners and fishing fleets, now taking some 500,000 people a year around the Cape, and private yachts, all sorts of craft, will want to use the canal. To an American interested in the development of a merchant marine, it is important to consider that all but a very small part of this shipping is under the Stars and Stripes.

The canal will bring Boston and other ports east of the Cape about seventy miles nearer New York, Philadelphia, Baltimore, Norfolk, and the other Atlantic ports. For steamers carrying passengers, it is estimated, this will mean a shortening of time in the trip of about four hours, allow-

ing a saving of coal and giving a better chance of attracting passengers with the ability to set a later hour of starting for the night trips from New York and Boston. Barges and schooners which now take the outside passage are subject to an average weather delay of four days each round trip. This has been calculated to represent a money loss of 10 cents a ton on the 7,000,000 tons of coal and lumber carried around the Cape, so that in this one item alone the canal has been roughly judged capable of saving \$700,000 a year.

When opened for traffic, the canal will be dredged through its entire length of eight miles to a depth of twenty feet at high water. Since it is a sea level and not a lock canal, its depth will vary with tides; but it is expected eventually to deepen it so that the largest coastwise steamships can pass through. By the beginning of winter, it is expected that it will be dredged to a high-water depth of twenty-five feet. The narrowest part of the bottom is 100 feet in width. The construction has been pushed as rapidly as possible, and since ground was first broken on June 22, 1909, excavation has proceeded for a considerable part of the time at the rate of 400,000 cubic yards a month. The first water flowed through on April 21, 1914.

Less than fifty business men have built the Cape Cod Canal, at a reported cost of some \$12,000,000, for a purpose which will benefit and stimulate the whole American coast trade. Whether the canal will pay or not is naturally the most pressing concern of those interested in it, but with its strategic position there is very little doubt that it will prove to be a good business proposition. There can be no question of the advantages of the easier and safer inside route for commercial vessels in the dangerous period of winter and in any time of bad weather.

Not the least significance of the completion of the Cape Cod project is that it is a first step in the direction of that great system of inland waterway routes, covering the danger points all along the Atlantic seaboard, which has often been discussed as a possibility and advocated as a commercial measure. Such a chain of protected inland routes would make it possible for a vessel to pass from the Gulf of Maine to the Gulf of Mexico with the shelter of the land between it and the sea all the way, in seasons when passage was unsafe on the open ocean. So the course of business would continue uninterrupted, and thousands of dollars would be saved from waste by delay and wreck. The success of the Cape Cod Canal will be watched with much interest. The three canals now under construction, the Panama Canal, the New York State Barge Canal, and the Cape Cod Canal, have pointed the way to the three methods of solving such problems—Government, state or private action.

However the problem is solved, the Cape Cod Canal stands as a sign that the people of these days are awake to this long-neglected oppor-

tunity in commerce and to the responsibility of providing for its safety of traffic by sea. The new waterway may be taken as a promise of a perfected system in the development of an American merchant marine worthy to rank with that of the old days, a system which may stand as a credit to the wise foresight and social consciousness of the people by whom it was built.

A small boy with made over trousers naturally takes after his father.

Match Price List

NON-POISONOUS

Strike Anywhere Safety Matches

| | Price for 5 cases and over per case | Price for less than 5 cases per case |
|--|-------------------------------------|--------------------------------------|
| SAFE HOME | | |
| No. 5 size—5 boxes to package, 20 packages, (100 boxes) to case | \$3.50 | \$3.60 |
| BIRD'S-EYE | | |
| No. 5 size—packed 5 boxes in package, 20 packages (100 boxes) in case | 3.40 | 3.50 |
| BLACK DIAMOND | | |
| No. 5 size—packed 5 boxes in package, 20 packages (100 boxes) in case | 3.25 | 3.40 |
| MARGUERITE | | |
| No. 5 size—packed 12 boxes in package, 12 packages (144 boxes) in case | 4.40 | 4.65 |
| SEARCH LIGHT | | |
| No. 5 size—packed 12 boxes in package, 12 packages (144 boxes) in case | 4.40 | 4.65 |
| BLUE BIRD | | |
| No. 5 size—packed 1 doz. boxes in package, 12 packages (144 boxes) in case | 4.10 | 4.35 |
| CRESCENT | | |
| No. 5 size—packed 12 boxes in package, 12 packages (144 boxes) in case | 4.00 | 4.25 |
| SWIFT & COURTNEY | | |
| No. 5 size—packed 12 boxes in package, 12 packages (144 boxes) in case | 3.85 | 4.10 |
| BLACK SWAN | | |
| No. 5 size—packed 12 boxes in package, 12 packages (144 boxes) in case | 3.70 | 3.85 |
| BEST AND CHEAPEST | | |
| No. 2 size—packed 12 boxes in package, 12 packages (144 boxes) in case | 1.60 | 1.70 |
| RED DIAMOND | | |
| No. 2 size—packed 12 boxes in package, 12 packages (144 boxes) in case | 1.60 | 1.70 |
| ANCHOR | | |
| No. 2 size—packed 1 doz. boxes in package, 12 packages (144 boxes) in case | | |
| GLOBE | | |
| No. 1 size—packed 12 boxes in package, 36 packages (432 boxes) in case | 2.70 | 2.85 |
| STRIKE ON BOX MATCHES | | |
| RED TOP | | |
| B Size—12 boxes to package, 60 packages (720 boxes) to case | \$2.50 | \$2.75 |
| ALUMINUM | | |
| AL Size box—12 boxes in package, 60 packages (720 boxes) in case. Per case | 1.90 | 2.00 |
| | 1.40 | 1.50 |

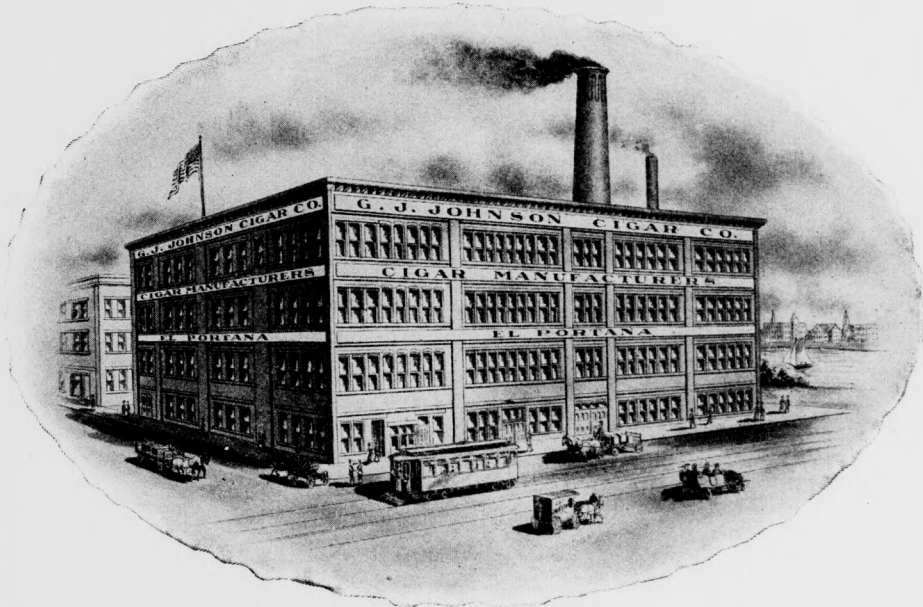
United States Nobby Tread
Goodyear & Goodrich Tires
 Kan't Blo Reliners
STANDARD TIRE REPAIR CO.
 15 Library St. Rear Majestic Theatre
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G. J. Johnson Cigar Co.

Makers

Grand Rapids, Mich.





What Is in Store in Autumn Neckwear.

A question which is now engaging buyers of autumn neckwear, and one that concerns them vitally, is whether or not high colors and patterns have been overdone. They came into vogue about a year ago and were quickly "turned over." This spring and summer, however, there has been a noticeable drop in the sales of vivid colors, and many retailers who bought them liberally find that their sale is slow. Popular taste seems to have executed a complete face-about. The colors now called for are unusually conservative and staple patterns, like polka dots and neat embroideries on plain backgrounds, are running far ahead of novelties. Perhaps this change should be credited to the bold colorings and patterns introduced in shirts—pinks, yellows and similar "off" shades—which necessitate the wearing of plain or quiet-patterned scarfs. Anyway, this is a condition that must be reckoned with in fall orders, although, to be sure, every retailer will have to settle the question for himself according to location, circumstances and the character of his trade.

As foretold last month, the narrow four-in-hand is finally and unmistakably out of it, and the broad-knot, full apron, flowing-end four-in-hand rules the demand for autumn. So complete has been this change that it has practically eliminated the "35-cent special" that quite a few retailers were accustomed to offer as a "leader" and upon which they "cashed in" heavily. This cannot be produced in the now large shapes. However, the "65-cent special" is its legitimate successor, and this price, together with 55 cents, can be freely used by dealers for autumn to stimulate sales in goods above half-a-dollar.

Colors for autumn are something of a puzzle. There seems to be no particular one that stands out above its fellows. Mandarin or flaming orange might have been called the distinctive novelty shade of spring, but autumn as yet has brought forward no decided favorite. Perhaps green will top order sheets. Tan is not strong. Blue is a staple. Yellow is too extreme. Pink is a popular shade but only in combination and for embellishment. The effectiveness of autumn silks will lie more in their quality and richness, than in the use of any striking color.

Among autumn patterns, one sees frosted weaves, brocaded effects, moires and satin-striped silks, besides all the old treatments. The influence of French taste is notably apparent

in luxurious brocades of Parisian inspiration. In high-priced scarfs, the market is flooded with imported silks, English, French and Austrian. English, French and Austrian. speculation, are neither stronger nor weaker. The lines are not large this season, and this business is now preempted by a few houses that have the facilities to turn them out. Whether they will get back into favor depends upon the novelty that manufacturers put into them.

Batwings and ties have had a tremendous sale so far this summer. Conditions have been shaping themselves toward this for several seasons. A novel Parisian shape has open, pointed, elongated ends. Others are made with the familiar snug knot and spreading ends. The brightest of stripes are freely used and polka dot effects have been exceedingly popular. New among Tuxedo ties is a half-and-half, black-and-white crepe silk that ties into a white knot with black ends.

The accepted popularity of the poke collar for formal evening wear for the coming fall and winter season will add to the popularity of the "tab" shaped dress tie. The "tabs" hold the tie securely in the proper position and because of their position the ends are just the right length to make the properly shaped bow and knot. Shapes in dress ties will be larger for fall and a wide range of both plain materials and fancy figured effects are offered to the trade. —Clothier and Furnisher.

National Association of Clothiers to Be Formed.

Secretary C. E. Wry of the National Organization Committee, states that his Committee has definitely decided to hold a meeting in Chicago during the month of September, at which a National Association of retail clothiers will be formed. Each of the state organizations will appoint delegates to this meeting, three delegates being allowed for the first 100 or major fraction of 100 members in the state association, and two additional delegates for each additional 100 members they have. Where the state associations do not have fifty or more members they will be allowed two delegates. In addition to this number, the members of the National Organization Committee will be regarded as delegates at large, with the right to a vote in the meeting.

When a girl has a real pair of props and a swell pair of silk stockings she has to overcome an awful temptation to get a pair of scissors and shorten her skirt about six inches.

SUCCESSFUL SALESMEN.

F. R. Collar, Representing the Jaques Manufacturing Co.

Fred R. Collar was born in Coldwater, May 4, 1871. His father was of English descent. His mother was Scotch-Irish. When he was six months old the family removed to Sturgis, where Fred remained until he was 21 years of age. On completion of the tenth grade in the public school, he entered the clothing store of Nathan Frank, where he remained a couple of years. He then entered the clothing store of J. W. Stray, where he remained a couple of years. He then went to Chicago, where he spent a year with his uncle who was engaged in the cigar business. He then engaged in the Turkish bath business in Kalamazoo, which he continued for five or six years. In 1898 he came to Grand

months in North Dakota. He has just returned from a three weeks' trip in Iowa. His principal duty is starting out new men who have been hired by the house.

Mr. Collar was married August 9, 1893, to Miss Della Ely, of Kalamazoo. They have a boy 8 years old, who was 5 years old when the accompanying picture was taken. A daughter, Mildred Irene, died December 15, 1910, at the age of 16, as the result of a combined attack of measles and pneumonia. The family reside in their own home at 1315 South Lafayette avenue.

Mr. Collar is a member of Traverse City Council, No. 361, U. C. T., but has no other social or fraternal relations. His hobby is selling baking powder. His theory is to make it as hard for competing salesmen as possible. He attributes his success to application, hard work and to a



FRED R. COLLAR AND SON

Rapids and opened the Turkish bath establishment in the Livingston Hotel, selling out eighteen months later to take the position of traveling salesman for the Calumet Baking Powder Co. He continued in this position for eleven years, when he went on the road for the Jaques Manufacturing Co. in the same territory. A year later he resigned this position to join hands with D. Christie, of Muskegon, in the manufacture of baking powder on his own account. This arrangement continued one year, when Mr. Collar returned to the Jaques Manufacturing Co. March 10, 1913. He has no regular territory. His position is that of general utility salesman. He goes wherever the house sends him. Last year he spent two

close and comprehensive study of his business. He believes it to be the duty of the traveling salesman to study the hints thrown out by his house and to make the best use of them possible. He attributes his persistence and grit to his Scotch-Irish ancestors and, next to his profound respect for K-C baking powder, is the confidence he feels that he is admirably equipped, both by birth and environment, to acquire and retain the proud position he holds in the business world.

The mintage of wisdom is to know that rest is rust, and that real life is in love, laughter and work.

Many a man who marries for money is a poor collector.

Shift in the Management of Butler Brothers.

Chicago, Aug. 3.—At a recent meeting of the Directors of Butler Brothers, the by-laws were amended to create the office of Chairman of the Board and the number of Vice-Presidents was increased from three to four. The new list of officers is as follows:

- Chairman of the Board—Edward B. Butler.
- President—Homer A. Stillwell.
- Vice-President—Homer P. Knapp.
- Vice-President—Walter Scott.
- Vice-President—Jacob H. Schoonmaker.
- Vice-President—Frank S. Cunningham.
- Secretary and Treasurer—John R. Schofield.

Mr. Butler's reasons for wishing to give up the active Presidency, while continuing without change his interest in the business, financial and otherwise, are explained in the accompanying letter To the Men and Women of Butler Brothers.

Marvin B. Pool was elected manager of the Chicago house.

Butler Brothers.

Mr. Butler's Letter to the Employees.

Chicago, Aug. 3.—In retiring from the Presidency and accepting the less arduous position of Chairman of the Board of Directors, I desire to say a few personal words to my associates and fellow workers in Butler Brothers.

Thirty-seven years ago last February my brother and I opened a little wholesale notion store in a room twenty by forty in the city of Boston. I have seen that business grow until to-day everyone knows Butler Brothers to be by far the largest jobbing institution in the world.

Business with me has been a pleasure and not a task. This is due to the fact that during all these years there has existed among the members of our business family a spirit of loyalty and co-operation which, I am sure, is rarely to be found.

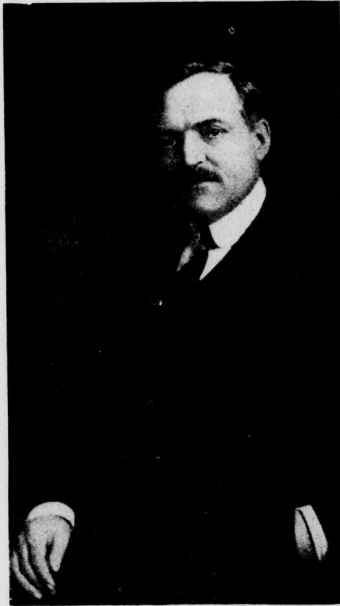


EDWARD B. BUTLER

I have been President of the corporation of Butler Brothers for just twenty-five years. It has long been my purpose to withdraw from the active headship, before reaching the age of 60. It was and is my belief that the best interests of a great and growing business require a young man for the strenuous position of President.

This business could not have become what it is unless it had developed for its important posts young men of ability. To-day there are in our five houses no less than a score of men any one of whom is qualified to assume the responsibilities which I am laying down.

Mr. Stillwell and I have been so closely associated for many years that his succession to the Presidency will



HOMER A. STILLWELL

mean no change in policy. It will, I am sure, lead to a quickening of energy throughout the organization that will cause the business to expand even more rapidly than heretofore. I am most happy to be able to hand over the reins to one so well equipped in ability and experience, and whose personal and business ideals are so high.

My health was never better than it is to-day. I am not retiring from business nor from Butler Brothers. As Chairman of the Board of Directors I shall continue to be in touch with the business in its broader aspects. My financial holdings will remain unchanged and my interest in the welfare of Butler Brothers will be no less warm in the future than it has been in the past.

Edward B. Butler.

It is is amusing now to read of banks that were at one time known by religious names, but religion had much to do in the formation of the Phoenix National Bank of Hartford, Conn. The Hartford Bank had been established by the Congregational element and was a powerful factor a century ago. Episcopalians and Baptists and others were not living in that harmony so conducive of peace and unity. The Episcopalians wanted a bank and secured a chartered 100 years ago from the General Assembly. They were uneasy when they thought of their money reposing in a Congregational bank. Religion and politics were mixed in the formation of the Phoenix Bank, although they are said to be better far apart. The Phoenix was known as the Episcopalian Bank, but prospered and recently celebrated its centennial.

Frenzied Arithmetic.

Teacher—If there were five mosquitoes on my hand and I killed two how many would remain?

Gracie—The two dead ones, ma'am!

A poor leader may make a good follower.



*There is Money for the Grocer
in the Increasing Use of
Karo for Preserving*

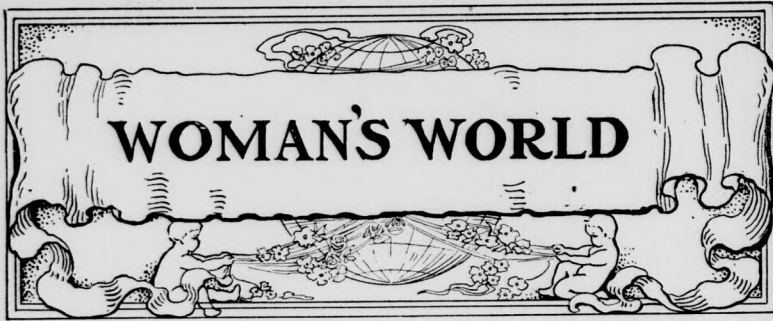
ABOUT this season and continuing well into the late fall there is a sharp increase in the sales of Karo (*Crystal White*) for use in putting up preserves.

More housewives every year are coming to rely upon Karo (*Crystal White*) to make their preserves better and more uniformly successful. It is well known that Karo (*Crystal White*) prevents crystallization of jams and jellies, and brings out the full flavor of the fresh fruit.

As an alert grocer, in touch with the trend of household needs, you no doubt are selling Karo (*Crystal White*) every day in the year—and are conscious that the Preserving Season is a time when you need to be especially well stocked with Karo (*Crystal White*) and to make prominent display of this household staple.

To grocers who want to get more of the Karo (*Crystal White*) business we will send *free* an attractive lithographed window trim for use in their store window.

**CORN PRODUCTS REFINING CO.
NEW YORK**



More Light on the Law of Contraries. Written for the Tradesman.

There is a principle running through human life that is spoken of as the Law of Contraries. Whether it is recognized by metaphysicians I am unable to say. A recent research, which I confess was by no means exhaustive, failed to find any mention of it in the works consulted.

But whether the metaphysicians think seriously of it or not, there is such a principle and it has important bearing on human conduct and happiness. Plain common sense people have long had some perception of it, and in literature as well as in conversation, occasionally the expression is made use of. "Such or such a thing has seemed to work out according to the law of contraries."

To illustrate: As a general rule we all have faith in the old adages, "Like father, like son," and "As the twig is bent so the tree will incline." We believe that blood will tell and that there is a good deal in the example that parents set and in the kind of bringing up they give their children. But take the Ransom brothers for instance. Their parents were model people, pillars of the church and of society, the very salt of the earth. Mr. Ransom was one of the most upright and respected men in the community, while Mrs. Ransom was as conscientious a soul as ever walked the strait and narrow path in earthly living. But the sons, the Ransom boys as they are called, both now middle-aged men, are rakes and libertines, condemned by the very people who held their parents in high honor.

In this case the power of example was lost entirely, and the most careful home training went for naught. By no principle of heredity or environment can you account for the Ransom boys being what they are. You simply have to conclude that in their case the effect of a good home and irreproachable parents has worked out according to the strange and inexplicable law of contraries.

We see other examples. Slack and slovenly housekeepers, the daughters of mothers who are fairly "nasty neat" in cleanliness and precision; children who are spendthrifts and ne'er-do-wells when the parents are thrifty and frugal to a degree; drunkards, the sons of fathers who never touch a drop—indeed one shrewd observer remarks that some of the thirstiest souls he ever has seen are the sons of scrupulously abstemious sires. Cases of this last sort are somewhat rare, for in the matter of appetite for drink, the law of heredity usually holds pretty true.

In the examples cited the law of contraries has worked out in the way of retrogression. Quite as often perhaps it does just the opposite thing. Sometimes the mothers are slack and the daughters efficient, the parents wasteful and the children economical, the fathers drunkards and the sons teetotalers.

In the choice of husbands and wives the tendency to repudiate training and tradition is often to be seen. A young man whose family is refined, cultured, intellectual, falls in love with and marries a doll-faced ignoramus whose only study is the beauty column and whose only thought is for her complexion and her clothes. Young women take to themselves husbands just as absurd and incongruous.

No more striking examples of the workings of this surprising law are to be found than those furnished by what we call opportunities. Here is a young fellow that seems to be genuinely favored by fortune. He has about everything that we call desirable—good looks, family prestige, graduation from one of our best colleges, plenty of money. We envy him his chance in life. But what does it all amount to? For unaccountable reasons he falls behind in the race of life, while some poor boy without a dollar for a start, perhaps with scarcely a friend, very likely burdened with the support of parents or younger brothers and sisters, maybe laboring under the handicap of physical weakness or defect, still forges ahead and in the long run wins out over him of the splendid opportunities.

An ambitious young woman marries and resolves to help her husband get on. She saves the pennies carefully. She assists in the store or in the office. She plans, she schemes, she devises. She pushes and she pulls. In the presence of such surpassing energy and capability, her husband's powers become dwarfed. What is the need of his exerting himself greatly? Why not take things easy? And so as to ultimate results the wife's consummate helpfulness really hinders.

Another young woman marries. She is indolent, helpless, extravagant. From the start the young husband has to meet heavy bills and is burdened by household cares. He is up against it. But it brings out what is in him. Through necessity his brain becomes keen and active, his judgment cool and sound. He succeeds far beyond his neighbor with the capable helpmate. Who shall say that in his case the little wife's helplessness has not helped, her indolence urged her hus-

band forward, her extravagance tended to build up his fortune?

Now things do not always come out this way—far more often they come out "regular" so to speak, or as we would have reason to expect. Now how are we to know when the usual order of things will fly the track, and we shall get just the reverse of what we desire and calculate upon? A shrewd young woman recently married who has observed with sharp eyes the ways of her friends and their husband's remarked—"I really don't know whether to keep nagging my man all the time or just to let him take his own head for everything." And truly, how is she to know?

The common interpretation of the law of contraries is that something has been carried to an extreme, a virtue has been run into the ground, or a vice has shown its full folly and hideousness. If the children of good parents go wrong, we say "Maybe this father and mother were too strict. They didn't make allowances enough for youthful spirits and love of fun." Excess is apt to produce a reaction. Probably this is the right clue to this mysterious law. Still it must be said that excess sometimes works out directly and as is intended, and the law of contraries does not appear in the result. Much seems to depend upon the personalities involved.

Won't some practical philosopher take hold of the subject and give us a dependable working line on this old and puzzling law of contraries? So that we may know when it ought to

enter into our calculations and when we may safely disregard it?

Quillo.

The Mail-Order Disease.

There was a man in our town called "Mail-Order-Petree" who went bare-footed because he couldn't order the right size from the mail-order house. When he fell sick, he sent off for patent medicine. For ten years he toiled and saved until he had a hundred dollars which he put in a mail-order bank down in St. Louis. When the bank failed, Petree just smiled and said, "Oh, come easy go easy."

A few years ago he appeared at the magistrate's office with a mail-order wife, whom he had just met in the columns of a matrimonial paper, and after they had been married a little while they went to an orphan asylum and got a mail-order baby.

Petree has bought a cemetery lot in Kansas City by mail-order to be paid for on the installment plan. He says furthermore that he has no use for the preachers and hypocrites of this town, but is taking a magazine called the "Magazine of Mysteries" which teaches some new ideas about life, and he will doubtless wind up in a mail-order heaven.

Wm. Allen White.

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

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(To be mixed with water)
Coast Manual. A Text Book for the Sign and
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Send for Catalogue of School and Supplies

BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

St. Joseph, July 21—Nemer A. Etoll, general merchant of Allegan, filed a voluntary petition and was adjudicated bankrupt and the matter was referred to Referee Banyon. The following liabilities and assets are scheduled:

Secured or prior claims.
 City Treasurer of Allegan, taxes \$ 5.57
 Ferris Etoll, Allegan, clerk hire 120.00
 Wedith A. Etoll, Allegan, chattel mortgage 495.68
 Overton Creamery Co., Allegan .. 236.86
 Franklin McVeigh Co., Chicago .. 128.48
 First National Bank, Allegan .. 357.00

Unsecured Claims. \$1,123.59
 Crown Paper Co., Jackson\$ 8.00
 Worden Grocer Co., Grand Rapids 19.90
 George H. Seymour, Grand Rapids 25.35
 Hanselman Candy Co., Kalamazoo 98.80
 Davison Bros., Des Moines 27.50
 Taylor Bros., Battle Creek 20.76
 Lee & Cady, Kalamazoo 30.31
 A. Casabianca & Son, Grand Rapids 18.53
 M. Plowaty & Sons, Grand Rapids 52.86
 Ginocchio, Costo & Co., Chicago 13.75
 Riddle, Graft & Co., Delaware O. 42.20
 H. F. Schoenheit, Kalamazoo 32.60
 H. Van Eneenam & Bro., Zeeland 56.71
 Ellis & Bashara Co., Grand Rapids 12.78
 G. W. Mills Paper Co., Milwaukee 94.44
 Badger Candy Co., Grand Rapids 11.00
 G. B. Russo, Grand Rapids 75.51
 James G. Redner, Battle Creek 76.88
 Michigan Trust Co., Grand Rapids 55.43
 Baker & Hoekstra, Kalamazoo .. 29.74
 Manufactures Sales Co., Flint 51.15
 Frank Spalla, Kalamazoo 50.36
 Woodhouse Co., Grand Rapids 27.25
 Cadillac Cigar Co., Detroit 24.65
 Levey & Lewis, Kalamazoo 62.26
 Gottman & Kretchner, Chicago 15.40
 Commonwealth Power Co., Allegan 21.00
 Carl Cigar Co., Allegan 6.60
 S. P. Straub, Allegan 200.00
 Minnie Essi, Allegan 20.00
 Overton Creamery, Allegan 20.00

Total assets, including exemptions of (\$550) \$1,410.75.

July 16—In the matter of William H. Evans, bankrupt, of St. Joseph, the trustee filed his supplemental final report and vouchers and an order was entered by the referee closing the estate and discharging the trustee. The record book and files were returned to the clerk of the district court.

July 22—In the matter of Herebry L. Levey, Harry J. Lewis, and the co-partnership of Levey & Lewis, bankrupt, of Kalamazoo, the trustee filed his supplemental final report and vouchers, and an order was entered discharging the trustee and recommending the bankrupts be granted their discharges.

July 23—In the matter of the McMahon-Wicks Coal Co., bankrupt, of Kalamazoo, the first meeting of creditors was held at the latter place. Charles L. Dibble was elected trustee and his bond fixed at the sum of \$1,000. Sidney S. Wattles, Clarence Cairns and John Burke were appointed appraisers. The trustee was authorized to sell the entire assets of the bankrupt estate at private sale immediately and without notice to creditors. James McMahon, President, and Samuel J. Dunkley, Secretary, of the corporation were sworn and examined as to the condition of the bankrupt estate. Adjourned for thirty days.

July 25—A voluntary petition was filed by the H. A. Fisher Co., a corporation of Kalamazoo engaged in the florist business, and the concern was adjudicated bankrupt by Judge Sessions, whereupon the matter was referred to the referee. Following is a list of the bankrupt's liabilities and assets:

Claims Having Priority.
 City of Kalamazoo for taxes\$ 92.39
 Maurice Fisher, labor 193.44
 Herbert Fisher, labor 77.00
 George Fisher, labor 60.00
 Benjamin Shapiro, chattel mortgage 1,201.12
 Unsecured Claims. \$ 62.53
 A. Crofvert, Kalamazoo\$ 62.53
 Commonwealth Power Co., Kalamazoo 34.90
 Kalamazoo Loose Leaf Binder Co 13.00
 Harry A. Scott & Co., Kalamazoo 67.75
 Kalamazoo Auto Sales Co. 25.45
 Michigan State Telephone Co. 67.60
 Jems Jackson, Kalamazoo 342.74
 Wm. Van Peenen, Kalamazoo 180.00
 B. A. Bush, Kalamazoo 60.00
 Budeman, Adams & Weston, Kalamazoo 104.00
 Donald Boudeman, Kalamazoo 204.82
 First National Bank, Kalamazoo 3,000.00
 Chicago Rubber Co., Chicago 22.20
 E. C. Anling & Co., Chicago 247.05
 Victor Bros., Chicago 427.88
 Peter Reinberg, Chicago 306.42
 A. L. Randall Co., Chicago 991.19
 George Reinberg, Chicago 201.28
 D. E. Ferris, Chicago 227.59
 Frank Oechslin, Chicago 41.56
 Sefton Mfg. Co., Chicago 108.82
 Botanical Decorating Co., Chicago 32.26
 Vaughn's Seed Store, Chicago 76.30
 J. A. Budlong Co., Chicago 1,621.75
 Phil Schoup, Chicago 100.00
 Chicago Flower Growers Assn. .. 1,955.03
 John Kruchten, Chicago 175.00

Pochleman Bros. Co., Chicago1,247.69
 Zech & Mann, Chicago 474.43
 Kenneicott Bros. Co., Chicago 3,400.00
 Kircheimer Bros. Co., Chicago 15.00
 David Clark & Sons, New York .. 72.30
 American Fuel Co., New York 15.00
 Lyon & Co., New York 65.59
 N. Rice & Co., Philadelphia 141.75
 H. Byaersdorfer, Philadelphia 64.31
 A. R. Stickle, Red Hook, N. Y. ... 65.62
 L. P. Scharfer, Red Hook, N. Y. ... 98.35
 Crescent Paper Co., Indianapolis 45.78
 Chas. Zinn & Co., Chicago 31.20
 Peters & Reed Potter Co., Zanesville, Ohio 6.00
 W. H. Ettinger, Waterloo 4.50
 Irving Stickle, Red Hook, N. Y. ... 45.00
 Grodon B. Smith, Lansing 400.00
 Benjamin Shapiro, Kalamazoo 185.00

Assets. \$17,074.86
 Stock in trade, estimated\$1,500.00
 Furniture and fixtures 1,500.00
 Accounts receivable \$3,930.65

The referee was appointed receiver to hold the assets until the first creditors' meeting and the election of a trustee. An order was entered by the receiver appointing Lincoln Titus, of Kalamazoo, custodian.

Hard Work the Basis of All Success.

Successful business life depends on the achievements of a few brilliant master minds who plan and direct and the general competency of many comprising the rank and file. The spirit of the hour is efficiency and it should be applied to the thousands who do the work as well as those who plan. A general can't depend upon a poor army.

Young men should understand in the beginning that success in life does not mean money accumulation or success in business. Success lies in what you are, not who you are or what you've got. You have achieved success if you are gentlemen.

In a business career it is important that you should start right. Some are forever starting and never finishing. An employer looking over the history of an applicant will learn that he has worked a month in this place and another month in that and two months in some other place. A six months' record of employment is unusual. You can't earn your way shifting about. Find the work you are fitted for and stick to it.

Choose House With Right Methods.

It is important that you go to work for some house of character. You can't afford to work for a house whose methods are not right and then find out after eight or nine years that you can't approve those methods.

I don't think much of the expressions "born salesman," "born credit man," or being born into any other variety of employment. Mighty few of us are born for any particular thing. I believe that a good seller of life insurance would make a good salesman in any line to which he might apply his capabilities. But you must be satisfied with your work, so select a good house, something you think you are fitted for—and stick. It is important to stick, for it must be said in the end that promotions usually come from length of service.

What does the business world expect of a young man who seeks employment? It expects little, but it hopes for much. It has greater hope that you will prove competent than you have yourself. Don't forget when you apply for a job as stock boy that you are putting in an application for the best position in the house some time, for it follows that you are a

possibility for a position of trust and responsibility in the future.

Dishonest Young Man Bankrupt.

A business man expects that a young man will be honest. If he is not honest he is a bankrupt. It seems to me that young men have different ideas of honesty than when I was younger. They have a habit that they define as "swiping." They wouldn't steal money, but occasionally we find them "swiping" socks or ties. It is stealing just the same. Unless you are honest, no matter how brilliant you may be, you are bankrupt.

There is a larger honesty that is demonstrated in the young man who is not afraid to work a little more than is expected of him, who doesn't watch the clock. This kind of a young man goes ahead with his work and does it in the best possible way that he knows how and isn't worrying about whether he is given due credit.

Young men should be in good health. Business is hard these days and demands that a man be on the job all the time. You should be in good health so your employer won't have to worry whether Jones is down to-day, because he knows that Jones is on the job. Have a good time, but don't run around at night at the expense of your work. Be healthy and you'll be vigorous and cheerful. You'll be a good mixer and it is most important to know how to handle yourselves with other men. Personality and cheerfulness count for a great deal in the business world.

There have been so many different systems of handwriting in our schools that we are a million years behind the writing of the world. I trust they will finally decide upon some system and stick to it. Poor writing by applicants is always against them, and it is common enough for an employer, after an applicant has written his name, to ask him what he has written.

"But," perhaps you will say, "I don't expect to be a book-keeper." I don't recommend book-keeping, but how do you expect to get your job? Mere handwriting may get it or lose it for you. You must have the chance to start. You should learn to make decent figures and write them under each other so they can be totaled. You must be able to do these simple things correctly if you expect to get anywhere.

Must Be 100 Per Cent. Perfect.

Who is the young man who is promoted? He is the young man who dusts the desk in the best manner, and the young man who is selected for the next promotion further along is he who is doing his particular work in the most capable manner in which it may be performed. The first few places don't call for much brain work, perhaps, but they give you a chance to develop. When the time comes for you to do something else you must have a mind trained to comprehend what is told you, what you are doing, and why you are doing it. You must have an eye on the job ahead of you. Your mind must advance, it must be receptive, so that

you are competent to do the next thing ahead of you.

In our firm a position on the road is considered among the most desirable. Every young man wants to go on the road. We had one of this description, clean cut, energetic, and we gave him an opportunity to break in by accompanying one of our regular salesmen on a trip. At the end of six weeks the salesman said he regretted to report that the boy would not do.

"He'll work twenty-four hours a day," he wrote. "He'll do without sleep, and he's willing, but he hasn't trained his mind sufficiently to be of any value. I can't trust him to engage a room at a hotel in advance, for he'll forget what I tell him."

You may squeeze through in school on an average of 75 per cent. but when you get out into the world that average won't do. I don't know of any poorer paid men in the world than those elderly men who have to watch the railroad crossings, but suppose that their work was performed upon a 75 per cent. average? Or, suppose that a locomotive engineer only took note of 75 per cent. of the signals? How would you like to do business with a bank that had only a 75 per cent. average in the payment of its deposits? In the business world you have got to be nearly 100 per cent.

Nothing pays a young man in business so much as courtesy and consideration for others. Nothing attracts an employer so much as this element of courtesy and it is quite important to obtain your employer's attention.

If you are not meeting with the advancement you anticipated in the house you are connected with, don't get discouraged. Some one will be looking for you some time from some other house, and the qualifications that have made you valuable with your first employer will be appreciated by subsequent employers.

Work—hard work—is the basis of all success. The man of only moderate qualifications will surpass the most brilliant competitor if he is a hard worker, and that is why so many brilliant minds are not successful in business. It is because they are not hard, persistent workers.

E. M. Skinner.

Summer Dangers.

The heat of summer is apt to submit many kinds of goods in grocery stores to a severe test. Therefore, even in the stores best equipped with refrigerating facilities, summer buying should be of a more hand to mouth character than winter buying. Also summer sales should be rapid, to insure a quick turnover of perishable goods. If wholesale deliveries could be made daily or every other day, with regular routes to include all local customers of the smaller class, it would be a good thing so far as the freshness of small retail stocks in the summer is concerned.





August the Month For Clearance Sales.

August is the month that marks the close of the selling season for summer footwears and it is the unloading month of all seasonable merchandise. The dealer must realize that the cream has been skimmed off the summer's milk. If the undesirable and broken lines could be returned to the factories at cost price, a merchant could breathe a sigh of relief, feeling that his profits had been justly earned. But such a method cannot be made use of. The dealer must look to the public to take these goods off his hands.

The continual pound, of the self-same style of advertising has educated this unfeeling public to the fact that goods are not worth as much in August as in June or July, and it is evident that a clearance sale must be inaugurated.

Let this sale extend to all old stock, broken lines and odds and ends clear it out and be ready for the new goods when they arrive. Aim to clean up as effectively as possible. Some incentive or spur will be needed to move old goods at a lively pace. It will be necessary to shave the profits on any merchandise that will deteriorate rapidly in value by remaining on the shelves. Advertise persistently. Perhaps a "Pre-Inventory Sale" will bring a lot of extra trade. If handled properly this, or an "End of the Season Sale," will clean up your stock. Other names that suggest themselves for clearance sales are "Our Twice a Year Clearing Sale," and "Regular Half-Yearly Sale."

August is also an excellent time to pull off a "Hot Weather Sale." Have your advertising, window displays and show cards simmer with hot slogans, such as "Shoes That Are Hot Only in Price," "Hot Prices on Cool Shoes," or "Red Hot Snaps in Bargains That You Cannot Afford to Miss."

Just because the merchandise is priced at a low figure is no excuse for having any old kind of a window display. Neat and artistic displays should be installed in connection with an ample supply of show cards and price tickets.

The next few weeks mark the opportunity for ridding the shelves of summer shoes, an opportunity that is doubled by the weather and the persistence with which one goes at it. With considerable summer activity still ahead, the occasion becomes doubly valuable, for the need of an article doubles its selling possibilities. It is linking up this existing need for summer shoes with shoes on sale that

offers the means for the creation of business, and right here enters the mission of the display.

The shoes should be arranged with some idea as to their use, or better still, the men's shoes should be given one section of the display, the women's another, and the children's another. Thus, a display can encompass the needs of the whole family and with the proper management present the shoes in a manner that will both appeal and interest the public.

A window made of unit displays will accomplish the desired effect best. Three units can be very nicely arranged, one of men's shoes, one of women's, and the other of children's. The men's unit can be distinctly a man's display. A pedestal and shelves with shoe stands arranged on top and another lower pedestal directly in front of this similarly arranged will fill the bill very nicely. A similar arrangement can be worked out for displaying the women's and children's shoes.

Many merchants seem to think that when they have a sale the windows should be filled with shoes. Others take the position most strongly that the "stocky" window has no place in a shoe store at any time. The latter opinion is correct to a greater degree. Yet one cannot lay down a set rule that would cover every case. It depends entirely on the nature of the goods, the size of the window, the location of the store, and what is greater than all else, the skill of the display man himself. As one man puts it, "I can get good results from both styles of display. It is entirely a matter of taste. A "stocky" display is all right if it is not overdone. If each pair of shoes stands out by itself in an attractive manner, the display will have the proper appeal for the passerby. Distinctiveness is the keynote and the most important item one should strive to instill in the sale windows.

Make the windows pay more dividends by garbing them in the proper manner and instilling therein a message for every man, woman and child, therefore, you can see how you should make every inch of display room at the front of your premises tally.

All Told.

Little Amos was not a bright scholar. So when he announced, "I got one hundred at school to-day, mother," his mother was both surprised and delighted.

"Oh, Amos, my darling, that's lovely. What was it in?"

"Why, fifty in readin' and fifty in 'rithmetic."

An Easy Shoe to Sell



Why?

Because the trade-mark on the sole has come to be recognized by the consumer as a guarantee of quality and comfort.

We tan the leather, and make the shoes.

We have them in black and tan, and in eight-inch as well as regular heights. Our outing shoes with chrome indestructible sole are without a superior.

You insure your future profits when you stock merchandise of this quality.

HIRTH-KRAUSE COMPANY

Hide to Shoe
Tanners and Shoe Manufacturers
GRAND RAPIDS, MICH.

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

Need of Higher Commercial Ethics.

It is but fair to the ultra reformers who have plans to remodel the business world while you wait, to admit that they are endeavoring, however mistakenly, to do constructive work. They have adopted the socialistic notion that everything can be controlled by law and hence there is a strong trend towards paternal and sumptuary legislation in Congress and the state capitals.

Business men and business writers are called obstructionists and are accused of tearing down without plans for rebuilding. This view is based on a misapprehension of the situation. Men of affairs whose opinions should carry weight insist that laws are made to restrain the vicious while development of the higher qualities of character is engendered by education and example.

The Germans have an unwritten law which they term "sittlichkeit." It proscribes many things that statute law is silent upon, and yet is more powerful in certain directions. If any army officer cheats at cards and a society woman is neglectful of the ordinary proprieties they lose cast and are made to feel that they have sinned against their associates. "Sittlichkeit" is difficult to define, but it means the system of habitual or customary conduct, ethical rather than legal, which embraces those obligations of the citizen which it is "bad form" and "not the thing" to do.

The British Lord Chancellor in an address at Montreal last year in speaking of the German "sittlichkeit" said, "regard for these obligations is frequently enjoined merely by the social penalty of being 'cut' or looked on askance. And yet the system is so generally accepted and is held in so high regard that on one can venture to disregard it without in some way suffering at the hands of his neighbors for so doing.

There is need of a return to old-fashioned and well-nigh obsolete standards of commercial morality. Reform in the so-called trust methods of stamping out competition, and in stock jobbing operations whereby innocent share holders are despoiled will not be achieved until there is an awakening of the public conscience. The time is coming when men guilty of sharp practices will be ostracized. An enlightened public opinion will shun as moral lepers those who disregard the unwritten law and prey upon their fellows.

There is ignorance and incompetency in much of the proposed legislation, and to some extent this criticism applies to the laws now in force, but the impression obtains that the men prominent in business, transportation and finance are guilty of wrong practices and that regulative measures are necessary. Unfortunately the mere piling up of laws one upon another does not strike at the root of the matter. Big business at its worst was no more predatory and mendacious than some of the labor unions are to-day.

There will be less need of restrictive laws when righteousness proceeds, not from legislative enactment

but from the initiative of the citizenship.—Shoe and Leather Reporter.

Arranging for the Convention.

Detroit, Aug. 3.—Edward Stocker, Secretary of the Michigan Retail Shoe Dealers' Association, reports that arrangements are rapidly being completed for the tenth annual convention of the Association, to be held in Bay City, September 8 and 9. Joseph Brossett, of Bay City; Leo Gruner, of Ann Arbor, and Edward Stocker, of Detroit are on the arrangement committee, and will see that everyone attending the convention has a good time.

"Every shoe dealer in Michigan is invited to attend the convention and should attend," said Secretary Stocker. "The coming convention, we believe, will be the most successful the Association has ever held. The business sessions will be unusually interesting, and there will be a number of important papers on trade topics. The entertainment features will also be well worth while."

Secretary Stocker will make a trip to Bay City this week to confer with Joseph Brossett and other Bay City dealers regarding plans for the convention. At that time a hotel, to be used as headquarters for the visiting delegates, will be selected. Mr. Stocker has assurances that a large number of traveling salesmen will be present, and will make displays. A good delegation of Detroit shoe dealers will attend the convention and are planning to go in a body.

Check Abuse of Returning Goods.

St. Louis, Mo., Aug. 3.—Local shoe dealers are interested in the stand taken recently by the department stores to check the growing abuse of the return of ready-to-wear articles taken home on approval. In a notice to the public prominently displayed in advertisements in the daily papers, these stores announce a signed pact by which in the future "all such purchases will be considered sold and not returnable if kept in your possession more than twenty-four hours."

It seems that the abuse of the "sent on approval" sale has become so great that only concerted efforts can stamp it out, instances of worn garments being returned having been frequently found.

While an ostensible purchaser can hardly wear a shoe at all, like a gown for an evening, at the same time local shoe dealers have had cause to complain of delays in returning goods sent on approval, which if not damaged were held off the shelves an unreasonable length of time, possibly preventing a sale. Consequently the shoemen are glad of the move.

The notice is published and signed by the four largest department stores, the six leading garment and women's apparel stores in the downtown district.

Clearly Impossible.

"Feyther," said little Mickey, "wasn't it Patrick Hinry that said 'Let us have peace?'"

"Niver!" said old Mickey. "Nobody be th' name of Patrick iver said annything loike thot."

The man who has horse sense seldom feels his oats.

Mayer
HONORBILT SHOES

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

From the Thumb

To the Finger Tips

Largest Handlers of Tennis Footwear In Michigan

Grand Rapids Shoe & Rubber Co.

The Michigan People

Get our Catalogues of Hood Tennis

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.



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

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

Wafted Down From Grand Traverse Bay.

Traverse City, Aug. 3.—A great deal of good work has been done by Hotel Inspector John W. Thorn and there is no one who appreciates it more than the boys on the road. While Mr. Thorn has insisted that the hotels live up to the letter and spirit of the law, has not left any sore spot behind. Mr. Thorn seems to be the right man in the right place.

Frank S. Ganiard, Supreme Junior Counselor, who has made his home in Jackson for some time and carried a grip for C. Elliott & Co., of Detroit, has severed his connection with the above house and engaged in the grocery business at Ann Arbor. The trade will miss Frank's pleasant ways, for he has a host of friends, both with the trade and the travelers, and we wish him all the success there is due him in his new venture.

It might be of interest to our readers to learn of the appointments that Grand Counselor M. S. Brown has made, so here goes.

Grand Chaplain—A. W. Stevenson, Muskegon.

Grand Legislative Committee—L. J. Burch Detroit; James F. Hammell, Lansing; E. A. Welch, Kalamazoo.

Railroad and Transportation—T. F. Follis, Marquette; John Q. Adams, Battle Creek; William T. Bellamy, Bay City.

Hotel, Bus and Baggage—C. C. Starkweather, Detroit; Rodney W. Eaton, Flint; B. N. Mercer, Saginaw.
 Grand District Deputies—Harry D. Hydorn and James F. Hammell.

Only one more \$2 assessment this year and then you may prepare to pay \$5 each time, but we will only have two of these \$5 assessments each year, making the cost for indemnity only \$10 per year, with the council dues added, which plan was adopted at the last Supreme Council session. Out of about 6,000 replies that our Supreme Counselor Claude Duval received more than 5,000 were in favor of this plan. This new method will save the order about \$12,000 in postage and printing, besides eliminating the clerical work of our local secretaries.

The order has discontinued the office of Supreme Traveling Representative, which will curtail the expense of the Supreme office about \$5,000 per year. Another good move toward curtailing expense.

New constitutions will not be sent out by the Supreme office to new members hereafter since they receive a policy. This saves the order about \$1,000 per year.

Grand Counselor M. S. Brown was elected Michigan Vice-President of the National U. C. T. Ladies Auxiliary and plans are being consummated to establish a ladies auxiliary in every council in the United States and Canada.

Every subordinate council in the Michigan jurisdiction enjoyed a nice gain the past quarter, excepting three, and honors are due Saginaw Council for the largest membership gain.

John W. Schram, Secretary of Cadillac Council, Detroit, was elected President of the Michigan U. C. T. Secretary-Treasurers' Association, and was also elected Vice-President for Michigan of the National Secretary-Treasurers' Association. Honors are always placed where honors are due and we all appreciate a hustler.

More than 10,000 members were initiated in our order last year, a record of which we may all be proud.

Claude C. Carlisle, a member of U. P. Council, Marquette, met with a serious accident this week while riding in an automobile near Kalkaska, but we learn that he is doing as well as may be expected.

Rodney W. Eaton, Secretary of Flint Council, is enjoying a much-needed rest with his family at East Bay, near our city. Rodney says he is having the time of his life catching large fish, and cordially extends invitations to all his traveling friends to come out and have fish dinner with him.

U. P. Council, Marquette, will open the membership campaign this year with a meeting August 22 when some of the Grand Officers are expected to attend. This Council expects to cop off the prize this year and is getting into the game early. Let others follow.
 Fred C. Richter.

Instructions of One House to Its Travelers.

1. Don't forget that you represent a high grade institution and that you are expected to act and talk accordingly.
2. If there are two hotels in a town, select the more comfortable one. The best is none too good for our representatives.
3. Under no circumstances make any statement or promise which you do not fully understand or which is likely to embarrass the company in any way.
4. Place your goods on their merits, without resort to chromos, premiums or bonuses of any kind.
5. In making reports to the office, use a separate sheet of paper for each subject. Each department is managed by a different person and each

branch of the business keeps its own record separate and apart from the records of the other department. This is very important.

6. Make a complete report of each day's work each evening while the particulars are fresh in your mind. If possible, mail the reports during the evening, so they will be in our hands the next day.

7. Keep us posted on your whereabouts, so that we may know where you are every day. This is the only rule on which we are disposed to be arbitrary.

8. Try to be pleasant to every one you call on, but in the event of insulting remarks which are meant to be insulting, immediately terminate the interview. We have made an occasional enemy by reason of the character of our business, notwithstanding our anxiety to avoid controversies. If a man is laboring under a misunderstanding, endeavor to straighten him out, but don't waste time on a man who is not disposed to be fair. Report all cases of ill feeling to the office. We can sometimes present an explanation at this end which clears the atmosphere and converts an enemy into a friend.

9. In traveling bear in mind that time is money and that extra carfare spent in seesawing back and forth to make towns is money well expended.

10. Make all the friends you can, both for yourself and your house. Leave no sore spots behind, if possible. Make every one you call on feel that your house is a good establishment to do business with; that it always aims to treat its customers liberally; that it invariably makes full amends for its own mistakes as soon as they are discovered, without quibble or controversy; that both the management and the employes of the house are constantly working for the best interest of customers.

11. Dress in keeping with your occupation. Eat well. Sleep well. Keep your feet dry and your head cool. Work in harmony with the spirit of the establishment as you understand it. In cases of emergency, act on your best judgment and we will stand back of you and support you, whether you are right or wrong.

Traveling Man Source of Profit to Retailer.

In Marshalltown, Iowa, there is a firm which has the right idea of the importance of the traveling salesman. The men who run the business are usually busy and cannot see every salesman who calls on them the moment he enters, but while he is waiting he is made comfortable. He does not have to stand and cool his heels until the man he wants to see gets around to him. A nice room is provided, into which the salesman is invited and where he may sit down and rest. Upholstered chairs and a couple of tables form the furnishings of the room. Handsome pictures are hung on the wall, and opposite the entrance a good sized card has this inscription: "You and Your Proposition are Welcome."

A retailer cannot and should not

buy from every salesman who calls on him. If he did he would "go broke" inside of a year if the houses were foolish enough to fill his orders. But he can and should treat every sales—at any rate as an equal—if not as a friend who might be in position to do him a favor.

The traveling salesman—who is a salesman—is a man worth cultivating. He may not have what you want. His price may not be what you would pay. But he always is in position to keep you informed on what is worth knowing—not only in the wholesale and manufacturing field which he represents—but also on plans and methods which have proved winners with retailers in other towns.

And this is worth remembering—every salesman has some "good thing" which he saves up for those who treat him well, and many an extra dollar has been made on the "special" which the salesman fails to show or offer to the retailer who does not act "on the square" with him, but gives to the man who gives him a chance to tell his story and show his goods.

The traveling salesman's time is his investment. It is worth money to him, and so long as he is willing to put it up against yours it is always good policy to let him prove whether he has something on which you can make a profit.

As a mere matter of policy—if for no personal reasons—it is worth any retailer's while to cultivate the good will of the traveling salesman who calls on him.

In 1889 two commercial travelers, one of Janesville and the other of Beloit, were assigned the same room in a Boscobel, Wis., hotel. Before retiring one produced a Bible and read aloud a chapter. Some weeks later these men met in another hotel and agreed to write to every Christian traveler they knew, proposing a meeting for the purpose of organization, which later was accomplished under the name of the Christian Commercial Travelers' Association. The members are better known as "Gideons," from the seventh chapter of the book of Judges. The 15th annual convention of the Association organized in 1899 opens to-morrow in Boston. There are now over 600,000 Gideons in America. The aim of the society is two-fold; first, to have a Bible placed in every room of every hotel in the United States and Canada; second, to have a Gideon Bible day in every church. About 5,000 Bibles a month are used in the work and something like 225,000 Bibles have been put in the rooms of American hotels.

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

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

Gabby Gleanings From Grand Rapids

Grand Rapids, Aug. 5.—A. T. Driggs was 73 years old July 28. This announcement is of special interest to all members of Grand Rapids Council, who hold Tommy Driggs in the highest esteem and, although words of congratulation will not in all cases be spoken, yet every loyal member of Grand Rapids Council voices in his heart the same expression of good will and best wishes for a continuance of good health and many more happy birthdays for our good Sentinel. Ever since the organization of Grand Rapids Council, Mr. Driggs has acted as Sentinel. His friends, year after year, importuned him to accept promotion and go through the various chairs, but he steadfastly refused and insisted on serving as Sentinel. He has grown gray in this service. As a token of appreciation for his many years of loyal service the annual picnic to be held next Saturday, August 8, at Paulo Point, Reed's Lake, will be known as Tommy Driggs' picnic and Mr. Driggs will be the guest of honor on this occasion. Mr. and Mrs. Driggs will be called upon by the automobile committee and taken to the picnic ground.

Joe Myers (Grand Rapids Notions and Crockery Co.) was elected to membership of Grand Rapids Council Saturday night, August 1.

Lee Higgins spent one evening last week up near the ceiling in the Temple theater, Detroit. It was terribly hot up there, which accounts for Lee's thin appearance these days.

Kalamazoo Council's challenge for a post championship series of base ball games has been accepted by Grand Rapids Council. The Kalamazoo team has been invited to play the first game of the series at the fair grounds, September 3—Traveling Men's Day at the Greater Michigan Fair.

J. J. Berg, chairman of the Transportation Committee, has called a committee meeting for Saturday, Aug. 22, at 2 p. m., at his office, 512 Ashton building. He requests that all members of this committee be present.

E. M. White was admitted to membership in Grand Rapids Council Saturday, August 1. Mr. White came down from Petoskey to take the work.

C. C. James, formerly assistant shipping clerk for the Lemon & Wheeler Company, but for some months on the payroll of Selz, Schwab & Co. in Western territory, succeeds Ed. McGee as traveling representative for the Kalamazoo branch of the Worden Grocer Co. His territory will include the available towns east of Kalamazoo.

H. Leon Ashley, day clerk at the Cody Hotel, is down at Detroit for a week or ten days. While there he is taking in the races and, incidentally, pushing business for the Cody Hotel.

W. E. Lovelace fractured a bone in his foot last Friday playing jack straws with his little daughter.

Don't forget the picnic next Saturday, August 8. The automobile committee will meet you at the car line, Reed's Lake, at 1 p. m. and take you to the picnic grounds. The sports will begin promptly at 1:30. The basket picnic will be at 5 p. m. Bring your baskets filled with good things to eat, but don't bring any dishes. The committee will furnish all dishes and silverware.

Capt. Lypps, of the U. C. T. base ball team, has arranged for a series of three games with the Fort Wayne Council for the championship of Michigan and Indiana. The first game will be played Saturday, August 15, at Kalamazoo.

Mrs. J. A. Keane has returned from a two weeks' stay at Kewadin Beach, Port Huron.

Wm. C. Corriston, of South Bend

Council, visited Grand Rapids Council Saturday, August 1.

Mrs. Johnson, of Concord, is visiting at the home of her son, H. W. Harwood, 1448 Lake Drive.

Again Grand Rapids U. C. T.s have been honored. Harry D. Hydorn has been appointed District Deputy for Western Michigan.

Campbell P. Jones died last Sunday. He was very popular with the traveling men here and throughout the State. He was district manager for the Spalding & Merrick Tobacco Co. for years.

Fred R. Collar (Jacques Manufacturing Co.) spent three weeks at Sioux City, Iowa, last month. Much of the time the thermometer stood 108 in the shade. As a result of the intense heat, Fred was completely prostrated. This was followed by a bilious attack, which in turn, was succeeded by an acute attack of appendicitis. The proper place for Fred would have been in the hospital, but instead of advising such a course, the house physician of the hotel he was stopping at advised an immediate trip to Grand Rapids. Fred suffered greatly on the 700 mile journey and, on his arrival home, went at once to Butterworth Hospital, where the inflammation was reduced inside of a week. Fred feels that he had a pretty close call. He says he will never complain about Michigan climate again, because he has had a taste of Iowa climate. He is again on the warpath for K-C baking powder.

Probably no one factor will have a greater influence in making the Greater Michigan Fair, to be held at Grand Rapids, September 2 to 7, inclusive, a complete success than the cooperation of the commercial travelers of this city and the Western portion of the State. Grand Rapids Council has officially approved of Saturday, September 5, as Commercial Traveler's Day, and has appointed as a committee to co-operate with the Fair management Messrs Fred De Graff, W. S. Lawton, and W. D. Bosman. These gentlemen have put their shoulders to the wheel in earnest. A base ball game between Grand Rapids Council and the Kalamazoo Council will be pulled off in the infield before the grandstand on Saturday morning. Invitations will be extended to other councils throughout the State and also the members of the Travelers' Protective Association to participate in the exercises and amusements of Commercial Travelers' Day. The Greater Grand Rapids Industrial Exposition has demonstrated the fact that when the commercial travelers take hold of anything it is bound to be a success. Therefore, there is no question that Saturday, September 5, will be one of the biggest and most successful days of the Fair.

After a very successful proprietorship of Hotel King (Reed City) since October 1, 1913, Mrs. Sophia Smith has sold all her right, title and interest in the property to C. W. Bosworth, of Saginaw.

Algernon E. White, who stands high in the estimation of the Jacques Manufacturing Co. (K-C baking powder) even if he is only a five-footer, had the pleasure of entertaining his brother-in-law, Clinton Gibson, over Sunday. He was so occupied in entertaining his guest that he entirely overlooked an important business engagement Monday. This is probably the first time in his business career that he ever missed making good on a matter of this kind.

William E. Sawyer.

Fortunate is the man who can make his running expenses slow down to a walk.

Many a chap's toes turn up while waiting for a dead man's shoes.

Where Silence is Both Cowardice and Folly.

Elbert Hubbard in Saturday's New York American writes on "Big Business and Publicity by Default." Among other things he says:

The stupidity of big business in being perfectly willing to leave publicity to its enemies is almost past belief.

When it comes to educating the public to what intelligent organization can do, big business sleepily says, "Let George do it!"

The press of the country are willing, I believe, to tell the truth, but if the men who have most at stake will not pay for the paper and ink they will see the opposition get to the public first.

Because men have money is no reason they have brains.

Most millionaires have spent their lives in a circumscribed sphere. They are specialists. They know finance, but they do not know psychology. And psychology is a matter of the tides that play through the great human heart.

To-day civilization is sitting on the crust of a crater, dangling its heels and whistling "Annie Laurie."

Big business would do well to come out of its comatose state, organize a bureau and teach the world a little economic truth, instead of delegating pedagogic to the prejudiced and unfit.

Leaving things to George is a sure way to let them go by default.

If big business is a beneficent thing, why not buy pages in the daily press and advertise the fact?

History is reaching a pivotal point. A new deal is at the door, and as Alaric over-ran Rome, so is anarchy ready to engulf us.

Attila, the "Scourge of God," with his whirlwind of fire and sword, is not far away, but this time he comes with the ballot as his bludgeon. His minions are even now at the capital, and we see Ostrogoth sentiments incorporated into statute laws.

Politicians who wear their opinions pompadour read speeches into the Congressional Record and mail at public expense a million copies to the pee-pull at a cost to the taxpayers of many thousand dollars.

But big business is so inert, so obtuse, so obese, that it dare not state its own case, lest it be accused of maintaining "an insidious lobby."

There is no legal reason why big business should not hire ready writers and publicize its position, just as the Government does its attitude.

But big business pleads guilty before it is accused and fears the fact will come out that it has paid for legitimate services rendered.

Let Brandeis jump out of a dark corner and shout "Boo!" and big business blubbers for mercy.

As long as a majority of the voters imagine that the employer is the enemy of the employe, big business is going to have fire crackers attached to its coat tail, and eventually it will be driven by its tormentors into nervous prostration.

Already it is suffering from monetary senilis.

On the back of their time-table folders, the New York Central and the Pennsylvania carry a page of peevish apology.

This is about the extent of their advertising, save that they have tacked up in all stations a whining placard begging that the public will interfere in their behalf and importune Washington to give them forty lashes instead of a hundred.

They will never get a fair deal until they meet the falsehoods of the agitators and give blow for blow.

If the railroads are going down in the general crash and wreck of things, why shouldn't they go down with colors flying and band a-playing, instead of peeping around searching for a dishonorable grave?

There is no going back to "the rule of the competent few."

Popular government is here. If we are ruled by the worst, we must, through education, evolve that "worst" into the best.

Effect of War on Tea.

Philadelphia, Aug. 3.—Some of the men in the tea trade in Philadelphia are becoming apprehensive that the war situation is bound to make an advance in the future price of teas. They reason that rates of exchange will be substantially higher, even if the war is confined to the two present combatants. That the rate of marine insurance must necessarily advance, and in turn that will enhance the carrying charges, also. All in all, they see a probable advance ahead of perhaps 2 cents per pound. In the event of a general war, however, which would in time involve at least six great nations, then tea values would surely make a radical advance.

Yours truly,

Thomas Martindale.

Not Color Blind.

A young mother, who had just returned from India, engaged a new nurse for her baby. The nurse came to her and said:

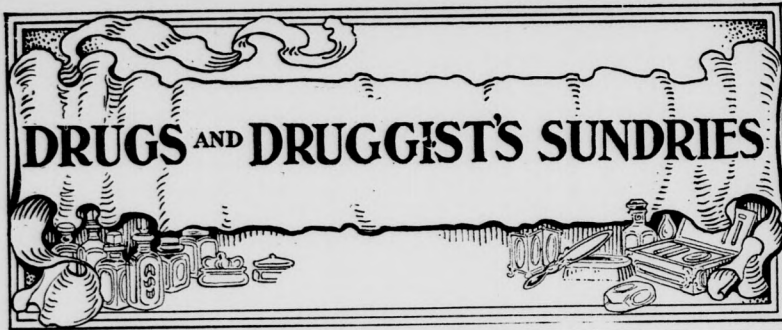
"I don't know what's the matter, madam, but the little one cries and cries. I can do nothing to quiet it."

The mother thought a moment, then, brightening up, she said:

"I remember now. Baby's last nurse was a black one. You will find the stove polish on the third shelf in the kitchen."

Provisions—All cuts of smoked meats are unchanged and firm, with a good consumptive demand. Stocks are reported lighter than usual, but if there is any change, it might be a slight decline. Pure lard is steady and unchanged, with compound slightly weaker. Barrel pork is steady and unchanged, with a seasonable demand. Canned meats are unchanged and fairly active. Dried beef unchanged and moderately active.

Spices—The market is higher, owing to the foreign situation, and spot holders are disposed to ask full values in the expectation that shipments will be sharply curtailed for some time to come. With war insurance high, and the difficulty of obtaining exchange, except at almost prohibitive figures, import cost is tremendously increased, and shipment business practically out of the question.



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

Michigan State Pharmaceutical Association.

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

Michigan Pharmaceutical Travelers' Association.

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

Grand Rapids Drug Club.
 President—Wm. C. Kirchgessner.
 Vice-President—E. D. De La Mater.
 Secretary and Treasurer—Wm. H. Tibbs.

Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

Price Cutter Sworn Enemy of Square Deal.

For a good many years I have been importuned at regular intervals to express my candid opinion of that travesty on man who thinks 69 cents is enough to get for \$1 worth of merchandise. I do not know whether these requests have been to really get my views on the mental misfits of the drug trade or whether it was to get information on my ability to compete with a salt water sea captain in a denunciation contest. I will say, however, in the beginning that although I express my opinion in the best language I am able to command that I do not expect it to stop the price cutters from playing the crooked game or cause them to resist from slipping cards from the bottom of the deck. To-day I received a letter, post marked Boston. This letter, in the matter of briefness, has a half a minute backed into a blind siding and screaming for help. Barring opening and closing, it says, "What do you think of the price cutters?" Ye gods what a question. What do I think of grey wolves, grave robbing hyenas, jimmy artists, three card monte sharks, cow thieves and Mexican bandits. When the laity has a question that it is ashamed to ask a minister and afraid to put to the chief of police, they usually ask a druggist, but who would think a pill roller with enough information to mix sodium chloride and aqua pura would interrogate one of his kind thus "What do you think of the price cutters?" This is the hardest one that has ever been put to yours fraternally. I'd rather take an examination on bacteriology from John Weeks or go against quarantine inspection at the hands of one of Uncle Sam's tick hunters at the Texas State line. I

had hoped that I would never be commanded to say what I think of the price cutters, although I once owned the most superb line of fight provoking conversation ever exhibited in this country. Once a brindle legged Spanish pony threw me so high I had to wait for him to get out of the way so I could fall, and when I came down he kicked me twice with both feet before my belt buckle touched the earth. Since that day, when I was unable to find among my descriptive adjectives words of sufficient vehemence to express my contempt for the equine contortionist, I have never felt that I could do justice to the proposition of wising the world to what I think of the chap who will scuttle a life boat in order that he himself may get away with the only life preserver aboard.

In my respect for a price cutter and a horse thief, the latter has several shades the best of it, because he never has the nerve to do it twice in the same place, and when cornered asks no quarter and expects to settle the argument in his own favor by his ability to draw quick and shoot straight. I think the principle of price cutting is as mean and vicious as the hellish thought that prompts the betrayal of a friend. I think it is the same yellow streak that martyred McKinley, Garfield and Lincoln, murdered Caesar and killed Christ. I think a price cutter cuts the price because he's afraid to crack a safe or rob a train. I think he sells Sal Hepatica for 16 cents because he is afraid of the soup and does not know how to use a jimmy. I also think that the management of Hades has in preparation a specially warm corner for the cutter and his kind.

I think the price cutter is a demoralizer and the sworn enemy of the square deal. I think he is not only a thorn in the side of the legitimate retailer who is trying to do an honest business, but is also the nightmare of the manufacturer who has spent his millions promoting a good product that the million wants to buy.

When a cutter slashes a standard advertised product, the honest conscientious druggists who are trying to give themselves and the manufacturers a run for their money are forced to put their personal efforts against National advertising in favor of some other product not sufficiently well advertised to be valuable to the cutter as a leader. I do not mean by this that the salesmanship of the druggist could cope in a thousand years with National advertising, but the poor fellow can't sell the advertised product without cutting the price,

hence he must sell whatever he can. The buying world has no sympathy with the man who tells them that price cutting is unfair and that Fellow's syrup is worth a \$1.50, when the cutter down the street is selling it for \$1.15. The buying public will not listen to the argument because their first thought is to get what they want at the smallest possible price.

The paid defenders of the price cutters parade the antiquated wheeze that a man has an inherent right to sell whatever belongs to him at whatever price he pleases. Sure, Mike Hollers' weekly has the same right to sell a widow, who earns a living for herself and her orphans scrubbing door steps, a set of morocco bound books on psychology and take from her monthly installments of bread money. A partial payment furniture company, whose slogan is "A Square Deal to All," can show a suite of furniture, the retail price of which is \$100, but it has been sold, taken back, and resold, until it has been bought more than a thousand times. This inherent right to do these things has its origin in the fact that to do them violates no mandate of the criminal code. However, the fact that a man is out of jail with no charges pending against him, must not be taken as an indicative symptom that the recording angel is working overtime on the credit side of his account.

I think the cutter sacrifices every man in the business, in that he seeks to succeed himself not by pulling himself up, but by dragging others down. He wants two customers at half profit instead of selling one at a whole profit, whereas, if he maintained the price of his wares there would be a living wage for all. Although if everybody followed the example he lays all would meet destruction alike.

I think the man who is satisfied with money alone can always get the money. I think the man who has nothing but money is the poorest wretch in human form. I think the man who puts dollars above friendship and fraternity ought to have his dirty pelf, for he has bartered his insignificant soul for it. I think the man who has no regard for his craft, no kindly feeling for his fellows, no milk of human kindness, is 90 per cent. hog and the only difference between him and the average porker is that he is not edible and is built on two legs instead of four. Begging pardon for personal reference, but my regard for the craft to which I belong may appear insignificant. My deep appreciation and profound gratitude to the great men of American pharmacy, many of whom have crossed the great divide and hit the shining trail to where there are no more stampedes, brand burners, or thieves, may in passing seem a small matter; however, the mints of the world have not yet produced enough money to buy it.

I long ago interviewed myself carefully and agreed that by no act of mine should American pharmacy suffer disgrace. While I plead guilty to being the most luscious piece of fruit in the bonehead section of the great craft, I have never needed the

money bad enough to give another man's customer a single penny rebate on anything he bought of me to get his trade.

A few cutters get rich, the reason for which is that about 90 per cent. of the men in the business are on the square and refuse to sacrifice their fellows for their own personal gain. The only difference I am able to distinguish in a cutter and competitor who applies the slow match at midnight is that the latter violates the law and if a cop saw him do it he might take him to the station if happening to be going around that way.

The price cutting not only makes life miserable for the competitor across the street, but is the center of attraction in the troubled dreams of the manufacturer whose ambition is to have every man in the business sell his product. The cutter wields an influence against National advertising that lessens the efficiency of expensive publicity campaigns. He takes all the pep out of the retailer who wants to co-operate with the manufacturer because he knows that as soon as the manufacturer has made a place for his product and a demand for it, that the cutter will blow up the whole scheme by fixing it so there is no profit and the game is not worth the candle. Co-operation and friendly reciprocation are the life of modern business, but neither of these words are to be found in the cutter's lexicon.

W. H. Cousins.

Vocational Education.

Trade schools properly so-called have never been a success in this country on a large scale. The apprentice system is practically dead, and public sentiment is not yet ready to organize suitable schools for the preliminary education of skilled workmen in their respective crafts. There are two chief reasons for this. The employes are jealous of their prerogatives and do not look with especial interest on attempts to train up a great body of young men to take part in competition. Moreover, there is a certain, perhaps unwise, but very definite strain of ambition, which looks askance at special education which seems to lead the boy definitely into handicraft instead of toward the fatter possibilities of business or politics.

The employing class, on the other hand, while fully realizing the serious need of skilled labor, is on the whole, with numerous honorable exceptions, however, not so much desirous to train up skilful and self-respecting workmen from the native born, who will later demand adequate wages, as they are to get imported labor of almost any grade that gives promise of working cheaply, at least for a few years. Vocational education, therefore, has a hard path to follow, beset with prejudice on the one side and by half hearted interest at best on the other.—Engineering Record.

Duty and desire begin with the same letter, and that letter generally marks the parting of the ways.

WHOLESALE DRUG PRICE CURRENT

| | | |
|------------------------------------|--|---|
| Acids | Cupbebs 4 25@4 50 | Digitalis @ 60 |
| Acetic 6 @ 8 | Erigeron @ 2 50 | Gentian @ 50 |
| Boric 10 @ 15 | Eucalyptus @ 85 | Ginger @ 1 35 |
| Carbolic 16 @ 20 | Hemlock, pure .. @ 1 00 | Guaiac @ 1 80 |
| Citric 70 @ 75 | Juniper Berries .. @ 1 50 | Guaiac Ammon. @ 1 25 |
| Muriatic 1 1/4 @ 5 | Juniper Wood .. 40@ 59 | Iodine @ 1 25 |
| Nitric 5 1/2 @ 10 | Lard, extra 85@ 99 | Iodine, Colorless @ 1 75 |
| Oxalic 13 @ 16 | Lard, No. 1 75@ 90 | Iron, clo. @ 60 |
| Sulphuric 1 1/4 @ 5 | Laven'r Flowers 85@ 1 00 | Kino @ 80 |
| Tartaric 38 @ 43 | Lemon 3 00@3 25 | Myrrh @ 1 05 |
| Ammonia | Linseed, boiled, bbl @ 63 | Nux Vomica @ 70 |
| Water, 26 deg. .. 6 1/2 @ 10 | Linseed, bbl, less 69@ 72 | Opium @ 2 00 |
| Water, 18 deg. .. 4 1/2 @ 8 | Linseed, raw, bbls. @ 62 | Opium Camph. .. @ 65 |
| Water, 14 deg. .. 3 1/2 @ 6 | Linseed, raw, less 68@ 71 | Opium, Deodorz'd @ 2 25 |
| Carbonate 13 @ 16 | Mustard, true .. 5 00@5 25 | Rhubarb @ 70 |
| Chloride 12 @ 15 | Mustard, artif'l 2 75@3 00 | |
| Balsams | Neatsfoot 80@ 85 | Paints |
| Copaiba 75@1 09 | Olive, pure 2 50@3 50 | Lead, red dry .. 7 @ 8 |
| Fir (Canada) .. 1 75@2 00 | Olive, Malaga, yellow 1 30@1 50 | Lead, white dry 7 @ 8 |
| Fir (Oregon) ... 40@ 50 | Olive, Malaga, green 1 30@1 50 | Lead, white oil 7 @ 8 |
| Peru 2 00@2 25 | Orange sweet .. @ 4 50 | Ochre, yellow bbl 1 @ 1 1/2 |
| Tolu 1 00@1 25 | Organum, pure 1 25@1 50 | Ochre yellow less 2 @ 5 |
| Berries | Organum, com'l 50@ 75 | Putty 2 1/2 @ 5 |
| Cubeb 65@ 75 | Pennyroyal 2 25@2 50 | Red Venet'n bbl 1 @ 1 1/2 |
| Fish 15@ 20 | Peppermint 4 50@4 75 | Red Venet'n less 2 @ 5 |
| Juniper 7@ 10 | Rose, pure 16 00@18 00 | Shaker, Frepr'd 1 40@1 50 |
| Prickley Ash ... @ 50 | Rosemary Flowers @ 1 35 | Vermillion, Eng. 90@1 00 |
| Barks | Sandalwood, E. @ 7 00 | Vermillion, Amer. 15@ 20 |
| Cassia (ordinary) 25 | Sassafras, true @ 1 10 | Whiting, bbl..... 1 @ 1 1/2 |
| Cassia (Saigon) 65@ 75 | Sassafras, artif'l @ 60 | Whiting 2 @ 5 |
| Elm (powd. 25c) 25@ 30 | Spearment 5 50@6 00 | |
| Sassafras (pow. 30c) @ 25 | Sperm 90@1 00 | Insecticides |
| Soap Cut (powd. 25c) 15 @ 20 | Tansy @ 7 50 | Arsenic 6 @ 10 |
| Extracts | Tar, USP 30@ 40 | Blue Vitrol, bbl. @ 5 1/2 |
| Licorice 24@ 28 | Turpentine, bbls. @ 55 1/2 | Blue Vitrol less 7 @ 10 |
| Licorice powdered 25@ 30 | Turpentine, less 60@ 65 | Bordeaux Mix Pst 8 @ 15 |
| Flowers | Wintergreen, true @ 5 00 | Hellebore, White powdered 15@ 20 |
| Arnica 18@ 25 | Wintergreen, sweet birch @ 2 50 | Insect Powder .. 20@ 35 |
| Chamomile (Ger.) 25@ 35 | Wintergreen, art'l @ 50 | Lead Arsenate .. 8 @ 16 |
| Chamomile (Rom) 40@ 50 | Wormseed 3 50@4 00 | Lime and Sulphur Solution, gal... 15@ 25 |
| Gums | Wormwood 6 00@6 50 | Paris Green .. 15 1/2 @ 20 |
| Acacia, 1st 40@ 50 | Potassium | Miscellaneous |
| Acacia, 2nd 35@ 40 | Bicarbonate 15@ 18 | Acetanilid 30@ 35 |
| Acacia, 3d 30@ 35 | Bichromate 13@ 16 | Alum 3 @ 5 |
| Acacia, Sorts @ 20 | Bromide 45@ 55 | Alum, powdered and ground 5 @ 7 |
| Acacia, Powdered 35@ 40 | Carbonate 12@ 15 | Bismuth, Subnitrate 2 10@2 25 |
| Aloes (Barb. Pow) 22@ 25 | Chlorate, xtal and powdered 12@ 16 | Borax xtal or powdered 6 @ 12 |
| Aloes (Cape Pow) 20@ 25 | Chlorate, granular 16@ 20 | Cantharades po 2 75@3 00 |
| Aloes (Soc. Pow.) 40@ 50 | Cyanide 30@ 40 | Caomel 95@1 00 |
| Asafoetida @ 50 | Iodide 3 20@3 40 | Capsicum 20@ 25 |
| Asafoetida, Powd. Pure @ 75 | Permanganate .. 15@ 30 | Carmine @ 3 50 |
| U. S. P. Powd. @ 1 00 | Prussiate, yellow 30@ 35 | Cassia Buds @ 40 |
| Camphor 57@ 62 | Prussiate, red .. 50@ 50 | Cloves 30@ 35 |
| Guaiac 35@ 40 | Sulphate 15@ 20 | Chalk Prepared 6 @ 8 1/2 |
| Guaiac, Powdered 50@ 60 | Roots | Chalk Precipitated 7 @ 10 |
| Kino 60@ 70 | Alkanet 15@ 20 | Chloroform 36@ 42 |
| Kino, powdered 65@ 75 | Blood, powdered 20@ 25 | Cinoral Hydrate 70@ 90 |
| Myrrh @ 40 | Calamus 35@ 40 | Cocaine 4 10@4 40 |
| Myrrh, Powdered @ 50 | Elecampane, pwd. 15@ 20 | Cocoa Butter .. 50@ 60 |
| Opium 7 75@8 00 | Gentian, powd. .. 12@ 16 | Corks, list, less 70% Copperas, bbls. .. @ 90 |
| Opium, Powd. 9 25@9 50 | Ginger, African, powdered 15@ 20 | Copperas, less .. 2 @ 5 |
| Opium, Gran. .. 9 25@9 50 | Ginger, Jamaica, powdered 22@ 28 | Copperas, powd. 4 @ 6 |
| Shellac 28@ 35 | Ginger, Jamaica, powdered 22@ 28 | Corrosive Sublim. 35@ 95 |
| Shellac, Bleached 30@ 35 | Goldenseal pow. 7 00@7 50 | Cream Tartar ... 29@ 34 |
| Tragacanth No. 1 1 40@1 50 | Ipecac, powd. .. 2 75@3 00 | Cuttlebone 25@ 35 |
| Tragacanth, Pow 85@1 00 | Licorice 14@ 16 | Dextrine 7 @ 10 |
| Turpentine 10@ 15 | Licorice, powd. 12@ 15 | Dover's Powder 2 00@2 25 |
| Leaves | Orris, powdered 25@ 30 | Emery, all Nos. 6 @ 10 |
| Buchu 1 85@2 00 | Poke, powdered 20@ 25 | Emery, powdered 5 @ 8 |
| Buchu, Powd. .. 2 00@2 25 | Rhubarb 75@1 00 | Epsom Salts, bbls @ 1 1/2 |
| Sage, bulk 18@ 25 | Rhubarb, powd. 75@1 25 | Epsom Salts, less 2 1/2 @ 3 |
| Sage, 1/2 Loose 20@ 25 | Rosinweed, powd. 25@ 30 | Ergot 1 50@1 75 |
| Sage, Powdered 25@ 30 | Sarsaparilla, Hond. ground @ 65 | Ergot, powdered 1 80@2 00 |
| Senna, Alex ... 45@ 50 | Sarsaparilla Mexican, ground @ 55 | Flake White 12@ 15 |
| Senna, Tinn. ... 15@ 20 | Squills 20@ 35 | Formaldehyde lb. 10 @ 15 |
| Senna, Tinn, Pow. 20@ 25 | Squills, powdered 40@ 60 | Gambier 7 @ 10 |
| Uva Ursi 10@ 15 | Tumeric, powd. 12@ 15 | Gelatine 35@ 45 |
| Oils | Valerian, powd. 25@ 30 | Glassware, full cases 80% |
| Almonds, Bitter, true 6 00@6 50 | Seeds | Glassware, less 70 & 10% |
| Almonds, Bitter, artificial @ 1 00 | Anise 15@ 20 | Glauber Salts bbl. @ 1 1/4 |
| Almonds, Sweet, true 90@1 05 | Anise, powdered 22@ 25 | Glauber Salts less 2 @ 5 |
| Almonds, Sweet, imitation 40@ 50 | Bird, ls 8 @ 10 | Glue, brown 11@ 15 |
| Amber, crude 25@ 30 | Canary 9 @ 12 | Glue, brown grd. 10 @ 15 |
| Amber, rectified 40@ 50 | Caraway 12@ 18 | Glue, white 15@ 20 |
| Anise 2 50@2 75 | Cardamon 1 85@2 00 | Glue, white grd. 15@ 25 |
| Bergamot @ 8 00 | Celery 30@ 35 | Glycerine 23@ 30 |
| Cajeput @ 8 00 | Coriander 12@ 18 | Hops 50@ 80 |
| Cassia @ 2 00 | Dill 25@ 30 | Indigo 85@1 00 |
| Castor, bbls. and cans 12 1/2 @ 15 | Fennel @ 30 | Iodine 4 35@4 60 |
| Cedar Leaf 90@1 00 | Flax 4 1/2 @ 8 | Iodoform 5 40@5 60 |
| Citronella 75@ 85 | Flax, ground .. 4 1/2 @ 8 | Lead Acetate .. 12@ 18 |
| Cloves @ 1 75 | Foenugreek, pow. 6 @ 10 | Lycopodium 55@ 65 |
| Cocoonut 20@ 25 | Hemp 5 @ 7 | Mace 80@ 90 |
| Cod Liver 1 10@1 25 | Lobelia @ 50 | Mace, powdered 90@1 00 |
| Cotton Seed 80@1 00 | Mustard, yellow 9 @ 12 | Menthol 4 25@4 50 |
| Croton @ 1 60 | Mustard, black .. 9 @ 12 | Mercury 75 @ 85 |
| | Mustard, powd. 20@ 25 | Morphine all brd 5 30@5 55 |
| | Poppy 15@ 20 | Nux Vomica ... @ 10 |
| | Quince 75@1 00 | Nux Vomica pow @ 15 |
| | Rape 6 @ 10 | Pepper, black pow 20@ 25 |
| | Sabadilla 25@ 33 | Pepper, white .. 30@ 35 |
| | Sabadilla, powd 35@ 45 | Pitch, Burgundy 10 @ 15 |
| | Sunflower 5 @ 8 | Quassia 10 @ 15 |
| | Worm American 15@ 20 | Quinine, all brds 29 @ 40 |
| | Worm Levant .. 50@ 60 | Rochelle Salts .. 1 50@1 75 |
| | Tinctures | Saccharine 1 50@1 75 |
| | Aconite @ 75 | Salt Peter 7 1/2 @ 12 |
| | Aloes @ 65 | Seidlitz Mixture .20@ 25 |
| | Arnica @ 60 | Soap, green 15 @ 20 |
| | Asafoetida @ 1 00 | Soap, mott castile 10 @ 15 |
| | Belladonna @ 90 | Soap, white castile case @ 25 |
| | Benzoil @ 90 | Soap, white castile less, per bar .. @ 68 |
| | Benzoil Compo'd @ 1 00 | Soda Bicarbonate 1 1/2 @ 5 |
| | Buchu @ 1 00 | Soda, Sal 1 @ 4 |
| | Cantharadies .. @ 90 | Spirits Camphor. @ 75 |
| | Calcium @ 1 20 | Sulphur roll. 2 1/2 @ 5 |
| | Cardamon @ 80 | Sulphur Subl. 2 1/2 @ 5 |
| | Cardamon, Comp. @ 60 | Tamarinds 10 @ 15 |
| | Catechu @ 1 05 | Tartar Emetic .. 40@ 50 |
| | Cinchona @ 60 | Turpentine Venice 40@ 50 |
| | Cinchona @ 1 05 | Vanilla Ex. pure 1 00@1 50 |
| | Colchicum @ 60 | Witch Hazel ... 65@1 00 |
| | Cubeb @ 1 20 | Zinc Sulphate .. 7 @ 10 |

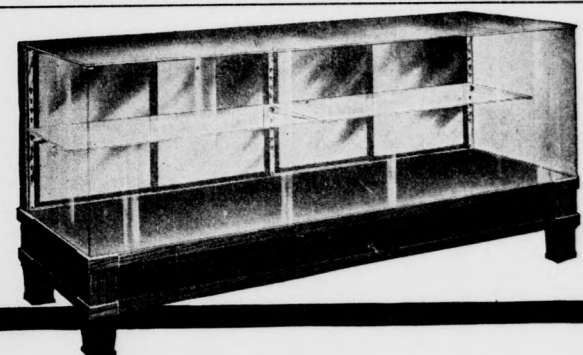
JULY, 1914

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.

Table with columns: ADVANCED, DECLINED. Items include Brick Cheese, Flour, Codfish-Salt.

Index to Markets

Index to Markets By Columns. Lists items from A to Y with corresponding column numbers.

Main market index table with columns 1 and 2. Lists various goods like Ammonia, Beans, Blueberries, etc.

3

Table 3: CHEESE, CHEWING GUM, CHICORY, CHOCOLATE, CLOTHES LINE, COCOA, COCOANUT, COFFEES ROASTED.

4

Table 4: Mocha, Bogota, CONFECTIONERY, Mixed Candy, Specialties.

5

Table 5: Coconut, Chestnuts, National Biscuit Company, Excelsior Butters, NBC Square Butters, Seymour Round, NBC Sodas, Premium Sodas, Select Sodas, Saratoga Flakes, Saltines, Oyster, NBC Picnic Oysters, Gem Oysters, Shell, Sweet Goods, Cans and boxes.

6

7

8

9

10

11

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

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

In Special Tin Packages
 Adora, 10c size 1 00
 Festino 2 50
 Mallomars 1 00
 Nabisco, 10c 1 00
 Nabisco 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.
 California 15 @ 17
Citron
 Corsican 16

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

Peaches
 Muirs—Choice, 25 lb. 7 1/2
 Muirs—Fancy, 25 lb. 8 1/2
 Fancy, Peeled, 25 lb. 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 25 lb. boxes 7 1/2
 80-90 25 lb. boxes 8 1/2
 70-80 25 lb. boxes 9 1/2
 60-70 25 lb. boxes 10
 50-60 25 lb. boxes 11
 40-50 25 lb. boxes 12

FARINACEOUS GOODS
Beans
 California Lima 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.

Tapoca
 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
 1/4 to 2 in. 7
 1 1/2 to 2 in. 9
 1 1/2 to 2 in. 11
 2 in. 15
 3 in. 20

Cotton Lines
 No. 1, 10 feet 5
 No. 2, 15 feet 7
 No. 3, 15 feet 9
 No. 4, 15 feet 10
 No. 5, 15 feet 11
 No. 6, 15 feet 12
 No. 7, 15 feet 15
 No. 8, 15 feet 18
 No. 9, 15 feet 20

Linen Lines
 Small 20
 Medium 26
 Large 34

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

FLAVORING EXTRACTS
Jennings D C Brand
 Extract Lemon Terpeneless
 Extract Vanilla Mexican
 both at the same price
 No. 1, F box 3/4 oz. 35
 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 10
 Sunburst 5 20
 Wizard Flour 4 70
 Wizard Graham 4 60
 Matchless 4 90
 Wizard, Gran. Meal 4 40
 Wizard Buckwht cwt 3 40
 Rye 4 40

Valley City Milling Co.
 Lily White 5 25
 Light Loaf 4 75
 Graham 2 20
 Granena Health 2 30
 Gran. Meal 2 10
 Bolted Med. 2 00

Voigt Milling Co.
 Voigt's Crescent 5 10
 Voigt's Royal 5 50
 Voigt's Flourlight 5 10
 Voigt's Hygienic Graham 4 40

Watson-Higgins Milling Co.
 Perfection Buckwheat Flour 6 25
 Perfection Flour 4 75
 Tip Top Flour 4 35
 Golden Sheaf Flour 3 85
 Marshall's Best Flour 5 20

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

Kansas Hard Wheat
 Voigt Milling Co.
 Calla Lily 5 00

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

Spring Wheat
 Roy Baker.
 Nazetta 5 50
 Golden Horn, bakers 5 40
 Wisconsin Rye 4 15
 Bohemian Rye 4 35

Judson Grocer Co.
 Ceresota, 1/2s 5 50
 Ceresota, 1/4s 5 80
 Ceresota, 1/8s 5 90

Voigt Milling Co.
 Columbian 5 80

Worden Grocer Co.
 Wingold, 1/8s cloth 6 30
 Wingold, 1/4s cloth 6 20
 Wingold, 1/2s cloth 6 10
 Wingold, 1/8s paper 6 15
 Wingold, 1/4s paper 6 10

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

Bolted
 Golden Granulated 4 40

Wheat
 New Red 80
 New White 80

Oats
 Michigan carlots 42
 Less than carlots 44

Corn
 Carlots 83
 Less than carlots 85

Hay
 Carlots 16 00
 Less than carlots 18 00

Feed
 Street Car Feed 32
 No. 1 Corn & Oat Feed 32
 Cracked Corn 32
 Coarse Corn Meal 32

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 Acid'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

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

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

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

MINC 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. boxes 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) 2 25
 14 oz. 2 25
 Manzanilla, 8 oz. 90
 Lunch, 10 oz. 1 35
 Lunch, 16 oz. 2 25
 Queen, Mammoth 19
 oz. 4 25
 Queen, Mammoth, 28
 oz. 5 75
 Olive Chow, 2 doz. cs.
 per doz. 2 25

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

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

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

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

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

PLAYING CARDS
 No. 90, Steamboat 75
 No. 15, Rival assorted 1 25
 No. 20, Rover, enam'd 1 50
 No. 572, Special 1 75
 No. 98 Golf, satin fin. 2 00
 No. 808, Bicycle 2 00
 No. 632 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 1/2
 50 lb. tubs advance 1/4
 20 lb. pails advance 3/4
 10 lb. pails advance 3/8
 5 lb. pails advance 1
 8 lb. pails advance 1

Smoked Meats
 Hams, 12 lb. av. 18 @ 18 1/2
 Hams, 14 lb. av. 17 1/2 @ 18
 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 1/2 @ 14
 Picnic Boiled
 Hams 19 1/2 @ 20
 Boiled Hams 27 1/2 @ 28
 Minced Ham 14 @ 14 1/2
 Bacon 18 @ 24

Sausages
 Bologna 12 @ 12 1/2
 Liver 9 1/2 @ 10
 Frankfort 13 @ 13 1/2
 Pork 13 @ 14
 Veal 11
 Tongue 11
 Headcheese 10

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

Pig's Feet
 1/2 bbls. 1 05
 3/4 bbls., 40 lbs. 2 10
 1/2 bbls. 4 25
 1 bbl. 8 50

Tripe
 Kits, 15 lbs. 90
 1/4 bbls. 40 lbs. 1 60
 3/8 bbls., 80 lbs. 3 00

Casings
 Hogs, per 1/2 35
 Beef, rounds, set 18 @ 20
 Beef, middles, set 80 @ 85
 Sheep, per bundle 85

Uncolored Butterline
 Solid Dairy 12 @ 16
 Country Rolls 12 1/2 @ 18

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

Potted Meat, Ham
 Flavor, 1/2s 55
 Potted Meat, Ham
 Flavor, 1/2s 95

Deviled Meat, Ham
 Flavor, 1/2s 55

Deviled Meat, Ham
 Flavor, 1/2s 95

Potted Tongue, 1/4s 55
Potted Tongue, 1/2s 95

ROLLED OATS
 Rolled Avena, bbls. 5 25
 Steel Cut, 100 lb. sks. 2 50
 Monarch, bbls. 4 95
 Monarch, 90 lb. sks. 2 35
 Quaker, 18 Regular 1 45
 Quaker, 20 Family 4 25

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

SALERATUS
 Packed 60 lbs. in box
 Arm and Hammer 3 00
 Wyandotte, 100 3/4s 3 00

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

SALT
Common Grades
 100 3 lb. sacks 2 60
 70 4 lb. sacks 2 40
 60 5 lb. sacks 2 40
 28 10 lb. sacks 2 25
 56 lb. sacks 4 00
 28 lb. sacks 2 00

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

Solar Rock
 56 lb. sacks 26

Common
 Granulated, Fine 1 05
 Medium, Fine 1 10

SALT FISH
Cod
 Large, whole @ 8
 Small, whole @ 7 1/2
 Strips or bricks 9 @ 13
 Pollock @ 5 1/2

Smoked Salmon
 Strips 9

Hallbut
 Strips 19
 Chunks 18

Holland Herring
 Y. M. wh. hoop bbls. 10 50
 Y. M. wh. hoop 1/2 bbls 5 50
 Y. M. wh. hoop kegs 65
 Y. M. wh. hoop Milchers
 kegs 65
 Standard, bbls. 8 75
 Standard, 1/2 bbls. 4 63
 Standard, kegs 5 4

Trout
 No. 1, 100 lbs. 7 50
 No. 1, 40 lbs. 2 25
 No. 1, 10 lbs. 90
 No. 1, 2 lbs. 75

Mackerel
 Mess, 100 lbs. 15 00
 Mess, 40 lbs. 6 50
 Mess, 10 lbs. 1 70
 Mess, 8 lbs. 1 45
 No. 1, 100 lbs. 14 00
 No. 1, 40 lbs. 6 10
 No. 1, 10 lbs. 1 60
 No. 1, 2 lbs. 75

Lake Herring
 100 lbs. 4 25
 40 lbs. 2 10
 10 lbs. 62
 8 lbs. 54

SEEDS
 Anise 14
 Canary, Smyrna 7 1/2
 Caraway 10
 Cardomom, Malabar 1 20
 Celery 50
 Hemp, Russian 5
 Mixed Bird 5
 Mustard, white 8
 Poppy 9
 Rape 5 1/2

SHOE BLACKING
 Handy Box, large 3 dz. 3 50
 Handy Box, small 1 25
 Bixby's Royal Polish 85
 Miller's Crown Polish 85

SNUFF
 Scotch, in bladders 37
 Maceboyl, in jars 35
 French Rappee in jars 43

SODA
 Boxes 5 1/4
 Kegs, English 4 1/4

SPICES
Whole Spices
 Allspice, Jamaica 9 @ 10
 Allspice, lg Garden @ 11
 Cloves, Zanzibar @ 22
 Cassia, Canton @ 14 1/5
 Cassia, 5c pkg. dz. @ 25
 Ginger, African @ 9 1/4
 Ginger, Cochin @ 14 1/2
 Ginger, Penang @ 70
 Mace, No. 1 @ 17
 Mixed, No. 2 @ 16
 Mixed, 5c pkgs. dz. @ 45
 Nutmegs, 70180 @ 30
 Nutmegs, 105-110 @ 25
 Pepper, Black @ 15
 Pepper, White @ 25
 Pepper, Cayenne @ 22
 Paprika, Hungarian

Pure Ground in Bulk
 Allspice, Jamaica @ 12
 Cloves, Zanzibar @ 25
 Cassia, Canton @ 20
 Ginger, African @ 17
 Mace, Penang @ 75
 Nutmegs @ 35
 Pepper, Black @ 15
 Pepper, White @ 32
 Pepper, Cayenne @ 24
 Paprika, Hungarian @ 45

STARCH
Corn
 Kingsford, 40 bs. 7 1/4
 Muzzy, 20 lb. pkgs. 5 1/4

Kingsford
 Silver Gloss, 40 lb. 7 1/4
 Muzzy, 40 lb. pkgs. 5

Gloss
 Argo, 24 5c pkgs. 90
 Silver Gloss, 16 3lbs. 6 3/4
 Silver Gloss, 12 6lbs. 8 1/4

Muzzy
 48 lb. packages 5
 16 3lb. packages 4 7/8
 12 6lb. packages 6
 50lb. boxes 3

SYRUPS
Corn
 Barrels 27
 Half barrels 29
 Blue Karo, No. 1 1/2, 3 40
 4 doz. 3 40
 Blue Karo, No. 2 2 doz. 1 80
 doz. 2 15
 Blue Karo, No. 5 1 doz. 2 10
 Blue Karo, No. 10, 1/2
 doz. 2 00
 Red Karo, No. 1 1/2 4
 doz. 3 60
 Red Karo, No. 2, 2 dz. 2 15
 Red Karo, No. 2 1/2, 2 dz 2 55
 Red Karo, No. 5 1 doz. 2 35
 Red Karo, No. 10, 1/2
 doz. 2 25

Pure Cane
 Fair 16
 Good 20
 Choice 25

TABLE SAUCES
 Halford, large 3 75
 Halford

SPECIAL PRICE CURRENT

15

16

17

Table with 12 columns: 12, Smoking, Bull Durham, Sweet Lotuses, etc.

Table with 13 columns: 13, Pilot, Soldier Boy, Sweet Caporal, etc.

Table with 14 columns: 14, Faucets, Mop Sticks, Trojan spring, etc.

Table with 15 columns: BAKING POWDER, K. C., Doz., 10 oz., 15 oz., etc.

Table with 15 columns: CIGARS, Johnson Cigar Co.'s Brand, Dutch Masters, etc.

Table with 15 columns: COFFEE, OLD MASTER COFFEE, San Marto Coffee, etc.

White House Coffee advertisement featuring a can of coffee and text: 'White House, 1 lb. White House, 2 lb.'

Royal Garden Tea advertisement featuring a tea box and text: 'Royal Garden Tea, pkgs. 40 THE BOUR CO., TOLEDO, OHIO.'

FITZPATRICK BROTHERS' SOAP CHIPS advertisement featuring a soap box and text: 'White City (Dish Washing) 210 lbs. 3c per lb.'

Table with 17 columns: German Mottled, Lantz Naphtha, Marselles, etc.

Table with 17 columns: Soap Compounds, Johnson's Fine, Rub-No-More, etc.

Table with 17 columns: Washing Powders, Armour's, Babbitt's, etc.

The only 5c Cleanser advertisement featuring a cleanser can and text: 'The only 5c Cleanser Guaranteed to equal the best 10c kinds'

American Seating Company advertisement featuring a chair and text: 'Public Seating for all Purposes World's Largest Exclusive Manufacturers'

MICA AXLE GREASE advertisement featuring a grease can and text: 'MICA AXLE GREASE'

CHARCOAL advertisement featuring text: 'CHARCOAL Car lots or local shipments, bulk or sacked in paper or jute.'

BUSINESS-WANTS DEPARTMENT

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

BUSINESS CHANCES.

An ideal stock or general farming farm for sale, consisting of 190 acres fully equipped for stock. Will sell for cash, bankable paper. Part cash and mortgage or exchange for a stock of hardware or general merchandise. Address D, care Tradesman. 459

For Sale or Exchange—80-acre farm in Southern Michigan. Would exchange for general merchandise or shoe stock. Address Charlie Corey, Route 6, Bellevue, Michigan. 458

For Sale—Drug store in city 6,000. Invoices \$2,000. Doing good business. A fine chance for man with small capital. Address No. 457, care Tradesman. 457

Salesmen—To carry side line of good horse-hide gloves, \$9 to \$24 for work and automobile wear, to carry about 25 samples, about 100 numbers in line. Good commission, will grant exclusive territory in Northern Michigan and Indiana. In application define exact territory you cover. The Columbus Glove Co., Columbus, Ohio. 456

For Sale—Grocery and meat market in town of 1,000. Fresh stock and up-to-date. On M. C. Railroad. Doing \$12,000 yearly. Address C. J., care Tradesman. 454

Do you want to sell your business for cash? Send us brief description and we will advise you if we can handle it. Our charges are less than 1%. Our system of service means quick results. Address System Service Company, St. Louis, Missouri. 453

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 requires my time. Address P. O. Box 318, Tucumcari, N. M. 452

Hardware, implements. \$7,000. Discount. Wheat farms. Buckeye Agency, Ottawa, Kansas. 451

For Sale—The Munro flour and feed mill, water power, flowage rights; 80 acres of land and buildings, located on section 13, Algoma township, Kent county, Michigan. Joseph Renihan, attorney, Fourth National Bank Bldg., Grand Rapids, Michigan. 449

For Sale—Wholesale and retail bakery and restaurant. Town of 1,300. County seat, Central South Dakota. Cheap rent. \$15,000 cash business last year. Best business. No. 3 Middleby oven. Reason for selling, going West. If you mean business, investigate this. Address C. O. Piper, Woonsocket, S. D. 448

Cloak and suit store for sale in Brooklyn, N. Y., or Akron, Ohio, in best locations. Up-to-date windows and inside wall cases, etc. Will sell one store only. The Paris Mode, 69 S. Howard St., Akron, Ohio. 447

Bankrupt Sale—Will sell on August 10, at 10 o'clock a. m., at the store of J. G. Donaldson, Pontiac, Michigan, the merchandise and fixtures of J. G. Donaldson, bankrupt, consisting of crockery, toys and bazaar goods. Appraised merchandise \$1,516.34, furniture and fixtures, \$245. Will be sold to the highest bidder, subject to confirmation of referee in bankruptcy in the afternoon of the same day at 3 o'clock. J. S. Stockwell, Jr., Trustee, Pontiac, Mich. Roland J. Cleland, Attorney for Trustee, Grand Rapids, Michigan. 446

Health and Medical. Biochemistry. Dr. Carey, teacher of biochemistry, author of Biochemic System of Medicine. Leaflet for stamp. Dr. Geo. W. Carey, Box 293, Los Angeles, Calif. 445

For Sale—Old-established cash produce and grocery stock, doing lucrative business. Excellent location on main thoroughfare. Address No. 444, care Michigan Tradesman. 444

For Sale—Fine paying drug store in Grand Rapids. Opportunity to make big money from start. Business well established, in growing part of city. Stock values \$5,700. Last year's business, \$15,000. Must take residence in connection with store. Address No. 442, care Tradesman. 442

Good established grocery and meat market for sale. Stock and fixtures about \$4,000; doing \$35,000 business per year in town 1,500 population. Address 443, care Tradesman. 443

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—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—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

For Sale or Exchange—A large clean, up-to-date stock of furniture, rugs, undertaker's complete outfit, including new funeral car, caskets, etc., all located in one of the largest and best equipped furniture rooms, (44 x 110 feet) in Eastern Nebraska, in city of near 2,000 population, on two main lines of railroad in beautiful and wealthy agricultural community. Building new brick, with 60 ft. of plate glass frontage. If absolutely necessary, may consider part trade by way of clear or lightly encumbered, well improved farm property. Stock, fixtures and funeral car, invoice about \$8,500. Real estate \$10,000, with \$3,000 encumbrance. Address A. G. Collins, Hebron, Neb. 372

For Sale, Exchange or Rental—Best business corner in city of near 2,000 population. Building, three stories, brick, 27 x 100 ft., comparatively new, encumbrance \$7,000. Price \$20,000. Room first floor, 100 x 27 ft., suitable for any kind of business. Rental \$60 per month. Address A. G. Collins, Hebron, Neb. 373

For Sale or Exchange—Business property in small town on railroad, within nine miles of county seat, used as general store paying \$25 per month rental. Frame building and two lots, price \$3,500. At least 1-3 cash, balance on time or trade for clear or lightly encumbered property. Address A. G. Collins, Hebron, Neb. 374

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

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 county 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

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

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

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 invoicing \$2,000, mostly new. L. E. Quivey, Fulton, Michigan. 320

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 1/2c 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

For Sale—40-room summer hotel at St. Clair Flats, entirely remodeled and refurnished 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

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. Karremann, 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—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

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

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

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

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

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

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

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

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

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

Cash for your business or property. I bring buyers and sellers together. No matter where located, if you want to buy, sell or exchange any kind of business or property, write me. Established 1881. Frank P. Cleveland, Real Estate Expert, 1261 Adams Express Bldg., Chicago, Ill. 326

HELP WANTED.

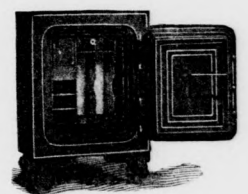
Experienced capable salesman to travel for old established house with line that sells to practically all classes of merchants, high commissions with weekly advance to right man. D. W. Barrows, Detroit, Michigan. 455

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.

Situation—By all round salesman, window trimmer, in department store. G. Willard, Sandusky, Ohio. 450

Safes That Are Safe



SIMPLY ASK US

"Why do your safes save their contents where others fail?"

SAFE SAFES



Grand Rapids Safe Co.

Tradesman Building

BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

Grand Rapids, July 21—In the matter of Grand Rapids Motor Truck Co., bankrupt, Grand Rapids, a special meeting for the allowance of claims was held this date. The claims in this matter have now all been considered and the time for filing same has elapsed. The suit of the trustee against certain of the stockholders for unpaid stock subscriptions has now been instituted for an aggregate of about \$100,000. This suit will, no doubt, be tried at the September term of the Kent Circuit Court, and in the event of judgment for the trustee the estate will pay a very fair dividend to creditors. If the suit goes adverse to the trustee the dividend, if any, for general creditors will be very small.

July 22—The estate of John Haller, bankrupt, Pentwater, has this day been closed and the files returned to the clerk of the court. The estate contained no assets and no dividend was declared.

The estate of John A. Miller, Grand Rapids, voluntary bankrupt, has this day been closed and the files returned to the clerk of the court. The estate contained no assets and no dividend was paid to creditors.

The estate of Horace Hoffman, bankrupt, has this day been closed and the files returned to the clerk of the court. All of the assets in this matter were turned over to the mortgagee and then distributed by him. The matter in bankruptcy contained no assets other than these turned over to the mortgagee and no dividend was declared.

The estate of Menzo Turner, Hastings, was this day closed and the records and files returned to the clerk of the court. The estate contained no assets not claimed as exempt and no dividend was declared for creditors.

July 23—The adjourned first meeting of creditors in the matter of the Gelder Millinery Co., bankrupt, was held this date. Claims were allowed and the matter then adjourned to July 29, and the officers of the bankrupt ordered to appear for examination.

The adjourned special meeting of creditors in the matter of John E. Truman, bankrupt, Manton, was held this date. Claims were allowed. The first report and account of the trustee, showing total receipts from the sale of all assets of the bankrupt located at Kenton, Iron county, and Manton, Wexford county, \$1,145.00; disbursements for administration expenses, \$40.30; balance on hand, \$1,104.70. The same appearing proper for allowance was approved and allowed. Order was entered for the declaration and payment of the first dividend of 10 per cent. to general creditors. The estate will, no doubt, pay about 10 per cent. more at the final meeting.

In the matter of Tovil Larsen, bankrupt, Greenville, the trustee has filed a report of sale of the assets of the bankrupt for \$50.30 and the report of sale has this day been confirmed. The estate will pay no dividend and will, no doubt, be closed within a few weeks.

In the matter of C. C. Rice & Sons, bankrupt, Portland, the final meeting of creditors has been held and order for distribution entered. The first dividend of 10 per cent. heretofore declared was ordered paid on new claims aggregating \$713.80 and a final dividend of 2 per cent. was declared and ordered paid. Distribution will be made at the end of ten days in case no appeals have been taken.

In the matter of Palmer Auto Co., bankrupt, Hart, the final meeting of creditors has been held. The estate contained no assets of any value that were not claimed as exempt and the estate did not pay a dividend to creditors.

July 24—In the matter of Edward E. Taylor, bankrupt, Grand Rapids, the adjourned first meeting of creditors was held this date. The estate contains no assets not claimed as exempt and an order was therefore entered that no trustee be appointed. The matter will be finally closed at the expiration of twenty days in the event that no further developments transpire. This bankrupt's liability is mostly on endorsed paper of the Grand Rapids Green House Co., which concern was closed out under a receivership some two years ago.

William Dieters, Henry W. Dieters and William D. Dieters, doing business as William Dieters & Sons, Holland, have filed a voluntary petition in bankruptcy, adjudication has been made and the matter referred to Referee Wicks. The firm was formerly in the general contracting business. The first meeting of creditors has been called for August 11, at which time creditors may appear, elect a trustee, prove claims and transact such other business as may properly come before the meeting. The schedules on file at this office reveal the following: Liabilities, aggregating \$17,676.10 and assets listed as \$10,000, mostly covered by security. The following are listed as creditors:

| | |
|----------------------------|---------|
| Boone Bros., Holland | \$40.00 |
| P. Bontakoe, Holland | 3.26 |
| G. Hennip, Grand Haven | 20.25 |
| W. Van Horsen, Grand Haven | 38.75 |
| T. Hemip, Grand Haven | 3.10 |
| M. Van Doorn, Grand Haven | 52.15 |
| J. De Boer, Grand Haven | 32.25 |

| | |
|---|------------|
| F. Zigterman, Grand Haven | 23.00 |
| J. Van Dongen, Grand Haven | 55.90 |
| B. Van Dongen, Grand Haven | 64.50 |
| P. Van Dongen, Grand Haven | 56.40 |
| T. Stergerda, Holland | 26.60 |
| T. Kraal, Grand Haven | 59.40 |
| N. Gerber, Grand Haven | 48.20 |
| D. Van Doorn, Grand Haven | 24.90 |
| A. Freeman, Grand Haven | 7.00 |
| First Reformed Church, Grand Haven | 100.00 |
| A. Carsten, Holland | 12.00 |
| G. Kanters, Racine | 45.00 |
| Bapish & Anderson, Holland | 10.00 |
| J. P. Oosting Sons, Holland | 140.00 |
| Holland Roofing Co. | 60.00 |
| F. Liteller Co., Grand Rapids | 50.00 |
| G. A. Bottje & Son, Grand Haven | 50.00 |
| Beach Mfg. Co., Charlotte | 59.00 |
| City Garage, Holland | 550.00 |
| J. F. De Gloppe, Grand Haven | 17.00 |
| N. Robbins, Grand Haven | 580.00 |
| Boomgaard Sons, Grand Haven | 27.00 |
| S. A. Morman Co., Grand Rapids | 150.00 |
| F. Dykema, Grand Rapids | 2,000.00 |
| D. Baker & Son, Grand Haven | 2,029.00 |
| M. Dykhouse, Grand Haven | 150.00 |
| J. Nykerk, Holland | 6.00 |
| Pfaff Bros., Grand Haven | 70.00 |
| H. J. Schneider, Grand Haven | 500.00 |
| J. Verhoeke, Grand Haven | 10.50 |
| Illinois Surety Co., Chicago | 4,000.00 |
| W. P. Williams, Grand Rapids | 2.69 |
| Johnson Bros., Ferrysburg | 7.25 |
| Peoples' State Bank, Holland | 20.00 |
| G. A. Van Landegend, Holland | 5.25 |
| Holland Furnace Co. | 4.50 |
| Scott-Lugers Lbr. Co., Holland | 10.50 |
| Leonard Vissers, Holland | 60.00 |
| Pittsburg Plate Glass Co., Grand Rapids | 144.70 |
| Van Dyke & Sprietsma, Holland | 40.00 |
| Vyn Bros., Grand Haven | 30.00 |
| H. Door, Holland | 90.00 |
| Holland Automobile Co. | 30.00 |
| T. Keppel's Sons, Holland | 28.80 |
| Schoone Tile & Marble Co., Grand Rapids | 16.00 |
| J. H. TerBeek, Holland | 5.00 |
| Donnelly-Kelly Glass Co., Holland | 110.00 |
| J. A. Kelly | 15.00 |
| H. J. Richter, Grand Rapids | 500.00 |
| Individual Creditors of William Dieters | |
| Jennie Mulder, Holland (secured) | \$1,500.00 |
| First State Bank, Holland, (secured) | 750.00 |
| Peoples' State Bank, Holland (secured) | 850.00 |
| Holland City State Bank (secured) | 1,200.00 |
| J. Glerum, Grand Haven (secured) | 302.00 |
| Visser & Vander Lindo | 57.00 |
| Bishop & Raffenand, Holland | 9.00 |
| J. H. Fisher, Holland | 22.00 |
| Dr. Boss, Holland | 25.00 |
| W. J. Farrod, Holland | 11.05 |
| H. DeFouw, Holland | 35.00 |
| A. Leenhouts, Holland | 15.00 |

In the matter of Bessie Smith, formerly doing business as the Smith Grocery Co., Muskegon, the final meeting of creditors was held this date. The final report and account of the trustee, showing total receipts from the sale of assets and from note receivable, \$503.00; total disbursements of \$267.10 and a balance on hand of \$235.90, was considered and the same appearing proper for allowance and there being no objection was approved and allowed. There being not more than sufficient assets to pay the administration expenses in full it was determined that no dividend be declared and ordered paid to creditors.

July 25—In the matter of George P. Dowling, bankrupt, Grand Rapids, a special hearing was this day held to determine the rights of M. T. Vanden Bosch under a certain bill of sale given to claimant by the bankrupt before adjudication. Claimant contends that the bill of sale gave an absolute title to all the assets covered by the instrument, while it is the contention of the bankrupt and trustee that the bill of sale, being unrecorded, is merely a mortgage and void as against creditors for the reason that it is unrecorded. The matter has been submitted and decision of the referee not yet rendered. Upon the outcome will depend the value of the assets to a large extent.

July 27—In the matter of Edward Heimenga, bankrupt, Grand Rapids, the special meeting of creditors for the purpose of declaring first dividend was held this date. The trustee's first report and account, showing total receipts of \$1,110.68 and disbursements for administration expenses of \$9 and a balance on hand of \$1,101.68, was considered and the same appearing proper for allowance was approved and allowed. The first dividend of 25 per cent. was declared and ordered paid. This estate will pay a further dividend of about the same amount at the final meeting of creditors.

In the matter of Fred C. Jacobs, bankrupt, Frankfort, the first meeting of creditors was held this date. It appearing from the examination of the bankrupt that there are no assets in the estate not claimed as exempt, it was accordingly ordered that no trustee be appointed. The estate will be closed at the expiration of twenty days provided no further appearance is entered.

July 28—In the matter of E. C. B. Judd, Inc., bankrupt, Muskegon, a special meeting of creditors was held this date. Claims were allowed and referred to the trustee to investigate and report. The trustee's first report and account showing total receipts from sale of assets and from accounts and bill receivable to date, \$11,452.82; disbursements as follows: Dis-

bursements by the assignee under state court proceedings allowed as preferred claims against this estate, \$2,502.73; taxes as per order of the court, \$425.93; preferred claims as per order of the court, \$1,037.47; preferred labor claims allowed to date, \$76.55 and administration expenses, including the expenses incurred by the receiver and trustee in operating the business of the bankrupt as a going business, \$1,176.19, total, \$5,112.87 and a balance on hand of \$6,339.95, also showing bills receivable from all sources aggregating \$1,333.18; was considered and allowed. The meeting was then adjourned indefinitely pending decision as to certain claims after which the first dividend will be declared and ordered paid.

The trustee has this day filed his final report and account in the matter of Edward W. Simpson, bankrupt, and the final meeting of creditors has been called for August 7. The final account on file at this office shows the following: Total receipts from the trustee of the estate of Simpson Automobile Supply Co., bankrupt, \$2,485.00; total disbursements as follows: First dividend of 15 per cent. heretofore declared on claims proved, \$446.16, administration expenses, \$70.13, total, \$526.29 and a balance on hand of \$1,958.71. Also showing compromise settlement with the bankrupt, the trustee to accept the sum of \$150 in lieu of all interest of this estate in the farm in Oceana county, held in the name of the bankrupt, subject to confirmation of creditors at the final meeting. The estate will pay a final dividend.

July 29—In the matter of Albert Nichols, bankrupt, Alto, the final meeting of creditors was held this date. The final report and account of the trustee showing balance on hand as per first report, \$3,253.98, additional receipts, \$114.78, total, \$3,368.76; disbursements aggregating, \$2,116.54, including first dividend and bankrupt's exemptions, and a balance on hand of \$1,252.22 was considered and allowed. A final dividend of 14 1/2 per cent. was declared and ordered paid, making a total dividend of 39 1/2 per cent. paid in this matter.

In the matter of the Dearborn Corporation, bankrupt, Holland, a special meeting of creditors was held this date. Upon the petition of the trustee asking for authority to institute suit against certain of the stockholders order was entered directing that such suit be brought. Claims were allowed. The first report and account of the trustee, showing total receipts to date, including amount turned over by the receiver, \$2,600.91; disbursements as follows: administration expenses, \$79.10; preferred claim paid by the order of the court, \$80; total \$159.10, and a balance on hand for distribution to date of \$2,540.10 was considered and allowed. The meeting was then adjourned to August 13, at which time a dividend will no doubt be declared. The dividend will be a very small one.

In the matter of Lowrie & Coles, bankrupt, Traverse City, the final meeting of creditors was held. The final account of the trustee showing total receipts of \$620.03 and disbursements of \$348.91 and a balance of \$271.12 was considered and allowed. A final dividend of 4 per cent. was declared and ordered paid.

St. Joseph Referee.

St. Joseph, July 28—In the matter of Nemer A. Etoll, bankrupt, of Allegan, an order was entered calling the first meeting of creditors at Allegan on August 10, for the purpose of proving claims the election of a trustee, the examination of the bankrupt and the transaction of such other business as may come before the meeting.

July 29—In the matter of August Peters, bankrupt, the trustee filed his supplemental final report and vouchers showing distribution of all the funds, whereupon an order was entered by the referee closing the estate and recommending the discharge of the bankrupt.

July 30—Pursuant to a resolution of its stockholders, the Poultry Pointers Publishing Co., a corporation of Kalamazoo, filed a voluntary petition, and an order was entered by Judge Sessions, adjudging the corporation bankrupt, whereupon the matter was referred to Referee Banyon. The assets and liabilities are scheduled as follows:

| | |
|---------------------------------------|------------|
| Secured Creditors. | |
| C. M. Walter, Kalamazoo | \$1,249.88 |
| Advocate Pub. Co., Kalamazoo | 251.00 |
| Unsecured Creditors. | |
| C. M. Walter, Kalamazoo | \$ 72.45 |
| R. C. Saunders, Kalamazoo | 72.45 |
| Rapid Advertising Machine Co. | 21.06 |
| Bardeen Paper Co., Otsego | 739.56 |
| Kalamazoo Pub. Co., Kalamazoo | 376.00 |
| Iling Bros. & Everhard Co., Kalamazoo | 43.76 |
| Crescent Engraving Co., Kalamazoo | 52.75 |
| Kalamazoo Label Co., Kalamazoo | 1.75 |
| Kalamazoo Sign Co., Kalamazoo | 1.00 |
| Poultry Exhibit Co., Pittsburg | 7.50 |
| Monarch Paper Co., Kalamazoo | 81.00 |
| Stewart Typewriting Co., Kalamazoo | 18.92 |
| Advocate Pub. Co., Kalamazoo | 30.00 |
| Star Paper Co., Kalamazoo | 1.83 |
| Total | \$3,020.91 |
| Assets. | |
| Machinery and tools | \$ 25.00 |
| Accounts receivable estimated | \$400.00 |
| Money in bank | 47.50 |
| Total assets | \$472.50 |

August 1—In the matter of H. A. Fish-

er Co., bankrupt, of Kalamazoo, an order was entered calling the first meeting of creditors at the latter place on August 14, for the purpose of proving claims, election of a trustee, the examination of the officers of the bankrupt and the transaction of such other business as may come before the meeting.

Why Not Recognize Trading Stamps as Cash?

Apparently price cutting in tea and coffee is getting near the danger line and if the accusations made by Walter Grieve, the well known tea broker of Philadelphia, are common in the trade, there is some ground for serious thought on the part of those who would succeed in selling those staple commodities.

"Some of the large retailers have been cutting prices so badly that I am led to write you my views on the subject," writes Mr. Grieve in a letter to this paper. "If they cut tea and coffee the way they cut other goods it will go hard with the trade, as I understand they have been selling a class of merchandise about 50 per cent less than the cost of manufacturing, the loss being estimated at \$500 in two weeks.

"There is nothing so exasperating or demoralizing to the merchant who wants to do a careful and moderate business as the present day method of the trader who deliberately sells goods below cost. The deleterious effect of this is known full well both to the large and small competitors who have to combat this system.

"Some firms claim they make money who encourage and foster this policy of making a loss to attract trade, which is nothing more than the worn-out game of the gambler which he calls a 'come on.' The lottery, the race track and the bucket shop made money, but where are they to-day? Years ago when merchants sold goods below cost they were looked upon with suspicion; banks and others fought shy of them and they were just as dangerous then to the legitimate trend of trade as a reckless automobilist on a crowded thoroughfare is to the pedestrian.

"As most price cutters are more or less linked with trading stamp dealers, it is quite time that the United States Government recognize trading stamps as a species of money with a purchasing power. Then to protect the public against bankruptcy on the part of the cutter and the stamp dealer, the Government should make sure that ample funds or merchandise are in the hands of those issuing stamps to meet or redeem the immense quantity outstanding and rapidly accumulating in such great numbers that if the ultimate outcome is not bankruptcy to the dealers, it will take considerable of what they claim they have made to meet their indebtedness to stamp holders."

There's more room for improvement than there is satisfactory building material.

The less religion a man has the more he expects of his wife.

BUSINESS CHANCES.

To Trade—Two houses, Kalamazoo, value \$6,000, equity \$3,000. Vacant Chicago property, value \$7,000. Will trade and pay difference for good stock general merchandise, located in town 2,000 to 5,000. J. A. Richardson, Vicksburg, Michigan. 460

ASK YOUR JOBBER FOR

Hart Brand Canned Foods

HIGHEST QUALITY

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

Quality Guaranteed

The HART BRANDS are Trade Winners and Trade Makers

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

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

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

Factories at

HART, KENT CITY, LEXINGTON, EDMORE, SCOTTVILLE.



| | | |
|----------------------|-----------------|-------------------|
| POSTAL TELEGRAPH | TELEGRAM | COMMERCIAL CABLES |
| GOLD DUST | | |
| A Message To Grocers | | |



“Keep a good supply of GOLD DUST on hand, and keep it where your customers can see it” is our message to you, Mr Grocer. Our message to your customers is extensive, persistent, persuasive advertising that keeps the GOLD DUST sales coming your way!

THE N.K. FAIRBANK COMPANY

FIVE REASONS WHY K C Baking Powder

Should be Pushed by Every Dealer

1st—Because it is manufactured from the very best of materials obtainable and enables the dealer to offer his customers an honest goods at a reasonable price.

2d—It has proven itself best in the real test—in the oven.

3d—The manufacturers stand ready to refund the retail price on every can returned.

4th—K C Baking Powder is one of the most extensively advertised brands.

5th—Because it pays the dealer a larger margin of profit than any other standard brand of baking powder.



GUARANTEED TO COMPLY WITH The United States
Pure Food Laws, and
The Pure Food Laws of *Every State in the Union*

“THE POWER BEHIND THE DOUGH”
JAQUES MFG. CO.
CHICAGO