

MICHIGAN TRADESMAN

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Thirty-First Year

GRAND RAPIDS, WEDNESDAY, AUGUST 12, 1914

Number 1612

Can You?

Can you put the spider's web back in place
That once has been swept away?
Can you put the apple again on the bough
Which fell at your feet to-day?
Can you put the lily cup back on the stem
And cause it to live and grow?
Can you mend the butterfly's broken wing
That you crushed with a hasty blow?
Can you put the bloom again on the grape
And the grape again on the vine?
Can you put the dewdrops back on the flowers,
And make them sparkle and shine?
Can you put the petals back on the rose?
If you could, would it smell as sweet?
Can you put the flour again in the husk,
And show me the ripened wheat?
Can you put the kernel again in the nut,
Or the broken egg in the shell?
Can you put the honey back in the comb,
And cover with wax each cell?
Can you put the perfume back in the vase
When once it has sped away?
Can you put the corn-silk back of the corn,
Or down on the catkins, say?
You think my questions trifling, dear,
Let me ask you another one:
Can a hasty word be ever unsaid,
Or a deed unkind, undone?

The Nearest Friend

A man I know, and yet know not at all,
Is one who ever stands at beck and call,
Responsive always to my slightest whim,
No matter what the task I set for him,
My friend he would be, yet most truly he
Of all my foes is my worst enemy—
A riddle past all solving—loving, warm,
Yet daily in some way he doeth harm.

Control him? I have tried with some success,
Yet often he eludes me, and distress
Incalculable follows in his train,
And leaves me face to face with bitter pain.
His thoughts I know, and yet within his soul
He carries as it were a mystic scroll
That, try how hard I may to penetrate
Its meaning clear, I never can translate.

Why this good deed he does, or that of ill,
The deeds that dull all hope, or haply thrill
My heart and soul, I cannot comprehend—
My enemy to-day; to-morrow friend!
With joy and shame, alternatively through life
He's filled my days with happiness and strife;
My love and hatred form his worldly pelf,
This man I know, yet know him not:—Myself!

John Kendrick Bangs.

Ambition

Though the castles you are building
Fall upon the ground to-morrow,
Turning all your sweetest dreams from gold to lead,
Do not cry at the disaster
Don't let grief become your master.
Toot the whistle of Ambition—go ahead!

Great success is born of failure
Plus undaunted perseverance—
Men are never "counted out" until they're dead.
If you put your shoulder to it
Feel assured that you can do it.
Toot the whistle of Ambition—go ahead!

Allan R. Wheeler.

We are *not* a Mail Order House

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

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

Good Yeast
Good Bread
Good Health

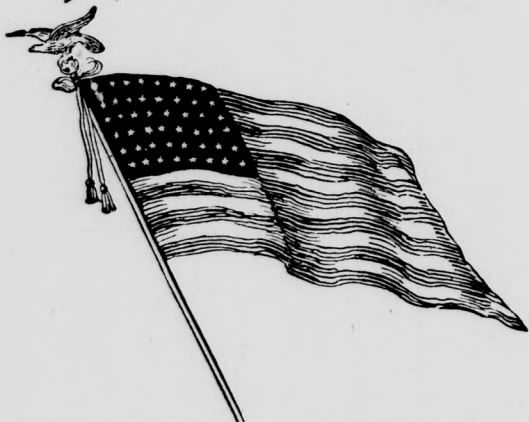
Sell Your Customers
FLEISCHMANN'S
YEAST

Summertime Is Tea Time

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

We recommend our

PEERLESS



ICED TEA BLEND

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

The Pure Foods House

JUDSON GROCER COMPANY, Grand Rapids, Mich.

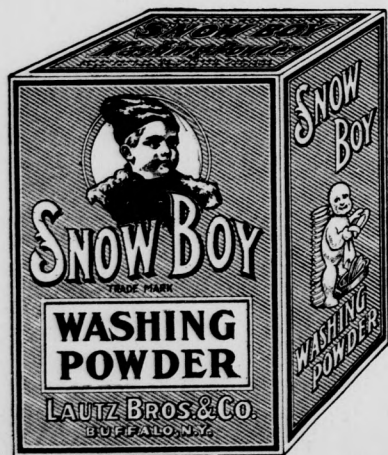


Recent years have seen bulk goods go out and package goods come in. Why? Because package goods are neat, clean, easy to handle, save time, prevent overweight, and please the consumer. All this is true of FRANKLIN CARTON SUGAR, and, sugar is the one thing you cannot afford to handle in bulk.—you sell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

THE FRANKLIN SUGAR REFINING CO.
PHILADELPHIA

*"Franklin Carton Sugar is guaranteed FULL WEIGHT,
and refined CANE sugar."*

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



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 12, 1914

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ONLY FOUR DECADES AGO.

Chautauqua was originally known principally as the name of a county in the Western part of New York and as well from a lake within the boundaries of said county. Now it is almost a household word all over the country and pretty much every morning the newspapers mention it in some connection or other. Of late it has frequently come in under a Washington date, because Secretary of State Bryan in order to make out his slender salary of \$12,000 a year improves the opportunity to speak at certain gatherings in various regions, which gatherings are referred to as Chautauquas. He is well paid for it and is a drawing card which helps to swell the box office receipts and enable the directors of the enterprise to pay the expenses and perhaps have a little money left to shingle the roof of the assembly hall, or to buy new crockery for the dining room. Chautauquas are no longer confined to Chautauqua, N. Y., but are held in every state in the Union, retaining, however, the original name.

It is interesting just now to note that the fourth of August made the fortieth anniversary of the Chautauqua assembly. What has grown to be so great an institution had its beginning away back in 1874 when a preacher and several Sunday school teachers held a meeting at Chautauqua, N. Y., and founded what has since come to be known as the Chautauqua institution. It became an annual affair and the Chautauqua there was a large plant, with boarding houses, halls and other necessary accommodations. Speakers were brought from all over the country to discuss themes with which they were most familiar and the educational value was reckoned as very large. Then there were books published for study at home and the so-called Chautauqua course became popular. Unquestionably a great deal of information and education was thus disseminated throughout America, all of which was

of very substantial value. The scheme which proved so successful at the parent plant was imitated and adopted in various other sections on the shores of lakes and rivers and in other places where people were induced to gather and listen to addresses and entertainments, more or less on the camp meeting plan. A good many of the so-called Chautauquas are a far cry from the original and are made up of that which amuses and entertains rather than that which instructs. They serve, however, to get goodly companies of people within an enclosure where they are sung to and lectured to and are supposed to get their money's worth. Those who inaugurated the enterprise August 4, 1874, little guessed how much they were doing.

SOUTH AMERICAN MARKET

If American manufacturers are wise and enterprising they will improve this opportunity to extend their trade in South America. It is not a creditable fact that any one of two or three European countries have sold more goods in South America than the United States. The present war will seriously interfere with that trade. The ships that have carried the freight will either be prevented from sailing or will be diverted to other and less peaceful uses. Europe has found the Southern half of this hemisphere a most excellent market for many years. The market is still there and the money ready to pay for the goods delivered. If American exporters go after this trade quickly and sharply they are liable to get at least some of it, and when they get a start they not only ought to keep at it, but increase it. This is one of the opportunities for this country which the war in Europe provides, and in all probability American coasting vessels will cross the equator more frequently now than ever before. The field is a rich and attractive one and may be very profitably improved.

Incidentally, it is worthy of mention in this connection that one of the reasons why the United States has not been able to succeed in South American markets is due to the lack of capacity, training and ability on the part of our diplomatic corps. A very considerable share of a consul's business in a foreign country is to learn what its people need in the way of manufactured products and to advise the manufacturers of his own country how to supply those wants. Each section has some particular and often peculiar notions of its own as to how goods should be made. It is the privilege of the buyer to say what he wants, and it is the business of the manufacturer to provide it. The trouble is that these consulships have been used by various administrations as pieces of

political patronage to be parceled out among those who have helped to carry a caucus or have been useful in promoting the candidacy of some congressman or senator. They are changed every four years and just as one gets to understand the business, to know the duties and appreciate the situation, he is removed to make way for another who has had sufficient political pull to get the place. The result is that the business men of the United States have secured nothing like the advantage which might and ought to come to them through their foreign representatives. It is simply a matter of luck that a war in Europe emphasizes for Americans an opportunity which they have had all the while if the Government officials had the capacity and the sense to help them prove it.

WHAT THREE MEN CAN DO.

In Vienna there is a doddering old man, the offspring of a tainted house, who sits on the throne of the dual empire.

In St. Petersburg there is a weak, well-meaning neurotic who by the accident of birth happens to be the Czar of all the Russias.

In Berlin there is a brilliant, talented, mentally unbalanced, ambitious manipulator of politics who is German Emperor by grace of the genius of Bismarck, Moltke and Roon.

Of these three men, only the one in Berlin has more than mediocre abilities; yet the three are permitted to play with the lives of millions of men, with property worth thousands of millions of dollars, with the commerce and industry and prosperity and laws and institutions not merely of the empires and kingdoms but of continents. It is left to them to determine whether the world is to witness the most deadly and devastating war of history.

The thing would be laughable, ridiculous, if it were not so ghastly.

War of itself may be wise or unwise, just or unjust; but that the issue of a world-wide war should rest in the hands of three men—any three men—and that the hundreds of millions who will bear the burden and be affected in every relation of life by the outcome of such a war should passively leave the decision to these three men is an indictment of civilization itself.

Human progress is slow indeed when a whole continent is still ready to fight for anything except the right to life, liberty, and self-government. — New York World.

STATUS OF THE WAR.

The development of the European war during the past week has been rapid and the powers now engaged are England, France, Russia, Belgium and Serbia on the one side and Germany and Aus-

tria on the other, while the territory of Luxemburg has been ruthlessly invaded by Germany as a matter of convenience in moving troops and it is claimed that there has been a technical violation of the domain of Holland. Italy remains neutral in spite of entreaties and threats by the German Emperor. Spain mobilizing as a precautionary measure. Japan expressing readiness to act if treaty obligations require. Norway, Sweden and Denmark waiting with armies ready. Monaco not heard from.

There is hope for a termination of the war in the fact that the combination against Germany is so great, for it would seem that this one nation with its weak ally, Austria, which itself has no mean antagonist in Serbia, could not stand out long. The latest addition to the list against Germany, Great Britain, has a navy for which Germany's ships are no match, and troops can be poured in on Germany almost limitlessly. This should insure a comparatively short contest in spite of Germany's great power and the splendid discipline of its army. And then the finances of Germany are not such as to cope even with those of its old antagonist France.

Most Americans resent, with a feeling of intense indignation, the efforts of the German government to pursue the ostrich-like policy of disowning the responsibility for its own acts, in provoking war. There can be little doubt, in the minds of all reasonable men, that the present European war was the result of a deliberate, careful plan on the part of the German Emperor to precipitate a general war at this time. Every act of the Kaiser has been calculated to make war inevitable. But what insults the intelligence of observers is the continuous declaration made by the Emperor that he has not "declared war." Germany has been taxed to the limit for so many years that a serious financial and political crisis has been impending in the country for the best part of a year. The Kaiser was at his wits end what to do. He saw that if he were to do nothing a great financial panic and probably a political upheaval would certainly overtake the empire. There was a chance that, by a short and swift campaign, taking Russia and France by surprise, he could create a feeling of loyalty that would render his own power in German politics supreme for the rest of his lifetime, but he is doomed to disappointment. The German people will sue for peace as soon as they discover that they have been betrayed by the crazy monarch and they will replace the "Firebrand of Europe" and a monarchial form of government with a wise and sane ruler and a pure democracy.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, Aug. 10.—A. N. Gurney, wife and daughter, Estella, of Detroit, are visiting friends here this week, having just returned from a trip to Duluth. They will remain here for a few days before returning to their home in Detroit. Mr. Gurney has been taking in the surrounding country and was very much surprised at the agricultural possibilities and bright prospects of Cloverland and stated that it far exceeded his expectations, and with the natural condition around the Soo he predicts a very bright future and steady growth of this community.

The many friends of Ralph Springer will be pained to learn of his demise, which occurred August 7 at his residence, 807 John street. Mr. Springer was one of our well-known citizens and a friend with all the travelers in the clothing line throughout the country, being employed as manager of B. M. Morris' clothing store here for the past twenty years. Mr. Springer succumbed to a complication of diseases. He was born in Rochester, New York, in 1861. He came to the Soo twenty years ago and accepted a position with B. M. Morris, in whose employ he had been ever since. He is survived by a wife and daughter, Mrs. A. R. Miller of this city, two sisters and a brother. He was an active lodge member, belonging to five different fraternal organizations. The body was taken to Port Huron for burial.

Booth Bros., our hustling wood merchants, have enlarged their place of business and added a furniture and piano storage which they purchased from W. H. Moore.

Word has been received in this city that the sheriff at Escanaba is looking for a boy by the name of Dona Bordeau at the request of his mother who is said to be living here, but as there is no such name in the directory it may be possible that the family reside in the Canadian Soo. The boy is 16 years of age. He disappeared in July and when last heard from was in Escanaba.

The yacht Caroline, owned by E. Ford, of Toledo, remained in port here for a visit last week, leaving here for Batchawana, where it will remain for several days. Mr. Ford has numerous guests with him from Toledo and Detroit and expects to spend much time fishing at Batchawana.

Alexander Winton, President of the Winton Motor Co. passed through the city last week on his magnificent yacht La Belle. Mr. Winton and party left for Whitefish Point, where they expect to spend several days fishing.

Wm. Olsen, representative of the American German Book Co., Detroit, was a Soo visitor this week. Mr. Olsen was an old Soo boy and is putting in the time shaking hands with old friends and acquaintances. Will says that he always has a warm spot in his heart for the Soo and his only regret is that he cannot make this territory more often.

J. B. Melody and family arrived home this week from Detroit. Mr. Melody has been working on a soap campaign in Detroit.

"Jerry" says that the time a fellow's credit is always good is when he wants to borrow trouble.

Professor W. J. Walsh, Superintendent of public schools, arrived home last week on the steamer Tionesta, after visiting Marquette and other points. He reports having a most delightful trip and is much refreshed after his vacation.

The Pickford stage reports traffic this year largely increased. The roads are in the best of condition and the lively town of Pickford reports a large increase in business.

Some anxiety is felt by Soo mer-

chants on account of not being able to obtain further shipments of William Davies tea, which is imported from Canada. The war conditions have stopped the importation of tea and many of the consumers are laying in a year's supply in anticipation of the stock being exhausted. William G. Tapert.

Boomlets From Bay City.

Bay City, August 10.—Although Bay City is not having a business boom, its business is steadily increasing in volume, as indicated by bank clearances and also a recent report of Postmaster A. M. Miller.

The North American Construction Co., maker of Aladdin houses, has had a phenomenal growth in business. This company began business in our city nine years ago and the amount of the first year's business was \$1,300 and now the annual business amounts to \$1,500,000. E. O. Sovereign, general manager of the company, has submitted a proposition to the people of Essexville, a suburb of our city, to locate there, erect a factory building 700 feet in length, a modern office building and several houses for employes, if the name of Essexville is changed to Aladdin City.

Many leading lumbermen of Michigan were attracted to Bay City last Tuesday by a sale of real estate. Seven parcels of timber land in Antrim county were sold for \$548,000.

The grocers and butchers' outing at Wenona Beach last Wednesday was enjoyed by thousands of people.

Next Saturday will be U. C. T. day at Wenon Beach. The U. C. T. s of Bay City and Saginaw will meet there for their annual outing. Traveling salesmen who are not members of the order will be cordially welcomed.

The Bay County Savings Bank has bought the Lumberman's State Bank. The latter Bank will be continued under its present charter until December 31 and on that date the assets of both banks will be consolidated.

Harry Zierwes, salesman for Symons Bros. & Co., Saginaw, has returned from a trip to the West Coast. Mr. Sierwes left Saginaw June 27 and returned July 27. The first lap of the trip was to Vancouver, B. C., where he met his wife who had preceded him. They visited Seattle, Portland, San Francisco, Los Angeles, Denver, Salt Lake City, Omaha and Chicago. Mr. Zierwes states that the trip was an enjoyable one and that the finest scenery was along the C. P. R. and the D. & R. G. Harry says the managers of the C. P. R. are very liberal (?) in their charges. All he was required to pay, in addition to first class fare was \$2.25 for a seat in a coach during the day \$3 for a berth at night and \$4.50 per day for meals; also that at the end of a month's trip in the West a year's salary looks like 30 cents.

Pub. Com.

Radical Changes in the Shoe Trade.

Coldwater, Aug. 11.—On the eve of my thirty-fifth year in the shoe game—twenty-five years of which have been spent as a commercial traveler selling Hoosier school shoes—I am brought to the realization that in no line of merchandise has the change been wrought as that making itself manifest in the manufacture of footwear. For the past few years it has been a problem with manufacturers what to offer from season to season with any degree of certainty and it has been equally difficult for the merchant to anticipate successful merchandising. The present season is conceded one of the largest in the sale of rubber sole or tennis shoes, notwithstanding the fact that rubber footwear is unhealthy and uncomfortable, especially in hot weather. In leather footwear Colonials have had the call, but the average dealer is forced to carry these in all leathers and styles to cover the

wide scope of demand and there is no limit to that since the average woman and miss must have a shoe for every occasion and to match each dress or gown. The question of value or quality does not enter into the matter of merchandising to any great extent, since it is absolutely essential to fit the head and the eye before any attempt can be made to fit the feet, which is all in favor of those opposed to pure food shoe laws. It is almost impossible to sell a shoe to-day that is absolutely solid, as a shoe made of all leather does not have the light airy appearance that the average customer demands. It may seem strange, but it is never-



JOHN A. HACH, JR.

theless true, that if rubber boots and shoes were fashionable, the women would demand them. A few years ago when turn soles had the call you could not sell a heavy sole shoe, as they hurt the dainty feet. Almost within a year the change was made to heavy rope stitch manish shoes and the women could not wear turn soles, as they felt every little pebble they stepped on, etc. This only goes to show that there is no limit to the demand and the manufacturer has almost concluded, What's the use?

It is well that the consumer pays little or no attention to whether the shoe of to-day is made of leather or a substitute, as the day is not far off when a shoe made of leather will be a luxury, and to-day the manufacturer is confronted by a condition in the leather market which has never been experienced before and it will not be at all surprising if an advance of 25 to 50 cents per pair to the dealer will be a certainty before many days. Leather and every other commodity that goes into a shoe is advancing every day by leaps and bounds and the dealer who hesitates this season is lost.

Many merchant have been in the habit of covering their needs in blanket orders, but manufacturers are almost a unit in refusing to consider such orders under the present uncertain conditions. With such merchants it will not be a question of quantity or quality; it will simply be a case of give me any old thing to tide me over until you can fill my order.

I remember one instance of this kind during my career when many dealers were forced to all sorts of strategy to keep the business moving and paid all sorts of fancy prices for inferior goods. We are to-day blessed with the greatest prospect that ever came to any nation. Big crops everywhere, labor element at peace, railroads tickled with the findings of the Interstate Commerce Commission, new banking laws pleasing everybody but the money shark and no telling to what extent the warring nations will be forced to buy of us. It does seem as though if the calam-

ity howler will crawl into his shell and saw wood we are on the eve of the greatest industrial boom this country has ever experienced—and I am not a Democrat at that.

John A. Hach, Jr.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

Saranac's annual harvest picnic will be held Aug. 21.

The Saginaw county fair will be held at the new fair grounds, formerly Bates Park, in Saginaw, Oct. 6 to 9.

The Bartlett Label Co., of Kalamazoo, has been re-organized, with George L. Irvine, formerly of Rockford, Ill., as President, and plans are made for an expansion of the business.

August 26 is the date of the farmer's picnic, barbecue and home coming at Coopersville and business men have raised \$300 to assist in giving everybody a good time.

Lapeer is prosperous, with five new stores opening recently and building operations active.

The Owosso Improvement Association has adopted the following method of inducing industrial concerns to locate there; the city to furnish a site and erect a building, to be leased for a sufficient sum payable on yearly leaseings to eventually pay principal and interest.

A new floral hall and other buildings are being erected on the county fair grounds at Owosso. The fair will be held Sept. 15 to 18.

Battle Creek's premier event in the early future is Fraternal day, Aug. 20, and the parade that day will be an event in Michigan history.

Officers of the Northeastern Michigan Fair Association are making a trip through that section to boost the show, which will be held in Bay City, Sept. 7 to 11.

L. W. Chapman has opened a planing mill at Grand Ledge.

The L. Woodward Pickle Co. has completed a salting station for cukes at Benzonia, with capacity of 15,000 bushels.

The school census at Hillsdale shows a falling off of eighty-nine pupils as compared with last year.

Merchants of Menominee and Marinette held their annual picnic at John Henes Park, Aug. 5. One of the features was a ball game between grocers and butchers, the former winning by a score of 4 to 0.

Ishpeming merchants have agreed to close their stores Wednesday at noon during August and September.

A flower carnival will be held in St. Joseph Aug. 14, under auspices of the Civic Improvement Association.

The fair at Thompsonville will be held Oct. 14 to 16.

The Bangor Manufacturing Co. has started operations at Bangor and will manufacture ladies' skirts, aprons, etc. E. Greber, of Chicago, is at the head of the enterprise.

St. Louis, in Gratiot county, has voted to sweep and clean the paved district early Sunday mornings until Nov. 1.

Almond Griffen.

Every man expects to wake up some day and find himself famous—and he often does get as far as the waking up part.

IMPRESSIONS OF THE HOUR.

Forty-four years ago, a situation arose in Europe somewhat comparable to that witnessed the past week. The press contained no hint of any grave contingency. On the last day of June, 1870, the French Premier, Emile Ollivier, stated to the Chamber that in no direction could a situation be detected that was at all dangerous. Yet, in a few days, France declared war against Prussia, and financial Europe was in ferment. The horror of Lombard Street was voiced in the following terms, in the London Economist, by Walter Bagehot, one of the keenest critics of his age: "The declaration of war by France against Prussia is one of those awful events which bring comment to a stand, and which of themselves make an impression far deeper and greater than anything which can be said about them. The most desperate act of a midnight conspirator is not morally worse than a breach of the peace of Europe in this manner on a sudden, and with no object which any one can state." We should hunt in vain for a better characterization of the situation created by Austria's ultimatum to Servia.

The present chaos in international finance is profoundly anachronistic. With the striking exception of 1870, we shall have to go back a century or more to discover a financial disruption of the first magnitude of a wholly political origin. Prior to the middle of the eighteenth century, the methods of commerce and finance were not sufficiently developed to bring about world-wide economic crises. Financial panics were then local in character, and were quite frequently the product of political events. It was not until the bursting of the bubble occasioned by the Seven Years' War that history provided any details of a serious international commercial crisis. The various upheavals which characterized the Napoleonic period were distinctly of political origin. Since then, again excepting 1870, financial crises have been commercial in origin, although it is true that the European disturbances of the early sixties are in part traceable to the American Civil War.

It would have taken an imagination far transcending that of the ordinary man to forecast such a situation as exists at the present moment. Mr. H. G. Wells might have done it wholly as an act of the fancy, or, perhaps better still, Sir Conan Doyle who, in the "Lost World" has pictured scenes in the mere physical life of the race fairly analogous to what is now being witnessed in the domain of the race's higher activities. Financially, the world has never been closer to a state of chaos than during the past week. The wisest and most far-seeing mind would be incapable of cataloguing the contingencies of the moment.

We must leave Europe to her fate. All that can be said of her is that if the fears of the moment are realized, she will pass through the worst epoch in her history. In many aspects, the upheavals attending the destruction

of the Roman Empire and the up-building of the nations of modern Europe can, perhaps, never be equalled, and their economic consequences were doubtless as extraordinary as their political consequences. They made no such conscious appeal, however, to the collective intellect as is being made by the facts and contingencies of the present moment. They were, on the whole, regenerative, whereas the only element which suggests itself to the ordinary mind at this time is that of destruction.

It is with a feeling of relief and profound thankfulness that one turns his eyes from Europe to American. We are already greatly hampered by the situation recently created abroad, but we are by no means compelled to believe that the consequences to us will be anything like what some persons have unthinkingly feared. One hundred millions Americans will have to be fed and clothed, and, as none of them will be prevented by a call to arms from pursuing his ordinary affairs, the performance of this task will keep us busy. Means will be found to prevent our being denuded of our gold, and means will also be provided for sufficient currency to keep our legitimate industries in shape to supply the needs of the Nation.

The impoverishment of unhappy Europe will sooner or later deprive us of some of our trade opportunities and affect that part of our industrial machinery that is in excess of our own needs. But, on the other hands, it is possible that, in the event of protracted disturbance in Europe, the other hemisphere, war and blockade and prize court and an itching desire to spend every cent on armaments to the contrary notwithstanding, may of very necessity be forced into our markets to an unparalleled extent; thus breaking the force of the blow to us and allowing this country time to get its affairs in shape for the ultimate consequences of Europe's rashness. Nor is it a negligible argument that a great amount of foreign capital may seek these shores for safe keeping, in much the same way that it sought refuge in Lombard Street during 1870.

Out of all this welter of passion, one may hope a permanent good will come to the world, through a clear recognition that the basic condition of human intercourse is economic. The fascination of armaments, after impoverishing the nations, has resulted in a conflagration which, at the moment, is in danger of attaining horrid proportions. Yet, sooner or later, the work of constructing a new edifice of trade and finance will be begun, and it is not too much to believe that by that time, no principle of political government will be held in greater abhorrence, or more rigidly excluded from public affairs, than that of armament, as the term has been construed in the past.

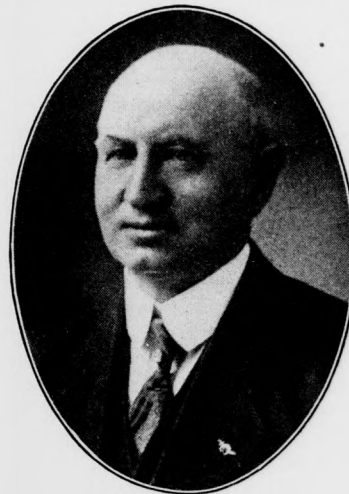
If a man can't make a noise in the world in any other way, he shoots off his mouth.

Shoes may come and shoes may go, but men kick on forever.

REPRESENTATIVE RETAILERS

Frank H. Smith, One of the Pioneer Merchants of Fremont.

Frank H. Smith was born at Lawton, December 16, 1853. His father and mother were both American born but of German descent. Mr. Smith graduated from the Lawton high school when 18 years of age and went to Paw Paw, where he clerked nine years in the general store of W. J. Sellick. During that time he had but one day's vacation, owing to the belief entertained by the owner of the



FRANK H. SMITH.

store that he could not be spared from the business. At the age of 27 he went to Chicago and secured the position of general salesman in the wholesale department of Carson, Pirie, Scott & Co. Five years later he went to Fremont and formed a copartnership with James H. Darling, who was then conducting a general store and grist mill. Mr. Smith took the general management of both branches and this arrangement continued for eighteen years, when the grist mill was sold to F. W. Bunker and the interest of Mr. Darling in the general store was purchased at the same time. Mr. Smith has since continued in business with gratifying success.

Mr. Smith has been given various positions of trust in his home city, which attest the confidence in which he is held there. For sixteen consecutive years Mr. Smith was a member of the Common Council of Fremont village, four years of which time he was President of that body. He was President of the Fremont Board of Trade for two years, and it was during his administration that a mile and a half of paved street was constructed in that city, which project had the hearty support of the local commercial body. He has also been interested in better rural highways and it was through his instrumentality that the mile of stone road east of that town was built.

Mr. Smith is generally recognized as an ideal booster. His aggressiveness has given life to many a civic project in his locality, and he has been identified with practically every progressive movement in the community for the past thirty years.

Mr. Smith has yielded to the importunities of his friends in the vari-

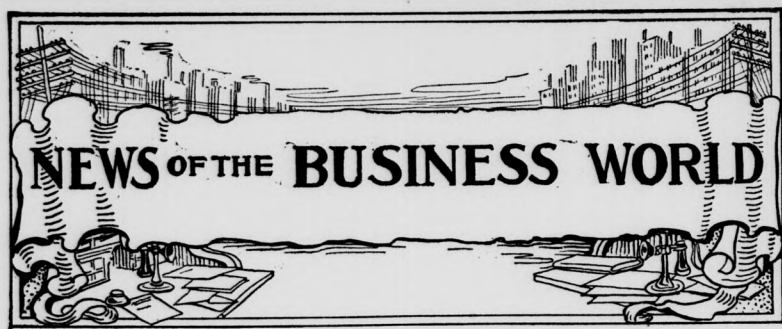
ous parts of Newaygo county and entered the race for the Republican nomination for Representative in the State Legislature. Mr. Smith's decision to become a candidate was made only after mature consideration and assurances from his friends that his candidacy would meet favor with a large number of voters who desire to see a business man represent Newaygo county in the Legislature.

Mr. Smith was married in 1893, to Miss Ella A. Ocobock, of Whitehall. They reside in their own home at Fremont. Mr. Smith is a Mason from A to Z and is also an Odd Fellow in good standing. He is an active member of the First Congregational church of Fremont. Mr. Smith attributes his success to hard work and honest effort, which enable him to hold the confidence of the people.

The Overcoat Situation.

Considerable speculation has been indulged in throughout all the clothing markets as to the overcoat situation. Owing to the open winter there was a remarkable small sale for overcoats among retail clothiers during the last heavy-weight season and the fact is not denied that a great quantity of overcoat stock was carried over. As a consequence advance business on overcoats for the fall and winter of 1914 was comparatively small. However, these facts do not seem to agree with the enormous demand for Balmacaans which has swept the country from one end to the other. Many manufacturing firms have stated that it has seemed almost impossible to make these garments fast enough to supply the demand. Without doubt the sale of Balmacaans will continue throughout the fall and early winter. The only explanation for this condition is the fact that this garment is an extreme novelty and is so constructed that it can be sold at a popular price. This with the fact that it has been sold chiefly to young men who will purchase anything that may strike their fancy in the garment line. Manufacturers of clothing have been in a quandry as to just what the "selling style" in overcoats for fall and winter will be. While this has little to do with the demand for Balmacaans it is acknowledged that the popularity of this style will wane within a few months. Never was there a season when so many models were produced and so many overcoating fabrics shown. Now that the advance orders have been booked it seems that the form fitting, double breasted, Chesterfield model, in button through effects will be the one garment to meet the demands of high-class trade. The materials will be the soft-finished, "fleece" effects, patent beavers and Montagnacs and chinchillas. For popular priced trade great coats, semi-ulsters and Balmacaans in Scotch mixtures, and Irish friezes for the former and imported and domestic homespuns for the latter.

The mystery of the Mona Lisa smile has at last been solved. The artist caught her expression when she was trying to laugh at one of her husband's jokes.



Movements of Merchants.

Allegan—William Alberts succeeds Mrs. Hillis in the restaurant business.

Levering—Frank Smith has engaged in the billiard and cigar business.

East Jordan—G. W. Whitbeck, formerly of Pontiac, has opened a bazaar store here.

Stockbridge—E. F. Knapp & Son have sold their stock of hardware and will remove to Eaton Rapids.

Battle Creek—Henry A. Preston, shoe dealer, dropped dead Aug. 7 as the result of an attack of heart trouble.

Kalamazoo—Peter Velig has sold his grocery stock to the Stilson Grocery Co., of East avenue, which will consolidate it with its own.

Eaton Rapids—H. L. Boice has purchased the remainder of the H. E. Raines bazaar stock and will consolidate it with his own.

Ionia—R. P. Ray, George Dodson and Mrs. Wolf have engaged in the millinery business under the style of R. P. Ray & Co.

Sylvester—Stephen Smith has purchased the general stock of Fred Gogo, of Ironwood, and moved the goods to this place.

Homestead—John Maggert, recently of Altona, Ind., has engaged in the general store business, succeeding H. E. Coliflower & Co.

Ironwood—The F. W. Woolworth Co. of New York City has opened a branch bazaar store at the corner of Suffolk and Aurora streets.

East Jordan—Noch Gilles and John Hawkins have engaged in the bakery and restaurant business under the style of Gilles & Hawkins.

Lansing—Burglars entered the Carmer & Oakes jewelry store at 316 South Washington street, August 5, and secured over \$600 worth of jewelry.

Mt. Clemens—Burglars entered the Fred W. Krausneck department store and carried away silks and wool dress goods to the amount of about \$1,500 Aug. 9.

Jonesville—George Bowersox and son, Clayton, have formed a copartnership and purchased the Glenn Daykin grocery stock.

Lansing—The Oak Crest Land Co. has been incorporated with an authorized capital stock of \$8,500, which has been subscribed and \$5,100 paid in in cash.

Midland—Douglas G. Mode has sold his interest in the McCann & Mode dry goods, clothing and shoe stock to his partner, Thomas E. McCann, who has admitted to partnership his sons, Russel and W. D. The business will be continued under the style of Thomas E. McCann & Sons.

Pentwater—John B. Hendricks has sold his stock of general merchandise to Wade H. Gardner, his former clerk, who will continue the business at the same location.

Detroit—The Central Coal & Brick Co. has been organized with an authorized capital stock of \$6,000, all of which has been subscribed and paid in in property.

Cedarville—George LaFleur has removed his confectionery stock to his new cement store building and installed a soda fountain in connection with his ice cream parlor.

Dunningville—W. Spaman and A. Spaman succeed D. W. Ashley in the general store business. They will conduct the store under the style of W. & A. Spaman.

Dowagiac—R. M. Ball, who recently conducted a furniture store at South Bend, Ind., will open a furniture and carpet store on South Front street about September 1.

Maple Rapids—W. R. Osgood, of St. Johns, has purchased the S. W. Inghram undertaking stock and will continue the business under the management of W. B. Casteline.

Traverse City—Joseph E. Ehrenberger, formerly engaged in the grocery business under the style of Nash & Ehrenberger, will conduct the business on his own account.

Nashville—Arthur E. Bassett, automobile dealer, has sold a half interest in his business to Walter H. Burd and the business will be continued under the style of A. E. Bassett & Co.

Benton Harbor—The Furber-Miller Furniture Co. has been organized with an authorized capitalization of \$11,000, all of which has been subscribed and paid in in property.

Petoskey—John and Charles Galster have purchased the Bert Keets cigar and tobacco stock and will continue the business at the same location under the style of the Union Cigar Co.

Belding—R. D. Rowland has sold his confectionery stock and ice cream parlor to Clarence A. Sparks and sister, Mrs. Claudia Gamber, who will continue the business under the style of Sparks & Gamber.

Pigeon—The Pigeon Elevator Co. has been merged into a stock company under the style of the Pigeon Co-Operative Elevator Co., with an authorized capitalization of \$30,000, of which \$1,650 has been subscribed.

Detroit—Crowley, Milner & Co. general merchants, have merged their business into a stock company under the same style, with an authorized capital stock of \$1,000,000 common and \$1,000,000 preferred, of which \$1,850,000 has been subscribed and paid in in property.

Saginaw—F. C. Marshall and Archie Bitterman have formed a copartnership under the style of the Marshall-Bitterman Co. and will engage in the jewelry business at the corner of Genesee and Baum streets September 1.

Scottville—Mrs. Earl C. Haner has sold her stock of bazaar goods and women's furnishings to Miss Etta M. Drake and sister, Mrs. Lena Waggoner, who will continue the business under the style of Drake & Waggoner.

Jackson—E. J. Pierce, formerly engaged in the grocery business at St. Johns, has opened a similar store at 122 North Mechanic street. His store has no telephone, will do no delivering, has neither counters nor shelving and sells only for cash.

Dowagiac—John F. Cook and Clyde Hart have formed a copartnership under the style of Cook & Hart and purchased the Mrs. Sylvia Snyder jewelry stock. They will continue the business at the same location.

Detroit—H. Robert Stoepel, conducting a garage, has merged his business into a stock company under the style of the Stoepel Co., with an authorized capital stock of \$1,000, which has been subscribed, \$200 paid in in cash and \$600 in property.

Muskegon—W. E. Bassett, grocer, has merged his business into a stock company under the style of the W. E. Bassett Mercantile Co., with an authorized capital stock of \$5,000, which has been subscribed, \$2,000 being paid in in cash and \$3,000 in property.

Jackson—W. W. Fisk, dealer in wood and coal, has merged his business into a stock company under the style of the Fisk Coal Co., with an authorized capital stock of \$10,000, of which \$6,500 has been subscribed, \$1,400 paid in in cash and \$3,182 in property.

Detroit—Otto Reinhardt, city salesman for the Hub Mark Rubber Co., has opened his campaign for the Republican nomination for City Treasurer. Mr. Reinhardt secured several thousand signatures to his petition. He expects the unanimous support of the shoe dealers of Detroit.

Plainwell—Plainwell is to have two new business establishments of modern character. J. D. Wagner is erecting a handsome brick block on Main street which will be occupied by Huntley & Honeysett, grocers, as soon as it is completed. Smith & Murray, furniture dealers, are remodeling a building formerly occupied by a second hand dealer, into a modern furniture store. The business block owned by C. B. Williams and occupied by Mrs. J. Tomlinson, milliner, which was recently gutted by fire, is being restored and when the alterations are completed will be again occupied by Mrs. Tomlinson.

Detroit—A shoe dealer in the residential section put on a bargain sale last week that attracted an immense crowd. In fact, the crowd was so great that the presence of a policeman was necessary to keep the anxious buyers in line and prevent a rush which threatened to wreck the front of the store. The dealer was H. A. Wrock and his store

is on Dix avenue, between Vinewood avenue and the West Grand boulevard. Mr. Wrock, through advertisements in the district newspaper and through the medium of hand bills scattered broadcast throughout the western portion of the city, announced that at 9 o'clock on a certain morning he would throw open the doors of his store for a big sale. He quoted a number of attractive prices.

Manufacturing Matters.

Pontiac—William J. Trick, former cigar manufacturer at Cheboygan, has opened a cigar factory here.

Detroit—The Auto Parts Manufacturing Co. has decreased its capital stock from \$250,000 to \$100,000.

Allegan—S. A. Guard, who has conducted a grist mill here for a number of years, died at his home Aug. 8, following an illness of a week.

Port Huron—The United Iron & Metal Co. has incorporated with an authorized capitalization of \$1,000, all of which has been subscribed and paid in in cash.

Muskegon—The Shaw-Walker Co., manufacturer of card indexes, specialties and office furniture, has increased its capital stock from \$400,000 to \$500,000.

Detroit—The Sulfathen Chemical Co. has engaged in business with an authorized capital stock of \$25,000, of which \$18,000 has been subscribed, \$1,500 paid in in cash and \$10,500 in property.

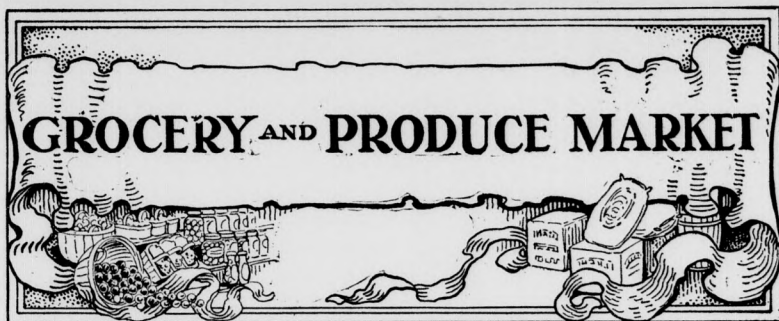
Detroit—The Moisture Proof Fibre Can Co. has been organized with an authorized capital stock of \$12,000, of which \$6,400 has been subscribed, \$5,800 being paid in in cash and \$600 in property.

Detroit—The United Butchers' Supply Co. has been incorporated with an authorized capital stock of \$20,000, of which \$12,750 has been subscribed, \$1,000 paid in in property and \$6,000 in property.

Detroit—A new company has been organized to manufacture culinary machines and kitchen specialties under the style of the Universal Culinary Machine Co., with an authorized capital stock of \$50,000, of which \$25,500 has been subscribed and paid in in property.

Detroit—A new company has engaged in business to manufacture and deal in automobiles and automobile accessories, under the style of the McKenney-Devlin Co., with an authorized capital stock of \$10,000, of which \$6,000 has been subscribed and paid in in cash.

Sault Ste. Marie—E. B. Foss & Co. have purchased what is known as the sawmill of the North Channel Lumber Co., near Thessalon, formerly operated by the Saginaw concern at the head of which was Ralph Loveland, who failed something over a year ago. This mill was once the Saginaw Lumber & Salt Co.'s mill just below Saginaw on the river. It was removed to Sandwich, Ont., where it was operated a short time, and then the machinery was removed to Thessalon and the North Channel Lumber Co. organized. Foss & Co. own some timber limits in that section of Ontario and it is reported the firm will lumber the coming winter and stock the mill.



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 has been active trading in butter during the week and the consumptive demand is very good. Prices are firm, but without change from the last report. The quality of the butter arriving is very good, all grades meeting with ready sale on the present market basis. A continued good demand is looked for. Factory creamery is 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—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—Indiana gems command 50c per basket containing twelve to fifteen; Benton Harbor Osage fetch \$1.75 @2.25 per crate, according to size; Benton Harbor gems command 75@90c per basket.

Celery—Home grown, 25c per bunch.

Cocoanuts—\$4.25 per sack containing 100.

Cucumbers—25c per dozen for home grown hot house; garden grown, \$1 per bu.

Eggs—The market shows firm prices and an active demand for all grades. The situation is healthy and no immediate change is in sight. Local dealers pay 19c for candled.

Gooseberries—\$1 per 16 quart crate.

Green Corn—15c per dozen.

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

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

Lemons—Californias and Verdellis have advanced to \$8.50@8.75 per box. The importation of foreign lemons has been greatly curtailed by the war.

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—Home grown is now in complete command of the market, being in good demand at \$1@1.25 per bu.

Oranges—Californias are in ample supply at \$3.25@3.65.

Pickling Stock—Onions, \$2 per bu.; cukes, 20c per 100.

Peaches—The market is now fully supplied with Elbertas from Missouri,

which command \$2 per six basket crate at \$2.25 per bu.

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.

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.

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

Tomatoes—Home grown hot house command 50c 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.

James B. Shaughnessy, of the Michigan Hardware Co. was operated on for appendicitis at St. Mary's hospital last Saturday afternoon. The operating surgeon was Dr. Leach, of Saginaw, who was the family physician of Mr. Shaughnessy when he resided in that city. The patient is doing as well as could be expected, under the circumstances, but the operation was of such a character that it is thought that it will be at least two months before he can resume his regular trips on the road. In the meantime, his territory will be covered by C. D. Van Tassell, who is thoroughly familiar with the line and who will undertake to satisfy Mr. Shaughnessy's customer to the best of his ability.

Thomas Baxter has sold his drug stock at Madison Square to Harry Talbot, but will continue the store at the corner of Jefferson and Wealthy. Mr. Talbot was formerly employed as clerk in the same line by James Burt, near the Union Depot.

Charles Burkle recently discontinued his meat market at 459 College avenue and is now connected with the firm of Linderink & Burkle in the same line of business at 431 Michigan avenue.

William E. Marshall succeeds Fred E. Horning in the photograph gallery at 56 and 58 Monroe avenue.

G. Battjes recently closed his grocery at 1035 Wealthy street and will now travel on the road.

The Grocery Market.

Sugar—The past week has witnessed the most sensational advance the market has ever known. A week ago to-day the market closed at 4½c on granulated f. o. b. New York. At this writing the market is 6½c, with every indication that the refiners will further advance their quotations to 7c before the day is over. Where the advance movement will end no one can tell. The raw situation is very unsettled, owing to the same difficulties which are disturbing other lines—difficulties with shipments, insurance, exchange and the demand here from England, which would ordinarily obtain its supplies in Europe.

Tea—The market is so unsettled that prices asked for tea are generally accepted without much question. The advances generally on all lines are about 25 per cent. above last year. The shortage of supplies in the United States before the first arrivals of new crop teas was the greatest known for many years, running from 15 to 20 per cent. In addition to the legitimate advance is the present war risk and difficulty in getting goods. The demand continues strong in all lines. Ceylons and India teas are practically all bought up and no more are in sight, as shipments in transit are taking refuge in neutral ports. Shipments from China have practically stopped. Formosas have advanced fully 25 per cent. Further advances are expected.

Canned Fruits—Little business is reported in any line and the market is dull, with prices nominal on California, Middle West and Southern fruits, except on berries, which are not plentiful and are firmly held. Because of the prospect of a big crop the market for gallon apples is dull and easy. However, prices show no quotable decline.

Canned Vegetables—In spite of the unsettled state of trade, due to the European war, carrying with it advanced prices in nearly all lines of food products, the trade in domestic canned foods remains about normal for the season. In tomatoes the movement is slow, but sellers are loath to make concessions on either spot or future goods, and, as buyers are indifferent, little business is being done. Cheap peas are easy under slack demand, but the medium and fancy grades seem to be held with confidence. String beans being in small supply, are firm, but there seems to be little present demand. Fancy corn is not overplentiful on the spot, and, while the demand is not active, a firm feeling prevails. Standard corn is dull, and the tone of the market is easy, although no important decline in prices of late is to be noted.

Canned Fish—An active demand is reported for pink salmon here and to be shipped from the Coast. Offerings are light, and the market is strong and higher. Red Alaska for immediate delivery or early delivery is very sparingly offered at the close. There are few medium reds obtainable on the spot. Chums are closely cleaned up, and prices on them are nominal. With offerings by Maine packers withdrawn

and little or nothing available in imported goods, business in sardines is virtually at a standstill. There is an active demand, but buyers are told that they must take their chances on getting goods until conditions improve. Meanwhile prices are nominal on spot goods, and no quotations are being made on futures.

Molasses—There is a good demand for molasses, considering the fact that this is the dull time in the trade, the weather being unfavorable to an active consumption. The fact that several steamers are on the way with foreign grades, with the prevailing uncertainty as to their reaching port has stimulated the enquiry.

Rice—The reports from the South are of the same tenor, the primary market at New Orleans being strong despite the steady advance of the week in old crop, due to the active demand from Cuba and South America. So large is the movement for export that large handlers predict that the supply will be exhausted in a week or ten days; in other words, before the new crop comes in freely. The rains in the river belt are delaying the harvesting, which complicates the situation, although a big yield is expected.

Spices—Importers lay stress upon the prohibition of exports of food-stuffs by European nations, although it is still uncertain as to whether this affects spices. Moreover, vessels via Suez are putting into neutral ports and this will check the arrivals from the Far East. Spot supplies are moderate, except ginger and cassias, which show fairly good stocks. Peppers are especially scarce.

Cheese—The market remains stationary, with a good consumptive demand. Advices from the producing sections show falling off in the make, and the indication is for slightly higher prices. The bulk of the receipts are absorbed on arrival and the general situation is healthy.

Provisions—There is an active consumptive demand for all cuts of smoked meats, and prices are firm and unchanged. The speculative market in September and October option is decidedly off, owing to the war and the fact that a large export business will likely be interfered with. The spot market, however, is not yet affected. Barrel pork is unchanged and fairly active. Dried beef is unchanged and steady. Canned meats are tending higher.

One new feature of the Greater Michigan Fair that is bound to attract a great deal of favorable attention is that all the horses' and cattle barns will be illuminated so that people attending the fair at night can see all the exhibits as well as they can in the day time. While this innovation has been somewhat inexpensive, it is one that will be greatly appreciated by people who attend the Fair after dark.

John D. Bouma succeeds I. Waarden & Douma in the hardware business at 414 Jefferson avenue.

C. Van Wicklin has engaged in the paint and wall paper business at 419 Division avenue, South.

GERMANY'S TRUE FRIENDS.

They Hope for Downfall of the War God.

The Evening Post's loyalty to the Germany of which it has so often expressed admiration has never for a moment wavered, but this has not been the Germany of the Kaiser. We never have believed, and cannot now, that in this day and generation a noble people should be in the hand of king or emperor, enlightened although he may be, or however ardent a guardian of peace during a long period of years. Never have we upheld the Germany of the mailed fist, of the autocracy of militarism; against its claims, its excesses, its encroachments upon civil rights, its assertion that it constitutes a sacrosanct caste superior to any other, we have protested in season and out of season. We have long seen in this swash-buckling, overbearing attitude of the militarists, and particularly in the activities of such a body as the Navy League—we are cursed with one of our own—a grave menace to the peace of Europe; and it has now brought the very worst to pass that the human imagination can conceive. We have never taken the slightest stock in a Kaiser who vows that he rules by divine right and not by popular consent; and we cannot now uphold a form of government which denies to masses of its population the right to one vote to every man.

It is another Germany which we have been proud to recognize and acclaim—the Germany of high aspirations and noble ideals, the Germany of intellectual freedom, the Germany to whose spiritual leadership every nation the world over is deeply in debt. Its flag has meant to us the flag of scientific knowledge planted furthest North in more fields of mental and governmental activity than is perhaps any other. It is the country of Fichte, Kant and Hegel, of Schiller and Goethe, of Korner and his fellow-champions of German liberty in the wars for freedom just a century ago; of Carl Schurz and Siegel and Kinkel and their revolutionary comrades of 1848; of Schubert, Schuman, and Wagner; of Lessing, of Mommsen, of Helmboltz and Siemens and all the rest of the intellectual heroes who have been and are the real glories of the Germany for which we have entertained such profound respect. We have realized, too, the splendid qualities which have made Germany a foremost trading nation and have watched with amazement, like all the world, her rapid commercial conquest of the seas and the four quarters of the globe. Yet, after all, it is to the Germany that has done more for our own university life and our intellectual and artistic development, than any other nation that hosts of Americans have been so profoundly attached.

Against this Germany the war into which it has been so recklessly plunged is nothing short of a crime. Whether victory or national disaster come out of it all, the intellectual and spiritual growth of the nation is

checked for no one knows how long. The fine flower of its youth is to be immolated by a ruler whose signature to a single order signed their death-warrant—without even asking the consent of the people's parliament or taking time for angry passions to cool. In war, every evil passion is let loose, as every pain and torture known to man is inflicted on men and women and children alike; out of this war can come only another heritage of hatred and bitterness, of sorrow and suffering. The mighty commercial edifice erected by German enterprise and toil is already crashing to the ground. Ruin already claims tens of thousands. Germany's merchant fleet is being swept off the ocean. Her internal development is at an end; her schools and universities are idle; the whole nation is being brutalized and, through the hot haste of the Kaiser, Russia and France and Belgium as well. From now on its whole thought must be to shoot and kill people with whom ten days ago the country was at complete peace. It is to be for years to come the most hated nation in Europe.

Is it any wonder that true friends of Germany cry out against all this from the depths of their affection for it? That they protest against the sophisms of a Munsterberg and of all those who would suddenly see in this horrible slaughtering of the true Germany a new crusade against the heathen? For ourselves we can only say that to us the one consolation in it all is that, if humanity is not to retrograde unspeakably, absolutism must pay for this denial of Christianity. In place of the kingdoms there must arise the republics of Europe; out of the ashes must come a new Germany, in which pure democracy shall rule, in which no one man and no group of professional mankillers shall have the power to plunge the whole world into mourning. If this be treason to Germany, our readers must make the most of it. To our minds, it is of profound significance that so many Americans are saying to-day: "We wish that the Kaiser might be beaten and the German people win."—New York Evening Post.

When to Eat the Banana.

The banana will never enjoy the popularity it deserves until the people of the temperate zones learn to know when it is ripe, and learn not to eat it in its raw state. There is a popular delusion that the banana has ripened when it turns from its original green to a golden yellow, and those thus deluded decline to touch this fruit when dark spots appear in the yellow skin of the banana.

The banana is not fully ripe when it is yellow. This change from green to yellow is the first outward appearance of a chemical process incidental to the ripening. Not until a considerable portion of the skin has turned a deep brown has this ripening process sufficiently developed to give the fruit its greatest value as a delicious and healthful food.

Frederick Upham Adams.

Won Over by Home Sweet Home.

Some years ago I was traveling for a wholesale grocery house, and part of my territory was Northern New York. Things hadn't been breaking for me so well as they might and I couldn't land any big orders at all. The climax came when I received a letter from the house two days before Christmas, which said either to get busy or else report at once.

Davis, the manager, and I were good friends, and on an enclosed slip I found he had written something to this effect:

"Buck up, old boy, and get busy. The old man is away up in the air and has it in for you, so let me give you a tip. In the town of S. is a man by the name of Thornton. He used to buy of us, but now he buys from the X & Z. people. He is sore at us for something, but if you can land him you'll be in solid with the old man here."

I had planned to spend my Christmas holiday at Ogdensburg, where my promised wife lived; but the receipt of that letter made it impossible for me even to think of going. So I looked up trains, and arrived at S. the following morning.

Thornton had gone the day before to spend his holiday twenty miles back in the woods. A clerk told me that Thornton did that every Christmas; for years ago he had been a lumberjack himself. He had never married and so made it a custom to spend Christmas with some of the boys still in the game. I took a chance and drove out to the camp.

I found Thornton at the foreman's cabin and stated my business. When I got through I leaned back and waited for him to talk. He said:

"Young man, it's a shame you've come away up here for nothing. For that's what it's amounted to, because I wouldn't give your house another order under any consideration. Your firm gave me a raw deal, and no one can do that to me more than once and get away with it. No use saying another word, because I won't listen. Anyway, it's Christmas Eve, and the boys and I are fixing up a bit of a musical programme. Better not go back to-night, but stay and see the fun." He then put on his coat and went out.

Things looked pretty black; for I had to admit defeat. The foreman saw that I looked glum, and tried to cheer me up. He urged me to stay for the festivities, especially after I had admitted that I could sing a little.

"I'll tell you how you can make a hit with old man Thornton," he said. "His favorite song is 'Home, Sweet Home,' and at the end he always asks for one of the boys to sing it just before they turn in on Christmas Eve. He always wants a tenor, and the only tenor we have who can sing it well enough is Jack Le Blanc, who is sick with pleurisy. If you have a tenor voice and can sing that song, you'll sure tickle him to death."

I knew I could sing that song better than almost anyone; for it had been my mother's favorite, and I had sung it to her often of an evening.

I told the foreman that if he could get someone to play an accompaniment I'd try.

I won't dwell on the dinner and the diners. About 8 o'clock we went back to the bunkhouse, in the middle of which glowed a huge sheet iron stove. Some of us sat or lolled in the bunks, while others sat on the benches and boxes. Thornton rose and spoke:

"Well, boys, let's start something. Come on you, Mike, give us a tune on your mouth organ."

There was no hanging back and all seemed just big boys, who entered with zest into the spirit of the evening. Mike drew forth a huge battered mouth organ, and gave us many lively Irish reels. He played them well, and when he stopped received mighty applause. Then a big French halfbreed sang several rollicking lumber camp songs. He was followed by another who played the accordion; and he gave way to a little man who played a fiddle and beat time with his foot. And so the evening wore away.

By and by Thornton looked at his watch and exclaimed, "Well, boys, Merry Christmas to you all. It's five after twelve!"

Then cigars and whisky were brought forth and a health was drunk by all. Thornton turned to the foreman and said:

"Get your fiddle, Joe, and since Jack isn't here to sing 'Home, Sweet Home' for us you can play it anyway."

Joe got his fiddle and after tuning up said, "Boys, our visiting friend here is going to sing 'Home, Sweet Home' for us this evening, since Le Blanc is sick and can't do so."

I rose, quaking inwardly, and stood alongside of Joe. It seemed as if I couldn't get my breath, and the faces of the men seemed far away and unreal, while sweat formed on my brow. But I managed to control my outward appearance and kept saying to myself, "Now is your chance! You must sing as you never sung before! Make it real!" And so throwing back my head I sang that beautiful old song with all the feeling and longing I could put into it. I was worried and homesick, and it was Christmas, and so maybe some of the longing to be home crept into my voice; for I know after I once started I was entirely oblivious of anything else. When I finished there was deep silence. The silence held, and I remember I wondered, as I looked over the room, whether I had failed or whether the men in the room were the least bit homesick too. Joe's turning to put back his fiddle broke the spell, and then came the applause.

Sometime later I found myself outside with Joe and Thornton walking toward their shack. Thornton had hold of my arm, and as I stepped across the doorsill he murmured to me:

"I've kind of changed my mind, my boy. You'd better come and see me in the morning."—Richard S. Bates in Sunday Magazine. (Copyrighted.)

The louder a man talks the easier it is to discredit everything he says.

BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

Grand Rapids, August 3—In the matter of John A. Innis, bankrupt, Grand Rapids, the final meeting of creditors was held this date. Claims were allowed. The final report and account of the trustee, showing total receipts of \$1,568.96 and disbursement for administration expenses, including rent of store building occupied by the receiver and trustee in bankruptcy, \$442.40 and a balance on hand for distribution of \$1,126.57, was considered and allowed. Israel N. Heft filed petition for an order directing that the dividend to be paid be distributed to the partnership creditors of the former firm of Heft & Innis. The meeting was then adjourned to August 12, pending decision on this petition and for final order of distribution.

August 4—In the matter of Oliver J. Morse, bankrupt, Shelby, the first meeting of creditors was held this day. Claims were allowed. Kirk E. Wicks, receiver, made a verbal report which was approved, the receiver to be discharged on the qualification of the trustee. Creditors present and represented failed to elect a trustee and the referee appointed H. Dale Souter, of Grand Rapids, and fixed the amount of his bond at \$4,000. Oscar Hopperstead, of Muskegon, J. C. Hamm, of New Era and N. J. Kiley, of Grand Rapids, were appointed as appraisers. The stock is thought to be worth approximately \$5,000. Some litigation is expected before the matter is finally settled.

August 6—In the matter of Simpson Automobile Supply Co., bankrupt, Grand Rapids, the final meeting of creditors was held this day. The final report and account of the trustee, showing total cash received from the receiver, \$6,058.63 interest on above, \$75; total, \$6,133.63; disbursements as follows: administration expenses, \$91.65; rent of store building occupied by the receiver and trustee of this estate \$180; on account of fees to attorney for the bankrupt, \$50; preferred claims as per order of the court, \$230 to Ivor C. Bradbury, trustee of the estate of Edward W. Simpson, bankrupt, amount determined to have been transferred to this estate prior to bankruptcy in violation of the Michigan Sales in Bulk Law, as per order of the court, \$2,485.00; total \$3,036.98 and the amended final report and account of the trustee, showing additional receipts since the filing of the final report aggregating \$152.51 and a total balance on hand of \$3,249.49, was considered and the same was approved and allowed. Final order of distribution was made and a final dividend of 13 1-5 per cent. declared and ordered paid to creditors.

August 7—The Holland Rod Co., a corporation, of Holland, have this day filed a voluntary petition in bankruptcy, adjudication has been made and the matter referred to Referee Wicks for administration. The first meeting of creditors has been called for August 21, at which time creditors may appear, prove their claims and transact such other business as may properly come before the meeting. Henry J. Luidens, of Holland, has been appointed receiver by the referee and has qualified by filing bond in the sum of \$5,000. The schedules on file in this office show assets scheduled at \$19,402.18, of which \$8,500 is listed as unliquidated or uncertain claim for damages, and liabilities are listed at \$9,360.26. The following are listed as creditors:

Essley Machine Co., Chicago	\$ 172.50
De Pree Chemical Co., Holland	4,633.00
Winters & Strykers, G. R.	350.00
All the following claims were contracted by I. W. Allen and it is claimed that the Holland Rod Co. owes them, but this is seriously disputed.	
J. O. Wells, St. Joseph	1,200.00
American Brass Co., Grand Haven	500.00
Imitation Typewriter Co., Chicago	60.39
Commercial National Bank, St. Jo.	133.54
Am. Express Co.	27.05
St. Joe Iron Works	8.18
Vincent Steel Process Co., Detroit	75.89
Indiana Engraving Co., So. Bend	2.76
J. F. Duncan, So. Bend	10.15
Chicago Screw Co.	31.31
Caranaw & Weber, St. Joseph	90.00
American Cork Co., Chicago	69.84
A. M. Morse Co., St. Joseph	390.55
Sieber Oil Co., St. Joseph	61.76
J. F. Harrold, St. Joseph	124.45
Vincent Steel Process Co., Detroit	53.40
J. Wallace Co., St. Joseph	132.30
G. Nash Co., Chicago	138.48
Bradford & Co., St. Joseph	65.05
Wolverine Brass Co., G. R.	134.34
Montague City Rod Co., Montague City, Mass.	81.13
Meyer Cord Co., Chicago	36.60
E. P. Reichelm Co., New York	5.50
Outers Book, Milwaukee	54.00
Field & Stream, New York City	25.00
F. F. Pepper Co., Rome, N. Y.	184.23
Rome Hollow Wire & Tube Co., Rome, N. Y.	231.67
B. H. St. J. Ry & Light Co.	161.00
H. L. Draper, Benton Harbor	46.20

In the matter of Edward W. Simpson, bankrupt the final meeting of creditors was held this day. Claims were allowed. The final report and account of the trustee, showing total receipts of \$2,485 and disbursement for first dividend and administration expenses of \$526.29 and a balance on hand of \$1,958.71, and the

supplement to the final account showing additional receipts of \$218.57 and a total balance on hand of \$2,177.28, was considered and the same was approved and allowed. Final order for distribution was entered and a final dividend of 24 per cent. declared and ordered paid to creditors. This estate has heretofore paid 15 per cent., making a total dividend of 39 per cent. The assets of this estate grew out of the illegal transfer of the stock of the bankrupt to the Simpson Auto Supply Co. before bankruptcy, which, by order of the court were ordered repaid to the trustee of this estate.

August 10—In the matter of the Interchangeable Fixtures Co., the trustee has reported an offer of settlement from E. A. Stowe in compromise of the alleged claim of the estate against said Stowe, and order to show cause why the same should not be accepted has been entered returnable Sept. 10. The trustee considers the offer a very good one and it is believed that the same will be accepted by creditors.

In the matter of Alfred Mitting, bankrupt, Holland, the trustee has this day been granted an injunction against the mortgage of certain land owned by the bankrupt, restraining foreclosure proceedings that have been started. It is the contention of the trustee that this land, which the bankrupt claims as exempt by reason of his homestead exemption rights, is not properly claimed as such by the bankrupt because of frauds practiced upon creditors. The hearing on the matter has been set for August 25, and if the exemptions are denied, the trustee will then take steps to set aside the mortgage on the same grounds.

Coming Conventions To Be Held In Michigan.

- August.**
- Fifth Michigan Veteran Volunteer Infantry Association, Saginaw, 26.
 - American Pharmaceutical Association, Detroit, 24-29.
 - Michigan State Pharmaceutical Association, Detroit, 25-27.
 - Michigan Pharmaceutical Travelers' Association, Detroit, 25-27.
 - Michigan State Golf League, Detroit, 27-29.

- September.**
- Greater Michigan Fair, Grand Rapids, 1-8.
 - National Encampment of the G. A. R., Detroit, 3-6.
 - Middle West Association of Deaf Mutes, Lansing, 7.
 - Michigan Federation of Labor, Lansing.
 - Michigan State Humane Society, Muskegon.

- October.**
- State Republican Convention, Kalamazoo, 30.
 - State Democratic Convention, Detroit, 30.
 - State Progressive Convention, Bay City, 30.
 - Order Eastern Star, Grand Rapids, 13-15.
 - Michigan Poultry Association, Grand Rapids.
 - Michigan Annual Conference of Corrections and Charities, Grand Rapids.
 - Michigan State Teachers' Association, Kalamazoo, 29-30.
 - Women's Christian Temperance Union, Owosso.

- November.**
- Michigan State Sunday School Association, Adrian.
 - Michigan Association for the Prevention and Relief of Tuberculosis, Grand Rapids.

- December.**
- Michigan State Potato Association, Grand Rapids.
 - Michigan State Grange, Battle Creek.
 - Michigan Bricklayers, Masons and Plasterers' Association, Jackson.
 - Michigan Bee Keepers' Association, East Lansing.

- January.**
- Michigan Tax Association, Detroit.

- February.**
- Michigan State Association of County Drain Commissioners, Lansing.
 - Michigan Retail Hardware Dealers' Association, Saginaw.
 - Michigan State Rexall Club, Detroit.
 - Michigan Retail Grocers and General Merchants' Association, Lansing.

- March.**
- Michigan Sheet Metal Contractors' Association, Grand Rapids.
 - Michigan Master Steamfitters' Association, Detroit.
 - Michigan Press and Printers' Federation, Grand Rapids, 11-13.

- April.**
- Michigan State Association of the Master Horseshoers National Protective Association, Grand Rapids.

- May.**
- Michigan Camp Modern Woodmen of America, Flint.
 - Grand Conclave, F. & A. M., Bay City.
 - Michigan State Association of Post-office Clerks, Grand Rapids, 31.

- July.**
- Michigan Retail Jewelers' Association, Kalamazoo.
 - Michigan State Association of Stationery Engineers, Jackson.
- August.**
- Michigan State Association of Local Fire Insurance Agents, Jackson.

Provisions of German Law Against Unfair Competition.

1. Whoever in business transactions for the purpose of competition, enters upon undertakings which are against good customs, can be compelled to desist and to pay damages.

2. Whoever in public announcements or communications makes incorrect statements concerning his commercial standing or the circumstances, the source, the method of manufacture or the prices of goods or industrial products, or the art of manufacture or the place of manufacture of his wares, or the possession of a special distinction in his wares, or the cause or aim of a sale or the amount of the stock, in a way calculated to give the appearance of a particularly favorable offer, can be forced to discontinue the improper representation.

3. Whoever, with a view to giving the appearance of a particularly favorable offer, makes in public announcement statements knowingly false and calculated to mislead upon the subject of his commercial standing, etc., etc., will be punished with imprisonment of one year and with a fine of 5,000 marks or with either of these penalties.

4. If in public advertisement announcement is made of the sale of products which have come from a bankrupt estate but which no longer belong to the remainder of the bankrupt estate, any reference to the source of the product from the bankrupt estate is forbidden. Violation of this provision is punished by a fine of 150 marks or by imprisonment.

5. Whoever in public advertisement announces the sale of products under the designation of a clearance sale is required in the announcement to give the reason which has occasioned the clearance sale. If reasons are not given the penalty is a fine of 150 marks.

6. Whoever in the case of an advertisement of a clearance sale offers for sale goods which have been obtained for the purpose of the sale shall be punished by imprisonment for one year and a fine of 5,000 marks or with either of these punishments.

7. The announcement of a clearance sale includes all announcements of a similar nature whether the sale of goods is being made because of firm going out of business or because of discontinuance of certain lines of goods or because of cutting down the stock.

Season and inventory sales which are so stated in the announcement and which occur in the ordinary course of business have no application except as to the number, time and extent of the usual season inventory sales, which shall be determined by an administrative board.

Both owner and agent are liable for an improper announcement by an agent provided the owner had knowledge thereof.

Pictorial or other representations calculated to take the place of published announcements are prohibited.

Nearly Right.

Grocery Clerk—What is it, auntie?
Colored Aunty—Missus sent me for two cans of medicated milk.

It is human nature to want the biggest half—just as if there was such a thing.

The hardest task a man has is trying to keep his dead past buried.

Prosperity Special Corn Prizes

By the Grand Rapids Banks

Pursuant of their usual patriotic and progressive spirit of keeping in touch with the very best in every line of industry, the Grand Rapids banks offer prizes for the growing of corn.

Dairy farming promises to be one of the most profitable agricultural industries of the state; it returns dividends, it enriches the soil, and makes it more productive and valuable. The raising of corn is a necessary adjunct of this industry, because it offers the best feed at the lowest cost.

THE BANKS stand for greater productivity per acre, which means greater earnings to the farmers; which means greater prosperity for every community, and offer the following prizes:

\$100 . . . From the National Banks

For the best Yellow Dent Corn exhibited

\$100 . . . From the State Banks

For the best White Dent Corn exhibited



(Unlike any other paper.)

DEVOTED TO THE BEST INTERESTS OF BUSINESS MEN.

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

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

Five dollars for six years, payable in advance.

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

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

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

August 12, 1914.

NO GAMBLER GOVERNOR.

The effort of Deacon Ellis to flout himself upon the people of Michigan as a candidate for Governor appears to be everywhere regarded as a joke. With the exception of Detroit, Grand Rapids and Muskegon, his candidacy has fallen flat.

At Battle Creek he did not have a corporal guard to hear him and even union men refused to listen to him.

At Houghton he was stopped with cheers for Ferris.

At Lake Linden his experience was the same as at Houghton.

At Calumet he was not able to speak, because only two persons were present at the advertised time and place and they were both probably prompted by curiosity.

At Port Huron, where he was widely advertised to speak last Wednesday evening, only two persons entered the hall, so he made no speech.

Wherever Ellis appears—except in the three cities above named, where he uses the weapons of the cheap demagogue and inciter of class hatred—he finds before him a vast array of empty benches and occasionally a few stragglers who are attracted solely by curiosity. The people of Michigan have positively refused to accept the candidacy of Ellis seriously, which reflects credit on their good judgment.

The people of Grand Rapids may be content to have a Gambler Mayor, but the people of Michigan do not take kindly to the idea of a Gambler Governor.

KICK OUT THE KINGS.

Kick out the kings and cut the armies down. Humanity has suffered enough in these centuries, it has been obedient to the point of stupidity, it has worshipped idols of flesh and blood. No longer is there a place for patience. Better the unintelligent nambypambyism of William Jennings Bryan than the curse of violence, of hate and the hog disposition in the heart of man. Pull down the rotten throne and see the rats scuttling from the false structure, gilded without and hollow within. Throw out of their palaces the mildewed remnants of medievalism. Send these men to their insane asylums or their penitentiaries. Place among the pariah class a body of men, members of an imperial trust,

now fighting among themselves and fighting only their own battles, who have arrogated to themselves superiority, born of heredity, based on the achievements of men hundreds or thousands of years dead, and depending not at all on statesmanship or any good accomplished for those over whom they reule.

It is right that every man shall receive a reward for what he achieves, but is it right to take a child from his nursery, a youth from his dissipations, a woman from her frivolous pleasures and place that person on a throne to rule honest and industrious men, to drag those men to slaughter in pursuit of the wicked ambition of a ruler? The king of the present day is incompetent to rule his people. He has not been selected for his qualifications as a statesman. He is chosen because chance has made him the son of a former ruler and one probably as incompetent as he is. Nature makes no such selection of forces to achieve its purposes, nor do wise men in their business affairs choose for a responsible position a person who happens to be, as the phrase goes, "well born."

It is the medieval worship of kings that ails the world, the superstition that attaches to kingship. Little ground has Europe to criticise the heathen man who bows down to a wooden idol of hideous face and offensive proportions.

But man rises occasionally to a sense of his own error. It was a terrible uprising that we call the French revolution, a strong assertion of manhood that we call the American revolution. We have the results in a sense of freedom among the Western nations such as our predecessors knew nothing of. Astronomy has given us a new heaven; democracy is giving us a new earth. But the process in Europe is too slow. It is not right to murder a king, because murder of anybody is wrong, but kick them out. Kick the kings from their offices. They are marplots of human life; they are an obstacle to progress, they are a reminder of human folly. The time has come. The war must be fought to its finish. Then, when you, the masses of Europe, come to yourselves, come to your own, kick them out—kick out the kings.—Economist.

THE KAISER'S DUPLICITY.

If war was forced on Germany, as the Kaiser states, "because the issue was between the onrushing Slavic world and the German world"—why did Germany at once proceed to attack her European sisters, France, Belgium, Luxemburg, England, and Holland, instead of the aforesaid Slavs?

Why did she try to bargain with England for consent to take the French colonies? They are not Slav. As against the Slavs only, Germany would have had the sympathy and the support of the very nations she is now warring against. Instead the Kaiser has voluntarily incurred the contempt of the world for his duplicity.

Anybody may be connected with a lot of prominent families—by telephone.

CONFLICTING INFLUENCES.

After less than two weeks of actual warfare, the business community of the world at large finds it no more easy to say what will be the financial, commercial, and industrial consequences of this amazing conflict than they had found it to predict the sequel, when they talked of the "general war" as a flight of imagination. Perhaps the trouble most commonly assigned, in such hypothetical discussions, was the problem of raising money for the war. That has so far cut a wholly negligible figure in the developments of the moment. But the prediction which no one would have ventured—that the three greatest financial states of Europe would suspend payment on all financial and commercial indebtedness—has almost instantly become reality.

A very common theory, that a great European government at war would seize the gold in its bank reserves, has not been fulfilled at all. But that London would adopt several of the expedients used by our banks in the haste and desperation of the panic of 1907 would never have been imagined beforehand. Furthermore, in the few days since the European war became a fact, the world is learning of a series of consequences, confusing and often conflicting in their operation, which are slowly coming into view. These will make up much of the later commercial story of the war.

First of all, how is the European world now to be fed? Few if any of the great European nations are really self-sustaining, and even where one of the present belligerents ordinarily is so, it is now confronted with the sudden withdrawal from productive industry of a large proportion of its able-bodied workers.

The problem of the wheat crop always comes first. England buys upwards of 200,000,000 bushels of wheat abroad per annum for her own consumers; France, in a year of only average French crops, something like 70,000,000; Germany fifty or sixty millions. These supplies are constantly pouring in from other countries; the stored supply, in some states, keeping only three to six weeks ahead of actual consumption. On July 1, only 23,000,000 bushels were actually stored in the whole of Europe; the early wheat crops of Southern Europe ran very short this year, and the wheat of Northern Europe is not yet harvested. These are considerations which throw some light on President Poincaré's appeal for the women of France to get to work in the grain fields, and Lloyd George's vague intimation that the British government may buy up England's coming harvest.

This happens, by one of the strangest ironies in history, while our own granaries are choked with the huge supplies from our great winter wheat crop, which our merchants are anxious to send abroad at once, but cannot. Meantime Europe produces certain commodities of food and drink which America may presently have to do without. We shall suddenly discover them, one by one; just as our first exultation, over the sudden

advantage gained by our own producers, in the home market and in the neutral port trade, has been checked bewilderingly by the discovery of some thrilling but indispensable raw material in their manufacture, brought from Europe.

The dye-stuffs of the textile trades, the manganese for finished steel, a variety of chemicals utilized in a score of industries, come from over-sea. It has been intimated, by way of one minor illustration, that with the week's embargo on foreign trade continued, this country would presently be out of matches—again a matter of foreign raw material. There are great industrial plants which were this week wondering whether they were about to double their business with the outside world, or to be forced to shut down production. One thinks of the problem of some of the Continental cities, where the day's exciting news promises increase by leaps and bounds in newspaper circulation but where it is difficult to see how, with the war embargo long continued, white paper can be obtained on which to print the news.

Out of this extraordinary network of conflicting influences, two main conclusions as to the commercial results of this European war arise. If the war is long-continued, privation of a most peculiar and unusual sort will descend on every belligerent European state not open to free access to the seas and to ocean trade. On the other hand, the United States, which is not dependent on the European export markets except for productions of our own which Europe will have to get from us, has a chance for developing our own trade into areas such as rarely presents itself in history.

The as yet unsettled question is, Will prices of American commodities as a whole rise because of the "war demand," or fall because of the "war blockade?" Probably the result with different commodities will differ. Some, which either depend on Continental Europe or which compete closely with Continental products, have begun to rise already on the basis of diminishing supplies. In other goods, the fact of an embargo on a great part of the export market is operating, so far as regards the available home supply, in exactly the opposite direction. We shall begin to see just how these conflicting forces are likely to move, when the machinery of finance and exchange is at work again.

The troubles in Mexico which excited attention and held the center of the stage for quite a while sink into insignificance compared with what is now going on in Europe. Villa and Carranza and Huerta and all the other belligerents there, or who have ever been there, are worth very little space these days because there are bigger affairs on foot. The biggest war within a year in Mexico was but a skirmish compared with European possibilities. On the theory that every dog has his day, Mexico had its day, and it was quite a day at that, the size of the dog taken into account.

FOOD STANDARDS.

Danger of Barring Good Food Because It Is Cheap.

General standards would vastly simplify the enforcement of food and drug laws. Most prosecutions would be reduced in the main to questions of chemical analysis; that is to question of exact science.

"Exact science," to be sure, is far from being as exact as it pretends and it has a way, when scrutinized in a court of law, of becoming vague, like a dissolving view. Nevertheless, it is perfectly obvious that issues of pure fact are simple as compared with the perplexing mixed issues of fact and judgment that so often befog the issues in our courts to-day.

Standards would lessen the cost of administering the law very greatly. There would be fewer expensive trials, with scores of high-priced experts on both sides. Consequently, a given appropriation would go further. Where no standards have been fixed, it is necessary to try the issue on scientific opinion before a jury. It results in the costly arraying of sets of experts against each other, each trying to prove that the opinion of the other side is wrong. The jury then must attempt to weigh the tremendous volume of testimony, much of which is apt to confuse a layman. The issues can not be clearly drawn or made absolutely plain to the jury, and the decision may well do injustice to either side. Whatever the outcome, the process in the absence of standards is expensive, long-drawn out and troublesome for both sides.

Even this might not be so unsatisfactory if such a battle of experts settled anything. As a matter of fact it settles nothing but the case litigated. It may be necessary to fight the whole campaign over again every time a similar alleged violation is brought into court, and so on without end. General standards would very largely eliminate the very human bias of the official. The elimination of the personal equation is an end to be striven for in matters of this kind. The advantage to the food producer is obvious and the advantage to the official, although not so patent, is equally great. It lightens official responsibility and protects the official from any suspicion of unfairness. It must, therefore, be quite evident to any one who will give the situation serious consideration that the enactment of standards will make it possible to give to the consumer the maximum of protection at the minimum cost.

Let us next consider the principles that must be followed in shaping standards. There are three that seem absolutely essential:

The standards should allow no form of deception to be practiced upon the consumer.

The standards should deprive the consumer of no wholesome food.

In these days of keen competition and high prices the establishment of standards based upon luxury or unusual quality would be a doubtful service to the people. There is a place and a level for every wholesome

food. It must be our duty to see that each article finds its proper commercial level. This can be attained only by preventing every form of misrepresentation.

However, we must not merely be on guard that standards do not exclude any wholesome food from commerce, but we must also take care that the standards when established do not become rigid and inflexible. They should be easy to modify and to change. Rigid standards may not merely work injustice but they may also hamper progress in the manufacture of foods. This is really a serious danger. With our population concentrating in large cities our food industries must change to meet the demands of a civilization based no longer on agriculture alone. If our people in our great cities are to be fed, our standards must not hamper progress in the food industries, provided such progress does not result in deception, fraud or danger to the public health. Therefore the interests of the consumer demand that in the enactment of standards some simple machinery be provided for their modification to meet new conditions.

Still another factor that must be considered is that certain types of foods can not easily be standardized with exactness. These are the foods in which the personal taste and preference of the consumer dictate the composition. For them we must content ourselves with establishing general principles which will leave sufficient latitude for the full exercise of individual tastes. If we were to do otherwise our standards would degenerate into a compilation of cook-book receipts.

I believe the time has come when a sincere effort to establish standards will meet with but little opposition. The honest manufacturers, as well as the consumer, will be protected by proper standards. The manufacturer will have a firm and known basis on which to do business. At present all is confusion. Uncertainty will largely disappear, and uncertainty is the death of trade. Uniformity will grow out of the existing chaos. The honest manufacturer knows well that his interests and those of the consumer are identical.

Carl L. Alsberg,

Chief U. S. Bureau of Chemistry.

She Could Not Escape Chicago's Labor Crooks.

A German woman in Chicago, supported herself by selling her delicacies cooking vended through a tiny delicatessen store. The store looked shabby. To brighten it up she gave a neighbor's boy \$1 to paint it. The business agent demanded \$50 because she hadn't hired a union painter. She showed him the cash register containing only \$13. That night her only show window was broken. She couldn't get any more glass. She was told if she paid \$100 she could keep the paint and get the glass in. She went to the mayor and was unable to get help. He offered her a police guard. The window was already gone. Finally a non-union man set the glass.

Spirituos Tribute in Memory of Late K. of G.

Owosso, Aug. 10.—"And they all with one accord began to make excuses" (that's Bible). The reason we did not have an article from this precinct last week was because nothing happened.

We notice a letter from Wm. J. Devereaux, of Port Huron, and are sure glad to hear from one long lost. We have had some correspondence with Mr. Devereaux in regard to the estate of the late Knights of the Grip. He stood nobly by the bedside of that fraternal institution during its demise and obsequies. We recently received a courteous letter from Brother Devereaux that we were to have \$1 returned to us from the last assessment. Not to be outdone in liberality, we immediately wrote him to separate that particular plunk from the reserve fund, take the pall bearers to some nice quiet place at 3 for a quarter and blow it in and not forget to ask the bar tender to have one on us; that we would then feel that our life under the protection of that once grand old order had been worth living and would, furthermore, know that we had contributed toward spirits for just men made perfect.

Brother Devereaux also mentions the name of Hamilton Irving, an old, weather beaten traveler. We remember Brother Irving way back in our youthful days, when we were endeavoring in an unsophisticated way, to do a specialty stunt on prize baking powder. Brother Irving took us under his wing and showed us the beauties of scenery in the Thumb district and did it in a nice, courteous, fatherly way. He took pains to relieve us of our native modesty, also most of our cigar expense money, by instructing us in a new game of cards that he called pedro. He was known to most of us then by the name of Ham, but, no doubt, owing to the high cost of living, he has been obliged to drop that expensive handle and drop back to the more commonplace cognomen of Hamilton. But we shall always remember him with paternal reverence and some awe.

We are always glad to read the stories of that highly esteemed scribe, Brubaker, and was particularly pleased with his story of the suffragette dog. We never met this gentleman, but hope to and have already become sufficiently interested in him to enquire if Mrs. Brubaker has returned home yet.

Before your next issue we will have held our annual U. C. T. picnic and will try and have some one write it up for us so it will be presentable. Honest Groceryman.

Chirpings From the Crickets.

Battle Creek, Aug. 10.—My former traveling companion, Orin J. Wright and who, by the way, is the only fellow I ever could beat playing pool, is to be congratulated on his account of our U. C. T. picnic which appeared in last week's issue. Orin has other talents besides rum playing and impersonating a "Mexican athlete." He is a good commercial reporter.

The writer had dinner with John Newton and family, at Lansing the other day. Now that I am out of the confectionery business I feel I can tell John what a good line he has and know he will believe me.

Ollie Shack, the popular assistant manager of the Hotel Wildermuth, of Owosso, was the victim of a brutal assault by two Owosso men last Sunday night. Warrants were issued for them, but they had left town. I hope they have been found and had their just deserts by this time. We know Ollie is no fellow to pick a quarrel and we want to see him get justice.

Harry Hydorn, Secretary of 131, is breaking in a new salesman for

the powers that get their mail at 26 Broadway. The hard part of it is that the would-be is not eligible to join the forces of 131. His family connections are satisfactory. His morals are above reproach. He neither chews, smokes, drinks, tells lies nor steals. The trouble is his age. His name is Master Lawrence Hydorn and his age is 3 years and 9 months. His daddy had him out on the territory the other day and he went after the buyers in the true Hydorn spirit. But when the wily purchasers crowded him for prices he was up against his daddy's knee, leaning on the parent to finish the sale. Long may he live and develop into the same type of man as his father.

Mr. Green, manager of the Hotel Phelps, Greenville, says Mr. Stowe is such an entertaining talker that he (Mr. Green) did not have time to take in the races on a recent trip into Grand Rapids.

If the general European war continues the silk mills at Belding will be cramped for raw material and the furniture factory at Ionia for reeds. The orders to march are more plentiful than the orders to ship.

A news butcher on a P. M. train sold a Tuesday copy of the Chicago Tribune four times last Wednesday afternoon. I know because when I gave it back to him he told me I was the fourth man who had bought it.

The P. M. don't run to Lapeer. The Tradesman has a big circulation in this section.

The proprietress of Cora's Tavern, at Ashley, addressed me as "the kid" and "the little man."

What would she call George Clark?

Down!
No, he is so "down" now that he is "underslung."

I'll buy one George, when I see you.

The happy, congenial, scholarly chaplain of 131, Harry Harwood, was wending his way homeward on the Grand Trunk Friday p. m. when the fireman fell off the tender at Ionia. The baggageman was put in the cab with the engineer and, after a twenty minute delay the train went on its way. Harry was almost willing to take the place of the injured fireman, because it could not be any hotter or more dirty in the cab than in the day coach. The war news and home ties held him in check.

"Ted" Callow and wife still continue to run a "real" hotel at the corner of Main and Dexter streets in Ionia. The walk from the trains will do you fellows good and you will get good beds and dandy meals. Don't take my word for it. Try it yourself. Guy Pfander.

Drying Out Room for Egg Storage.

The best way to purify and dry out a room is to heat it in some way and leave the doors open. After it is thoroughly dry the room should be carefully whitewashed and dried out, and then it should be in condition to store eggs for the short period of two months. Of course, if the floors and walls are saturated with water it will be difficult and perhaps impossible to dry out the room as thoroughly as it should be, but if care is used in drying out and whitewashing and you do not wish to store eggs more than two months, it would seem that you should be able to put the plant in condition without difficulty.

Nine-tenths of the things that have been said might as well have been left unsaid for all the benefit they are to humanity.



How \$30,000 More Clothing Was Sold.

In Stoughton, Wisconsin, there was a clothing store which for years had seemingly enjoyed a monopoly of the business in that community. The owner was doing well. He was making money, and judging from all appearances there was no "opening" for another clothing store.

But one day a young fellow opened another clothing store. He was well acquainted in the community and knew that quite a large number of people went to Madison, Janesville and other towns for their suits and overcoats, and he figured that he would be able to induce enough of them to buy from him, to make it worth his while.

The old clothier carried a well selected stock, but his store was not equipped with modern fixtures. "He didn't believe in advertising." He held his trade by his strong personality, and he had held it in fairly good shape, because there was no local competition. There were lots of people who didn't want to go away from their home town to buy goods. His prices were fair. He didn't try to exact unduly large profits. But the very fact that his was the only clothing store in town had caused many people to go away to other places for the things which they wanted in his line.

He was afraid that the new man would be taking away a lot of his trade, but as he liked him personally and was a fair-minded man he didn't adopt any underhanded methods of competition. He did, however, do some things which he hadn't seen fit to do before. He commenced to go after business. He fixed his store up to present a more attractive appearance. He did some advertising. The competitor caused him to do these things.

Some time after the old clothier had taken his inventory he stopped in at the new store and greeted the proprietor with a big smile on his face.

"Bill," he said, "I owe you an apology. I thought when you opened your store that you were going to take some business away from me, and I didn't like the prospects a little bit. But as a matter of fact, your coming here is the best thing that has happened to me and to this town for many days. I did over \$10,000 more business last year than I have ever done, and in a way I owe quite a lot of that to you. I have had people buy clothing from me during the last year, that haven't

been in my store for years. Some of them never bought of me."

"Well," said Bill, "that was the way I looked at it. I know that many people wouldn't buy from you, because yours was the only clothing store in town. They thought that so long as you had no local competition your prices would likely be higher than in towns, where there was more than one store. According to your figures, over \$30,000 worth of clothing has been bought in Stoughton last year over and above what was ever sold here. You have made more money, and I have made some, so we ought to be satisfied to go along without quarreling."

"That's right," said the old clothier. "I am glad you feel that way about it, and I want you to know that whenever I can help you out in any way, I'll be glad to do it. Any time you find yourself out of any size come over and get it from my stock, and we'll split the profits."

In three years the new store succeeded in building up a clothing business of nearly \$30,000, while the old firm more than kept its own. The two proprietors, by treating each other as men, made more money than if they had started in to cut-throat each other. They induced more people to buy clothing in the home town. They increased the home town's value as a business center. They added materially to the wealth of the home town, for out of every dollar spent in these two stores, a certain percentage remained in that town, to be used for public improvements.

If retailers would only stop to look around and go into the real conditions in their home town, they would cease their petty wrangling and their mean jealousy. They would work harmoniously with each other, to build up and strengthen their town as a trading center, instead of trying to undermine each other and cut their own profits.

Real co-operation between retailers always results in better business, greater sales, more profits to each one, than if he tries to go alone and fight his battle single handed.

There isn't a town that cannot increase its total volume of business from one-fifth to one-half, if only the retailers will get together and work in harmony with each other.

The statistics of the United States Government prove that the average amount spent by the average family for things to eat, to wear and to use in the home—groceries, meats, clothing, shoes dry goods, kitchen

utensils, furniture, carpets and other housefurnishings—is over \$500 each year.

Figure it out for yourself, on this basis, if you and your fellow retailers come anywhere near the total that the families in your community spend for these things. You will find that from one-fifth to one-half of the money spent goes to stores in other towns or to the mail order houses. And much of this money which is now sent away can be kept in your town if you and your fellow retailers will only get together and go after the trade in an intelligent manner.

Cut-throat competition won't get it. Jealously won't get it. Single-handed effort won't get it. You must co-operate with each other.—New Commerce.

Selling Expense.

How many merchants take into consideration the many different items which enter into the cost of doing business? How many are prone to buy an article for 5 cents, and add about 3 cents for "profit," and let it go at that? We are quite sure the number is legion.

It must be remembered that the following items should be considered as a part of the cost of the goods, and that each article must bear its proportion of "overhead charges."

Rent, heat, light, pay-roll, salary, advertising, insurance, wrapping paper, telephone, stationery, express, postage, interest, window trimming, repairs and general expense.

By being systematic in charging over to the proper accounts all moneys paid out covering all items of expense, a definite knowledge of the amount of each account for each year can be determined. A recapitulation of the various accounts at the end of the year will enable you to ascertain your total expense of operation, and the amount that this bears to your annual gross sales will determine the percentage of cost of doing business.

FOR RENT—BRAINS

To manage, merchandise or systematize your business. Get it out of the rut and give it new life and energy.

Address Brains
1749 No. Coit Ave. Grand Rapids, Mich.



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

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

E. D. COLLAR,
Cadillac, Mich.

EXCEPTIONAL BUSINESS OPPORTUNITY

General merchandise stock in well-equipped store room, 40x100 feet. Leading business of the town. Fine farming country. Big cash trade. Stock and fixtures, about \$8,000. Seventeen miles from Grand Rapids. Excellent train service. Positively the best opening for a safe and profitable mercantile investment in Western Michigan. Annual sales, \$20,000. Stock clean, well balanced and in fine shape. A live business. Act quickly, if interested. Address S., care Michigan Tradesman.

The Michigan Tradesman feels no hesitation in recommending the above to any prospective merchant who has sufficient capital to handle such a business.

Grocers and Butchers' Outing at Bay City.

Bay City, Aug. 10.—One of the most pleasant outings ever held by the Grocers and Butchers' Association of Bay City was enjoyed Wednesday at Wenona Beach. The day was ideal for the outing and several thousand people thronged the park from early morning until late at night. They spent the morning in picnicking along the bay shore and in bathing. In the afternoon in games and amusements besides the bathing and boating, and in the evening in more amusement.

Much credit for the success of the outing is due the committee in charge for everything from beginning to end went off with great success and with no delays. In the morning the scheduled base ball game between the proprietors of groceries and meat markets went off at the set time and for more than an hour the two teams battled. The final score was 4 to 3 in favor of the grocermen, an evidence that the game was hotly contested. Then the butcher clerks turned around and showed their bosses that they didn't know how to play the game at all and lost a nine inning game to the grocery clerks by a 11 to 2 score. The two ball games concluded the events for the morning.

In the afternoon shortly after the lunch hour the 33rd regiment band began playing and interspersed with the selections the "Casey Jones" quartet rendered vocal music. They also sang between the athletic races and contests.

Early in the afternoon the grocery clerks, the victors in the morning baseball game, lined up against the wholesale clerks and after a hard fight were forced to take a 13 to 2 score-pill. Both teams played well, but the wholesalers outclassed their opponents in all departments of the game. Mrs. John Staudacher soon after the game was declared to be the "lost woman" and Charles Denton, the "lost man."

The contests and races were then held and the results were as follows:

Pie eating contest—First, Hugh Parke; second, Myrtle Meyer.

Onion eating contest—First, Chas. Penhalagen; second, Harold Schram.

Fat men's running race—First, G. E. Miller; second, Stanley Andreski.

Medium weight men's race—First, M. H. Oviatt; second, Guy Kelley.

Women's egg race—First, Mrs. Edward Anderson; second, Miss Sarah Connley.

Pipe lighting contest. First, Leo Kulaszewski.

Running race, for boys under 18 years old—First, Paul Rehmus; second, Frank David.

Running race for girls under 16 years old—First, Cora Kelley; second, Whilma Smith.

Prizes were given to the winners in the various events.

While the contests were going on the Capitol Commercial Films Co. took motion pictures of the outing. The pictures will be shown in local theaters.

Bracing Breezes From the Huron Shore.

Port Huron, Aug. 10.—Port Huron Council held its regular meeting Saturday evening, August 8. A large number of the boys were present to see C. W. Kester, of Marine City, initiated into the mysteries of U. C. Tism.

G. A. Underwood, of Bangor, Maine, who sells leather goods and greeting cards, was a visitor at our meeting and gave us a fine talk on how the councils of the East do things. Mr. Underwood is a member of Albany Council and has a permanent territory in Michigan and intends to make our beautiful State his home. Come again, Mr. Underwood, our latch string always hangs outside.

All traveling men of Port Huron

and surrounding towns are invited to attend Port Huron Council's annual picnic at Stag Island, August 15. Boat leaves the foot of Grand River avenue at 3:30 p. m.

W. A. Murray is in Chicago getting out his fall line of shoes. Things will hum when Wallace gets going again.

Frank N. Mosher and wife will leave August 20 for their annual vacation. Mr. Mosher will visit Utica, N. Y., and other Eastern points.

Jess Boynton (National Grocer Co.) and L. D. Hudson (Aikman Baking Co.) met with an accident a few days ago. While driving from Port Sanilac to Carsonville, the steering gear of their auto broke and, before things could be stopped, the machine had crossed a ditch 2½ feet deep and into a field of oats. Fortunately, neither of the boys were seriously injured. The auto received a broken wheel and other minor injuries. And this in Sanilac—a dry county!

Osborne, Wonderlick and Boynton, with their families, held a picnic at Baird's Hill Saturday.

A committee consisting of Hamilton Irving, J. H. Dickson and W. J. Devereaux were appointed at our meeting to confer with the officers of the P. M. Railway for the purpose of securing better train service on the Thumb branch of the railroad. The passenger traffic on this road certainly deserves better accommodations.

We are pleased that Chronic Kicker has accepted our invitation to come to the Eastern part of our great State. We will be pleased to show him our many natural advantages, etc. William J. Devereaux.

National Association Wants a Manager.

Chicago, Aug. 10.—At a recent meeting of the Executive Committee it was unanimously decided to hold our next convention October 26-27, at Hotel Sherman, Chicago. This will be during the time of the National Dairy Show and will give those interested an opportunity to visit the latter.

In accordance with the motion adopted at our last convention the Executive Committee voted to increase the annual dues to \$10—this with the idea of having enough revenue to pay for the services of a business manager. The committee is now ready to entertain applications in writing for this position. We are looking for a man who is acquainted with the butter, egg and poultry business, has a good knowledge of traffic matters, an able and forceful speaker and one of good personal habits. Full details as to experience, salary required, etc., must accompany the application.

Now please don't forget the dates of the convention. Bear in mind that we expect every member to do what he can to get out a large attendance and if there are any items of general interest that you would like to have discussed at the meeting, let me hear from you and same will be given due consideration by the committee in charge of the programme. Charles E. McNeill, Secretary National Poultry, Butter and Egg Association.

Minimum Car Lot on Michigan Central.

Chicago, Aug. 10.—Would appreciate your advising your readers on the subject of 10,000 pounds minimum for the use of a refrigerator car, for which the Michigan Central has issued a tariff, effective August 1 (no question but what all the other lines will follow), which permits the use of a refrigerator car on the following three options:

1. Where no ice is required and the car is billed not to be re-iced, a car will be furnished for 10,000 pounds at the regular rate.

2. Car may be billed to be re-iced and the actual ice, or ice and salt to

be used to be added to the freight charges.

3. If the car contains less than 15,000 pounds, the railroads will furnish ice, or ice and salt, free, providing the shipper will pay freight on 15,000 pounds.

The first proposition will take care of the storage eggs in the winter months and fresh eggs up to May or June 1, depending somewhat on what sections of the country; also the frozen poultry in the winter months. While this is not getting back to the days when a car was furnished for 10,000 pounds and the railroads furnished icing free, it is, however, what we thought was the best that could be done at the present time.

W. F. Priebe.

Many a man's success is due to his not making the same mistake twice.

It takes a brave man to fight a battle that he is almost sure of losing.

SERVICE

Service means to us being interested in every movement along the lines for purer foods, and more economical distributions thereof.

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo

THE PROMPT SHIPPERS



"Sunbeam" Blanket-Lined Coats

Our line of Blanket-lined Coats, including Duck and Corduroy, is ready for immediate shipments.

The approaching cool weather is sure to cause a demand from the Farmer Boys for something warmer than the light weight coats. Give them what they want when they want it.

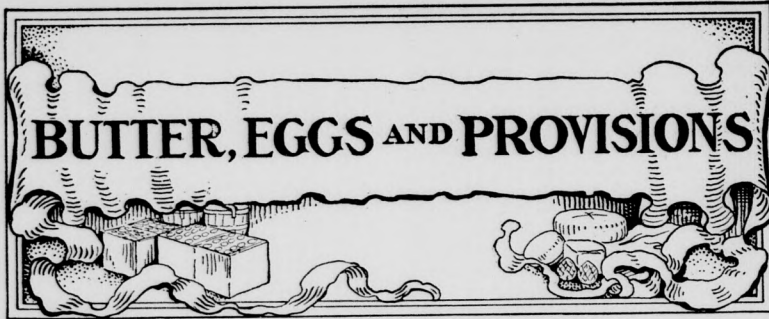
Why not let us make up a sample order for you? We are sure our prices will interest you. At any rate, send for our catalogue minutely describing this profitable line.

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

PENNY POST CARDS

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

WILL P. CANAAN COMPANY



Michigan Poultry, Butter and Egg Association.

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

Ozone and Its Use in the Food Industries.

Soon after the discovery of ozone by Schoenbein, in the year 1855, writes L. Steinert in Pure Products, it was discovered by other investigators that it possessed disinfecting properties. Ozone is active oxygen and in contact with ordinary oxygen has three atoms in its molecule, ordinary oxygen has but two. The third oxygen atom of ozone is easily split off, and after such splitting the rest of the molecule becomes ordinary oxygen. It is this easy facility with which the third atom is split off that gives to oxygen its bacterial action and also its oxidizing and bleaching power.

Ozone is formed wherever an electrical charge is discharged, and is thus produced in every thunder storm. The refreshing quality of the air after a thunder storm is in part due to its ozone content.

The first attempt to produce ozone artificially by means of a special electrical apparatus was made by Siemens in the year 1857.

In the concentrated conditions ozone has a very peculiar odor somewhat resembling that of phosphorus. In a strongly concentrated condition in the air it acts irritatingly on the respiratory organs.

Within recent times electrical current has become available in large quantities, and this has made possible the construction of large apparatus for the production of any desired quantity of ozone, or, rather, air strongly impregnated with ozone, because, as a matter of fact, ozone has never been produced in an absolutely pure condition. The action of these apparatus depend upon the so-called silent discharge of high tension electricity of 8,000 to 10,000 volts. There are at present on the market in the United States a number of different types of ozone producing machines, which can be had of any desired capacity.

The first attempts to utilize ozone commercially or industrially were prompted by a recognition of its bacterial properties. Ozonized air has been definitely proven to be a good disinfectant, and ozonized air is today used on a large scale for sterilizing drinking water, and also for sterilizing water to be used in various industries where germ-free water is de-

sired. The ozone not only kills the germs contained in the water but also acts oxidizingly on the iron and manganese salts which the water may contain, thus causing them to separate, and, further, it attacks the organic matter dissolved in the water, all of which has the effect of improving its color and appearance.

In its bactericidal action ozone is more powerful than chlorine, and for weeks and months it has been possible to treat ordinary river water so as to keep the number of organisms below 10 per cubic centimeter. The bacteria of anthrax, cholera, dysentery and typhus fever are easily killed by it.

Aside from the purpose of providing a germ-free drinking water for cities and large institutions, ozone is much used for sweetening the air of residences, cold storage warehouses, etc. It is often the case that a thorough airing will not suffice to remove odors from various premises, such as kitchens, dining rooms, factories, etc., and odors which will not yield to a thorough circulation of fresh air as easily destroyed by the oxidizing action of ozone. Even the most foul and concentrated odor may be overcome in this way by using a concentration of ozone in the air of not more than one-tenth of a milligram per cubic meter, which is such a small quantity as to be not in any way harmful. Ozone used for sweetening the air of refrigerators, slaughter houses, etc., has not been observed to have any deleterious action upon the foodstuffs contained in such places.

While observation shows that it is necessary to have a certain minimum ozone concentration to kill bacterial ferments, it is nevertheless true that even very weakly ozonized air is capable of harming these organisms and retarding their growth.

The utility of ozonized air in ventilation is not limited merely to the destruction of odor. Very small proportions of ozone in the air have a beneficial effect upon persons who are obliged to spend some time in closed rooms, and even in rooms where the air could hardly be called bad a periodical ozonizing has been known to produce a favorable difference. Very favorable results have been observed in tests with ozonized air in slaughter houses, fish markets, and other establishments where fresh meat were being preserved.

It is true that certain authorities have disputed the claim that ozone really destroys odors. Those doubting Thomases maintain that it simply masks them by producing other

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 Everything in

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Write or wire us when ever you have

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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

Try F. J SCHAFFER & CO.

Eastern Market Detroit, Mich.

EGGS AND LIVE POULTRY

WRITE FOR QUOTATIONS

Use Tradesman Coupons

smell, but the weight of the authority seems to be on the side of those who claim that the substances in the air which are responsible for the evil smell are actually destroyed.

Ozone is practically without action upon iron and other metals. Experiments on the air of the cooling room of a brewery showed that germs floating in the air of such places could be killed by ozone. Attempts have been made to use ozone for sterilizing beer instead of subjecting it to the pasteurizing process, but, although the beer could be sterilized, the taste was found to be unfavorably affected.

Ozone has been found suitable for ventilating fruit storage warehouses.

An experiment carried out at a culinary exhibition in Berlin showed that fish odors were readily prevented, and that butter contained in ozonized rooms kept fresh for four weeks.

An experiment in the municipal storehouse in Cologne is said to have given the result that veal which had begun to decompose became germ-free after two hours of ozonizing, and after three days had the odor and appearance of fresh meat. This last statement may be an exaggeration, and the author himself does not vouch for its correctness, but although some advocates of the use of ozone may be over-enthusiastic, their tendency to paint the matter in high colors need not blind us to the fact that undoubtedly favorable results have been obtained.

Extensive experiments have been made with ozonized air in canning factories, which, as is well known, have a great interest in preventing the entrance and growth of germs of all sorts into the goods they handle. The canner, of course, puts his principal dependence upon sterilization by heat to prevent the spoilage of his goods after they are packed, but but there are certain contingencies in which he finds it desirable to take measures to prevent the multiplication of bacteria before he can complete the preparation of his raw material. For example, in canneries putting up asparagus it often happens that during peeling and packing of the asparagus in the cans they become infected with lactic acid bacteria, which grow at very rapid rate. These bacteria are indeed easily killed by the heat of sterilization process.

California Rice Crop.

The California rice crop will be harvested late this month, and according to Coast advices, promises to be the biggest in the history of the State. In previous years rice planting has been rather more of an experiment in California, but last year the financial return was so good that more than 20,000 acres were planted this year. This acreage is in the vicinity of Chico, about 150 miles north of San Francisco. Rice in California produces a much heavier crop than in the South. The most conservative estimates place the probable output this year at 50 sacks to the acre, a total of 1,000,000 sacks.

Suggestion for Egg Packing.

A circular (No. 394) issued by the American Railway Perishable Freight Association gives the following hints for proper placing of top fillers in egg cases to minimize breakage.

It will be noticed that the ordinary strawboard filler is composed of strips which are cut or slit half way from the edge at regular spacing, and which when put together in reverse order as usual, form the pockets for the eggs.

In placing the top filler in each half of egg case, see that the solid (uncut) edge of filler is placed upward and next to the ends and center-boards of case.

The reason for placing the top filler as described above is that if the top filler is placed in the case with the cut edge upward, next to the ends and center-board, of case, the weight of the eggs is very apt to bend over the upper part of each pocket against the ends and center-boards of case, particularly so if the filler contains any moisture, thus causing the eggs to fall against the hard ends and center-boards, resulting in breakage.

A further precaution will be to place small tufts of excelsior between the ends of filler and the ends of the egg case, also on both sides of the centerboard, particularly in the top layer, to serve as cushions for the eggs to rest against.

As the foregoing relates particularly to the top layer of eggs, the proper packing of cases as suggested can easily be supervised before the covers are nailed down.

Investigations made by a Committee of the American Railway Perishable Freight Association have demonstrated that in the handling and transportation of eggs breakage is found more often in the top layer at the two ends and next to the center-board than elsewhere.

Such investigations have also shown that when cases are properly packed in the manner above suggested and are so loaded and stowed in the car as to prevent their shifting in transit, very little, if any, breakage will occur.

It should be understood that this circular does not in any way affect the rules and conditions provided in the various Classifications and Tariffs applicable.

Save Breakage.

Here is the latest in the egg line, from the pen of the monumental liar, furnished us through the courtesy of the E. R. Jaques Company, Throntown, Ind.: "R. G. Bielefeld, a well known chicken fancier of Crown Point, Ind., is conducting a series of remarkable experiments with his hens. He obtained an old automobile tire recently and chopped it into tiny pieces, which he mixes with the grain he feeds his chickens. The result is the if the hens lay while roosting, the eggs bounce on the ground and do not break. The rubbery eggs also have advantages in packing."

All of which is respectfully referred to the National committee that is investigating the breakage of eggs in transit.

Rea & Witzig

PRODUCE COMMISSION MERCHANTS

104-106 West Market St. Buffalo, N. Y.

Established 1873

Liberal shipments of Live and Dressed Poultry wanted, and good prices are being obtained. Fresh eggs more plenty and selling well at quotation.

Dairy and Creamery Butter of the better grades in demand. We solicit your consignments, and promise prompt returns.

Send for our weekly price current or wire for special quotations.

Refer you to Marine National Bank of Buffalo, all Commercial Agencies and to hundreds of shippers everywhere.

Watson-Higgins Milling Co.

Merchant Millers

Grand Rapids :: Michigan

POTATO BAGS

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

ROY BAKER

Wm. Alden Smith Bldg. Grand Rapids, Mich.

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.

HOWE SNOW CORRIGAN AND BERTLES

INVESTMENTS

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

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



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

Phelps, Naumann & Co.
303 Market St. Eastern Market
Detroit, Mich.

Satisfy and Multiply

Flour Trade with

"Purity Patent" Flour

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

HART BRAND CANNED GOODS

Packed by

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

Michigan People Want Michigan Products

Geo. L. Collins & Co.

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

29 Woodbridge St. West
DETROIT, MICH.

Make Out Your Bills

THE EASIEST WAY

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

THEY ARE GOOD OLD STAND-BYS

Baker's Cocoa and Chocolate



are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

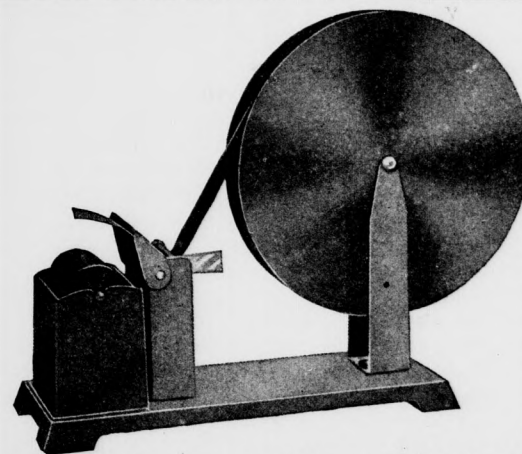
Registered U. S. Pat. Off.

Trade-mark on every genuine package

MADE ONLY BY

Walter Baker & Co. Ltd.

Established 1780 Dorchester, Mass.



The only sealer that does not get your fingers sticky.

That always holds the tape firm and ready to grasp.

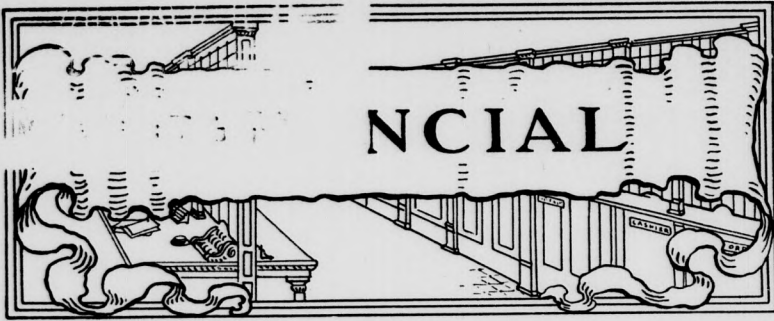
Saves half expense in doing up packages.

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



An announcement was made at Bay City August 5 of the consolidation of the Lumberman's State and the Bay County Savings Bank, the latter taking over the capital stock and business of the former. W. E. Carter, Treasurer of the Bay County Bank, will manage the combined business, which embraces, in addition to the main offices, three branches. The charter of the Lumberman's Bank expires December 31, and it will continue as a separate institution until that time. The First National Bank, through an interlocking directorate, is heavily interested in the new deal, and about the first of the year will begin the erection of a new building to house both banks on property it recently purchased from S. S. Kresge of Detroit, adjoining its present quarters. The deal consummated with this announcement has been pending for about three years. S. O. Fisher, former Congressman and one time Democratic candidate for Governor, was the chief owner of the Lumberman's State Bank and he has been chosen a director in the new combination.

Thomas J. Hill, President of E. R. Hill & Sons' State Bank or Colon, and for more than twenty years Superintendent of the Lamb Knit Goods Co., died Aug. 5 at the age of 60 years. He was a well-known Michigan politician and the last of the Hills to settle in Colon.

Enactment last Tuesday of the law amending the Aldrich-Vreeland Emergency act so as to permit the Secretary of the Treasury to suspend the limitations of the original bill restricting the issuance of the notes to banks which have outstanding bond-secured circulation to the extent of 40 per cent. of capital led to applications for more than \$136,000,000 of the notes from banks of N. Y. other cities. Only \$38,000,000 of the notes have been delivered to New York banks, although \$52,000,000 have been applied for. The emergency act reduced the rate of interest to 3 per cent. for the first three months, with an increase of 1/2 per cent. each month until 6 per cent. was reached. The amended law provides also that no bank or currency association shall take out the emergency notes in excess of a sum equal to 125 per cent. of its capital and surplus.

The original tax was 5 per cent. for the first month, with an increase each month of 1 per cent. per annum

until the 10 per cent. maximum was reached. This charge was so burdensome that no emergency circulation was ever taken out by the banks under the original provisions. Two or three years ago, at the solicitation of the Secretary of the Treasury, the banks formed twenty-four National currency associations, having capital of \$500,000 or more to pass on applications for the issuance of emergency notes based upon collateral other than state or municipal bonds. Eight additional associations are now being formed. The law provides that, where a bank asks for circulation upon bond collateral its application may be made direct to the Treasury.

The Aldrich-Vreeland Emergency Currency act was enacted on May 30, 1908, after several days' fight in the Senate, where its opponents tried "to talk it to death." It was enacted in order to provide the country with temporary legislation pending the adoption of a thoroughgoing currency law providing the safeguards suggested by the troublous days of 1907. The law would have expired on June 30 last, had it not been extended for one year by the terms of the Federal Reserve act. The emergency notes are not a Government currency; they are banknotes just as truly as are the ordinary bond-secured notes which fluctuate sharply from year to year. In 1908 the National banks increased their circulation \$95,000,000, and no one thought anything of it. The next year it was reduced from \$698,333,000 to \$689,920,000. On August 1 last outstanding banknotes aggregated \$750,907,000.

The organization of the Federal Reserve Board apparently only interested the public in the week upon what the Board had to do immediately after the emergency notes were sworn in. The Board's action which under the act was to be taken for the first time was to map out the plan of the first Federal Reserve Bank of the United States. The Board's first action was to map out the plan of the first Federal Reserve Bank of the United States. The Board's first action was to map out the plan of the first Federal Reserve Bank of the United States.

Owing to the unsettled conditions, the Board will have the chance that the banks to change

Fourth National Bank

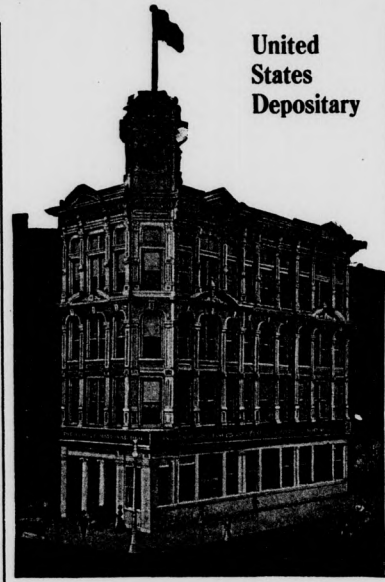
Savings Deposits

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

The Old National Bank

GRAND RAPIDS, MICH.

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

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

from the old to the new banking system at once. This would involve, first, payment by the member banks of about \$114,500,000 to the regional banks for reserve money, and, second, \$17,800,000 for their subscriptions to reserve bank stock. Although the member banks could re-discount a portion of their paper with the Federal Reserve Banks and in that way finance their obligations to the new system without disturbing loans materially, members of the Board feel that it would be unwise to force such a readjustment in the near future. The intention is, however, to complete the organization to a stage where everything will be in readiness for quick action later on.

Two members of the Federal Reserve Board, Messrs. Harding and Hamlin, have been in charge of the Treasury relief measures since the European war crisis developed. They have made their headquarters at the Sub-Treasury in New York City, in order to receive applications for the emergency currency notes issued to the banks there. The full Board, when organized, is expected to be in session almost constantly, so as to consider important rulings defining commercial paper and the supervision of the regional banks. Because of the European crisis it may be necessary for the Board to push its foreign connections and provide early for the establishment of foreign branches for member banks. No meeting of the advisory council can be called by the Board until the directors of each regional bank have selected one member to serve for one year.

Of those nations now engaged in the European war, Germany is the only one which prepared for that war by locking away a large sum of gold in a separate stronghold. All of the Europeans nations have the means of financing at least the beginning of the conflict, but none other than Germany has an imperial war treasure set aside for the single purpose of providing for any warlike emergency.

Germany's hoarded war chest a year ago was \$30,000,000; it is now \$60,000,000. The Julius tower in the citadel of Spandau is entirely surrounded by water; it is here the gold is stored. Up to the spring of 1913 there was no change in the treasure from the \$30,000,000 reserved from the indemnity paid by France after the war of 1870. But beginning early last year, steps were taken to add another \$30,000,000, and the Reichsbank sought, without disturbing the money market, to draw gold into itself for that purpose. By making all possible payments of its own in banknotes and silver, and by withholding from payment the gold received in the regular way, the Reichsbank succeeded in getting together a thousand million marks by the end of April, as compared with less than \$800,000,000 at the opening of the year; by October the amount had been brought to 1,200,000,000 marks, in spite of the fact that then a large

portion of the extra war treasure had already been transferred to Spandau.

General Motors ends its fiscal year with gross earnings of between \$90,000,000 and \$92,000,000, an increase of 40 per cent. in two years, and with net profits of about the same amount as in 1913 when the balance for the stock was \$8,184,052. General Motors needs less than \$1,800,000 to pay interest on its notes and the 7 per cent. preferred dividend. If net profits were to be cut in two, the company would still earn 15 per cent. on its common stock. The company's cash position is 100 per cent. better than a year ago and its debts are almost nil. It is not borrowing a cent from the banks and looks forward to an increase in production during the 1914-15 year. This should mean an output of over 60,000 cars of the three or four major brands produced.

With \$1,300,000,000 in gold coin and bullion stored in the Treasury vaults and about \$600,000,000 more of coin in circulation. Treasury officials say the United States has no cause for alarm over the tremendous shipments of gold from New York to war-clouded Europe.

Quotations on Local Stocks and Bonds.

Public Utilities.	Bid.	Asked.
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.	50	55
Cities Service Co., Pfd.	50	55
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.	36	39
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.	66	69
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	250	260
Old National Bank	195	202
Peoples Savings Bank	250	

It isn't what you earn that counts; it's what your wife doesn't spend.

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



Kent State Bank

Main Office Fountain St.
Facing Monroe

Grand Rapids, Mich.

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

Resources

8 Million Dollars

3 1/2 Per Cent.

Paid on Certificates

Largest State and Savings Bank
in Western Michigan

The City Banks of Grand Rapids

Keep an account at the safest
banks in all Western Michigan

The City Banks' competent staff and a corps of officers of wide practical experience affords promptness in transacting your business, and expert counsel in protecting your interests

Your correspondence will receive the personal attention
of the officers of either bank

Resources: Over Ten Million Dollars



4% The First Year

5 per cent. a year for four years more, on real estate bonds secured by a first mortgage on one of the best located business blocks in Grand Rapids.

\$100.00, \$500.00 or \$1,000.00 guaranteed by two wealthy, responsible men. Property worth twice the loan. Free from state, county and local taxes. Telephone or write, or better still, call on
THE MICHIGAN TRUST CO.

United Light & Railways Co.

H-S-C-B

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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

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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.



To the Buyer on His Way to Market.

Written for the Tradesman.

We will suppose you are a merchant conducting a business in a small town, out at Homeville, maybe. Very soon now you will be going in to the city to do your fall buying, to replenish your stock of dress goods, silks, table linens, ladies' suits and wraps, outings, gingham, prints, ribbons, embroideries, laces, trimmings, hosiery, underwear and other items of so many kinds as to defy enumeration. Quite likely you already have placed a number of orders for fall delivery, particularly in those lines which you buy direct from the manufacturers. Still you have a large and important task before you in filling up and rounding out your stock so that it will be complete and well proportioned.

A buying trip is quite an expense for a small business. It costs both time and money. Make it pay. If this investment is not fruitful in profit, you are not getting out of it what you should.

Of course the main purpose of your trip is to select and purchase goods. But you should get more to take back than just the goods that will follow along in their packing cases. You should get new ideas and fresh up-to-date information about styles, fabrics and prices.

How are you regarded by your customers out there? Are you an authority on goods, shades, latest modes? You owe it to yourself and to your business to be just this, and if you fall behind and those women come to consider you a back number, it will be mainly because you don't live up to your opportunities when you go to market.

The large cities are the centers not only of distribution and traffic but of fashion. Here the latest from Paris is shown, sold, worn, by the time the first rumor of its existence has reached Homeville.

It will pay you to spend at least a day or two in the large retail stores. You will know better what to buy and what to let alone. Your taste will be educated, your discrimination more acute.

While in these emporiums, study store methods as well as goods. These big places, with their high rents and heavy pay rolls, simply have to move out the goods or go to the wall. They get selling right down to a science. They are experts in psychology and arrange their displays to appeal tellingly to taste and pocketbook.

Human nature is the same in your

town as in the big city. The principles underlying mercantile success are practically identical in the two places. Observe the faces of the crowd of women around that bargain counter, and see how like they are in their eagerness and earnestness to your own customers.

Getting down to specific methods, do you notice that all the big stores in the city, that is, all that cater to middle-class trade, price-ticket everything? Do they do all this work for nothing? Not on your life. They have come to understand that people like to know the price without having to enquire what it is—like to decide for themselves as to the value of the article offered and whether they can afford to purchase it, before they say a word about it to a salesperson. Your customers will take just as kindly to having goods marked plainly, even conspicuously.

This is only one of the successful methods of the city stores. You will find a dozen others which you can profitably install, either wholly or in part, in your shop.

Do you go to the city with the intention of having a good time paramount. In a sense you should have a good time, a very enjoyable time, a change from the routine of every day, a time of growth and awakening and expansion of ideas—but not, emphatically not, what most men would regard as a pleasure trip.

If you do your duty by that little store at Homeville you must work hard. It is no snap to buy goods properly, no lazy man's job to observe and grasp ideas as you should do in these few precious days.

Above all, keep your head. Cut out everything that even borders on dissipation. You need your judgment at its best now if ever. And let it be your judgment that decides you in the choice of goods, not the persuasions of some very agreeable and smooth-tongued salesman. Remember it is that little store back at Homeville that you are working for, not the interests of the most friendly-seeming wholesaler or jobber.

There are wholesalers and wholesalers. The best and most honorable houses desire to sell you only so much and of such goods as it is to your interest to buy. But there are others, and beware of those others.

Keep a sharp lookout for anything that is calculated to take you off your feet, to induce you to overbuy or to buy what is not right in price or not right for your trade. There are different ways of hypnotizing a buyer.

Under the old regime the customer or prospective customer was placed



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

School Days

Will soon be here, and with them comes the demand for Boys' and Girls' Hosiery. It is to your interest to have a good supply on hand. We can fill your orders promptly with splendid values. We have several popular and well advertised brands to retail from 15 to 25 cents per pair.

PAUL STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.

OUR DRAPERY DEPARTMENT

Offers a new Fall Line of Drapery and Curtain Material such as Curtain Swiss, Plain and Double Bordered Scrim, Pointed Etamine, Marquissette, Painted Madras, Sun Fast Woven Madras, Twilled Drapery, 36-inch Challie, Plain and Painted Silkaline, Cretonne.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

under obligation for expensive entertainment. He was dined and wined, he was presented with tickets to the best theaters, he was shown a good time. And then by the unscrupulous representatives of unscrupulous houses he was often, very often induced to overbuy and to buy to his detriment.

Those methods are falling into disfavor. While by no means obsolete, they are not countenanced by really up-to-date wholesale and jobbing houses, and they are coming to be looked upon with decided disfavor by all shrewd and level-headed buyers and the firms they represent. Where there is the reprehensible desire to blink a customer, those old methods are too grossly obvious to deceive anyone but a Rube. And they are being discontinued even by those who still are not above less palpable sharp practices.

The adroit and subtle flattery, carefully adjusted to the customer's peculiarities and weaknesses, the putting him in a good humor with himself and all the world, the holding before his eyes the rosy glass of oversanguine optimism—these are the things to guard against more than the proffer of cocktails and highballs. No matter how powerful the influence that is brought to bear upon you, never forget that every digression you make from the path of buyer's rectitude must be paid for by that Homeville store with its hard-earned dollars. And on the clearness of your brain, the correctness of your taste, the soundness of your judgment while on this buying trip, depend very largely the profits and well-being of that little shop for months to come. Fabrix.

An Infant's Stocking Shaper.

Practically every baby wears woolen stockings and it is a fact that regardless of quality, these have a way of shrinking when washed which makes them useless, in many cases long before they are "worn out." This accounts for the immediate popularity of a stocking board now on the market, over which the stockings are stretched when drying. This board has an elevation which fills out the heel and keeps it in the original shape.

Properly displayed and advertised this handy little article should bring the retailer a good percentage of profit. Clerks might be instructed to show the stocking shapers which come in rights and lefts, to purchasers of infants' stockings, and to tactfully point out that they are a real economy in addition to insuring perfect comfort for the baby. They retail at 25 cents.

If It Must Be.

After a thorough examination, the physician remarked:

"What you need, sir, is an operation."

"Very well," replied the patient, resignedly. "Which operation are you cleverest at?"

The busy bee is all right in his way—but one should keep out of his way.

Importance of Sight in Selling Merchandise.

Did you ever go to church and find trouble in keeping your attention riveted upon the remarks of the preacher? If you are not in the habit of visiting the sanctuary let us ask the question a different way in order to accommodate ourselves to your character. Do you ever read books or magazines and discover after you have proceeded along for several paragraphs that you really do not know what you have been reading?

In either instance don't blame the other fellow always. It may not be a dull sermon. It may not be an uninteresting book. You may be at fault. Your mentality is roving, or your mind is wandering, as you choose to put it.

Apply this idea to business. Your customer is not always thinking very attentively about your merchandise. He comes in to buy something, and intends to get through with the transaction as quickly as possible in order that he may be free to go after something else in which he is more interested.

That is a good time to try to attract his attention to something else which you may think he really would like to purchase if he had it brought before him properly. There is wonderful power in suggestion.

Still, you say, you are not a thought reader and can not always fathom the state of his mind. That is very true, and you must drop the plumb-line to make a sounding. Do so in the most effective way.

There is nothing so powerful as a visible object—visible to the human eye. Show him what you are talking about. Do not simply describe it to him. Few of us have command of language sufficiently powerful to do this effectively. Bring it to his attention by placing before him the object itself. Then he has something upon which to focus his attention. If you merely tell him of it, his mind may be so firmly fixed upon something else he will not comprehendingly hear what you are saying.

Always, when possible, show merchandise when talking about it. The old slogan, "No trouble to show goods," is too often neglected. Get hold of the eye and the mind follows it. A sewing machine might be

sold simply by holding up and talking about a needle to fix the attention of the buyer.

Whatever the customer indicates desire to purchase should be quickly brought into view. People change their minds. Not only so, but it sometimes happens that the request is not a sure forerunner of sale. They may think something is wanted, and then put it aside. To see it is often to want it, and the transaction is clinched.

Through the eye desire is created. The sight of an object may bring to the mind recollections connected with it of which the salesman knows nothing. There is a call from the past. The seller may wonder why a customer decided to purchase this or that when the sale seemed about to fail. He knows he said nothing convincing. But there was an action in the mind, reaching down and bringing up some memory in an argumentative way that furnished the necessary appeal.

For the same reason it is desirable to display as much merchandise as possible. The merchant does not know what may create a desire in

the mind, or heart, or appetite of the customer. But if many things are in view something will make its own appeal.

We may think we have drowned old desires which we wish to discard. We may flatter ourselves we have vanquished unpleasant habits. We are strong to resist them while the temptation is absent. But if we go where we are to be brought face to face with them we are running into danger.

The thought of certain articles may not be strong enough to influence the buyer to procure them, but the sight of them may inspire a wish for them which will not be refused satisfaction.

Here is one of the subtle forces of our human nature which may be studied and capitalized with great profit.

Unfortunately, the man who loses his temper always finds it again.

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

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



Tanglefoot

THE SANITARY FLY DESTROYER—NON-POISONOUS

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

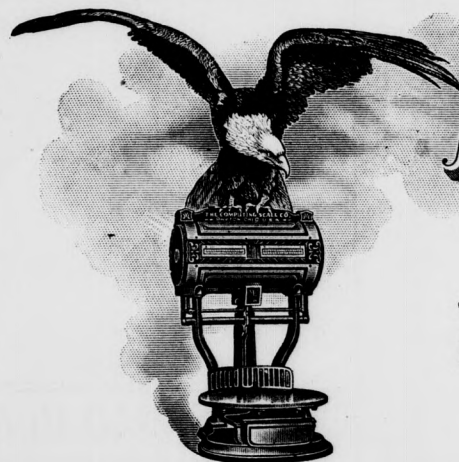
POISONS ARE DANGEROUS

Always at Your Service

The Citizens Telephone Company's
Long Distance Lines

Connection with over 200,000
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CITIZENS SERVICE SATISFIES



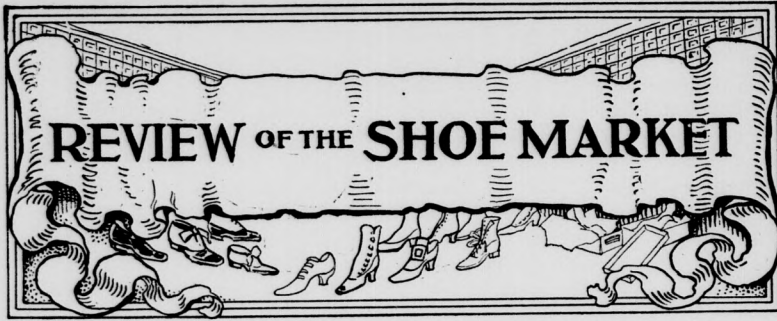
MONEYWEIGHT Scale Co.
GENERAL DISTRIBUTORS FOR
The Computing Scale Co.
Dayton, Ohio.

THE FIRST AND FOREMOST
BUILDERS OF COMPUTING SCALES

GENERAL SALES OFFICE

165 N. STATE ST., CHICAGO

ALWAYS OPEN TERRITORY TO FIRST CLASS SALESMEN



Personal Sketch and Hints on Shoe Selling.

Every retail shoeman has heard of A. H. Geuting, Secretary of the National Shoe Retailers' Association. But how many have heard of George and Will Geuting, brothers who work hand in hand with the executive head of the Geuting firm? Not so many, we judge. Yet there is an interesting story to be told about each individual, and about the Geuting trio as a whole.

A. H. Geuting very naturally holds the center of the stage. He is the founder of the business and his work for the National Shoe Retailers' Association tends to place him in the limelight of publicity. And, unlike many theorists, he puts into working practice the principles of his teaching. He speaks of efficiency not from hearsay, but from actual contact with worth while, modern methods; and he attributes his success to the highly specialized organization of his establishment. In fact, Mr. Geuting boasts the best supervised shoe store in the United States.

Previous to the opening of his large store on Market street, Philadelphia, in 1908, A. H. Geuting had passed through an extensive department store experience. He held, at that time, one of the best buying positions in the country. For this reason he did not feel inclined to make an earlier change. Yet he now says: "Had I to do it all over again, I would have gone into business ten years sooner." Urged further to express his views, Mr. Geuting said:

"We believe in specialization. The department store cannot take the place of the specialized shoe store. Neither will the department store be forced out of business by us. We know our place. We know our position. We know just what business should be. We have tested the conditions and found people demanding the specialized store. And with the people's support there is nothing to fear. As for the present business outlook it is hard to discover any gloom germs in the Geuting store."

Will Geuting, in charge of the women's and children's departments, is a full fledged enthusiast. Witness his own words: "There never was a doubt as to what vocation I was to adopt. As early as I can remember my ambition was to enter the shoe business."

With this idea amounting almost to an obsession, Will left school at the age of 16 to take a position as stock boy in the shoe department of Gimbel Brothers' Milwaukee (Wis.) store. Here he remained for nine

years, passing through the various stages of advancement until he had reached the position of assistant manager. He left Gimbel's to assume the management of Shumacher Brothers' shoe shop, in the same city. This firm had at that time added women's and children's shoes to their heretofore exclusive men's business.

Will had been barely a year in this new field when his brother, A. H., wrote a long letter, making known his intention of opening a store of his own in Philadelphia, and extending the invitation to join hands. Needless to say, the younger Geuting accepted this offer.

"I came East shortly before we opened our store—about five and a half years ago," said Will, in relating his story. "My brother George, who had been in Philadelphia for the past two years prior, also joined in the new venture, which was launched as 'The Store of Famous Shoes.' The bulk of my experience up to this time had been of the big department store kind, and I did not have too much respect for the average specialty store, which, I believe, was not up to the minute. In a sense, this feeling was not without foundation. Not many years ago, the specialty store had the respect and following of the public it deserved, but the advent of the department store, embracing more aggressive methods of merchandising, caused this acquired trade to drift away from the individual retailer and enter the fold of the big department store.

"My present experience in the specialty shoe store convinces me that there are no good reasons why this condition should exist, and I feel that live wire shoe dealers are aware of this fact. They are putting more intelligent and forceful methods into their business with the inevitable result of greater and stronger growth. The shoe merchant of to-day, and the future, must introduce more scientific and expert fitting methods into his business. And profits should be such as to attract the most intelligent of our young men to adopt the shoe business as their profession."

This discussion of the fitting problem brings to mind the Geuting slogan: "Every shoe professionally fitted." It is a good suffix to tack to your name, and should be the watchword of the entire retail shoe trade.

The writer was in the Geuting store recently when Mr. Will Geuting indicated, for the special benefit of the Retailer man, the progress of a sale in the women's department. The customer in question proved to be a blue blood of Philadelphia aristoc-



SOLE LEATHER



SOLE LEATHER



SOLE LEATHER

SOLE LEATHER

"KANT SKUFF EM"

DING! DONG! DING! DONG!

NO, school has not yet commenced, but this is just a warning that vacation time is drawing to a close, and you will need a stock of good school shoes.

You have seen the above illustration before, and will probably see it often. It represents the acme of boys' School Shoes, and is but one of many we are making for the kids, and making them right. Boys are great critics, but you will find their approval of R. K. L. shoes to be unanimous. Order them now.

Rindge, Kalmbach, Logie Company
Grand Rapids, Michigan

STOCK UP FOR FALL

ON THIS NEW LOW PRICE, GOOD SERVICE NUMBER



In Stock for
At Once
Shipment

Orders
Solicited

- No. 884—Men's 12 inch Pioneer, Black Norway Chrome Uppers, 1/2 Double Sole, Re-inforced Shank, Nailed Bottom, Fair Stitched, Large Nickel Hooks and Eyes, Four inch Cuffs with Buckles and Straps, Full Bellows Tongue, Blucher, exactly like cut \$3.00
- No. 883—Same shoe only Regular six inch Blucher cut 2.10
- No. 878—Same shoe only Regular six inch Plain Toe Blucher cut 2.10

Samples on Request

They Wear Like Iron

HEROLD-BERTSCH SHOE CO.

Manufacturers of Serviceable Footwear

Grand Rapids, Mich.

racy, and was being fitted by one of the star sales ladies.

"Mrs. ——— buys all her footwear here," explained Mr. Geuting, "for the very simple reason that we insist upon a perfect fit. Only recently we filled out the depression in a slipper vamp (caused by an irregular curve of her foot, with a carefully shaped piece of piano felt. She was more than glad to pay quite a few dollars extra for that service."

Here is the manner in which A. H. Geuting delineates his brother Will: "He is the most enthusiastic, specialized shoeman in America. He is brimful of suggestions on service, personal appeal, and the human touch. He works—as we all do—for one common end—the biggest shoe business in Philadelphia."

George Geuting, youngest of the three brothers, is six feet, two inches tall, and a "white hope" (for men's shoes.) Will says if you want to know where the latest ideas in gentlemen's footwear originate, consult George. He is in charge of the men's department and the extra branch store on South Eleventh street.

George has had both jobbing and department store experience. He believes in approaching customers from the standpoint of an eye specialist—with new instruments and new ideas. He believes also in creating atmosphere about a store—atmosphere that attracts and draws trade. The commonplace establishment does not succeed in these days of strenuous competition for the very simple reason that it lacks all vestige of individualism. If you have the punch and know how to deliver it, your store will reflect every worth while thought and movement.

George Geuting claims that another great cause of failure lies in lack of experience. "Fools rush in where angels fear to tread," and the result is a grand smash. For men with experience, individuality, and good merchandising ideas, the business outlook was never better.

That is a brief sketch of the character, achievement, and ideals of the Geuting trio. Each man is interesting and forceful. Combined—they make business hum.—W. H. Kofoe in Shoe Retailer.

More About Profits.

Since the publication in various trade papers of Secretary Geuting's talk on cost of doing business, profits and fixed prices, he has received a number of enquiries from fellow shoe retailers who apparently have misunderstood one or two points in the address.

Secretary Geuting wishes to explain that in the first place no matter what specific percentages were used the idea was to instill into the minds of shoe retailers that first, last and always they must know what it costs them to do business. That cost should include interest on money, rent, salary, as well as depreciation, whether the merchant owns his own building or not. These items together give the annual expense which should be divided by the total annual sales to obtain the per cent. of

expense, and in order to be really successful he should add at least 10 per cent. to this percentage, figured as his legitimate profit.

In Secretary Geuting's address a 25 per cent. cost of doing business was illustrated but was not intended to be arbitrary. In fact, he mentioned that there are four classes of stores, some in which the cost is 30 per cent. or more and some in which it is considerably under 25 per cent, but thought he would take as an example a 25 per cent. store as being most typical of the average retail shoe store.

Six stores in the same city may each have a different percentage of cost of doing business. Yet each store may be successful providing its owner or manager forgets the other fellow's expense, makes sure he knows his own and adds a legitimate profit to it.—N. S. R. A. Bulletin.

It All Depends.

When James A. Garfield was President of Oberlin College a man brought for entrance as a student his son, for whom he wished a shorter course than the regular one.

"The boy can never take all that in," said the father. "He wants to get through quicker. Can you arrange it for him?"

"Oh, yes," said Mr. Garfield. "He can take a short course; it all depends on what you want to make of him. When God wants to make an oak He takes a hundred years, but He only takes two months to make a squash."

Palpable Fraud.

A young man employed a little colored boy to help about the house. The little darky boasted one day that he could read any book. Mr. Brown handed him a Latin reader. The little fellow studied the words for a long time, his expression growing more and more puzzled. Finally he tossed the book aside.

"Dat teacher done tole me Ah could read!" he exclaimed in disgust. "Ah didn't believe it den, and now Ah knows 'tain't so!"

WHY SACRIFICE

That Store and Merchandise?

If 50c on the dollar and less satisfies you, you do not need our sales services; but if 100 cents on the dollar and more looks better to you, we ask to be heard as to our method of getting that 100c on the dollar for you within 15 days from the starting day of a New Method.

100% sale of your stock.

Your letter, giving size of stock, will bring you further particulars.

CENTRAL SALES CO. OF ILLINOIS (Not Inc.)

CENTRAL UNION BLOCK MARKET ST. CHICAGO, ILL.

Mayer **HONORBILT SHOES**
THE LINE THAT SATISFIES

TAKE A LOOK ANYWAY

You may be glad that you did

NOW is a good time as Our Salesmen are all just starting out this week with their **New Fall and Spring Lines.**

You know we are shoe specialists and this time we have **added quite a few new ideas.**

Naturally we want you to see them, for we know you will surely wish to "get next" to the best and latest shoe ideas the market affords.

Drop us a line and a salesman will show you **at once.**

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

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.

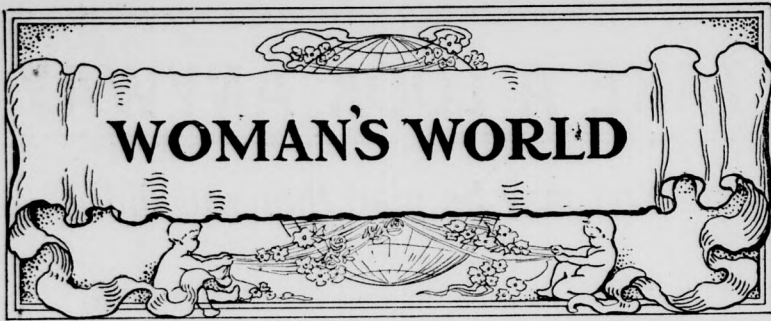
We tan the leather, and make the shoes.

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.



Anent an Old and Oft-Repeated Folly.

Written for the Tradesman.

The Willowdale Intelligencer closes its account of "the very pleasant occasion when Miss Evelyn Sanborn, eldest daughter of Mr. and Mrs. Paul S. Sanborn, was united in marriage to our young townsman, Charles T. Mercer, Junior, only son of Mr. and Mrs. Charles T. Mercer, Senior," with the remark: "For the present the young couple will reside with the groom's parents."

How long the present may last in this case, we can not tell, but long enough you may be sure that there will be serious trouble and heavy heartache, that this happy, bonny little bride will shed many, many bitter tears, and that among these four well-meaning people hard feeling will arise that can not be forgotten nor lived down during their whole lives.

Why will persons of good average sense and judgment go into something which it is practically certain must end in disaster? When all the millions of young couples making trial of living with the parents have, almost without exception, reached the same melancholy result, why must this foolhardy experimentation go on and on? Why do the Mercers and others similarly situated, blind their eyes and refuse to learn from the experience of other people?

The Mercer men folks figured it out that it would be a great saving for Charley for him and his wife just to live for a time with father and mother. It would cut out rent. The house is large, big enough for a dozen people, and "it would be so nice for mother to have some help with her work." This last brilliant idea was an emanation from the mighty brain of Charles Mercer, Senior.

To tell the truth, in a money way Charley wasn't really ready to marry. His income is hardly large enough to justify his launching forth on the costly voyage of matrimony. He is not hooked up to meet the monthly demands of a landlord, much less to buy a little home and furnish it. But they calculated that by living all together, expenses could be held down.

Now men have to figure. It's their nature. Therefore it isn't well to curb the propensity. If a man does not want to do anything worse than figure, better not try to restrain him. But a wise woman will take the results of his calculations for exactly what they are worth, no more, no less.

A woman would know if a man doesn't that cash isn't the only thing to be considered. A statistician in less than three minutes can prove beyond all possibility of doubt that living in separate households is an appalling waste of money and labor. A thousand people can be housed and fed far more economically in one great institution than under two or three hundred rooftrees. But who cares if they can? These crack-brained schemes that would make life not worth living have to be rejected, no matter how unquestionable the financial advantages they offer.

So I say to you, Mrs. Charles Sanborn, Senior, capable matron that you are, with strong intelligence and great force of character, you ought to have known that you and your son's wife can not live happily and harmoniously in the same house, and you were in duty bound to set your foot down against trying it. You didn't do it, and grief will be upon your head in consequence.

You have formed resolutions and have determined to make a great effort—almost a superhuman effort—to "get along" for Charley's sake. You are trying to love Evelyn just as you do Charley, and to make all kinds of allowance for her youth and inexperience.

Now, dear Madame, why attempt the impossible? And when you can't do a thing, why not stop before you start? Nature is bound to assert herself and you simply can't have the same affection for Evelyn that you have for Charley, nor the same fond maternal blindness to her failings. Even while you are smilingly telling your friends how thoroughly sweet and charming a girl Evelyn is, you well know that down in your heart you feel that your boy might just as well have looked a little higher. Gertrude Silverthorne, the daughter of old Judge Silverthorne, would have been a daughter-in-law far more to your liking.

As to that idea of your very considerate husband that it would be nice for you to have help with your work, of course it would be nice—the right kind of help. But what you want is a maid whom you can tell and show and make do things according to your methods, and—to put it very plainly—whom you can "fire" when she doesn't.

The Sanborns are good people but it is well known that Mrs. Sanborn never has put the fine finish on her housekeeping that you do on yours. In many vital and important matters you already have found that Evelyn's ways are not your ways.

When canning fruit she thinks—and says—that it is enough to screw the caps down tight, while you are positive that the only dependable safeguard against fermentation is to use parafine. When she cleans the linoleum on the kitchen floor she does not get down on her knees and wash the baseboard all round as you do. When wiping dishes she is sure to take out the last cup and dry it, leaving nothing to turn the plates over, and she even neglects to rinse out the tea towels. You can't put up with such remissness a great while, even for the sake of your idolized son. It won't be long before you will see it as your duty to try to break Evelyn of some of these slipshod ways of doing things.

Sometimes a young couple lives for a time with the bride's parents. This is not a good arrangement, still it is not so entirely impracticable as living with the groom's. It goes without saying that the girl likely can get on amicably with her own mother; as to the men folks, often their business is entirely different and they see each other only at morning and night. But even if they are in closest association and pass the whole day together, strange as it may seem, there are not in men's work so many things that it makes a world of difference whether or not they are done "just so," as there are in women's.

And you, dear little bride, you too have made good resolves. You think you will put up with everything, just everything, and never fling back a word—for Charley's sake of course. Poor thing, you don't know that you can't do this. You haven't learned yet that in this world you are doing very well when you endure with fair patience and equanimity just your proper share of trials and tribulations.

You solemnly asseverate that Charley's mother is "perfectly lovely," and that you care just as much for her as you do for your own Mamma.

This is all very well and your mother-in-law truly is an exceptionally fine woman, but don't try to deceive yourself into thinking that she ever will take the place of your own mother. This factitious affection for each other which you and your Mother Sanborn just now are displaying—a little ostentatiously perhaps—is no more to be compared to the bond between you and your own mother than No. 100 thread to a ship's cable. It won't stand anything, but will snap in two with the slightest weight or pressure. The love between your mother and yourself, while made of the finest stuff of which we mortals know, will stand everything and be all the brighter and stronger for the strain.

Dear little girl, although you have plenty to eat and to wear and a good home in a way, you are in a very hard place. You have no chance to assert your individuality and live out your own life. You are under restraint all the time. And when you and Charley have your little tiffs or more serious disagreements, as you

surely must have in the process of adjustment of your two natures to each other, his folks are right at hand to take his part and back him up, while yours are fully three miles distant. And you would both be far better off if you were alone by your two selves, a thousand miles away from all near relatives on either side.

You don't want to learn your mother-in-law's ways. You want a place where you can do as you please, work out your own ideas, and make as many blunders as you like. In a home of your own, if only a one-room apartment or a shanty, you would be far happier than in this fine house, ruled over—and rightfully too—by another woman. Since a home of your own is your inalienable right, as it is that of every married woman, it is to be hoped that you will make it mightily unpleasant for all concerned until you get it. And doubtless you will. Quillo.

But it is better to labor than be worked.

Safety First in Buying

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

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

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago
St. Louis Minneapolis
Dallas



Women know

The exquisite flavor
and uses of

Mapleine

Can you supply them?

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Band De Roma With 35 Pieces

And Many Other Attractions. Send For Premium List.



Michigan Retail Hardware Association.
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Creek.
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Treasurer—William Moore, Detroit.

The Need of the Clerk Knowing the Goods.

Written for the Tradesman.

Screen doors and screen wire are still in season. The other day a customer enquired at a hardware store for the former, and was shown several samples on a revolving stand.

"There are \$1, and these \$1.25 and these \$1.75," remarked the salesman.

"But what is the difference between the \$1 door and the \$1.25? Just the varnish? Why, I could put that on myself," commented the customer.

"I suppose that's all," rejoined the clerk, indifferently.

"Have you a door six by two-ten?" pursued the customer.

"No," returned the clerk. "There aren't any as small as that. I suppose you'd have to get one made, that size."

"And are there any six-ten by two-ten?"

"I don't know. There aren't any here. I'll see though."

And the clerk departed. Five minutes later — perhaps more than five minutes — he returned with the announcement that there were lots of the doors in the store-room.

But meanwhile another clerk, noticing the customer standing, apparently not waited upon, had found a ready answer for the question. He knew, without looking, that doors of that size were in stock. Moreover, he had a solution for the small door difficulty.

"You want it for a basement door — a grade door?" he suggested. "You could take one of these six-ten doors and cut it down to six. It would only take you a minute, and you'd still have frame-work enough for a good strong door." He illustrated, with the 7x3 door, how this could be best done. "If you're buying any of these doors, I'd recommend you to take a good one. The higher priced door is worth more than the difference, every time. Even the \$1.25 door, besides the finish, has these bracings, making it far more solid and durable. It's worth 25 cents alone to put the finish on, without counting the material; while for the extra quarter we give you not merely a varnished door, but a far more durable door. Although I think the \$2 door will give you the best satisfaction. For a front door you will find it good business to buy the very best."

That contrast emphasizes a great need in salesmanship — thorough

knowledge of the goods. The salesman should not be content to follow the customer—he should lead the customer, help him to make a wise selection, guide him to a judicious choice of goods. And to do this he, himself, must first know the goods, thoroughly.

Here the one clerk did not know the goods; the other did. The difference in this instance would be, that the indifferent clerk might sell a single \$1 door; the clerk equipped with thorough knowledge stood a good chance of selling three doors, worth \$5 or more. And that represents the difference between the salesman who knows the goods, and the salesman who doesn't.

The average salesman is bound to pick up a great deal of valuable information in the course of even a few weeks. He can't help himself. But it is the exceptional salesman who goes to work systematically to study the goods. It isn't all a matter of mental equipment; often the slow, plodding fellow who learns little by little and learns thoroughly finds himself, at the end of a year, better equipped to sell hardware than the clever clerk who, picking up knowledge quickly and apparently without effort, is quite satisfied with himself and won't take the trouble to study the goods systematically.

The clerk who wants to secure promotion, who expects some day to start in business for himself, will do well, at the very outset, to plan systematically for self improvement. He must dress neatly, present a pleasing personal appearance, be tactful, learn to control and modulate his voice, get a good, firm grip on his temper—some customers will tax an angel's good temper—and make himself in these respects a thoroughly efficient salesman. And back of that, he must learn the goods—all there is to know about them.

"Learning the goods" can be made a habit. Much depends on the clerk's mental attitude. To one clerk that stock of screen doors represents goods to be sold at certain prices; he never thinks of them apart from the place they occupy in the store. Another clerk visualizes those screen doors perfectly; the minute he sees them he wonders what sized frame that screen door will fit, whether it will need a little trimming, what is the easiest way to trim it to size. Then he studied the way the door is made, and what are the differences between the low priced door and the high priced door. He wonders what the man will do whose doorway chances to be smaller than the stand-

ard size—and solves the problem. He visualizes the putting on of the door, and that leads him to remind every customer, without being asked, that the price of the door includes the pair of spring hinges. And, visualizing further, he asks the customer: "Have you a good screw-driver to put this on with?"—and if he hasn't sells him one, and adds that mite to the day's business.

The same thing fits every department of the hardware stock. The indifferent salesman sees goods which are to be sold, and often he is too indifferent to even wonder what the price is, until some customer puts the problem up to him. The thoughtful salesman's mind quickly comprehends and studies out the purpose for which an article can be used, and the things he will have to tell the customer in selling it. And the result is that the thoughtful salesman speedily reaches a stage where he acquires knowledge almost instinctively just as dry sand sucks up water. He wants to know; the knowledge is handy; he learns, and it becomes second nature for him to learn.

To encourage the clerk to study the goods is part of every shrewd employer's business. For this purpose frequent staff conferences are useful. The merchant introducing a new article will talk it over with his salespeople, discussing the various selling points and, where possible, eliciting suggestions. Similar conferences to discuss the reason why old lines linger upon the shelves will

prove beneficial, not merely to the salespeople, but to the merchant himself. William Edward Park.

We always feel sorry for an heir-ess; she simply has to marry in self-defense.

The Ventilation of School Rooms Is a State Law Requirement

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

We want to get in touch with School Boards that we may send them descriptive matter. A record of over 300 rooms ought to be evidence of our ability.

Steam and Water Heating with everything in a material line.

Correspondence solicited.

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Ellsworth Ave.

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Wholesale Hardware



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

Grand Rapids, Mich.

THE MEAT MARKET

Scarcity in Cattle Supply May Be Checked.

Conservation is a topic of National importance these days. A gradual realization that, if the present inefficient and wasteful utilization of our natural resources is to be continued, a period of scarcity and depreciation of the National wealth will soon be upon us, has placed this question, as one which requires careful study, immediate alleviation and eventual solution before the thinking men of the Nation.

No country has received so great a proportion of nature's bounties as the United States, and in no country has there been less attention directed toward the preservation and proper use of these bounties than with ourselves. The vast range country of the West, with its immense treasures of natural forage and its ability to maintain millions of stock with ease, is a thing of the past, although, only a few decades ago, it appeared to be practically inexhaustible. With its passing ended the boom period of the American stock industry, and the present period of scarcity in the meat supply had its advent. But even this significant warning of the approaching end of the industry has no appreciable effect until lately upon the producers, for in those sections of the West where range cattle are still produced, it is estimated that at least one-twentieth of the stock die from preventable causes before reaching a marketable age.

Nor is this all. Death due to disease is widespread among the stock regions of the corn belt, diseases which have already been studied and for which the cures are known. But the loss in the old range states is more important, due mainly to the fact that a majority of the cattle grazed in those sections are what are known as "feeders"—cattle that will later be shipped to the feed lots of Iowa, Illinois, Kansas and Nebraska for finishing on a grain diet. The scarcity in these grades has been pronounced during the past year or so, and must be remedied before the cattle industry can be rehabilitated.

The majority of the losses among range animals grazing on the National forest preserves is due to deaths from winter storms or summer droughts, the attacks of wild animals, the eating of poisonous plants, which has been known to kill half a herd in one night, death by starvation through being stuck in bog holes, which are numerous throughout those sections, the prevalence of anthrax, blackleg and a number of

other minor causes. All of these are things that are preventable if proper care and diligence are exercised by those running herds on the reserves. They are things which were characteristic of the old range days, when the immense supply made them a matter of minor importance from an economic standpoint, but which have become of vital import to-day, when every herd of stock must be utilized if the price of meat is to be held within the reach of the ordinary man's pocketbook.

The Governmental authorities have begun a great work in this connection. They have offered to aid in co-operating with the holders of the grazing permits to do all that human diligence can do to stamp out the greater part of these losses, and their work is already beginning to show its effect. At the present time no cattle may enter the forest reserves without first being subjected to a rigid examination by representatives of the Federal Bureau of Animal Industry in order to forbid the entrance of those which show traces of infectious disease. The inspection does not end there, but the stock is constantly held under a close scrutiny, and the moment traces of disease are discovered the infected cattle must be removed from Government territory. Vaccine is furnished to all grazers by the Department of Agriculture for the immunization of their stock against the ravages of blackleg. Sheep are also watched and treated where disease is found. This work has freed the ranges from animal diseases to a great extent and bids fair to rid them of these entirely within a few years' time.

The forest reserves are the final place of refuge to a large number of predatory animals which have had to give way to the opening of large portions of their former homes for agricultural purposes. These find as their easiest prey the herds which are grazing there, and the damage done by them has amounted to millions of dollars annually. The Government forest service has waged a constant war against them, killing during the past eight years over 38,000 of various species. Losses from this source are decreasing annually, but it will be a long time before they are entirely done away with.

The greatest loss, however, has been due to various kinds of poisonous plants which flourish throughout these sections. The Government officers have succeeded in discovering those plants which have caused the damage, the kind of stock which is injurious and the period which it is

most harmful. These sections have been gradually fenced off, the material being provided by the Government, or when larger, conspicuous warnings have been posted enabling the herders to keep their stock away from the dangerous areas. The Bureau of Plant Industry has devoted considerable time and study to this question, and has discovered antidotes to the various poisons, enabling much stock to be saved that otherwise would have been a total loss.

Work of this character has achieved great things in the conservation of the cattle fed in these regions, and in conjunction with the work now being done in the elimination of animal diseases in other sections of the country, will effect an appreciable increase in the meat supply.—Butchers' Advocate.

Substitutes Hurt Lard Trade.

Although the supply of hogs has been the highest in many years, and packers have conducted packing operation with the object of making as little lard as possible, that commodity has persistently accumulated. Everything else yielded by the hog has found a healthy cash market, but lard has been a laggard. The export outlet has contracted and the constant expectancy of a revival of European demand incidental to phenomenally light hog receipts has failed to reach the realization stage. Not only lard but other edible animal fats, such as oleo stearine, a beef by-product, have suffered cor-

respondingly. Strenuous effort by board of trade operators to start a trade in lard have failed signally, and to this has been due in no small measure a lower level of hog values compared with last year, on a much shorter crop and a higher feed bill. Heretofore a deficient corn yield has insured low lard stocks and high prices, but this season precedent is being ignored. Heretofore Europe has consumed enormous quantities of American lard, that demand establishing the price, but a scientific discovery by which vegetable oils can be hardened and whitened has seriously impaired the market. By a new process such vegetable oils as cotton, cocoanut, palm kernel, Ceylon and Cochine may be treated so that the product is equal if not superior to lard. In Europe it is sold as lard, although the pure food law prevents this in the United States. It is claimed that by the same process whale oil can be made to stand up like a cake of ice, and white as snow.

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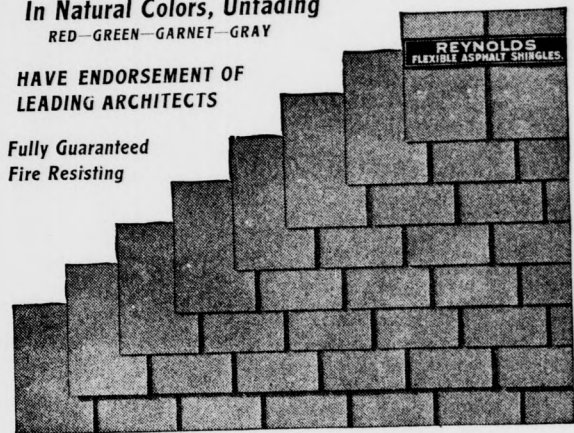
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 Board of Directors—Chas. E. York, J. W. Putnam, A. B. Allport, D. G. McLaren, W. E. Crowell, Walter H. Brooks, W. A. Hatcher.

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, Aug. 10.—Learn one thing each week about Detroit: The largest manufactory of adding machines in the world is located in Detroit.

Detroit Council will hold its regular monthly meeting next Saturday night, at St. Andrew's hall, 109 Congress street.

F. J. Zielinski, of Manistee, was in the city last week on a business trip. Mr. Zielinski conducts a department store known throughout Manistee county as "Frank's Store."

Everett C. Whitmyre, formerly connected with the Burroughs Adding Machine Co. as a member of the advertising force, has accepted a position as advertising manager of the Diamond Power Specialty Co. Mr. Whitmyre has had considerable experience in the advertising field, having been connected with an Eastern grocery concern and the dealer's service department at Sherwin, Williams & Co., Cleveland. His more recent training under E. St. Elmo Lewis, one of the foremost advertising experts in the country, should prove a valuable asset to Mr. Whitmyre. He will join the Diamond organization September 1.

An Eastern judge recommended marriage as a cure for inebriety. We always considered that marriage was one of the best excuses for the same thing.

The new Gregory, Mayer & Thom building, on Cadillac Square, is practically completed and the firm is now moving in. The building is located in the heart of the city and within a few steps of the city hall.

T. M. Markham, department manager for Cook & Feldher, Jackson, was a business visitor in Detroit last week.

The horrors of war still continue to loom up. The poets and near poets (?) are writing patriotic verses.

John Bootz, President of the Detroit Egg, Biscuit & Specialty Co., 2815 East Grand Boulevard, died at his residence on Horton avenue last Wednesday. Mr. Bootz was well

known in Detroit, having lived here all his life. Fifteen years ago, joining with his brothers, he engaged in business and in no small measure was the success of the firm due to his efforts. He was 52 years old. Surviving are his father, four brothers and three sisters.

Leo Garvey, who was injured in a wreck near Jackson some time ago, was brought to Detroit last week and transferred to Grace Hospital. Mr. Garvey's condition is still serious, although not necessarily dangerous and, according to the last reports, he is slowly improving. He is a member of Cadillac Council.

James Fitzpatrick, of Chambersburg, Pa., to cure a stomach ailment, fasted forty days. He will never be bothered with stomach trouble again. He died.

Charles A. Chalmers, 74 years old, died at his home, 136 Leverett street, last Wednesday. To many traveling men all over the country this news will be received with a pang of regret, as "Charlie" was a great favorite with them. He drove a cab in Detroit for thirty-five years, representing the old omnibus line, now the Detroit Taxicab & Transfer Co., and was in their employ until his last illness. By his inimitable manner and most pleasing personality, he won great popularity with the traveling men, few of the veterans of the road not knowing "Charlie." He is survived by his widow, four children and three sisters.

Mr. Carpenter, of Carpenter & Son, Lapeer, was a business visitor in Detroit last week.

Many Detroiters are in the war infested portions of Europe and much concern is felt by their friends and relatives over their safety. I. L. Grinnell, of Grinnell Bros., was relieved to receive a cablegram from his brother, C. A. Grinnell, that he, Mrs. Grinnell, their son and maid, were safe in London. They were obliged to leave their baggage in Paris and friends in London provided clothing and funds for their return voyage, which will be as soon as possible.

How many of those suffragettes in England are ready to divide honors with the men in the army?

Chicago has a divorce prevention bureau attached to the municipal court. Can it be possible there is a bureau in this country that would advocate bachelorhood?

On Saturday, August 29, Port Huron and Cadillac Councils will mobilize at Tashmoo Park and will charge on the lunch tables en masse, but will separate long enough to become rival rooters when a base ball team from each Council will engage in a fight for the Eastern Michigan U. C. T. supremacy. Other games will be indulged in and the ladies will be given an opportunity to display their athletic proclivities. Invitations will be sent to Council No. 9 to join in the boat ride and attendant festivities. Arthur Wood is chairman of the Detroit committee.

Guy Caverly, local representative for the G. J. Johnson Cigar Co., Grand Rapids, is the proud owner of a new Studebaker Six automobile.

Clarence Backus, son of W. S. Backus, River Rouge general merchant, is again able to be out and around after recovering from injuries

received in a motorcycle accident a few weeks ago.

The Mayor of Mears does admit there is some business in the country—which was all we were trying to impress on the multitude. Far be it from us for getting "sore." We've a secret to release to ye Mayor—we're not a Democrat, but we do think, however, that publishing in newspapers and magazines that business is decadent and predicting dire things isn't going to help the business situation any. Many of us depend on favorable business conditions to earn our grocery money.

Max Wolf, member of Cadillac Council, is confined to his home, 131 Rosedale Court, by illness.

Mr. Hosinger, of Hosinger Bros., general merchants, Reese, was a business visitor in Detroit last week.

Len Thompkins, of Jackson, was in Detroit last week. If we mentioned the fact that some other traveling salesman visited Detroit the item would be a mere space filler. But when Len arrives in the city of opportunities, it means something. Sometimes it means that some poor merchant has been made the victim of Len's oratory and again it might mean something has been done for the benefit of the Michigan members of the U. C. T.—Mr. Thompkins is a member of the Grand Executive Committee—but always it means that some drooping spirits have been revived and many hearts made lighter, because you can't be around Len Thompkins very long without catching that optimistic, smiling spirit of his—so there, we've told what we think of the hustler from Jackson.

Miss Gannie Bowles, who conducts a dry goods store at 701 Third avenue, was the victim of burglars last Saturday night. The store was entered by boring a hole through a partition in the basement.

Judging by the number of store burglaries in Detroit, the jobbing business should be good replenishing the stocks.

The Board of Commerce held its annual midsummer cruise last Friday, making the trip to Tashmoo Park. One of the most amusing events of the day was the receiving of wireless bulletins of the European war, in which several of the members were supposed to take part. As is usually the case with the Board of Commerce the affair was a success from start to finish.

Charles L. Rutter has taken over the management of the Rutter, Roths & Thiesien Auto Sales Co., 761 Dix avenue. Mr. Rutter is well-known to many of the former baseball fans in the city. The company has on exhibition a full line of Monarch cars and conducts a service department that is open twenty-four hours a day.

A Passaic, N. J., saloonist, also sells Bibles. One guess at which he sells the most of.

Charles A. Brownell, for the past six years manager of the Detroit branch of the J. Walter Thompson Co., has resigned from that company and has joined the advertising department of the Ford Motor Co.

Some of our Michigan hotel keepers should make good soldiers. They know how to charge.

A. G. M. slipped us the following: "H. F. Dorweld, of Cadillac Council, is floating about—of course, we mean the water." Mr. Dorweld is a member of the wholesale jewelry firm of Luths, Dorweld, Haller Co., 68 Woodward avenue.

Mr. Pearsall, of Yaeger & Pearsall, general merchants, Yale, was in Detroit on business last week.

Ed. Willard, member of Cadillac Council, who has been confined to his home for some time, is reported much better.

The ten-day celebration to be held under the auspices of the West and Central Michigan Avenue Improvement Association, on August 20 will cover forty blocks at an approximate

cost of \$50,000. The decorations will consist of 100,000 red, white and blue lights, festooned over the trolley wires in each block. Flags and bunting will hang from the trolley wires, about 1,500 flags in all. Ten bands will take part in the huge parade, which will consist of 200 floats representing the industries of the city. All in all, the carnival will be one of the greatest ever held in the city, which speaks well of the enterprise of the merchants of that section of the city.

We are still awaiting news items from Bill Freileigh.

Invitations have been issued for the wedding of Walter Reindel to Miss Reha Dunn, both of Detroit. Mr. Reindel is one of the popular young traveling men of the city, representing Liggett & Meyers' Detroit branch. Miss Dunn is also well known and is very popular with the young people with whom she has formed acquaintance. She has been employed by the Crown Hat Co. in the capacity of book-keeper. The wedding is to take place August 22. The best wishes for a happy future are extended to the happy young couple.

Instead of "Hoch der Kaiser," they have revised the line in "Europe to "Poke der Kaiser."

Edward Reifenschneider, who died in Detroit on August 2, will long be remembered by those who knew him as a kind friend, good business man and conscientious worker. Having none of the advantages accorded so many of the younger generation of to-day, Mr. Reifenschneider, by hard work and close attention to business, made a success of life. Years ago he started in the cheese and butter business at the old central market. Later he started in business at Field and Jefferson avenues. The funeral took place from the residence, 505 Chalmers avenue. He is survived by a widow and his mother.

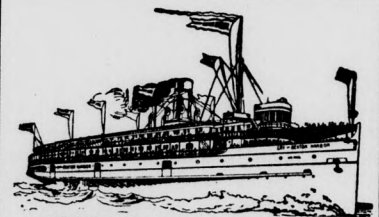
The building at the corner of Fort and St. Antoine streets is undergoing extensive alterations and when completed will be occupied by the Union Paper & Twine Co. as a warehouse and office.

We can't help but wonder how those Englishmen and Frenchmen who married German girls are getting along at home.

Fire originated in the Saratoga stag hotel last week that nearly cost the

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.



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

lives of some of the guests. It was only by some spectacular work that all escaped.

G. A. Freeman has become purchasing agent of the J. C. Wilson Body Co., manufacturing a motor truck of one and one-half tons capacity. The factory is located at the corner of Fourteenth and Warren avenues.

The jewelry store of Frank Pacific, 549½ Rivard street, was entered by burglars some time Friday night, who departed with about \$150 worth of jewelry.

Surprises never cease. The President of Argentine died a natural death last week.

Will Adams, former Michigan boy, representing Edson, Moore & Co. for a number of years, was in Detroit last week. Mr. Adams is now connected with the Beals & Selkirk Trunk Co., of Wyandotte, covering the Eastern states. He is now making his headquarters in Cranford, N. J., a short run from New York City. Speaking of conditions in the East, Mr. Adams said that while business has been quiet it is now showing great improvement and the outlook is better than in years.

The Detroit building record was broken in July. Permits issued represent a gain, of nearly half a million over July, 1913.

Samuel Kahn, twenty years old, 335 High street, who came to Detroit a short time ago to accept a position as clerk in the Ferry Park Pharmacy, 1468 Fourteenth avenue, died Friday night from the effects of injuries received when a soda tank exploded. The city boiler inspector ordered an investigation as it is said the tank was defective.

It will not take as long to take the next census in Europe as it did last time.

Ben Pitch, of Paul Krause clothing store, Saginaw, was in Detroit this week on a pleasure trip. He was accompanied by Mrs. Pitch.

S. E. Barrett, local representative for the F. Mayer Boot & Shoe Co., Milwaukee, has gone to headquarters to obtain his line of samples for spring.

Trouble is one of the easiest things in the world to find. If you don't believe it—

Ask the Kaiser.

James M. Goldstein.

Mighty Madcaps From Muskegon.

Muskegon, Aug. 11.—John Porter visited Newaygo last week.

Our dear little Pete Rose acted as nurse at a Sunday school picnic last week.

There can be no hard times with goods bringing the prices they do.

Ches. Brubaker was a Muskegon visitor last Saturday. He said he had more peaches than he knew what to do with. I wonder what kind they are.

Ed. Lepman, of Lepman Bros., says business is so good that they will have to buy an auto truck to help take care of it.

Bailey has gone wet. None other than our Billy Rose is the proprietor of Bailey's bar. By the way, Rose runs one of the finest small hotels you find on the line.

Roy Welton has been transferred to Kalamazoo territory. Good luck, Roy, we would like to see a 404 button on your coat.

Wasn't that cat and dog story on John Boughner a little hard on Besie Oviatt?

Neil Harper is taking his brother's job on the road for a few days, while John is taking it easy.

Thank you, Editor Stowe, for your letter of congratulation. We know we don't deserve it.

What kind of hair tonic does W. W. Richards use?

Brubaker says he is a German and a good one at that. Well, if he wants to fight real bad, we know of a Kaiser who can use his services.

Milton Steindler.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Aug. 11.—The annual U. C. T. picnic, held last Saturday at Paulo Point, Reed's Lake, was the largest in attendance and the most enjoyed by the participants of any similar event in the history of Grand Rapids Council. Tommy Driggs was the guest of honor and his appreciation of the event and the hearty words of congratulation extended to him were good to see. There were several of the original members of Grand Rapids Council present, among whom was D. E. Keyes, who was one of the charter members and was the first full term Senior Counselor of our lodge. Mr. Keyes, "the grand old man of the grocery business," is now a member of Kalamazoo Council. As is usual at all traveling men's picnics, a programme of sports had been arranged. These furnished much amusement for the picnickers and, as many were of a strenuous nature, everybody was ready for the feast of good things when the tables were spread at 5 p. m. The following is a list of the contests, the prizes and the prize winners:

Men's pipe race—Won by J. I. Wernette. Prize, French briar pipe.

Ladies' team race—Won by the Misses Scott and Lawton. Prizes, embroidered aprons.

Girls' foot race—Won by Stella Clark. Prize, box of candy.

Boys' foot race—Won by Ben Borden. Prize, league base ball.

Ladies' ball throwing contest—Won by a wide margin by Mrs. James Hagle. Prize, coffee strainer.

Girls' bottle race—Won by Esther Martin. Prize, box of stationery.

Ladies' bottle drinking contest—Won by Gatha Scott. Prize, embroidered handkerchief.

Bean guessing contest—Won by Jim Bolen. Prize, bottle of perfume.

Boys' hand and foot race—Won by Phil Wernette. Prize, 25c.

Fat man's race—Won by F. E. Beardslee. Prize, adjustable ash try.

After the picnic there was a little contest not on the programme—a dish washing contest. This was won by Arthur Borden. William Lovelace claims he would have won this last event if it hadn't been for his broken foot.

Jim Goldstein has a boy of whom he is very fond. Two or three weeks ago he took the boy up to Lakeview for a summer vacation. This week he came over to this side of the State, ostensibly to sell goods, but really to take the boy home with him. The boy is about as independent in many things as his father and one day he was discovered by friends in Lakeview riding around with the driver of a coal wagon. He had accumulated on his face and clothing about as much coal dust as the driver possessed and when one of Jim's friends remonstrated with him over his choice of company, he said, "Oh, that's all right, the driver of the coal wagon is a friend of my father."

J. A. Keane lost his Shrine pin at the U. C. T. picnic at Point Paulo, Saturday, Aug. 8. It had the word Saladin on it. He will appreciate it if someone will return it to him or notify him where he can call for same.

Bert Andrews is the new night clerk at the Cody Hotel. Bert says he will try and take good care of all the traveling fraternity, especially the U. C. T. boys.

H. J. Jacobs, formerly night clerk at the Cody Hotel, has been promoted to day clerk.

G. Leon Ashley, chief clerk at the Cody Hotel, has returned from a ten day trip to Detroit. While there he looked over the ponies and pulled some business for the Cody Hotel.

C. D. Haugh, manager of the Appalachian Hotel, Knoxville, Tenn., has returned to his old position. He was here to help out at the Cody during the furniture season.

"Honest Tom" Miller, of the Cody

Hotel cigar stand, is on an extended trip through the East and will be away indefinitely. Here is hoping Tom will rest well on his vacation. L. Preston is behind the counter in the absence of Tom.

After being closed for a number of years, the Arlington Hotel, at Calumet resumed operations August 11. William B. Deegan, former manager of the Dee, Houghton, and the Scott, Hancock, is the new proprietor. John Crowley, a former Calumet boy, who had his early experience in the Arlington and other copper country hostelry and who has been connected with the Hotel Sherman in Chicago for some time, will be chief clerk. Harry J. Brimbley of Chicago is the chef. The hotel will be operated on the European plan, with the cafe open continuously. The rooms have been refurnished and the entire hotel redecorated and equipped with new furniture. In celebration of the resumption of the Arlington, the Calumet Businessmen's Association gave a banquet to its members in the cafe.

Last Monday the Wright House, which for the past few months has been under the management of Mr. and Mrs. J. Fuller, was taken over by Mr. and Mrs. E. Brearly, who purchased the property last fall. It is the intention of the new owner to redecorate the interior of the house from cellar to garret. New beds, new carpets and a general overhauling of the house is now under way. Mr. Brearly went to Alma from Allegan where for years he was engaged in the hotel business. It is his intention to give the traveling public and the citizens of Alma hotel accommodations of which they may feel proud. J. Fuller has purchased the Calkins House, at Clare, for \$24,000 and assumed the management.

In hotel, factory and public lavatories where roller towels should not be used because of the danger of spreading skin diseases, and where the expense of furnishing individual paper or cloth towels is considerable, the electric hand drier may be used economically and satisfactorily. A sanitary hand drier described in the Electrical World consists of a sheet metal case with an opening in its top in which the hands can be asserted and dried by a current of hot air. A foot pedal operates a quick acting switch which starts the blower, forcing the air through the electric heater. The hand drier is, of course, absolutely sanitary as it is unnecessary to touch any part of the apparatus when using it. The hands can be thoroughly dried, it is declared, in from thirty to forty seconds, which is less time than is required to perform the same operation with a linen or paper towel.

R. A. Waite and family have returned from a ten days' outing at Spring Lake.

Wm. E. Haas, the popular storekeeper at Bauer, is spending a few days with his wife and family, visiting relatives in Milwaukee.

Claud Lawton has returned from an automobile trip to Petoskey and other Northern Michigan points.

Harris Iler, who clerks for Russell Baker, at Hopkins, during the vacation period and on Saturdays when high school is in session, is taking a regular vacation himself, visiting his grandparents at Petoskey.

Mrs. Lola Reich and little son, Raymond, are spending a week in the home of William E. Lovelace.

Jess Martin, of Elgin, Ill., representative of the Hershey Chocolate Co., is enjoying a two weeks' vacation with his father, John D. Martin.

Abe Shook, the genial dealer in general merchandise at Coral, who has in good old Republican times represented his district in the capital of the State, now has a new hobby—

selling ford cars. He became so interested in selling a ford by telephone the other day that he held the writer up until he missed his train. However, Abe sold the car and then made

strenuous efforts to make a six mile drive in less than 15 minutes through the sand to get the writer to the depot in time. He missed by only one minute. Any man who can sell automobiles by telephone has our approval and we really believe he would be a first-class grocery salesman.

J. A. Golden, the popular landlord of the Hotel Golden, at Howard City, is a fair cribbage player. He became so enthused the other night over a few new points which a salesman showed him about the game that he refused to take any pay for that salesman's supper.

A. F. Rockwell (Brown & Sehler Co.) is taking a two weeks' vacation. News items for these columns fall off about 50 per cent. when Mr. Rockwell is out of town. From last reports he was having a great time fishing at Walled Lake. If he is as successful in landing the finny tribe as he is in getting orders for his house, he will bring home a nice catch.

Mr. and Mrs. Otis Knight, of Chicago, Sundayed with Mr. and Mrs. William Lovelace.

Mrs. Walter Lawton was unable to attend the annual picnic because of sickness. She is some better at this writing.

Mabel Newell has taken a position in John Post & Co.'s store at Burnips Corners.

Simon Lieffers, who conducts a general store at Eastmanville, will leave Friday for a few days' vacation with relatives in Chicago. Mrs. Lieffers will accompany him.

We would suggest that our U. C. T. Transportation Committee ask the P. M. and L. S. & M. S. officials to provide individual sanitary drinking cups for the convenience of their patrons on the passenger trains.

Mrs. F. E. Beardslee was taken ill at the U. C. T. picnic because of the excessive heat. We are very glad to note that she is much improved at this time.

Mr. and Mrs. F. A. Sawyer, of Allegan, are visiting at the home of their son, Will E. Sawyer, 711 Kellogg street.

Walter Lawton, who is Secretary-Treasurer of the Michigan Pharmaceutical Travelers' Association, an auxiliary to the Michigan Pharmaceutical Association, leaves this week for Detroit to attend a committee meeting which will make arrangements for the State Association meeting to be held in Detroit August 25, 26 and 27.

A. S. Dengilian, a Turkish Armenian, who arrived in this country about fifteen months ago, has started in a business career for himself at 422 Jefferson avenue. In the short length of time he has been in this country he has learned to read, write and speak the English language very well. He is very enthusiastic about the land of his adoption and says that henceforth he will recognize nothing but the American flag and what it stands for. He is now 23 years old.

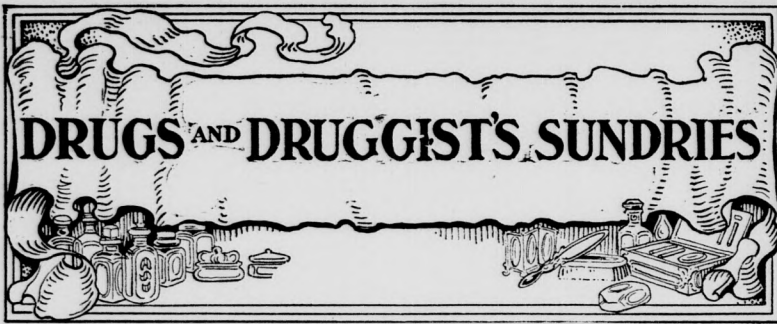
The impression seems to have gone out that the U. C. T. s are about to change their assessment plan to the semi-annual plan. This impression is erroneous. The Supreme Council has taken no action to bring about any such change.

The writer met Ches. Brubaker, Chronic Kicker, Mayor of Mears, once candidate for Governor, at Reed's Lake Saturday and was quite surprised to find he is a regular human being without horns, like the rest of us, reports of Jim Goldstein to the contrary notwithstanding.

With sugar going up faster than we can answer telephone calls, we are getting so "fussed up" that we can't sit still and write any longer.

William E. Sawyer.

Fred Grant recently succeeded John C. Kingsburg in the confectionery business at 1421 Coit avenue. Mr. Grant was formerly in the same line of business at Texarkana, Texas.



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.

Pushing Sale of Drugs, Toilet Articles and Paints.

Many general dealers contend that in preparing a drug window there should be no price quotations, yet as a rule they have no real argument to offer as a reason why this should be the case. Some have said that there is so much of dignity about the drug trade that it would be beneath that dignity to commercialize the window too much. Still they cannot gainsay the fact that the trimming of the window is done for the main purpose of selling goods, and why the window should not perform this duty to its full efficiency is a mystery.

As a matter of fact, the price adds materially to the effect of any window display, and as it bespeaks progress and business ability on the part of the proprietor, it cannot detract from the dignity of the trade in but one way, and that is through lack of judgment in the making and selection of colors of price cards used. The price card in the drug window does not need to be the prominent part of the display at all—that is not nearly so conspicuous as in a window displaying clothing or furniture. It is there for information only, and as such it will prove a selling feature. The passerby who stops at your window will become a direct purchaser if the price is on the article displayed, but if not he frequently becomes merely a curiosity seeker, uses your clerk's time to enquire prices, gets the idea that your prices are high, perhaps, and buys nothing.

This assertion can be proved. Recently a friend of the writer who was a user of the soda mint and pepsin tablets to quite an extent in his family told this experience:

He had always bought the tablets at a rural drug store at 15 cents for a small bottle. One day he passed a general drug store in the window of which the tablets were displayed without a price. Pausing a moment, he thought he would find out the price and get several bottles, but glancing inside the store he saw that the clerks were busy and he passed on. Just before he reached the wharf he saw a similar display in another window with a price of 10 cents a bottle. He walked in, bought six bottles and caught his boat, without loss of time.

The second window sold the goods. This is the kind of displays you want.

It would not be wise, however, to make the selling price a strong point in the display. Have the price appear in a neat way. No red or salmon marked cards with big figures. Neat little price tickets or tags are best. In fact the little price tags used in the jewelers' windows are suggestive of what the drug price tag should be. Remember, we are speaking of price cards and not window display cards. There are many good forms which may be used. For instance, the two-colored price ticket is very attractive and does not detract from the effect of the display in any way.

Two colors, chosen to harmonize with the bottles or cartons which are on display, may be used.

A white card should be used, and a wash or another card pasted on, leaving a margin and using any of the following colors in order to get effect: Blue, green, light violet, gray brown.

No price card should be more than two and a half inches square

Suggestive Window: An excellent plan for the selling of the various compounds is to arrange a display of the leading preparations made from vegetables, carried in stock, in the center of the window. Around this may be piled in a circle the choicest of the vegetable products of the locality nearest the town or city.

Window Card:
 From Vegetables Like These
 Are Made These Health-Giving
 Compounds.

The above display is merely suggestive. A little thought about them and any dealer will be able to arrange a similar idea which will fit his local needs.

Every dealer knows the value of the testimonials as an aid in the selling of medical preparations of all kinds. It is seldom indeed that we find any advertising literature issued

by the manufacturers of patent medicines or even toilet preparations without it is partly filled with testimonials from persons who have tried out the particular remedy or whatever it may be. The American people are especially susceptible to the advice of their friends, and it is true that the endorsement of persons suffering from a disease similar to that of another person will very often be sufficient to convince the latter that a trial would be beneficial.

The peculiar thing about the testimonial is the fact that it gets no further than the circular or booklet. If it is of so much value in such forms of advertising literature, why would it not be of even more value if used in the larger forms of advertising? Well, it would, and it has proven so in every case where it has been tried out. Another point—if it is valuable in all forms of medical advertising, why not equally valuable in the sale of practically everything else sold in a retail store? It would be a little peculiar, perhaps, to publish testimonials about tooth brushes, toilet articles, hair brushes, perfumes, clothing, groceries, etc., but it is the peculiar things which attract attention and once the attention is riveted the nucleus of a sale is under way.

It must be understood, of course, that such things are not to be worked to death right at the outset, but if a dealer has been in the habit of advertising in the ordinary way all of his toilet preparations, drugs, etc., then an excellent change would be to elicit from one of his principal customers an endorsement and ask permission to publish the same in his next advertisement. For instance, we will suppose that Mrs. Jones buys regularly from a certain dealer one of his most expensive toilet soaps, and that she happens to be a prominent lady of the locality in wealth or influence and not averse to publicity. There are many such. Then the dealer might casually ask her opinion of the soap and when he has received it he might also ask if she objects to his stating her opinion in his advertisement. Usually the permission is granted. Then a neatly arranged advertisement may be prepared and in the center of it the following:

Mrs. C. P. Jones' opinion of Trieste Soap:

"I consider the Trieste the very best of toilet soaps. I would not be without it."

But there is a still larger use for the testimonial, and one that is seldom employed. I refer to its use in window displays. It may be employed in this relation in several ways. With the patent medicine house, soap manufacturers, etc., where a large amount of advertising is being sent you all of the time, it will not be a difficult matter to clip from such circulars a few of the testimonials from people nearest to the home locality. These may be neatly mounted on cards and an attractive border drawn around them by the card writer, or they may be placed in little frames

with easel backs so they may be placed the window among the articles advertised.

But a still better method is to arrange an excellent window display, of cough medicine for instance, and then solicit two or three good testimonials of the goods shown from prominent men of the town in which the store is located. If possible, get also a good photograph of that particular man (or woman) and then have the testimonial engrossed with a pen or brush on a large white card, with the photograph pasted in the center. Frame the entire card neatly in an oak frame with a glass and place it as a center piece in the midst of the display. The effect will be beyond expectations, especially if displayed at a time when coughs and colds are apt to be prevalent.

But drugs are not the only things that can be advertised advantageously in this manner. Many dealers handle paint also, and it will not be amiss to explain an excellent method of using the testimonial in connection with the paint display.

The display may be arranged by piling the can in tiers or by emptying a number of the colors in large glass jars so that the colors will stand out clearly, and arranging these in some attractive order in the window. Next elicit a good testimonial from a customer who has a rather handsome residence and has just had it painted with the paints to be shown in the display. Get the photographer to take a picture of the newly painted house at least 8 by 10 inches in size. Place the picture on a large white card and with a pen or brush print the testimonial at the bottom of the picture. Frame the whole and use as a center piece.

In like manner a display may be arranged of floor stains and a picture of the interior of some prominent home with testimonial accompanying shown. Soothing syrups may have as a center piece a large picture of a fine, healthy, local baby and the mother's testimonial.

Such methods will be found to be exceptionally good business getters, and they will not only command the attention of the public, but competitors will be compelled to sit up and take notice, as there will be sufficient originality to provoke comment.

Do not neglect the important point of securing permission to use photographs and testimonials, except where the same have been handed in voluntarily for that purpose.

In Praise of Bread.

For bread the merchant labors long and late;
 For bread the beggar goes from gate to gate;
 For bread the sailor loses hearth and home;
 A thousand miles away bread seekers roam;
 For bread the wild birds fall in nets and gins;
 For bread do men commit a thousand sins;
 For bread, men study all that men may know;
 The house that wanteth bread, is filled with woe.
 'Tis bread unites the family as one,
 Its lack divides the father and the son;
 For bread are weddings made and sermons said;
 Of all good things, the very best is bread.

People can enjoy living close to nature if they don't have to.

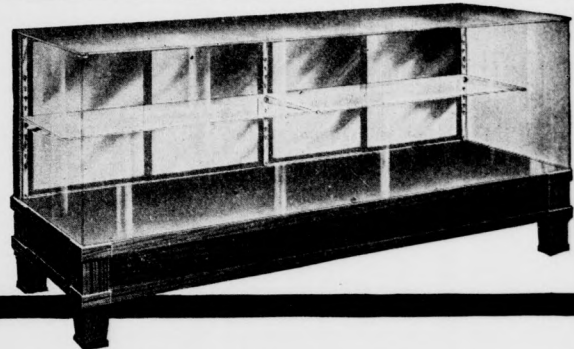
WHOLESALE DRUG PRICE CURRENT

Table listing various drugs and their prices. Categories include Acids, Ammonia, Balsams, Berries, Barks, Extracts, Flowers, Gums, Leaves, Oils, Potassium, Seeds, Tinctures, and various other medicinal products.

1914 Holiday Goods

A CARLOAD of samples are now at Saginaw in care of our Mr. W. B. Dudley with headquarters at the Bancroft House. Orders placed early are sure of the best attention.

Hazeltine & Perkins Drug Co. Grand Rapids, 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

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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' and 'DECLINED'. Lists various grocery items like Beans, Canned Meats, Currants, Cream Tartar, Flour, Peas, Spices.

Index to Markets By Columns

Main index table with columns 'A' through 'Y' and 'Col.' listing various grocery items and their prices.

CHEESE section listing items like Acme, Bloomingdale, Carson City, Hopkins, Brick, Leiden, Limburger, Pineapple, Edam, Sap Sago, Swiss, domestic.

CHEWING GUM section listing items like Adams Black Jack, Adams Sappota, Beeman's Pepsin, Beechnut, Chiclets, Colgan Violet Chips, Colgan Mint Chips, Dentyne, Flag Spruce, Juicy Fruit, Red Robin, Sen Sen, Spearment, Trunk Spruce, Yucatan, Zeno.

CHICORY section listing items like Bulk, Red, Eagle, Franck's, Schaefer's, Red Standards, White.

CHOCOLATE section listing items like Walter Baker & Co., German's Sweet, Premium, Caracas, Walter M. Lowney Co., Premium, Special.

CLOTHES LINE section listing items like No. 40 Twisted Cotton, No. 50 Twisted Cotton, No. 60 Twisted Cotton, No. 80 Twisted Cotton, No. 50 Braided Cotton, No. 60 Braided Cotton, No. 80 Braided Cotton, No. 50 Sash Cord, No. 60 Sash Cord, No. 60 Jute, No. 72 Jute, No. 60 Sisal.

COCOA section listing items like Baker's, Cleveland, Colonial, Epps, Hershey's, Huyler, Lowney, Lowney, Lowney, Van Houten, Van Houten, Van Houten, Wan-Eta, Webb, Wilber, Wilber.

COCOANUT section listing items like Dunham's, Baker's, Lowney, Lowney, Lowney, Van Houten, Van Houten, Van Houten, Wan-Eta, Webb, Wilber, Wilber.

COFFEES ROASTED section listing items like Rio, Santos, Maracaibo, Mexican, Guatemala, Java, Private Growth, Mandling, Aukola.

Mocha section listing items like Short Bean, Long Bean, H. L. O. G., Bogota, Fair, Fancy, Exchange Market, Spot Market, Strong.

CONFECTIONERY section listing items like Stick Candy, Horehound, Standard, Standard, small, Twist, small, Jumbo, Jumbo, small, Big Stick, Boston Sugar Stick, Mixed Candy, Broken, Cameo, Cut Leaf, Fancy, French Cream, Grocers, Kindergarten, Leader, Majestic, Monarch, Novelty, Paris Creams, Premio Creams, Royal, Special, Valley Creams, X L O.

Specialties section listing items like Auto Kisses, Autumn Leaves, Bonnie Butter Bites, Butter Cream Corn, Caramel Dice, Coconut Kraut, Coconut Waffles, Coco Macarons, Coffy Toffy, Dainty Mint, Empire Fudge, Fudge, Pineapple, Fudge, Walnut, Fudge, Filbert, Fudge, Choco. Peanut, Fudge, Honey Moon, Fudge, Toasted Coconut, Fudge, Cherry, Fudge, Coconut, Honeycomb Candy, Kokays, Iced Maroons, Iced Gems, Iced Orange Jellies, Italian Bon Bons, Lozenges, Pep., Lozenges, Pink, Manchus, Molasses Kisses, Iced Orange Jellies, Nut Butter Puffs, Salted Peanuts.

CHOCOLATES section listing items like Assorted Choc., Amazon Caramels, Champion, Choc. Chips, Eureka, Climax, Eclipse, Assorted, Eureka Chocolates, Favorite, Ideal Chocolates, Klondike Chocolates, Nabobs, Nibble Sticks, Nut Wafers, Ocoro Choc. Caramels, Peanut Clusters, Pyramids, Quintette, Regina, Star Chocolates, Superior Choc. (light).

Pop Corn Goods section listing items like Cracker Jack with coupon, Pop Corn Goods with Prizes, Giggles, Oh My 100s, Cracker Jack, with Prize, Cough Drops, Putnam Menthol, Smith Bros.

NUTS-Whole section listing items like Almonds, Tarragona, Almonds, California, soft shell, Brazils, Filberts, Cal. No. 1, Walnuts soft shell, Walnuts, Chilli, Table nuts, fancy, Pecans, medium, Pecans, ex. large, Hickory Nuts, per bu., Ohio.

Cocoanuts section listing items like Chestnuts, New York State, per bu., Shelled, No. 1 Spanish Shelled, Peanuts, Ex. Lg. Va. Shelled, Peanuts, Pecan Halves, Walnut Halves, Filbert Meats, Alicante Almonds, Jordan Almonds.

Fancy H P Suns Raw, Roasted, H. P. Jumbo, Raw, Roasted.

CRACKERS section listing items like National Biscuit Company Brands, Butter, Excelsior Butters, NBC Square Butters, Seymour Round, Soda, NBC Sodas, Premium Sodas, Select Sodas, Saratoga Flakes, Saltines.

Oyster section listing items like NBC Picnic Oysters, Gem Oysters, Shell.

Sweet Goods section listing items like Cans and boxes, Animals, Atlantics Also Asstd., Avena Fruit Cakes, Bonnie Doon Cookies, Bonnie Lassies, Cameo Biscuit, Cecelia Biscuit, Cheese Tid Bits, Chocolate Bar (cans), Chocolate Drops, Choc. Honey Fingers, Choc. Cookies, Cracknels, Cream Fingers, Coconut Taffy Bar, Coconut Drops, Coconut Macarons, Coconut Honey Fingers, Coconut Honey Jumbles, Coffee Cakes Iced, Dixie Sugar, Family Cookies, Fig Cakes Assd., Fireside Peanut Jumb, Fireside Sug. Jumb, Fluted Coated Bar, Frosted Gems, Frosted Ginger Cook, Fruit Lunch Iced, Ginger Gems Plain, Ginger Gems Iced, Graham Crackers, Ginger Snaps Family, Ginger Snaps R'd, Harlequin Jumbles, Household Cookies, Household Cks. Iced, Hippodrome Bar, Honey Fingers Ass't, Honey Flakes, Honey Jumbles, Imperials, Jubilee Mixed, Kaiser Jumbles, Lady Fingers Sponge, Leap Year Jumbles, Lemon Biscuit Square, Lemon Wafers, Lemona, Mace Cakes, Mary Ann, Marshmallow Coffee, Cake, Marshmallow Pecans, Marshmallow Walnuts, Medora, NBC Honey Cakes, Oatmeal Crackers, Orange Gems, Penny Assorted, Peanut Gems, Picnic Mixed, Raisin Cookies, Raisin Gems, Raspberry Dessert, Reverses Asstd., Saltines, Seafoam, Spiced Ginger Cakes, Iced, Sugar Fingers, Sugar Crimp, Sultana Fruit Biscuit, Sweethearts, Vanilla Wafers.

In-er-Seal Trade Mark Goods section listing items like Baronet Biscuit, Bremners Btr Wafs, Cameo Biscuit, Cheese Sandwich, Chocolate Wafers, Excelsior Butters, Fig Newton, Five O'Clock Tea, Ginger Snaps NBC.

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Graham Crackers Red Label, 10c size 1 00

Lemon Snaps 50
Oysterettes 1 00
Premium Sodas 1 00

Other Package Goods
Barnum's Animals 50
Chocolate Tokens 2 50

In Special Tin Packages
Adora, 10c size 1 00
Festino 2 50

CREAM TARTAR
Barrels or Drums 30
Boxes 40

DRIED FRUITS
Apples
Evaporated Choice blk 10 1/2
Evaporated Fancy pkg.

Apricots
California 15@17
Citrus
Corsican 16

Peaches
Mulrs-Choice, 25lb. 7 1/2
Mulrs-Fancy, 25lb. 8 1/2

Farinaceous Goods
Beans
California Limas 9

Pearl Barley
Chester 3 15
Empire

Peas
Green, Wisconsin, bu. 1 50
Green, Scotch, bu. 1 50

Sago
East India 4 1/2
German, sacks 4 1/2

Tapioca
Flake, 100 lb. sacks 4 1/2
Pearl, 100 lb. sacks 4 1/2

Fishing Tackle
1/4 to 1 in. 6
1 1/2 to 2 in. 7

Cotton Lines
No. 1, 10 feet 5
No. 2, 15 feet 7

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

FLAVORING EXTRACTS
Jennings D C Brand
Extract Lemon Terpeneless

FLOUR AND FEED
Grand Rapids Grain & Milling Co.
Winter Wheat

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

MINCE MEAT
Per case 2 85

MOLASSES
New Orleans
Fancy Open Kettle 42

MUSTARD
1/2 lb. 6 lb. box 16

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

PICKLES
Medium
Barrels, 1,200 count .7 75

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

PLAYING CARDS
No. 90, Steamboat 75
No. 15, Rival assorted 1 25

POTASH
Babbitt's, 2 doz. 1 75

PROVISIONS
Barreled Pork
Clear Back 22 50@23 00

GELATINE
Cox's, 1 doz. large 1 45
Cox's, 1 doz. small .90

GRAIN BAGS
Broad Gauge 18
Amoskeag 19

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

Calfskin, green, No. 1 15
Calfskin, green, No. 2 13 1/2

Pelts
Old Wool 60@1 25
Lamb 25@ 50
Shearings 10@ 40

Tallow
No. 1 5
No. 2 4

Wool
Unwashed, med. 20
Unwashed, fine 15

HORSE RADISH
Per doz. 90

JELLY
5lb. pails, per doz. 2 40
15lb. pails, per pail .55

JELLY GLASSES
1/4 pt. in bbls., per doz. 15
3/4 pt. in bbls., per doz. 16

MOLASSES
New Orleans
Fancy Open Kettle 42

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

PICKLES
Medium
Barrels, 1,200 count .7 75

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

PLAYING CARDS
No. 90, Steamboat 75
No. 15, Rival assorted 1 25

POTASH
Babbitt's, 2 doz. 1 75

PROVISIONS
Barreled Pork
Clear Back 22 50@23 00

GELATINE
Cox's, 1 doz. large 1 45
Cox's, 1 doz. small .90

GRAIN BAGS
Broad Gauge 18
Amoskeag 19

Sausages
Bologna 12 @12 1/2
Liver 9 1/2 @10

Beef
Boneless 20 00@20 50
Rump, new 24 50@25 00

Pig's Feet
1/4 bbls. 1 05
3/4 bbls. 40 lbs. 2 10

Casings
Hogs, per 1/2 35
Beef, rounds, set 18@20

UNCOLORED BUTTERLINE
Solid Dairy 12 @16
Country Rolls 12 1/2 @18

Canned Meats
Corned beef, 2 lb. 4 75
Roast beef, 1 lb. 2 50

POTTED MEAT, HAM
Flavor, 1/4s 55
Deviled Meat, Ham 55

RICE
Fancy 6 1/2 @7
Japan Style 5 @5 1/2

ROLLED OATS
Rolled Avena, bbls. 5 25
Steel Cut, 100 lb. sks. 2 50

SALAD DRESSING
Columbia, 1/2 pt. 2 25
Columbia, 1 pint 4 00

SALERATUS
Packed 60 lbs. in box 3 00
Arm and Hammer 3 00

SAL SODA
Granulated, bbls. 80
Granulated, 100 lbs. cs. 90

SALT
Common Grades
100 3 lb. sacks 2 60

Smoked Salmon
Strips 9
Halibut 18

Holland Herring
Y. M. wh. hoop bbls. 10 50
Y. M. wh. hoop kegs 5 50

Mackerel
Mess, 100 lbs. 15 00
Mess, 40 lbs. 6 50

SEEDS
Anise 14
Canary, Smyrna 7 1/2

SHOE BLACKING
Handy Box, large 3 dz. 3 50
Handy Box, small 1 25

SNUFF
Scotch, in bladders 37
Maccaboy, in jars 35

SODA
Roxes 5 1/4
Kegs, English 4 1/2

SPICES
Whole Spices
Allspice, Jamaica 9@10

Pure Ground in Bulk
Allspice, Jamaica @15
Cloves, Zanzibar @28

STARCH
Kingsford 40 bs. 7 1/4
Muzzy, 20 lb. pkgs. 5 1/4

Syrups
Silver Gloss, 40 lb. 7 1/2
Muzzy, 40 lb. pkgs. 5

Syrups
Barrels 27
Half barrels 29

TEA
Uncolored Japan
Medium 20@25

TABLE SAUCES
Halford, large 3 75
Halford, small 2 25

TEA
Uncolored Japan
Medium 20@25
Choice 28@33

GUNPOWDER
Moyune, Medium .28@33
Moyune, Choice .35@40

YOUNG HYSON
Choice 28@30
Fancy 45@55

English Breakfast
Congou, Medium .25@30
Congou, Choice .30@35

Ceylon
Pekoe, Medium .28@30
Dr. Pekoe, Choice .30@35

TOBACCO
Blot 1 45
Bugle, 16 oz. 3 84

FINE CUT
Bugle, 16 oz. 11 00
Dan Patch, 8 and 16 oz. 52

TOBACCO
Blot 1 45
Bugle, 16 oz. 3 84
Bugle, 10c 11 00

TOBACCO
Dan Patch, 8 and 16 oz. 52
Dan Patch, 4 oz. 11 52

TOBACCO
Fast Mail, 16 oz. 7 80
Hiawatha, 16 oz. 60

TOBACCO
Hiawatha, 5c 5 40
May Flower, 16 oz. 9 36

TOBACCO
No Limit, 8 oz. 1 80
No Limit, 16 oz. 3 60

TOBACCO
Ojibwa, 8 and 16 oz. 40
Ojibwa, 10c 11 10

TOBACCO
Ojibwa, 5c 1 85
Petoskey Chief, 7 oz. 2 00

TOBACCO
Petoskey Chief, 14 oz. 4 00
Peach and Honey, 5c 5 76

TOBACCO
Red Bell, 16 oz. 3 86
Red Bell, 8 foil 5 15

TOBACCO
Sterling, L & D 5c 5 78
Sweet Cuba, canister 5 15

TOBACCO
Sweet Cuba, 5c 5 75
Sweet Cuba, 1 lb. tin 4 50

TOBACCO
Sweet Cuba, 1/2 lb. foil 2 55
Sweet Burley, 5c L&D 5 75

TOBACCO
Sweet Burley, 8 oz. 2 45
Sweet Burley, 16 oz. 4 90

TOBACCO
Sweet Mist, 1/2 gro. 5 70
Telegram, 5c 5 78
Tiger, 5c 6 00

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.

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

Wanted—To buy general or grocery stock and rent property in railroad or inland town, with light or no competition; must be leading store. 700 West Vine, Mt. Vernon, Ohio. 475

For Sale—Stock of groceries and fixtures, invoice about \$3,000. Good location. A bargain if taken at once. Address Lock Box 249, Battle Creek, Mich. 476

For Sale—Business Men—N. B. Something new. The Morning Bracer, a great nerve remedy. No mineral or drastic drugs. Put up in tablet form, 30 drinks \$1. Send for trial 50c bottle. Postage stamps O. K. Address Mountain Herb Drug Co., 322-323 Widdicombe Bldg., Grand Rapids, Mich. 473

\$40,000 general stock, want land and cash. Also six good farms for sale, might exchange. W. E. Hellen, Fort Scott, Kan. 472

Millinery store for sale at Mansfield, Ohio. Location best in the city, established 25 years; population 25,000; six millinery stores in the city. Address Box 113, Mansfield, Ohio. 471

For Sale—A No. 1 hotel and fixtures, 22 room house, doing good business in town of 4,000, only two hotels in town. Or a good harness, vehicle and implement business, with new buildings, located in one of best farming sections of State. Will sell either of above businesses to suit buyer as I cannot handle both businesses and give them personal attention. Address Judd Cox, Bannister, Mich. 470

For Sale—Best general stock merchandise, about \$4,500, in Central Michigan. Exceptionally clean and staple. Beautiful town of 1,000, finest country around, good brick building, electric lighted, rent \$20 month. Keep one lady clerk at \$6 week. Profits \$3,000 year. If you want a good thing and mean business, write No. 469, care Tradesman. 469

Restaurant For Sale—One of the best restaurants in Northern Ohio; good location; a fine and profitable trade; business permanent and doing over \$1,500 per month; ill health of family reason for selling; will sell the furniture and equipment and give lease on the real estate or will sell the restaurant and real estate; any one who has had experience can be assured of the value and stability of the business by visiting the place. The Tavern, John A. Hoagland, Celina, Ohio. 468

Auction Sale—A good 80 acre farm at Fremont, Michigan, will be sold at public auction, Sept. 2. Farm is located three miles north and three miles west of Fremont, in one of the best townships of Michigan's fruit belt. Good soil with clay subsoil; surface gently rolling; adapted to either grain or fruit. Good new eight room house, basement, barn, silo, granary, tool house, chicken house and hog house, 100 bearing apple trees and 100 apple trees two years old, 400 peach trees, some cherries and other small fruit. A nice farm home. Come and bid on it. Highest bidder gets this property. Easy terms of payment will be arranged. J. W. Pettijohn, Owner. Write H. McCarthy, Fremont, Mich. 467

Dental Office—Excellent practice; invoice one thousand; take half cash, balance monthly. Address Box 413, Canton, Ill. 466

Salesmen—Sell to merchants rich looking imported 36 x 68 rugs, \$1. Carter, Tenn. sold 115 in four days. Profit \$57. You can do as well. Write for selling plan. Sample offer. Exclusive territory. Sample rug sent by prepaid parcel post, 98c. G. Gordon, Importer, Stonington, Maine. 464

Advertisers desiring increased results from form letters should communicate with correspondent experienced in writing copy that boosts sales. E. H. Clarke, 1123 Majestic Bldg., Detroit. 463

For Sale—Whole or separately, general store, hotel and livery in connection. Good location in resort town. Good buildings and business. Reason for selling, ill health. Address No. 462, care Tradesman. 462

For Sale—Number of plate glass show-cases, with marble base, electric lighted. Cheap if sold at once. Box 252, St. Johns, Mich. 461

To Rent—Store room, centrally located on Mitchell street, Cadillac, Mich., 25 x 80 ft., with basement and storage room back. Brick building, corner location. Box B, Cadillac, Mich. 474

For Sale—Small bazaar stock and fixtures. Bargain. Write Box 2133, Nashville, Mich. 477

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

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

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—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 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

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

Wanted—To hear from owner of good general merchandise store for sale. State lowest cash price. Western Sales Agency, Minneapolis, Minn. 380

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

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—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

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

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

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

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

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

Note head, envelopes or cards, prepaid; 75c for 250; \$1.90 per 1,000. Auto-press, 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

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

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

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

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

SITUATIONS WANTED.

Position Wanted—As manager of general store or a retail grocery, by young man with experience and good references. Address Harrison Wilson, Lawndale, Ill. 478

Wanted—A man with ten years' experience in grocery and general store would like position as clerk or stock keeper. Reference furnished where last employed. Address Box 235, Plainwell, Mich. 465

ORGANIZE Merchants—Organize

Get busy and join the

Retail Grocers' and General Merchants' Association of Michigan

Write the State Secretary for information and get the benefit of the Card Credit System adopted by the Executive Committee, March 24-25. Have a part in the distribution of a

ONE HUNDRED DOLLAR

Electric Coffee Mill

at the

State Convention, Lansing, February, 1915.

Our 1914 Slogan—
DOUBLE THE MEMBERSHIP

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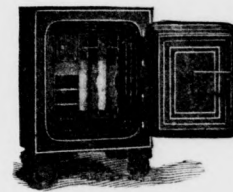
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Safes That Are Safe



SIMPLY ASK US

"Why do your safes save their contents where others fail?"

SAFE SAFES



Grand Rapids Safe Co.

Tradesman Building

Manufacturing Matters.

Detroit—The Wil-Bar Manufacturing Co. has been incorporated to manufacture and deal in electrical devices, tools, machinery goods, wares and merchandise, with an authorized capital stock of \$15,000, of which \$9,920 has been subscribed, \$80 paid in in cash and \$6,800 in property.

Marquette—The Marquette Trap Rock Co. has engaged in business to quarry, manufacture and sell rock and crushed crushed stone and to deal in gravel, sand, explosives, etc., with an authorized capital stock of \$40,000, of which \$29,000 has been subscribed and paid in in property.

Detroit—O. E. Schulte, wholesale manufacturer of optical goods, has merged his business into a stock company under the style of the Schulte Optical Co., with an authorized capital stock of \$10,000, of which \$8,300 has been subscribed, \$611.15 being paid in in cash and \$7,688.85 in property.

Irving—After important improvements have been made, the Irving roller mills, which have been closed on account of an injunction pending litigation, will again be put in operation. The mill property and water power furnished by a dam across the Thornapple river are owned by Dr. D. I. Butler, of Detroit. A complete modern equipment is being placed in the mill. The dam is being provided with cement wings and flume.

Charles—The Loud Lumber Co., whose mill at this place has been operating steadily since last March, recently shipped two cargoes of hemlock bark to Milwaukee and a small cargo of shingles to Traverse City. The company has finished cutting 500,000 feet of birch and maple for F. W. Shaver, of St. Ignace, and will begin next week again cutting its own hemlock logs and cedar ties. The Loud Lumber Co. is operating a new gasoline log loader of the sliding type which pulls itself over the log cars as they are loaded. The winter cut of cedar posts on Carp River is now being driven, having been sold to Milwaukee buyers.

Holland—The civil war that has been in progress in the Van Eyck-Weurding Milling Co for the past week or two has been brought to a close by the Weurding-Van Kampen element purchasing the interest in the business held by Henry Holkeboer and A. B. Bosman. The struggle for supremacy between Van Kampen and Holkeboer had given rise to a number of rather stirring scenes in the office of the company and it finally resulted in two court cases, one in which Van Kampen sought to have Holkeboer ousted as manager and one in which Holkeboer accused Van Kampen of purloining a contract from the office of the mill. The suit of Van Kampen against Holkeboer has been withdrawn and it is expected that the suit of Holkeboer against Van Kampen will also be dropped.

Largest Picnic of the Season.

Kalamazoo, Aug. 10—Probably the largest and most sumptuous picnic dinner served at Gull Lake this season, took place last Thursday noon when 600 hungry picnickers sat down to enjoy the spread given by the Grocers and Butchers' Association of Kalamazoo. Practically every grocery store and meat market in Kalamazoo

was closed while proprietors, clerks, cashiers and delivery boys, with their families and friends, spent the entire day at Gull Lake. Six special cars were required to be chartered to transport the people to the lake.

The feature of the morning programme was the annual Grocers-Butchers ball game, the former team winning by the score of 9 to 2. In the afternoon the Russell team challenged the winners and won the championship by defeating the grocers, 9 to 8. Following the ball game in the morning the big picnic dinner was served. In the afternoon the programme of sports was reeled off and afforded much amusement.

The picnic was the result of several weeks of careful preparation. The event was one of the largest and most successful ever staged by the Association.

The complete results of the contests held in the afternoon follows:

Running broad jump—Frank Summons, first; Earl Neary, second.

Sack race—Howard Campbell, first; Dean Wadren, second.

100 yard dash, ladies—Effie Vanderveen, first; Anna Hazel Haff, second.

Three-legged race—Herman Meints first; A. Razenburgh, second.

100-yard dash, men, 21 years or over—Earl Neary, first; H. Gilman, second.

Fat man's race—Will Cook, first; Ralph Poth, second.

Pie eating contest—Frank Wagner, first; Sam Wagner, second.

Boy's race, under 13 years—Frank Wagner, first; Max Whelan, second.

Tug of war won by butchers.

Thirty-Two New Pharmacists and Druggists.

Bay City, Aug. 11—At the last examination of the Michigan Board of Pharmacy, held at Star Island (Detroit), eighteen applicants received registered pharmacist papers and fourteen druggists papers. Following is a list of those receiving certificates:

Registered Pharmacists.
R. J. Coolsen, Grand Rapids,
W. D. Fellows, Wayland.
H. R. Hearn, Wayne.
E. R. Hilden, Ishpeming.
C. R. Little, Detroit.
C. S. Kirtland, Lakeview.
C. L. Myers, Detroit.
V. F. McIntyre, Mason.
J. F. Sarvene, Detroit.
W. G. Draves, Detroit.
W. R. Brooks, Detroit.
W. C. Dean, Brown City.
T. E. Kirchner, Saginaw.
L. J. La Croix, Detroit.
A. J. Marx, Detroit.
A. Mann, Bessemer.
C. E. Smith, Mt. Pleasant.

Registered Druggists.
E. Ross, Calumet.
C. A. Madden, Grand Rapids.
F. G. Kiburtz, Monroe.
C. A. Johnson, Ann Arbor.
C. F. Jenkins, Detroit.
F. E. De Voist, Ann Arbor.
O. Cummings, North Branch.
J. E. Bachelder, Lake Odessa.
P. J. Baldwin, Lennon.
C. H. Whisler, Ann Arbor.
J. I. Powell, Port Huron.
E. K. Maskell, Detroit.
F. C. Carney, Dundee.
A. H. Atherton, Detroit.

Five members of the Board were present at the meeting.

The next meeting of the Board will be held at Houghton Sept. 1, 2 and 3.

E. T. Boden, Sec'y.

Jackson Grocers to Picnic in Detroit.

Jackson, Aug. 11—Thursday, August 20, the grocery stores and meat markets of Jackson will be closed all day, on account of the annual picnic to Detroit. The trip will be made by electric instead of by steam train. Two years ago the local dealers went to Detroit, and the same objective point has been chosen for this year's outing. Three special cars will leave Jackson at 5:30 o'clock. Three more cars will go at 7 o'clock. No crowd-

ing will be allowed. The capacity of the six cars will be about 400. No tickets beyond capacity will be sold. Grocers, butchers and also outside people who plan to make the trip and thus take advantage of the special rates are advised to purchase their tickets at once and save disappointment. Non-members and their families will be allowed to make the trip as guests of the local dealers. A special rate of \$1.50 for the round trip has been secured. The return trip will be made late, the cars leaving Detroit so as to reach Jackson about midnight or slightly earlier. Most of the excursionists are planning to make Belle Isle the headquarters for the day. A basket lunch will be spread at Belle Isle Park. Sight-seeing trips will be means of enjoyment.

Lansing Grocers to Picnic in Jackson.

Jackson, Aug. 11—Arrangements for a ball game between the grocers of Jackson and Lansing grocers have been completed, the contest to be played at Hague Park. August 13, when the Lansing dealers and families come to Jackson for their annual picnic. Both cities expect to have a good team in the field. Only actual dealers and clerks will be allowed to play. A Lansing merchant has offered a prize of \$10 to the winning team. The Jackson dealers will give away boxes of cigars and other prizes to the player making the first three-base hit, also the player stealing the most bases and to the pitcher having the most strikeouts, etc. These prizes are expected to add zest to the game. The Lansing grocers, butchers and families will arrive in Jackson early, by special M. U. T. cars. Ten cars will be used, it is expected, to bring about 1,000 to this city. The Jackson dealers will join in the picnic fun in the afternoon, as the Jackson stores close at noon on Thursdays. A basket lunch, sports and other events, besides the ball game, are on the programme.

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

Buffalo, Aug. 12—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, 22@25c.

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

Beans—Marrow \$3; medium, \$2.75; pea, \$2.75.

Potatoes—New, \$2@2.10 per barrel. Rea & Witzig.

It is an obvious fact that the revenue situation of this country, recently so favorable, is greatly altered. The customs duties of the Government amount to more than a third of its entire income; and last week's reports from the custom houses indicate how deeply they have been cut into. But it is also obvious that for some time it will be impossible to outline the loss with exactness, or plan compensatory means of securing revenue, and that hasty measures might be very unwise. Should the ocean be opened within a few weeks to the greater part of our overseas commerce, any comprehensive Congressional action may be unnecessary. Should the naval blockades long continue, there is little doubt that it may be necessary to reimpose some of the special interval revenue taxes levied in our two last wars. It has been pointed out that the Spanish-American war impost on beer would now cover one-third of the necessary sum. But such measures are to be taken only when shown indispensable. The announce-

ment of the House Ways and Means Committee in this connection is highly reassuring. It proposes to study the situation thoroughly between now and adjournment, with a view to taking little action earlier than the middle of September, and—if the state of the war is still uncertain—to possible postponement of it until the regular December session.

The United States Steel Corporation has withdrawn prices on all its products, and its subsidiaries are now only quoting on business as it arises, the new quotations representing in some cases a further advance of \$1 a ton. Business ought to be better in the steel trade now that war has been declared in Europe, and is on in earnest. England has put an embargo on all metals and ferromanganese may become the pivot on which the whole steel market will turn. Thousands of tons of English ferromanganese sold to steel manufacturers in this country may not be delivered in many months, and manganese is indispensable to steel manufacture. Some of the smaller steel companies have but a few weeks' supply.

Clerks in the Bureau of Engraving and Printing at Washington will have no more Saturday half-holidays this summer, or at least until the present rush order for money making is filled. Not only all the present clerks, but 100 extra workmen have been and will continue to be very busy. They will work in shifts all night and Sundays until the rush is over. Director Ralph asserts that the Bureau will be in a position to fill all orders for currency inside of thirty days, and he believes the big order now being filled will be completed within that time.

Retail butchers and meat dealers at their National convention in Chicago, recommended legislation prohibiting the slaughter of female calves for five years, and the slaughter of any calves weighing less than 100 pounds. They also urge the Government to set aside land for stock raising purposes. Something must be done to conserve the beef supply, and the butchers and meat dealers think the best way is to save the calves. They believe that veal should be sacrificed to make more beef, and they are not alone in that opinion.

Fish may be excellent brain food, but in the case of any man who would wear a feather in his hat, what a waste of fish.

BUSINESS CHANCES.

Merchandise Sales Conductors.—Stocks reduced or closed out entirely. Greene Sales Co., Jackson, Mich. 479
Will buy small stock of merchandise if cheap. Greene Sales Co., Jackson, Mich. 480

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

Free for six months, my special offer to introduce my magazine "Investing for profit." It is worth \$10 a copy to anyone who has been getting poorer while the rich, richer. It demonstrates the real earning power of money and shows how anyone, no matter how poor, can acquire riches. Investing For Profit is the only progressive financial journal published. It shows how \$100 grows to \$2,200. Write now and I'll send it six months free. H. L. Barber, 433, 23 W. Jackson Blvd., Chicago. 448

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

Business Culture



You can't make a plant grow.

You can, however, place it in the right kind of soil, in the sunshine, give it sufficient moisture and—*nature* will do the rest.

So it is with your business plant. The public is the soil. You must supply the nutrition of an advertising appropriation, the moisture of printer's ink, and the sunshine of attention-compelling booklets and catalogues.

We will supply sunshine and moisture and the nutrition may not be as much as you think

Tradesman Company
Grand Rapids



**STRICTLY
QUALITY---COFFEE**
the kind of coffee people become "wedded" to--the kind of coffee the dealer has no trouble with or about--the kind of coffee that does not vary from time to time; but is steadfast in its persistence, in never disappointing a user--the kind of coffee that's **RELIABLE**. You sell it of course?

Distributed at Wholesale by
Judson Grocer Co., Grand Rapids

Increase your sales \$3.00 per family--each month

The average expenditure per family for raw milk is 10c per day or \$3.00 per month. Some spend much more. By building up a sale of evaporated milk you can switch that \$3.00, or more, per family into your cash drawer. Every time you persuade a customer to use evaporated milk instead of raw milk, you increase your sales by \$3.00, or more, per month. You can, of course, most quickly increase the use of evaporated milk by handling the brand that is generally recognized as the best repeater.



CARNATION MILK

From Contented Cows

is considered the leading brand of evaporated milk. It is clean, sweet and pure and will appeal to your customers—it will be easier for you to switch them from raw milk to evaporated milk—if you offer them Carnation Milk.

Remember that unless you sell a customer the best evaporated milk you put farther away the time when that customer will use evaporated milk instead of raw milk—that you stand in the way of getting that \$3.00, or more, per month which now goes to the raw milk dealer—so push Carnation Milk—the leading evaporated milk. Your jobber has it.

PACIFIC COAST CONDENSED MILK COMPANY

General Offices: Seattle, Washington



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 Squeegee and Smooth treads.

Sherwood Hall Co., Ltd.

Distributors

30-32 Ionia Ave.

Grand Rapids, Mich.

RAMONA RESORT

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

Ramona Theater, with comprehensive vaudeville programmes twice daily.

The Wonderful Derby Racer, which affords a thrilling ride.

Two big new free picnic pavilions in the New Family Picnic Grove.

Ramona Dancing Casino, where all the new dances prevail.

Rejuvenated Ramona is ready for your enjoyment and a hearty welcome awaits you at all times.

LITTLE DUTCH MASTERS CIGARS

Made in a Model Factory

Handled by All Jobbers - Sold by All Dealers

Enjoyed by Discriminating Smokers



They are so good we are compelled to work to full capacity to supply the demand

G. J. JOHNSON CIGAR CO.
GRAND RAPIDS

Maybe You Were One of Them

WERE YOU CHEATED

into believing that because a baking powder foamed up over the top of a glass when water was added, that it was good, pure and strong baking powder.

Pure food officials have declared this to be a fraud.

State after state has ruled that baking powder mixed with ALBUMEN (some times called white of egg) is illegal and have stopped the sale of the stuff.

The manufacturers of K C BAKING POWDER have never found it necessary to resort to such fraudulent methods.

K C Baking Powder Contains No Albumen

It is a Pure Food Baking Powder, sold at an honest price and no better can be bought at any price.

25 Ounces for 25 Cents

JAQUES MFG. CO.

CHICAGO