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COLLAPSE OF CHRISTIANITY.

I do not mean official Christianity—that is, the Christianity represented by popes, patriarchs, bishops, and other lesser clergy; but the fundamental principles of Christianity, as embodied in the words of the Christ himself, namely: "Thou shalt love the Lord thy God with all thy heart, and with all thy mind, and with all thy soul; and thy neighbor as thyself. On these two commandments hang all the law and the prophets." There can be no mistaking the meaning of these words, and I ask, have the principles of life and conduct thus set forth in the simplest possible language ceased to be a controlling influence in the so-called Christian nations of the world? If so, then it must follow as the night the day that Christianity has broken down.

That Christianity continues to exist in the outward seeming is most true. True, there are still popes, patriarchs, bishops, missionaries, and thousands of churches where the Bible is read and prayers are said the year round. But if these popes, patriarchs, bishops, ministers, and churches all combined cannot enforce upon the nations of the Christian world the first principles of the religion they profess, then it is perfectly evident that Christianity has broken down—in practice, at least—and the question presents itself to practical minds, why this waste of men and money upon a mere theory of life that is not workable; upon a mere sentiment which has no practical value. The modern world boasts of its efficiency, of its practical, utilitarian ability, and yet it is spending millions upon millions in the support of Christian churches, Christian ministers, Christian missionaries, whose sole reason for existing is that they undertake to persuade men and nations to live in harmony with the essential principles of Christianity, which are love to God and man. But the actual conduct and character of the Christian nations of the world at this moment, as revealed by the state of things in Europe, strips the churches and their ministers of all

spiritual significance. To put it in plain language, it seems that they are not doing what they profess to do, and what they are paid for doing, and hence there is a vast waste of money and energy.

Of course, one does not expect—outside of Utopia—a condition of things where all mankind will live according to the laws of love; and moreover, did there actually exist such a state of things, popes, patriarchs, bishops, and churches would hardly be needed.

But one has a right to expect that, after nineteen hundred years of civilization calling itself Christian, the church and her ministers should have influence enough, power—downright moral and spiritual power—enough to prevent the savage, the brute instincts of mankind dominating not only kings and other rulers, but the whole body of people composing the nations of Europe. This much we have a right to insist upon, and if the combined influence of all organized Christianity cannot bring about such a result, then it is, I think, perfectly fair to conclude that the church machinery has broken down; that it does not do what it professes to do, and is not worthy the support it is receiving. Of course, I am acting upon the assumption that the people who support the Christian church do so with the expectation that it will not only teach the principles of Christianity as beautiful sentiments, but will insist that at least the fundamental principles of Christianity must be regarded as controlling forces by organized society, such as states.

But how can this be done? Assuming Christianity to be a vital principle of life, one would naturally conclude that if the Church and her ministers did their duty, in season and out of season, in proclaiming this law of love, nations, as represented by kings and parliaments, would be persuaded to discard the means of barbarism in their dealings with each other.

But if such gentle persuasion at times of great excitement, were found unavailing, then the ministers of Christianity, without regard to party name, should unite as a whole, and denounce such atrocities as are now being perpetrated on the innocent men and women in the name of Christianity. They should refuse, absolutely refuse, to be a party to such paganism—no, I will not dignify this mad frenzy by such a respectable historical name—such barbarism. If the organized Christian Church cannot unite in taking such a stand, it ought to be repudiated by the real Christian men and women in every nation—for it is certain proof

that she has broken down with the weight of grossly material, unspiritual life within her own household.

I believe, I know, that if all or a majority of the Christian ministers in the nations now at war had resolutely refused to be a party to such unchristian strife—such inhuman plunder and murder—these wars could never have taken place. And it is not too late. They can yet save themselves, their nations, and the religion they profess by taking this stand for God and humanity.

Let them call upon their governments in the name of God and humanity to desist from such madness, and these wars will end.

And now one word for our home consumption. The churches in America, I am sorry to say, cannot claim any superior virtue in this matter over their sister churches in Europe. A bloody war of Christian against Christian, neighbor against neighbor, is still waging within her borders, and the United States Government but recently bombarded a peaceable town, exposing innocent men, women and children to death and destruction because a bloody dictator, whom we would not recognize as having any authority, refused to salute our flag. Some of us had the courage to denounce this act by the United States Government as unmitigated barbarism, and were abused like pickpockets for our pains. If all the churches in America, including Mexico, had denounced the Mexican war and refused to be a party to it, the cutthroats who headed this inhuman strife would be forced to settle their differences among themselves.

And, finally, what a spectacle we Christians are to the non-Christian world, whom we in our self-glory call heathen. "Thou makest us to be a byword among the heathen, and the people shake their heads at us." This, the fifteenth verse of the Forty-fourth Psalm, was read Sunday, August 9, in all the Episcopal churches in America and the English churches throughout the world. And yet we are spending millions of money in the vain effort to convert these heathen peoples to our ways of religion. What a mockery! What a farce! Will sensible men and women—to say nothing of Christian men and women—continue to give any encouragement to such utter waste of men and means?

Let us tell these popes, patriarchs, bishops, churches, and missionary societies that if they cannot prevent such direful carnage, such a universal outrage upon humanity, we refuse to contribute one penny to their support. The stock exchanges throughout the world have frankly confessed their

inability to deal with the situation, and have closed their doors. If the churches possessed the same candor, they would do likewise.

Rev. G. Monroe Royce.

THE LAST WORD.

Before another edition of the Tradesman is printed, the Republicans of Michigan will have selected a standard bearer for their suffrages at the general election in November. There is only a remote possibility of the nomination of Deacon Ellis, but it should not be forgotten that every vote for Ellis means a vote for a man who has waxed rich by conducting a gambling house and a bucket shop, both of which are illegal and criminal institutions under the laws of Michigan. No honest man can conscientiously bestow his suffrage on such a man with such a record, with the full knowledge that, if elected, he would thus contribute to the election of a Gambler Governor.

It now transpires that the recently-organized association of hotel keepers which was formed at Kalamazoo is really a movement to co-operate with the wholesale and retail liquor dealers and breweries to combat expected restrictive liquor legislation. An effort will be made to secure the co-operation of the traveling men, but the Tradesman does not believe they will consent to be made cat's paws of in this manner. It is the business of the hotel keeper to furnish lodging and meals. It is not a part of his duties to conduct a saloon—that is the province of the saloon keeper—and any hotel man who cannot make a decent living in the pursuit of his legitimate calling ought to abandon the hotel business altogether and embark in the sale of liquor or any other commodity more in keeping with his ability. The majority of travelers do not care to patronize a hotel where liquor is sold, because of the objectionable class of people which are attracted by a bar. Liquor selling in a hotel also demoralizes the help and prevents the landlord from holding his services up to the highest standard. Anything which decreases a man's efficiency, as liquor drinking does, is a bad thing around a hotel or any other place of business. It is a noticeable fact that the landlords who prate the most about the liquor traffic and villify the traveling men by asserting that they insist on staying at hotels which keep bars conduct the poorest hotels and give the traveling public less for its money than landlords of the other class.

When a man has more money than he knows what to do with other people want to lend him some of theirs.

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, Aug. 17.—Learn one thing each week about Detroit: The largest non-proprietary medicine manufactory in the world is located in Detroit. The combined pharmaceutical manufactories in Detroit give employment to over 20,000 people.

Mrs. R. Sabel, dry goods and furnishings goods dealer at 666 Dix avenue, has returned from Rankin, Ill., where she spent her vacation. She was accompanied by her sister, Miss Henning.

Last week our columns contained no news regarding the commercial travelers, so we were transferred to the Commercial Travelers' page.

Oscar F. Hiller, the hustling dry goods merchant at 912 Mack avenue, is the enthusiastic owner of a new automobile. As with his business, Mr. Miller runs his new machine with precision.

Sugar is sweet, but it is causing a great many people to look sour.

E. B. T. Schumacher visited Detroit Council, No. 9, last Saturday and extended, on behalf of Cadillac Council, an invitation to attend the picnic to be given by both Cadillac and Port Huron Councils at Tashmoo Park on Saturday, August 29. Special prizes will be awarded the ladies of No. 9 Council for the winners in the athletic events.

Detroit has few automobilists who are more enthusiastic than is W. J. Hubbard, the dry goods merchant at 1117 Third avenue. He has just returned from an auto trip to Cincinnati. A short time ago he made the trip to Cleveland and return.

Mr. Mills, of the Mills Dry Goods Co., Lansing, was a business visitor in Detroit last week.

One advantage of the censorship in Europe is that the censors never lose a battle.

We have often heard of embryo generals, embryo diplomats and embryo most everything, but embryo traveling men are very seldom mentioned. One reason for this is that salesmen never know until the title is conferred on them that they are salesmen and even then a great many of them are not salesmen. The little village of Coral, up state, famed for its baseball battles, politicians, and the fact that all Pere Marquette trains stop in the village, sent forth this week a real embryo traveling man, Robert Shook, known to all his friends—and he has them by the score—as plain Bobbie. You see Bobbie isn't of age yet and as soon as he is, everybody is going to call him Bob. Bobbie is the son of A. N. Shook, formerly Representative from Montcalm county to the State Legislature, (this happened a few years ago and he is gradually living that fact down). Besides being an ex-politician, Mr. Shook conducts a real city general store in the village of Coral. To get back to our embryo traveling man, Bobbie Shook began his new career last Monday, acting as a member of the claim department of the Musselman Grocer Co., Grand Rapids. We're willing to wager every cent we haven't got and all that we can borrow that the advancement of Robert Shook will be very rapid. Although but 19 years of age, he has a man's head on his shoulders, is a clean cut, honest, fine appearing chap, with every natural attribute of the successful salesman. And do not lose track of the fact that of all professions, that of the traveling salesman ranks first—for financial returns.

Guy Walters, general merchant of Clarkston, accompanied by his wife, paid Detroit a visit last week.

S. A. Lockwood, well-known veteran dry goods merchant of Lapeer, was in the city this week in the interest of his large department store.

The Windsor races are on in all their glory this week. We still have a pencil left with which to write, but where we will obtain the price for postage to mail this week's Detonations we know not.

Once upon a time we used to visit George Fleetham, at the Detroit office of Vassar Knitting Mills. George is one of those observing fellows who always has a goodly bit of news up his sleeves, but—alas for our hard luck—since George received his new Buick car even his boss is unable to locate him.

Herman Lowenberg, who conducts an up-to-date dry goods and furnishing goods store at 1560 Mt. Elliott avenue, is making preparations to move into a new store at 1566 Mt. Elliott avenue. The change was made necessary by Mr. Lowenberg's increasing business, the new location affording him a great deal more room.

The Hollanders opened their dykes and flooded the country to check the invaders. We haven't any dykes in this country, but what an awful flood it would make if we squeezed all the water out of the trusts and corporations.

I. S. Berman, of Kingston, was in Detroit last week in the interest of his general store.

Fred Moutier (Osborne, Boynton & Osborne), also Grand Conductor of the Grand Lodge, U. C. T., speaking of the successful salesman, says he can be classed as a successful has-been. We agree with him entirely, so far as he goes. He has been a successful salesman and if there is anyone in this vicinity who is a better salesman to-day than this same little Fred J. Moutier, no one has discovered him.

Joe Reide, dry goods merchant of Hastings, according to reports, has returned to his home from a Grand Rapids hospital, after undergoing a very serious operation. Mr. Reide was a former resident of Kalamazoo, where he was engaged in the dry goods business, together with Jacob Weickgenant, of Battle Creek, and is very well-known in this city. His hosts of friends are hoping for a speedy recovery.

Philadelphia has one suicide daily. Well, why don't they move to Detroit where life is worth living?

Owing to the war in Europe the newspapers are paying no attention to one T. Roosevelt.

C. W. R. writes to commend the Hotel Dwan, at Benton Harbor, owned and operated by Dwan Brothers, for the extremely courteous treatment accorded the commercial men and the excellent service and quality of the meals. Last week the writer (C. W. R.) had occasion to stop in Benton Harbor and, on finding the hotel filled up, started to leave. He was called back, however, by Mr. Dwan, who graciously gave up the room occupied by himself and family, being obliged to find quarters elsewhere—but accomplishing his purpose of accommodating commercial men. Again we wish to say that we are always willing—in fact, pleased—to give special mention to the hotels which are above the average, as well as those that are below in service and are not obeying the State hotel laws.

Mr. Baxter, manager of the Gunniss Bros. drug store at Algonac, was in Detroit last week on business for his firm.

Never let thy right hand know what thy left hand doeth—especially when thy left hand doeth nothing.

W. C. Howard has been appointed assistant sales manager and Charles E. Buck has been appointed assistant advertising manager of the Hupp Motor Car Co. Mr. Howard, in the capacity of traveling sales representative for the Hupp Motor Car Co., made an enviable reputation for himself and in recognition of those services he received his new appointment. The new field will open broader opportunities and will give Mr.

Howard a better chance to display his unusual ability. Mr. Buck was formerly a member of the advertising department of the Peninsula Engraving Co. He also acted as Detroit representative for the J. Walter Thompson Co. With the addition of the two members to his force, sales and advertising manager, F. J. Mooney plans to make the season of 1915 one of the greatest in the history of the organization.

W. O. Chase, dry goods dealer at 259 Holden street, is preparing to move into the new building on the opposite side of the street. With the newly acquired store, which will give more space, a line of clothing will be added to the stock. The name of the concern will be changed to the United Merchandise Co.

The Panama Canal is now open to the merchant marine of the world. The merchant marine of the world, however, is too busy at the present time to notice such a little thing as the Panama Canal.

One form of patriotism is to patronize home industries.

Mr. Thompson, of Thompson Brothers, general merchants of Scotts, was a Detroit business visitor last week.

Miss M. C. Brueckman, conducting a dry goods store at 1700 Russell street, has returned from an extended trip through the West. During the trip Miss Brueckman took in Yellowstone Park.

There are fifty-five workmen in the French Parliament. In the United States Senate they lack just fifty-five of that number.

We have discovered the chief optimist of Eastern Michigan. (We use the term Eastern in order not to crowd the Mayor of Mears from that title in Western Michigan). He is none other than R. G. Lawrence, of the Markham Air Rifle Co., of Plymouth, which, by the way, is the largest manufactory of its kind in the world. Mr. Lawrence is so optimistic that he predicts the usual large business of the concern, despite the fact that his company has a large export business with the nations battling in Europe. Everything, according to our newly discovered optimist, points toward unprecedented good times. The greatest and surest sign of all is the satisfaction expressed by the farmers in nearly every locality over present conditions and the outlook for the future.

H. S. Evans, manager of the Dorrance & Garrison drug store, Wyandotte, was a familiar business visitor in Detroit last week.

One advantage Serbia has over the remainder of the belligerent European nations is that she has no navy—to lose.

On August 20 the Retail Grocers' Association of Jackson will invade Detroit for its annual outing. The trip will be made via trolley cars, six being engaged for the trip.

Thomas H. Taylor, well-known Im-lay City merchant, was in the city this week on a business trip.

John Schram, Secretary of Cadillac Council, No. 143, is visiting in Cleveland this week.

Philip Rosenthal, dry goods and furnishings goods merchant, 1010 Joseph Campau avenue, has purchased the building at 1475 Mack avenue, formerly occupied by Ruhl & Reeber, and as soon as alteration are completed, will occupy it with a complete and up-to-date line of dry goods and furnishings goods. The stock at the present location will be moved into the new location. Harry, Mr. Rosenthal's son, who recently sold his interest in the dry goods store of Rosenthal & Appelbaum, 1510 Russell street, to his partner, will be associated in the business with his father. Mr. Rosenthal is well known to many traveling men in Michigan, having formerly conducted a general store in Au Sable for a number of years. With the acquisition of his son to the busi-

ness and the new and larger quarters to be occupied by the firm, a prosperous business should follow as the natural course.

Arthur Truitt Brevitz (Burnham, Stoepel & Co.) says a wife is the next thing to a husband, although it sometimes takes considerable time for the wife to get next.

C. E. Hagan, of the C. E. Hagan Co., Mt. Pleasant, was in Detroit last week on a combined business and pleasure trip. A trip to Detroit, by the way, if it is business, is always a pleasure.

Pete Breitenstein, the jovial member of the firm of Breitenstein & Kane, hardware, furniture and undertaking, of Mt. Pleasant, for some unknown reason, has formed an antipathy for traveling men, that is, if we are to take T. B.'s word for it. Pete was in Detroit last week—which shows good judgment—and while in the city, it is said, he purchased enough hardware so that his regular callers for hardware business can take their much needed vacations without fear of their competitors decamping with a portion of the business they believe should be theirs by right of conquest. We are willing to give our informant the lie, however—we are sure that no matter how much hardware—in fact, any line of merchandise that Pete Breitenstein would buy, the firm would soon need more. That Dutch and Irish combination is too strong to keep goods on the shelves for any great length of time.

As we now view the situation in Europe, the news reports are more deadly than the bullets.

Charles H. Mehrtens, the well known hotel man who died in Grand Rapids recently, was one of the best known and best liked hotel men in the State. With his death, his wife lost a good husband, his daughter a kind father and hundreds of traveling men lost a true friend. Although he has passed beyond, not at least until the present generation has also passed away will Charles Mehrtens be forgotten.

Friendship is the most pleasant of all things and nothing more gladdens the heart of man.—Plutarch.

W. A. Fairweather, general merchant of Caro, was in Detroit last week on a business trip.

H. P. Watson, men's furnishing goods, is having a new addition built on his store at 858 Kercheval avenue.

Owing to the prospects of increasing prices in nearly every line, the traveling men are gathering in some very good orders. The magnitude of the conflict in Europe would lead one to look for an early cessation of hostilities, but the history of the different nations points differently. However, should the war cease at an early date, it will be sometime before the armies can be disbanded and the different industries again set in motion—which means higher prices on imported goods for some time to come.

The Michigan State League also has its triple entente and alliance.

The week of July 4 was set aside for the grocery salesmen in Michigan to temporarily vacate their jobs. This, in most cases, was done with eclat and abandon. Some went hither and others went thither. The salesmen of C. Elliott & Co. grocery house went thither en masse for an exhilarating joyful fishing and—trip. (We cannot explain the blank line because we too, were let out of the details.) Everyone enjoyed themselves, but there is where the abandon came in, the wives were the ones who suffered the abandonment—that is, all but one doughty little wife who kept about doing her housework as though nothing had happened and when her husband returned she embraced him and said she hoped that he had had a splendid time, enjoyed every minute (including sleeping hours), etc. The week ended, the grocery salesman returned to his work and he has worked faithfully ever since, until a week

ago, when Mrs. Ed. Reynolds announced surreptitiously to Mr. Ed Reynolds that she was ready to take her vacation with him. As Mrs. Ed. made the announcement of Mr. Ed's additional vacation, what could the Elliott Co. do but capitulate and let him go, so last week, the Reynolds spent a happy week at Mackinaw. If every woman would exhibit the diplomacy that Mrs. Ed Reynolds has shown—well, we'd be an ardent supporter of the suffragette cause.

H. J. Meyer, owner of the Redford pharmacy, at Redford, was in the city on business last week.

Home is where the war talk is.

In Paris they have changed the name of Berlin street to Belgium street. Another terrible loss for Germany!

Percy Hunt, general merchant of Waterford, was in Detroit last week in the interest of his store.

John Fowler, well-known druggist of Pontiac, was in Detroit last week on business.

F. W. Pilling, one of the best known auto salesmen in the West, has been appointed Eastern sales manager to act jointly with Wallace C. Rood, general sales manager, of the Briggs-Detroit Co. For the past four years Mr. Pilling has been connected with the Krit Company, organizing the sales force in nearly every state in the Union. Mr. Pilling has been actively associated with the automobile business almost from its inception.

John R. Filarski, with E. A. Sepull, druggist, Alpena, was in Detroit last week. Accompanying John was his trusty camera. Where in all the United States of America could he find better views to imprint on the camera's film than right here in Detroit? No place, say we.

Seedless cucumbers are being grown in Missouri. What is really needed is a colicless cucumber.

For twenty-five years the war in Europe has been brewing and yet everybody was surprised when the lid blew off.

Mrs. F. E. Pipper has returned from a delightful trip among the Thousand Islands. Mrs. Pipper conducts a dry goods and furnishing goods store at 2235 Gratiot avenue.

Thomas Simmons, general merchant of Coleman, was a business visitor in Detroit last week.

Fred H. Parsons (Parke, Davis & Co.) is in Detroit for a few days this week, visiting with friends. Mr. Parsons, who makes his headquarters in Omaha, Neb., is very well-known to the retail drug trade in Michigan, having covered the Western Michigan territory for that house for a number of years, making his headquarters in Grand Rapids, where he made and held many warm friends. From Grand Rapids he was transferred to Toledo, which was considered one of the most important territories of the company. He filled this post with marked success until, owing to poor health, he was obliged to go West, the company giving him the territory he now covers. Mr. Parsons is one of the most successful salesmen connected with the Park, Davis Co. His knowledge of the pharmaceutical business, his pleasing and sincere personality and determination all contribute to his success. Since moving to the West he has regained his health and is again the same old rugged Fred as of yore—and an enthusiastic booster for his adopted town and State.

P. J. Snyder, general merchant of Wayne, was in Detroit last week on business.

Leo Leipziger (A. Krolak & Co.) known to hundreds of Detroiters whom he has entertained with his funny stories and antics under the name of Leo Lester, informs the world that twins are insult added to injury.

Joe Zimorski, of the Owl drug store, Jackson, was in Detroit on a pleasure trip last week and, judging by the smile that illumined Joe's

countenance, the trip proved just what we called it—but then Joe had a real good reason to look happy.

It is with extreme sorrow we pen the news of the death of Josephine, the beloved wife of William Frieligh, at the family home, 145 Hancock street last Monday. The announcement of the death of Mrs. Frieligh came as a shock to the many friends, as the illness, while of short duration, was not considered serious, at least, to the friends and acquaintances. That the loss will be a blow to Mr. Frieligh is a foregone conclusion, as the very existence of the couple was entwined together. Mr. Frieligh is the Michigan representative for the Best & Russel Co., Chicago, and has friends and acquaintances in all parts of the State who will read of the affliction that has visited him with sorrow. The Tradesman, joining with the hosts of friends of the family, extends its heartfelt sympathy to Mr. Frieligh in his bereavement.

There is more owed to her than is paid and more shall be paid her than she shall demand—Shakespeare.

A. B. Clement, with J. P. Scott, druggist, Traverse City, was in Detroit last week.

The valuations of Wayne county were boosted from \$630,000,000 to \$904,000,000. Detroit it situated in Wayne county.

Mr. Dudley, of Dudley Bros., general merchants of Armada, was a business visitor in Detroit last week.

J. H. Vandecar, one of the leading druggists of North Branch, was in the city on business last week.

C. F. Tobin, President of the Continental Motor Co., cancelled plans for a business trip to Europe, owing to the war, and returned to Detroit. Following the example of other manufacturers, he is perfecting arrangements for business farther East.

Myron Townsend has returned from a four weeks' trip through the West, covering a portion of the way by automobile. Mr. Townsend is advertising manager for the Timken-Detroit Axle Co.

They are not all living in Michigan. A man in Hillsboro, Ill., found a ring in a fish that he caught. He recognized it as one he had lost a year before.

It is easy to pick the winner of the battles in Europe to-morrow—The censors, of course.

James M. Goldstein.

Boonlets From Bay City.

Bay City, Aug. 17.—The U. C. T. picnic at Wenona Beach last Saturday was a complete success in every particular. There was something doing every minute during the afternoon. There was a well-contested game of base ball by the Bay City and Saginaw teams, races of various kinds and jumping contests. Promptly at 6 o'clock all were seated at the tables in Wright's Cafe and a fish supper thoroughly enjoyed. Grand Senior Counselor Mark Brown, Saginaw, was introduced as toastmaster and responded in his inimitable manner. Several members responded to toasts, after which those present expressed the desire that a similar outing be given next year.

The Arlington, the leading hotel of Bay City, west side, was destroyed by fire last Friday. One guest was badly burned before being rescued.

It is reported that Frank Hannan, who has been confined to his home several months by illness, is in a critical condition.

J. H. Belknap, Eastern Michigan salesman for the F. Mayer Boot & Shoe Co., returned from Milwaukee last Saturday with his spring samples. He reports that shoe prices will be higher in the near future, owing to shortage in leather. The large tanneries of Milwaukee are producing only 65 per cent. of their capacity, because of their inability to secure hides.

Pub. Com.

Graphic Account of the Owosso U. C. T. Picnic.

Owosso, Aug. 17.—The annual U. C. T. picnic of Owosso Council, No. 218, was pulled off per schedule Aug. 8, at McCurdy Park, Corunna, the home town of J. D. Royce, of Broadhead notoriety, with the usual excitement of such occasions, considerable confusion and some eclat. Mr. and Mrs. Fred Hanifan were Presidents of the Committee of General Construction and Secretary Frank Evans on sports and games. All did their part nobly excepting Fred Hanifan, who, instead of sticking around and carrying water and looking after the children, as is the duty of any up-to-date married President of similar events, hiked off from the straight and narrow path of duty, organized a Zo Bo band and dispensed hot air set to music with considerable regularity and practically without interval. The rendition of "Rocked in the Cradle of the Deep, Rock of Ages and Rock Me to Sleep"—a medley duet by Fred Hanifan and Jim Brown—was most awfully rocky, but was received with great applause. The writer didn't exactly understand whether they were applauded for their musical skill or whether the audience was glad when they got through. They were called back several times when it seemed to us that they should have been called down. The ball game between the fats and leans was played on an adjacent ball ground in G minor. After watching the game three innings, with a score of 56 and 92, we came home, convinced that a diet of lemonade and cold beans didn't produce league ball teams. The attendance was about 150 traveling men, wives, sweethearts and children. Brother McMullen (the fat boy) and family and Brother Hicks and family, from Ithaca, and Brother Harris and family, Brother Callard and wife, from Bancroft; also, last but not least, Brother W. S. Lamb and family from Vernon, were in attendance. This was by far the largest and most enjoyable gathering we have ever had. After the events of the day were over, J. D. Royce asked Fred Hanifan and a few other brothers to go over and see what was the trouble with his hen. This is the same hen Fred Hanifan gave him last spring. To avoid a lawsuit Hanifan gave a setting of eggs and a hen to settle a dispute. The hen settled down to business and the eggs hatched out all O. K., but as the chickens were born with a seemingly hereditary instinct of inflation from their parent on their father's side of the family, they all flew away as soon as they hatched. The hen at once selected the corner of the woodshed and started to lay, as any intelligent hen should with the present price of eggs. Royce, to make home surroundings more pleasant, tacked up some newspapers, when the hen immediately left her nest and began to lay in the coal bin. As soon as Hanifan had looked things over, he called Royce's attention to an advertisement directly in front of the nest which read: "Now is the time to lay in your coal." Fred's remark was considered so bright that everybody present hollered sapolio. No one undertook to make either of the gentlemen believe that the hen couldn't read. However, we have reason to believe that the event will do some good, as we found one of the brothers reading the story of Baalam later in the week.

We had really intended to send a good write-up to the Tradesman this week, but our think tank just received a shock, as the matron of our culinary department informed us that she is out of sugar.

Honest Groceryman.

Honks From Auto City Council.

Lansing, Aug. 17.—Since the world began there never were brighter prospects for Michigan farmers.

George Hammell has returned to his home in Cleveland after a short

vacation which he spent visiting his parents in this city, Mr. and Mrs. James F. Hammell.

F. H. Hastings will renew acquaintance with his family for the remainder of this week.

John Newton (Perry Barker Candy Co.) reports unusually active trade in the confectionery lines during the past week. Says that in places where he expected orders as long as his finger he secured a full sheet—sometimes two of them.

F. A. Rothlesberger, the Lansing agent for the Ford car, reports a material increase in the demand for cars this month, having sold fifty-three since the cut in price August 1.

While stopping at a Detroit hotel last week, we overheard one of the guests remark that his company owned 2,000 cars of sugar, but not a single pound would be sold for anything like the present prices. Optimism or greed?

District Deputy James F. Hammell will officially visit Marquette Council next Saturday night. It is hoped that the practical joker of the North woods will be on his good behavior this time and make it easy for poor Jim.

Frank De Kline, of Grand Rapids, who for several years past has represented the Macey Co., Ltd., recently purchased a half interest in the Allen Printing Co., of this city, and a \$40,000 corporation will be formed in the near future. Mr. Allen has built up a splendid business at the corner of Capitol avenue and Ionia street and the time has arrived when he is unable to personally manage all the details of this rapidly increasing business, which consists of a well-established trade in Macey office furniture, as well as first-class job printing. More up-to-date printing machinery will be added, as the increasing business requires it, and a larger stock of office furniture and supplies will be carried.

War is all that John Sherman said it was and it beat "war" how every little one-horse newspaper will get out an extra edition with heavy headlines, proclaiming an awful slaughter and then deny it in the next extra an hour later.

Our Council will hold its annual booster picnic at Pine Lake Saturday, August 29. Chairman John Newton promises to pull off some entirely new stunts and everybody should be on hand by 10 a. m., when the ball starts rolling. The big dinner will be served at 12 o'clock sharp. Athletic sports will follow. One event alone will be worth your whole day's time and then some. Mr. Newton absolutely refuses to make known the nature of this stunt until everybody is ready. Remember that this is to be a traveling men's picnic under the auspices of Auto City Council and that all traveling men, whether members of our Council or not, are urgently requested to spend the day with us in recreation. Bring the wife and kiddies and a basket full of good things to eat. Don't stay at home because you have no family, but bring your sweetheart and a watermelon or anything that suits your fancy. A red hot ball game has been arranged for as a climax to the other sports. A big dinner at noon the leftovers for supper, dancing and fireworks in the evening. Any member of our Council found staying at home on this date will be subject to the severe criticism of our Ladies' Auxiliary and fined \$5 and costs.

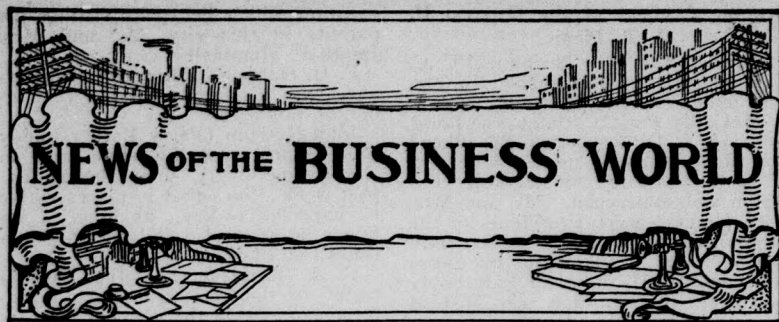
H. D. Bullen.

Pa's Solution.

"Oh, papa!" called Willie, excitedly; "there's a big black bug on the ceiling."

"All right, son," said the professor, busy with his essay; "step on it and don't bother me."

It's up to the man who would live long to live slowly.



Movements of Merchants.

Wiley—Tom Standish has opened a blacksmith shop.

Alpena—Mrs. Frances M. Des Champs has opened a millinery store.

Kalkaska—L. H. Boyd succeeds J. L. Boyd & Snow in the garage business.

Deward—Fire destroyed the Robert McBride stock of general merchandise August 13.

Pullman—The Pullman Supply Co. has purchased the George K. Taylor hardware stock.

Reed City—John Watkins, formerly a drayman, has opened a meat market at this place.

Wayland—Mrs. F. A. Burlingham has opened an ice cream parlor and confectionery store.

Jackson—Prestler & Phillips have engaged in the roofing business at 111 Cooper street.

Munising—George Lafkas, recently of Negaunee, succeeds James Fulcher in the restaurant business.

Middleville—Miss Anna Winters is closing out her stock of millinery goods and will retire from business.

Lapeer—The Fred Kay stock of glassware, china, pictures and frames was sold at public auction August 15.

Hastings—Burglars entered the G. F. Chidester clothing store and took goods to the amount of \$100 August 12.

Auburn—I. E. Loose, formerly of Pottsville, will engage in the undertaking business here about September 1.

Wiley—Joe Lowing, dealer in general merchandise, has remodeled his store building and added another story.

Greenville—Leslie Perks has closed out his stock of meats and engaged in the buying and shipping of stock at wholesale.

Dowagiac—M. C. Gumm has sold his stock of general merchandise to Lee M. Ransbottom, who has taken possession.

Marquette—Oral J. Lacombe has opened a delicatessen store in connection with his confectionery and ice cream parlor.

Kalamazoo—The Johnson-McFee Co. has engaged in the men's furnishing goods business in the Burdick House block.

Ludington—C. Freedberg and F. O. Widmark have engaged in the meat market business under the name of C. Freedberg & Co.

Holland—Milo De Vries and Wm. Lokker are making arrangements to engage in the furniture, carpet and rug business about September 1. They will conduct the business under the style of De Vries & Lokker.

Provemont—Herman Pertner and Joseph Burns have formed a copartnership and will engage in general trade about September 1.

Petersburg—Burglars entered the Russell & Gradolph hardware store August 13 and carried away goods to the amount of about \$50.

Marshall—Ernest Martin and A. J. Powell have formed a copartnership under the style of Martin & Powell and engaged in the meat business.

Lapeer—Norman Crane, head clerk at the Edward J. Elsie clothing store, will engage in a similar business under his own name about October 1.

Ashley—The Ashley Elevator Co. has been organized to do a general milling and produce business, with J. B. Crawford, recently of Ithaca, as President.

Detroit—The Hartz Hat Co. has engaged in business with an authorized capital stock of \$2,000, of which \$1,500 has been subscribed and \$1,000 paid in in cash.

Traverse City—John Tremaine and Percy Stanley succeed Broadfoot Bros. in the laundry business, which will be conducted under the style of Tremaine & Stanley.

Big Rapids—Elmer E. Weber and Marion Crook, who were engaged in the restaurant business in Grand Rapids, have gone into the same line of business here under the style of Weber & Crook.

Big Rapids—L. F. Bertrau has sold his interest in the Bertrau, Almroth Co. to William Sanford, recently of Paris, and the business will be continued under the style of the Sanford-Almroth Co.

Big Rapids—Oscar Knopft has sold his stock of bazaar goods to C. H. Yaxley, recently of Cleveland, Ohio, who will continue the business at the same location, 114 South Michigan avenue.

St. Johns—Frank Hendershott and W. H. Martin have formed a copartnership and will engage in the wholesale and retail cigar business on North Clinton avenue about September 1.

Greenville—Z. C. Bohrer has purchased the interest of his partner, H. B. Streck, in the Z. C. Bohrer & Co. stock of general merchandise and will continue the business under the style of the Z. C. Bohrer Co.

Big Rapids—Joseph Duchene and Joseph Rochon have formed a copartnership and will engage in the restaurant, cigar and confectionery business at 114 North Michigan avenue under the style of the Two Joe's Place.

Gaylord—Claude E. Shannon has sold his furniture and undertaking

stock to F. S. Walker, recently of St. Ignace, who has admitted his son to partnership and will continue the business under the style of F. S. Walker & Son.

Alto—B. S. Shaw has sold his interest in the Yeiter & Shaw furniture stock, at Lowell, and the branch store here to J. B. Yeiter and O. J. Yeiter, formerly manager of the Alto store, and the business will be continued under the style of the Yeiter Furniture Co.

Kalamazoo—George M. Harvey has sold his interest in the Harvey Candy Co. stock to Bert L. Kitchen, who has been associated with him for the past four years and the business will be continued at the same location under the style of the Bert L. Kitchen Candy Co.

Saginaw—The licensing of grocers, the adoption of stringent sanitary regulations to govern the conduct of their stores and the prohibition of sales of groceries, fruits and vegetables on Sunday is now practically certain, for Mayor Richardson's proposed new ordinance has been given almost unanimous approval by the more than fifty Saginaw grocers who were present at the city hall at the Council's hearing on the matter.

Saginaw—The Achard Hardware Co., which was recently incorporated has perfected its organization by the election of the following officers: F. C. Achard, President and Treasurer; Wm. A. Achard, Vice-President; Edward M. Achard, Secretary. The officers constitute the Board of Directors. The company is now occupying the store, 315 Court street, and closing out the Altman bazaar stock. The store is being refitted to accommodate the stock of hardware and china, glassware and house furnishing goods, which the company expects to carry. The new business will be launched about September 15.

Manufacturing Matters.

Pellston—Fire completely destroyed the Jackson & Tindle sawmill August 17, causing a loss of about \$50,000.

Coldwater—Libby, McNeil & Libby, of Chicago, are erecting a cement block canning factory at a cost of about \$20,000.

Orleans—The Orleans Creamery Association is installing machinery for the manufacture of cheese in connection with the making of butter.

Detroit—The Seely Manufacturing Co., manufacturer of perfumes, toilet goods, flavoring extracts, etc., has decreased its capital stock from \$30,000 to \$10,000.

Escanaba—The Metropolitan Lumber Co. has been organized with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in property.

Newaygo—C. A. Hunt has resigned his position with the Hunt-Buse Manufacturing Co. George K. Mead, of Grand Rapids, is the new superintendent and has already assumed his duties with the company. Mr. Hunt and family are now on a visit with relatives in Detroit, and after a short vacation Mr. Hunt will accept a position in that city.

Flint—The Flint Clay Products Co. has engaged in business with an authorized capital stock of \$25,000, of which \$15,000 has been subscribed and paid in in cash.

Hart—The McFarren bakery and restaurant was sold on a chattel mortgage August 12 to Andrew Anderson, who will continue the business under the style of the Hart City Bakery.

Battle Creek—Charles Broceus, for the past nine years manager of the Oppenheimer Cigar Co., has resigned his position and is succeeded by Jay G. Morehouse, formerly assistant manager.

Battle Creek—Charles T. Lee of Chicago, will assume charge of the sales department of the Kellogg Toasted Corn Flake Co. on September 1. Mr. Lee was formerly sales-manager of the Libby, McNeil & Libby Co. and comes to the local plant highly recommended.

Detroit—The Wilms Co. has been organized to manufacture and deal in automobiles, engines, machinery of all kinds, etc., with an authorized capitalization of \$100,000, of which \$60,200 has been subscribed and \$10,200 paid in in cash. Operations will be carried on at Chicago.

Silver Creek—The last industry at Silver Creek has passed with the closing of the Gaver heading mill, formerly the Marguerite mill property. A dam upon which the mill depended for power recently gave way and owing to the presence of quicksand it could not be rebuilt.

Calumet—The Calumet & Hecla Copper Mining Co. is operating a sawmill at its white pine property in Ontonagon county. The plant is manufacturing 12,000 feet of lumber daily. It is equipped with circular saw, edger and planer. Thirty-five dwellings have been erected in the new town and others are in process of construction. Two hundred men are employed.

Manistique—The Manistique Handle Co., recently established here, manufactures broom handles and chair stock, such as backs and legs. The daily production approximates 15,000 pieces. Thirty men are employed. Hardwoods, principally maple, beech and birch, are utilized and the equipment is adequate to handle timber all the way from a four-foot bolt to a full log of a thousand feet or more.

Bessemer—The Valley Lumber Company, a newcomer, has established itself on Little Black River and the Duluth, South Shore & Atlantic Railroad in Gogebic county, near this place. A small sawmill erected at the site is turning out lumber for use in the erection of the permanent plant and the dwellings and other buildings that will comprise the town. The company is controlled by the Crego interests, prominent for years in Southern Michigan.

Fred W. Fuller, formerly President of the Grand Rapids Retail Grocers' Protective Association, is a candidate for Register of Deeds for Kent county on the Republican ticket. Fred is a good man and his friends will work like Trojans for his success.



Review of the Grand Rapids Produce Market.

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

Bananas—The price is steady at \$3.50 per hundred pounds. The price per bunch is \$1.25@2.

Butter—The market is firm at 1c per pound advance over a week ago. The advance is due to a good consumptive demand. The stocks are reported to be lighter than usual for the season and the make is also light. Not much change in price is expected during the week. Factory creamery is quoted at 30@31c and 31@32c in prints. Local dealers pay 23c for No. 1 dairy, 17c for packing stock.

Cabbage—65c per bu. for home grown.

Carrots—75c per bu.

Cauliflower—\$1 per doz.

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—Benton Harbor Osage fetch \$1@1.75 per crate, according to size; Benton Harbor gems command 75@90c per basket.

Celery—Home grown, 20c 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 is firm at an advance of about 1c per dozen from a week ago. There is an active consumptive demand for eggs and the market is in a good healthy condition at the advance. No change in price is looked for in the immediate future. Local dealers pay 20c for candled.

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.

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 are now in complete command of the market, 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 Benton Harbor stock, including Cranes, St. John's, Carmens

and Early Michigans which command \$1.50@2 per bu. Elbertas from Missouri fetch \$1.75 per 6 basket crate.

Pears—Clapp's Favorite command \$1@1.25 per bu.

Peppers—Green, \$1.25 per bu.; red, 25c per doz.

Pieplant—75c per box.

Plums—Guais and Bradshaws command \$1.50 per bu.

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

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

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

Tomatoes—Home grown are in ample supply at \$1 per bu.

Turnips—75c per bu.

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

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

Wax Beans—75c per bu.

The Grocery Market.

Sugar—After advancing 3c a pound within the fortnight since the war was declared, the refined sugar market might be expected to take on saner aspects. At 7½c the country appears to be hesitating and it will take some fresh impetus to start the rise anew. Predictions of 15c granulated read well in the press, but well informed people see no basis at present for the wild ideas currently expressed. The European beet crop will be sharply curtailed, possibly cut in half, but the consumption abroad and here will be also measurably reduced. Moreover, the United States has already taken care of the normal demand for several weeks to come, refiners having seven weeks' meltings covered with raws, and in the fall the domestic beet crop of at least 600,000 tons comes on the market, while later the Louisianas and the Cuban new crop cane put in an appearance. The flurry stage of the sugar market has been due to hoarding of sugar on a large scale by the American housewife and this means a light consuming enquiry for weeks to come. The United Kingdom which is keeping more in the background, however, holds the key to the future, for a renewed buying movement from its direction means still higher quotations.

Coffee—The market shows no change from a week ago, with the exception of Mocha. All grades of Rio and Santos are steady to firm at the advance noted last week. Mild coffees are also unchanged, as is Java. Mocha, however, has advanced to 28c in a large way, green. This

is largely due to scarcity, but the war is probably responsible for about 2 cents of it.

Canned Fruits—The market for gallon apples is easy in view of the expected large crop of fresh fruit, and prices now quoted on both spot and future deliveries are nominal. California and Southern fruits of all kinds are steady but inactive.

Canned Vegetables—Tomatoes are higher. Indiana's crop of tomatoes, which is ordinarily a big factor, promises to be a complete failure owing to prolonged drouth. The Jersey crop is reported to be looking bad. Packing by Maryland factories so far has been unimportant, but the canners are said to be getting orders for immediate or early shipments from all parts of the country. Prices of spots and futures are now practically on a parity. Corn is strong on account of the drouth. State and Western peas in all grades are offered sparingly, but the demand does not appear to be urgent. String beans are sparingly offered from all packing quarters. With supplies from the other side cut off and stocks here light, the spot market for imported canned vegetables is strong, but prices are nominal.

Canned Fish—With stocks of salmon small and most of them in the hands of few holders, while the demand is active, prices have a pronounced upward trend. There is reported to be very little left in first hands on the Coast, but the new pack is beginning to come down from Alaska, and the next few weeks will undoubtedly see a large increase in the supply available for immediate consumption. However, because of the war in Europe and the high cost of all meats leading operators look for a strong and possibly higher market on salmon during the balance of this year. Reports from Maine as to the catch of sardines are still discouraging, although at this time of the year a decided increase in the run is looked for. One of the biggest packers reported receipts of but 100 hogsheads on Friday, and others farmed in proportion. There was no report up to the close as to the size of Saturday's catch. Packers are withholding offerings and filling orders out of the current pack on a pro rata basis at about the quoted prices.

Dried Fruits—While there is no very decided demand for large lots of prunes for immediate or future shipment from the Coast, enough of interest is shown by buyers at this end to encourage Coast holders to maintain the rather firm position they have occupied for the past few days. On the smaller sizes the Coast market is relatively firmer than on large fruit, as it is believed by handlers of fruit for export that Europe will eventually need a good many of these, as there is little prospect that the Servian-Bosnian crop can be harvested or, if it is, that it can be sent out to European countries who largely depend upon this fruit for their supply. Currants on the spot are in close compass in both original and cleaned condition, but the demand is not great, and, while the tone

is firm there has been no further quotable advance in prices. At the advance in London layer raisins, announced on Friday by the Associated Company, comparatively little business has been done here. Opening prices on 1914 Thompson seedless are expected daily, but the date at which quotations on new crop Sultan and seeded Muscatels are to be expected is still uncertain.

Corn Syrup—The market is firm at the recent advance and there are rumors of further rise in prices. Cash corn is higher and this naturally affects the manufacturer of corn syrup and other products. There is a steady consuming enquiry, which is accelerated by the rise in sugar to daily new high levels.

Molasses—Prices on grocery grades of molasses are merely nominal, as most sellers are withdrawn from the market owing to the flurry in sugar. This is expected to have its effect upon the New Orleans crop when it comes along and planters are already asking a big advance for future contracts. The demand is good from the distributors, who are disposed to anticipate the future, although the consumption at this time of the year is light.

Rice—The rice market is quiet and firm, with little business reported by brokers, as there is a poor assortment to work upon. The spot stock has been practically absorbed by the export movement to South America and the hand-to-mouth buying of domestic distributors and prices have advanced commensurately. The distributors are waiting for the active new crop movement to secure a supply, but the receipts in New Orleans have been light to date, although expected to be freer this week. The exporters are still buying the medium grades in New Orleans, there being little old crop left. Fancy new crop is held at 7c in the primary market.

Rolled Oats—Have advanced 20c.

Cheese—The market is firm at an advance of about ½c on all grades, due to the good consumption, as well as to the reported short supply. No further change is expected in the immediate future.

Salt Fish—Mackerel has shared the excitement and both shore and Irish fish are several dollars per barrel higher, due to prospective rather than present scarcity. Norways are scarce on spot, and are worth several dollars more than a short time ago. Cod, hake and haddock are steady to firm and unchanged in price.

Steven E. Parrish will handle the products of the United States Rubber Co., of Chicago, Ill., with a sales agency located at 502 Sheldon avenue.

John S. Townsend succeeds Townsend & Parker in the clothing and furnishing goods business at 3 Division avenue.

James Yeths succeeds Matthew Matthisse in the dry goods and grocery business at 2140 Division avenue.

Frank L. Callaghan succeeds Charles Dowd in the grocery business at 633 Ottawa avenue.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, Aug. 17.—F. Allison, T. Steffens and T. A. Leigh, all well known traveling salesmen, spending last Sunday at the Soo, decided to go berry picking. They procured the necessary transportation, lunches, etc. The happy trio, after making the long drive to the berry patch, lost no time in getting busy so as to store up enough berries to last them during the long winter months that would soon be upon them. They returned to the city late in the afternoon before their pails were overfilled, in order to afford Mr. Leigh an opportunity to get a new pair of lens for his eye glasses. He stated to the optician that he wanted a pair of the thickest lens that could be bought or a special magnifying glass so that he could tell a bumble bee from a black berry the next time he happens to go berrying. The only consolation was that it was his finger and not his face that was swelled.

John Metzger, Mayor of the Shallows, was a business visitor in the city last week, and while here renewed his subscription to the Tradesman, which John considers one of the best trade journals in the United States. He says the information on the war is the best he has yet seen, and it was not until he read the masterly editorials in the Michigan Tradesman that he really knew just why Germany had declared war on the other nations.

The canning factory at Marquette has decided to close the plant on account of not being able to get enough berries to keep it in operation. It may, however, be opened up again later, providing apples enough can be purchased in Lower Michigan to work up the supply of tin cans on hand. While the season has been a disappointment to the parties interested in the venture, the small amount of fruit that was canned was of excellent quality and there is no reason why the plant should not thrive, providing there is enough material to make it a paying venture. The Peter White Land Co. bought a power boat for transporting the berries and pickers. The cannery is well equipped to carry on the business on a large scale.

It is understood that an auto factory is looking for a location in the Upper Peninsula which expects to employ 100 men at good wages. The company asked \$25,000 worth of stock to be taken in Cloverland. Hancock seems to be the site that they are after and the public spirited business men of that place are considering the proposition and hope to be able to land it.

Word was received here that Alfred Cadi, of Trimountain, aged 21, sustained serious injuries while attempting to jump from a fast moving freight train. He struck the ground with such violence that he was rendered unconscious, sustaining severe cuts about the head and hands, the fingers of the right hand being severed. He was immediately taken to the hospital where he is resting comfortably.

H. V. Weede, of Detroit, Traffic Superintendent of the Michigan State Telephone Co., made an official visit to the local exchange here last week.

The Soo fire department won the cash prize of \$10 at the firemen's tournament held at Ishpeming last week, being the department to travel the greatest distance to the tournament. In the race for the 1915 tournament Manistique won out over Hancock.

George Madison, one of Libby's army of hustlers, made the Soo last week. George had the misfortune to sleep with his window open on the north side and, not being accustomed to the changeable climate of Clover-

land, was obliged to lay up at the hotel for two days on account of the severe cold thus contracted. He reports having had a good trade, however. He left Friday for his home on the steamer Chippewa by way of Mackinac Island.

The forest fires raging around the Soo have been causing much anxiety here during the last week when the fire department of Algonquin and the Soo were called out to protect the powder magazine of the Soo Hardware Co., where over 100 tons of dynamite is stored. It required over 2,000 feet of hose to reach the magazine and at one time the flames were within fifty feet of the powder house. The smoke from the fire caused much concern to the people at the Shallows on account of the density.

The August heat record was broken at the Soo last Monday when the thermometer registered 93.1 degrees at 1 o'clock. It did not last long, however, as the cool breezes from Lake Superior made it very comfortable during the night. This was the hottest day on record for the Soo, as the Government records show that on June 8, 1909, the thermometer registered 89.6 degrees.

J. Barrish, Jr., member of the firm of Barrish Bros., hustling clothing merchants, left a short time ago for a visit to Detroit, where he was married on August 4 to Miss Fanny Frazer, daughter of Mr. and Mrs. L. Frazer of Detroit. They have returned here and gone to housekeeping in their home on Easterday avenue. From all accounts it was one of the large weddings at Detroit.

It was necessary to violate the Sunday law in the Canadian Soo last Sunday, when the Soo Star, through its anxiety to supply the war news to its readers, offered the paper for sale, charging 5 cents per copy, thereby violating the Sunday peace law, while the Canadian editors in the larger cities were giving away the papers so as not to violate the law.

H. A. Appleton, of the Bruce Mines Railway Co., in Canada, was a business visitor in the city last week. While he reports that the war conditions will handicap the work of the railway to a certain extent, it will not hinder them in going ahead, as all arrangements had been made previous to the war and they do not expect to stop operations in consequence.

James McDonald, one of DeTour's prosperous young grocers, in company with Burt and Frank Goetz, gave a reception and party at DeTour last week in honor of Miss McDonald, of Detroit, Mr. McDonald's cousin. This was one of DeTour's society events and numerous guests from different parts of the county were in attendance and a most delightful evening was spent. All the new dances were pulled off and some exhibition dancing also, consisting of the Buck and Wing dance and Fishers Hornpipe, which afforded the guests a rare treat.

Mrs. DeMun, wife of Landlord De Mun, of the Hotel DeTour, whose serious illness was mentioned in these columns a few weeks ago, is much improved and was able to accompany her husband from the Sault Ste Marie hospital to her home at De Tour last week.

The local butchers who went on a cash basis August 1 have reported a very successful business since. They were able to sell at a closer margin, affording the consumer an opportunity to still enjoy the luxury of meat without the necessity of an extra burden on account of the extreme high prices. Several of the other butchers are contemplating turning over to the cash business commencing September 1. The consumers seem to be in sympathy with this move and are more than pleased to pay cash in order to escape the high prices under the present conditions.

We are pleased to announce that C. H. Stannus, who purchased the

Dunham House, at St. Ignace, and took charge of that popular hostelry December 1, 1913, has enjoyed such a large and increasing patronage since he has taken hold that he has seen fit to enlarge the hotel and thus increase its sphere of usefulness by building an addition on the east end of the building, 17x80 feet, two stories high, with basement. The basement is used principally for the furnace, which heats the building throughout with a modern hot water plant. The main floor addition extends the lobby to 20x52 feet and doubles the sample room capacity of the house. It also increases the number of toilets from two to five and also adds two additional wash stands. It also increases the size of the already spacious front porch to 70 feet long. The addition adds several new bed rooms, increasing the number to twenty-six, and adds one public bath room and three rooms with bath. This puts the Dunham pretty well toward the forefront in Upper Peninsula hotels and under the management of Mr. Stannus, we see no reason why the Dunham house should not for many years enjoy the most liberal patronage. Mr. Stannus is a gentleman of a most pleasant personality. He came from Newport, Ky., last December as a comparative stranger, but his delightful personality and sterling qualities have won for him a host of friends, both among the citizenship of his newly adopted home city and the traveling public. Mr. Stannus has the Michigan Tradesman on file in his office and informs your correspondent that no publication is so insistently demanded by his patrons as the Tradesman.

William G. Tapert.

Mighty Madcaps From Muskegon.

Muskegon, Aug. 17.—On account of the subpoena issued by Sheriff Harold Foote, we managed to have eight members at our meeting—just enough to be able to show Ernest Schroeder, the best looking meat man in the business, who draws a salary from the Plankinton Packing Co., the good things we have in store on ouao Senior Counselor gave a fatherly talk to the officers of our Council. First came John Porter, who should have been at the meeting so he could give E. Schroeder all that was coming to him; then our Page, who is almost as bad as the Conductor. Our Conductor was the limit and only received about half what was coming to him.

Carl Stollberg, of M. Piowaty & Sons, was re-instated. Glad to have you back, Carl, we sure did miss you. Apologies to Sam Lipman. We spelled your name Lepman last week. The Redpath Chautauqua will spend a week in Muskegon.

Highball practice never yet developed a good salesman.

Newaygo will lay the corner stone for its new library August 26.

It was decided at our meeting that all members boost the Trans-State project, which will be an interurban from Muskegon to Saginaw. The right-of-way from Muskegon to Stanton has been secured and the promoters are selling stock at \$100 a share for the first twenty-six miles, which will be from Muskegon to Casnovia. The railroad will tap some of the richest fruit territory in the State. As our Council is interested in boosting for Muskegon, let's get together and boost, for it will mean that our town will be a larger shipping town and a more centrally located one for salesmen. It will also help the smaller towns to get better shipping facilities to Chicago and our Eastern markets.

L. M. Wershow, ladies' tailor in the Lyman block, after a wonderful success in this town, has entered Grand Rapids with Mr. Imre, the firm to be known as Wershow & Imre. It will be located at 201 Metz building. Mr. Wershow will remain in Muskegon, while Mr. Imre will take care of Grand Rapids business. Mr. Wershow is a hard worker and we see no

reason why success will not follow his new venture.

The writer met Jim Goldstein on the G. R. & I. train. This was the first time we had the pleasure of seeing Detroit's champion. We were always under the impression that Goldstein was a dandy fellow, but seeing him personally we find he is finer than we ever dreamed. No. 9 is to be congratulated in having so able a man in its Council. Jim was going to see his boy at Lakeview. You could see that Sunny Jim smile spread all over his face when he talked of that boy.

The farmers in Norton township are agitating the establishment of a Farmers' Developing Association to act as a collector, buyer and seller for their fruit and produce. They are looking into a similar association at South Haven, which is very successful.

Muskegon is getting to be known as a convention city. We have had more conventions this year than any other year in our history.

The Conference of Methodist Episcopal churches will be held from Sept. 14 to 21.

The Anti-Tuberculosis Society will meet here the latter part of September.

Rev. Fairview will be invited to attend our next open meeting. Rev. Fairview used to be a salesman, so, boys, you can see what you are coming to.

P. Christensen, of Bitely, has been very ill with quinsy. We are glad to report that he has improved.

We wish to thank the following for news for this column:

J. Lyons.

H. Anderson.

B. Waalkes,

N. Ludoff.

A friend of ours by the name of August—we won't tell his last name—who runs a grocery store and meat market in Grand Rapids, was asked by his meat salesman to buy some pork, as it would be higher, so August bought some pork. Along came his grocery peddler who sang the same song about sugar, so August bought some sugar. Then up bobbed a paper peddler, who cried about his line being higher. This was too much so August threw up his hands and exclaimed, "If this keeps up, by the first of September it will be the last of August."

A. W. Stevenson has been appointed Grand Chaplain for Michigan. We always realized the sterling qualities of Steve and all of us feel happy to see him so highly honored.

Every error of living eventually finds its way to the score card.

As the Americans says, when they leave European shores, farewell, farewell!

Milton Steindler.

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

Buffalo, Aug. 19.—Creamery butter, fresh, 24@30½c; dairy, 22@28c; poor to good, all kinds, 18@22c.

Cheese—New fancy, 16c; new choice, 15@15½c.

Eggs—Choice, fresh, 23@26c.

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

Beans—Medium, \$3.10@3.15; pea, \$3.10@3.15.

Potatoes—New, \$2.15@2.25 per barrel. Rea & Witzig.

Explained.

Two Irishmen were among a class that was being drilled in marching tactics. One was new at the business, and, turning to his companion, asked him the meaning of the command, "Halt!" "Why," said Mike, "when he says 'Halt,' you just bring the foot that's on the ground to the side av the foot that's in the air, an' remain motionless."

SUCCESSFUL SALESMEN.

Guy Caverly, Representing Johnson Cigar Co.

Guy W. Caverly was born on a farm three miles south of Charlotte, February 13, 1879. His father was of Scotch descent. His mother was of German descent. He was the third boy in a family of five boys and one girl. At the age of 10 the family moved to Ionia, where Guy attended the public schools, including two



GUY W. CAVERLY.

years he spent in Grand Rapids pursuing various occupations, and the next two years he did the same in Cleveland. He returned to Grand Rapids eleven years ago and took the position of shipping clerk for the G. J. Johnson Cigar Co. Six months later he was promoted to the position of city salesman, which position he filled with satisfaction to all concerned for seven years. Three and one-half years ago he was promoted to the position of general salesman, with headquarters in Detroit. He formed an alliance with the J. L. Marcero Co., which has been a very fortunate one for his house. Since locating in Detroit he has opened up the territory tributary to Toledo, Indianapolis, Louisville and Buffalo, selecting a jobbing representative in each market and starting men on the road in connection therewith.

Mr. Caverly was married April 5, 1899, to Miss Jennie M. Replogle of St. Johns. They have one boy, Kenneth R., 14 years of age, who is attending the Detroit public schools. They reside in their own home at 72 Tyler avenue.

Mr. Caverly is a member of the Detroit Board of Commerce, the Knights of Pythias and Cadillac Council, No. 143, U. C. T. He likes to swim and fish, but unlike most traveling men, has no particular use for base ball, having witnessed only one ball game during the past three years. He attributes his success to hard work and to knowing his line. His family relations are ideal. Only last week he drove through from Grand Rapids in his new six cylinder Studebaker, accompanied by his wife and son. He enjoys, to a marked degree, the confidence of his house, the respect of his trade and the esteem and admiration of all who know him.

In addition to the instructive features at the Greater Michigan Fair, the entertainment programme is one of the finest and most interesting yet gotten together. Among the free attractions will be a dare-devil feat by Rollo, who ascends a narrow incline to a height of about seventy feet, where he turns and comes down the incline with whirlwind rapidity until he reaches a gap, when he turns a double somersault in the air, landing on the other side on his roller skates. Another thrilling feature will be Herr Von Ritter who climbs a tight wire to a height similar to that attained by Rollo. Reaching the platform, Von Ritter adjusts a trolley to his head and comes down the wire head foremost, standing upside down straight in the air. Then there are the diving horses, King and Queen, who dive into a tank fifteen feet deep from a height of forty feet. Added to this are the Morocco acrobats and jumpers who will perform in front of the grandstand, and the Royal Hippodrome which gives a complete circus and entertaining show in front of the grandstand for those who patronize the grandstand, of nine whole acts. There will be an Indian village of ten families of full blooded Pottawatamie Indians. There will be a motor and autodrome large enough so that automobiles can make the circle within the drome, adding materially to the attractiveness of that feature. Other special entertainments of side show character will be provided of excellent quality and well worth the price of admission, including a live three-legged calf and a calf with a pig's snout. There will be some of the finest horse racing yet produced on the Grand Rapids track and the evening's entertainment will conclude with a display of fireworks equal in excellence to the Battle in the Clouds which pleased so many last year.

William H. Childs, a leader of the Progressive party in Brooklyn, has a yacht called Joyance. It was this yacht that went out to meet Col. Roosevelt when he came back from Spain a few weeks ago. The other day Childs had another guest aboard the Joyance. After dinner the steward, a recent recruit, brought cigars. Guest and host helped themselves and each lighted up.

"My goodness," said Childs as he drew the first whiff, "where'd you get these cigars?"

"I get 'em from de sto', suh."

"What did you pay for them?"

"I give 6 cents apiece fo' um, suh."

Childs tossed his weed over the side. "Didn't I tell you to buy good cigars?" he asked disgustedly.

"Yassah, you did, suh—you sholy did. I thought these was pretty good cigars, suh. I give one to Cun'l Roosevelt, suh, an' he put it in his pocket."

For the reassurance of those who do not know, it may be remarked that the Colonel is not a smoker.

The under dog gets a lot of sympathy, but what he wants is help.

When a man's lofty ideas get no higher than highballs, alas!

MEN OF MARK.

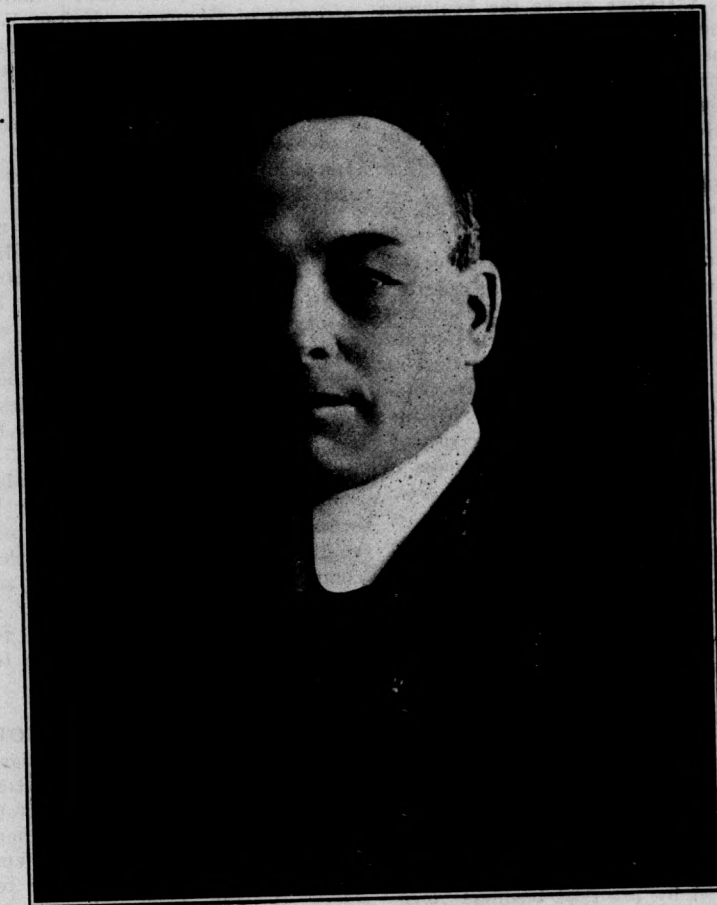
J. L. Marcero, the Detroit Candy and Cigar Jobber.

Joseph L. Marcero was born in New Baltimore, November 13, 1869. His mother and father were both of French descent. The family name was originally spelled Marcereau. He finished his education at the Detroit Business University and the Anchorville Catholic Institute. After leaving school he went to work for the Fairhaven Stave Co. as book-keeper and clerk. From there he went to work for Daniel Scotten & Co. (now Scotten-Dillon Co.) as office man and subsequently as credit man, which position he filled eleven years. In 1900 he started in the wholesale and retail cigar business at Pontiac, with I. A. Bassett. He bought out the partner before the end of the first year and organized a stock company. In March

foremost in all movements for the public good.

Mr. Marcero is exceptionally helpful to all of his associates and assistants and sets a pace which they cannot fail to follow. His hobbies are his family, automobiling and working. In no small measure the wonderful growth of his house is due to featuring the G. J. Johnson Cigar Co. goods, of which his company is Detroit distributor. The Marcero Co. also has the Eastern Michigan agency for the Lowney goods, which are everywhere conceded to be above par. The candy department is under the personal supervision of William H. Moreland.

Mr. Marcero's delightful personality and exceptionally shrewd and keen business qualities have won for him many friends and customers who delight to do business with him and accord him the credit due him for the remarkable success he has achieved.



JOSEPH L. MARCERO.

1909, he engaged in the wholesale candy and cigar business in Detroit, starting with two men. Now he has ten men on the road, six of whom cover the Detroit trade thoroughly, while four of them call on the retail trade in Eastern Michigan. The company occupies four floors and basement at 65 Jefferson avenue.

Mr. Marcero was married in Detroit in 1899 to Miss Frances Thompson. They have two boys and two girls—Thompson, aged 11, Joseph, aged 9, Elizabeth, aged 2 and Ellen, aged 15 months. The family reside in their own home at Pontiac.

Mr. Marcero is a member of the Elks and Knights of Columbus and the Detroit Chamber of Commerce. He is President of the Pontiac Commercial Association and is first and

Marshall Field's Twelve Things to Remember.

The value of time.
The success of perseverance.
The pleasure of working.
The dignity of simplicity.
The worth of character.
The power of kindness.
The influence of example.
The obligation of duty.
The wisdom of economy.
The virtue of patience.
The improvement of talent.
The joy of originating.

The trouble with some people is they have their work in one place and their thoughts in another.

And most of our lunatic asylums are filled with knockers.



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 19, 1914.

THIRTY-SECOND YEAR

The issue of last week completed the thirty-first year of publication of the Tradesman and the issue of this week therefore marks the beginning of the thirty-second year.

The Tradesman is the only trade journal in the United States which has been published for thirty-one consecutive years without change of ownership, editorship or business management.

The Tradesman has little to say at this time regarding the future, except to record the fact that the successes of the past must serve as a criterion for the future. Never was the Tradesman stronger or more secure in its position with the trade than at the present time. It has more paid-in-advance subscribers than at any time in its history and the scope and extent of its advertising patronage is in keeping with the general character of the paper. No trade journal is doing more for its patrons, in a personal way, than the Tradesman. It keeps them in close touch with the movements of markets and the trend of trade. It warns them against frauds and cheats. It posts them on mercantile sharks and political freaks and crooks. It assists them to secure remedial legislation and contributes liberally in both time and money to prevent legislation that would be inimical to the best interests of the trade. It supplies them with wholesome reading matter, almost entirely prepared by practical business men who write from actual participation and experience, instead of from observation or hearsay. No other trade journal contains so large a proportion of original matter as the Michigan Tradesman, which will continue to be in the future—as it has been in the past—unlike any other trade journal.

In this connection the Tradesman wishes to record its appreciation of the generous patronage of its patrons, both subscription and advertising, and to express the hope that the mutually pleasant relations of the past may be continued without interruption or abatement.

THE BOSS BUTCHER.

The Kaiser insists that the Czar—and not himself—is responsible for the present war.

The Kaiser is entitled to the benefit

of the doubt, but history will undoubtedly place the sole blame for the war on the shoulders of the Maniac Monarch.

Whether he is responsible for the war or not, he has violated the law of nations and outraged every theory of fairness and honor by invading little Belgium and making war upon her people. Only a cowardly bully will attack a smaller contestant than himself. In invading Belgium, the Kaiser has voluntarily made his name a hissing and a by-word for time and eternity.

When the Kaiser came into power, more than a quarter of a century ago, it was hoped that he would adopt the paths of peace and make Germany great by other than military methods. Instead of doing so, he developed the war spirit as it has never been developed before, thus forcing every other European nation to create and maintain enormous armies and navies to equalize the constantly vaunted strength of Germany. Kaiser William could have achieved undying fame as the Peacemaker of the World. Instead of doing so, he rather chose to be regarded as the Maniac Monarch and now voluntarily assumes the detested title of the Boss Butcher of the World.

The Kaiser asserts that he will capture Brussels if it costs a hundred thousand lives and that he will capture Paris if it costs a million lives. No monarch has any right to declare war without consulting his parliament and sacrifice a million lives, thus making a million homes desolate and destitute, while he sardonically twirls his mustache in his marble palace in Berlin. In the opinion of the Tradesman the death of a million men by order of the Boss Butcher is only another name for a million murders committed by a crafty, arrogant and mentally unbalanced monarch to satisfy his inordinate ambition for military prowess and his craving for human blood.

NICE MAN FOR GOVERNOR.

There is one town in Michigan which Deacon Ellis will not place in his itinerary to be visited before the primaries. That is a town where lives the remnant of a once proud family which was pauperized as the result of the Ellis bucket shop operations.

This victim was a boy of spotless reputation, the pride and joy of his parents, his relatives and acquaintances, and no man stood higher in the esteem and respect of the people in the vicinity. He filled a high position of trust in the bank, attended to his business with the utmost fidelity and saved his wages until he had accumulated about \$1,500. During his summer vacation with two young friends, he visited Grand Rapids and in an evil hour dropped into the Ellis bucket shop. After watching the "business" for a while he decided to make a bet. He invested \$25 and the next day drew out \$250 as the profits on his first deal. As he was leaving the shop a well-known Grand Rapids business man tapped him on the shoulder and said: "Young man, you

have won. Now you better quit the game while you are ahead of it." "I think I will," was the boy's reply, but before he got out another man, who seemed to be greatly interested in the business gave him different advice: "Young man," he said, "You are lucky. If I had your luck and your money I'd bust this concern."

Before leaving the city the victim decided to take another chance. He made a bet and lost and lost again until the bucket shop proprietor had all of his first winning and as much more and he went home, broke, with the idea that he could come back and recover his money.

About this time the banker went to Europe for a short tour, leaving the son in charge of the bank, with the utmost confidence in his integrity and ability to manage affairs. Then the son tried to get even with the bucket shop. He took a chance and won. Then he lost and then plunged deeper. The result of his operations is an old story. He won occasionally but lost more frequently, and in larger amounts, until all his savings had disappeared in margins. Then he "borrowed" from the bank and continued his efforts to get even. When the father returned the son owed the bank thousands of dollars and as he was unable to pay, the father had to put it up in order to save the bank and to keep his son out of prison. To make good it took nearly all of the father's property, but he pulled through and then tried to recover from George E. Ellis through the courts. He produced checks aggregating \$8,000 or \$9,000 drawn to the order of George E. Ellis and paid from the bank's funds. The total loss to the father was \$35,000.

The loss of the \$35,000 was not the worst result in this case. The son, brooding over his disgrace and observing its effect on his parents, became morose and lost his mind. He was adjudged insane. A few months ago he was sent to the asylum at Traverse City and is there yet, with little, if any, hope that he will ever regain his reason. A sister was driven to her grave by grief and the mother has become blind through constantly weeping over the misfortunes of her son.

And George E. Ellis, more responsible than any other man for this case and many others of a similar nature, not only in Grand Rapids, but in other parts of the State, has the nerve to ask the Republicans to nominate him for Governor! And, further, he is using the profits of his bucket shop operations to induce the people to gratify his cheeky ambition.

GERMANY'S REAL AMBITION.

There have been so many guesses as to the purpose of the Germans in the present war that it seems strange that no one has hit upon the obvious one. It is idle to suppose that any German, in his right mind, has thought that a German army could reach Paris, or even penetrate very far into France. It is preposterous to suggest that they ever really believed that, in a general war, Germany could whip the remainder of Europe. But it is well within the

bounds of reason to suppose that she could hold her own territory against the invading armies of the whole world.

It is well known that the rulers of Germany have long wanted Holland. But the Eastern provinces of Belgium are as thoroughly Germanic in blood and traditions as Holland itself. Moreover, if Germany should seize and hold the Eastern half of Belgium it would make the position of Holland intolerable, and it would be only a question of time until Holland would become a part of the German Empire.

From this point of view, it looks as though Germany would be able to carry on a cold-blooded and perfectly definite policy. She can hold her own frontiers against the rest of the world. Her fleets can protect themselves by remaining under the shelter of the coast batteries. If she is able, in the present movement, to fortify a large army in Eastern Belgium, she can sit still and defy the allied Powers of Western Europe. Eventually, when negotiations for peace are opened, she will still be in possession of the Eastern half of Belgium and of Luxembourg. If she can develop a diplomat of the caliber of Bismarck, she will succeed in adding these provinces, and perhaps Holland also, to her Empire.

THE RISE IN PRICES.

Sentiment is running the speculation in wheat. It is based on war. A good percentage of the trading is based, in the language of the trade, on "prices rather than conditions." The strong belief is, that there will have to be high prices, owing to the war in Europe—not only in wheat, but in pretty much all commodities. Wheat, being the bread supply, attracts the greatest attention, and the extreme advance over the season's earlier prices, thus far, has been a little over 20 cents a bushel. Yet, even at present prices, with May deliveries over \$1, it is not regarded as high. Should the war continue and no export outlet secured, it is not expected that prices will hold.

Corn and oats are regarded as a domestic proposition. Corn is selling the highest in years at this season, September having crossed 80 cents. Cash corn is at 5 to 7 cents premium. It is higher than the majority of traders have ever seen it under legitimate conditions; but the prospects are that the growing crop will be short. Owing to last year's Southwestern shortage, there is surplus of old corn, and increased consumption of oats and wheat is expected. Oats are selling at less than half the price of corn, and are being taken by the East for feeding purposes as a substitute.

On two separate occasions within the past two months, the Department of Agriculture has publicly and officially advised farmers not to sacrifice their grain and produce because of the large crops. By following their advice, farmers have greatly helped to strengthen market values. Now that prices are up, Congress is starting an investigation into the cause for high prices.

Our New Sample Rooms Are Ready

Five thousand feet of Sample Display room filled with New Seasonable Goods

Our opening will be from August 20 to August 30, and during those dates we are going to give a special discount of ten per cent. on all stock goods if paid within ten days from date of invoice.

In addition to the above we will have many special and short end job lots at especially low prices. All salesmen will be in the house during this sale. We hope to meet you during the above dates.

.....SPECIAL PRICES ON.....

Rubber Bands	Paper Clips	Tally Cards	Paper Fasteners
Base Ball Goods	Dolls	Guest Cards	School Supplies
Paper Bags	Envelopes	Whistles	Tooth Picks
Shaving Brushes	Erasers	Photo Envelopes	Tape Measures
Tooth Brushes	Harmonicas	Waxed Paper	Thermometers
Bill Folds	Inks	Felt Pennants	Thumb Tacks
Vanity Boxes	Mucilage	Felt Pillow Tops	Gummed Tape
Ladies' Handbags	Jack Knives	Crepe Paper	Price Tickets
Stenographers' Note Books	Key Rings	Shelf Paper	Tablets
Statement Blanks	Cigar Lighters	Paint Outfits	Post Cards
Composition Books	Letter Openers	Pencil Clips	Post Card Racks
Blank Books	Tweezers	Pen Clips	Post Card Albums
Cash Books	Scissors	Coin Purses	Photo Albums
Time Books	Nail Files	Pen Points	Bibles
Hair Brushes	Safety Matches	Pen Holder's	Books, Fiction
Bag Tags	Match Vending Machines	Playing Cards	Order Books
Box Papers	Pocket Mirrors	Lead Pencils	Receipt Books
Correspondence Cards	Sheet Music	Poker Chips	Prescription Books
Drinking Cups	Paper Napkins	School Rulers	Bathing Caps
Carbon Paper	Nut Cups	Marking Tags	Palm Leaf Fans
Letter Clips	Party Favors	Pin Tickets	Wrapping Paper

Will P. Canaan Company

5 and 7 Ionia Avenue, N. W.,
Grand Rapids, Mich.



How an Iowa Town Won Out.

In the Northeastern part of Iowa there is a town which is one of the most pleasant little places you can find in a day's journey. From a business standpoint, this town compares more than favorably with many others much larger. It possesses a number of well conducted stores with well assorted stocks. The retailers are prosperous and enjoy an increasing trade. The business streets are paved and well lighted. Improvements of many sorts are constantly being made.

When you leave town and visit among the farmers you travel over good roads, and as you stop at the homes of these farmers you find them progressive, using modern machinery of all kinds where it can be employed to advantage. In your talk with them you soon note that they think well of their community, their home town, themselves, their fellow citizens, the business and professional men of their town. They have a good word to say of everything and everybody. There is a feeling of good fellowship and friendship between the people in town and the folk on the farm which does one good to notice.

But conditions were not always as happy as this. There was a time when relations were not particularly pleasant. The retailers were bickering among themselves. The farmers had the impression that they had no interests in common with the people in town. There was a spirit of unrest and dissatisfaction in the air. The town was—if not actually going back—at least making no progress.

Happily for the town and the community there was one man who was not content to let things drift. His father had established a prosperous dry goods business many years ago and upon his death it had come into the possession of this young man.

Mr. Eifert had served his apprenticeship in his father's store, but had been away from his home town to see how business was done in other places, and when he returned to take charge of the management, he soon saw that he wasn't doing as much as he felt should be done with such a stock as he carried. He was also sure that his competitors were considerably short in selling up to the capacity of their stocks as compared with what he had found in other towns.

Then he began to look into the underlying conditions and learned that many of the townspeople as well as the farmers sent away for goods. Now, he knew that in his line at least there was not enough

margin between the manufacturing cost and the prices quoted by the mail order houses to provide for a profit to these concerns on the items used by them as leaders, so he figured that in order to make up for their losses on these items they must add a great deal of profit on such items as were not so well known, and upon investigation—by making actual purchases—he made sure that his argument was right.

He told of this experience to a shoe dealer and suggested that he make the same experiment. The shoe dealer did so, and found the same result. On staples the mail order houses prices were low, but when it came to better quality their prices were quite a bit higher.

Another of his friends sold furniture, and he went to him with his story, again suggesting that prices and qualities be compared—with the same result.

These three men then decided to enter upon an active campaign of education, in order to demonstrate to the people in and around their town that, on the average, they could and did sell as good merchandise at prices which would compare favorably with those of the mail order houses.

Their first step was to interest some of their competitors, which was done by personal talks, first telling of what they had found out about the values and prices and then stating it as their opinion that by getting together and discussing various schemes and ideas they would be able to work out a comprehensive plan of action which would make it possible for them to accomplish much greater results than if each man were to go ahead "on his own hook."

By the time they had talked with a dozen of the other retailers they came to the point where the organization of a commercial association was thought advisable and feasible, and every retailer and banker was invited by personal call to attend a meeting at which the experiences of the three "originals" were told, and the plan outlined by which it was hoped to counteract the onslaught of the mail order houses.

The first step in the campaign was to arrange for a monthly "Bargain Day." The first Monday of each month was chosen, and advance announcements were made in local papers, stating that on that day every store in town would make special offerings of thoroughly reliable merchandise, and also that anyone who had anything to dispose of—whether produce or second hand goods of any sort, or horses and cattle—might

FALL DRESS GOODS

SPLENDID VALUES — GOOD ASSORTMENT



Serges to retail at . . . 25c to \$1.00 per yd.
Shepherd checks to retail at 20c to \$1.00 per yd.
Dress Flannels to retail at 25c and 50c per yd.
Plaids to retail at . . . 15c to 50c per yd.
Suitings to retail at . . . 25c and 50c per yd.

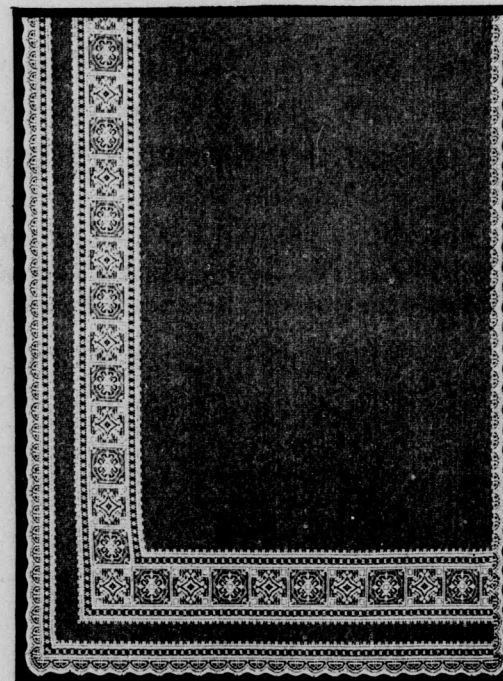
Broadcloth, and others, a line that is well worthy your careful consideration.

PAUL STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.

NEARLY EVERY MERCHANT



Will at this time of the year find that his stock of lace curtains and curtain nets needs replenishing. Take a look at some of the new numbers just received and of which our salesmen are showing samples.

We feel quiet sure you will book an order because the values shown are exceptional.

Grand Rapids Dry Goods Co.

Exclusively Wholesale
Grand Rapids, Michigan



A Good, Strong,
Medium-Priced Line

Buffalo Trunk Mfg. Co.

MANUFACTURERS OF

TRUNKS, BAGS, SUIT CASES

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

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

Write for Catalogue

bring it to town and have it sold by an expert auctioneer for a nominal charge. The business men would provide the auctioneer and the facilities for displaying and caring for such articles and animals as were brought to the market to be sold.

Each retailer was allowed a certain space in the "Bargain Day" advertisements which took up a full page in the newspaper. Reprints were made and mailed to every one on the rural routes for about ten miles around, 2,000 being used.

In addition, some of the retailers published individual advertisements, so as to draw attention to such other items as they wished to emphasize.

The result was that there was a much larger number of farmers in town on the first Bargain Day than there had been on any Saturday or any other time. Horses, cattle, poultry, vegetables, furniture, machinery, were brought to the auction and disposed of at fair prices to both buyer and seller. The business done by the retailers was excellent.

A special feature of the day was the closing of the stores, for one hour at noon, at which time a meeting was held in the biggest hall and the object of the Bargain Day thoroughly explained. It was promised that for the following months each Bargain Day would offer just as attractive values, and that the retailers would do everything in their power to make it to the advantage of the farmers to attend these monthly gatherings, either as buyers or as sellers, or both.

Before the meeting closed there

was a short address on "Community Interests" in which the speaker brought out the necessity for co-operation between the various classes of people in the locality. He drew attention to the fact that the prosperity of the community depended on the town as much as on the fertility of the land. That without a prosperous, live town the surrounding country would fail to yield its full quota of prosperity to the owners of the land. He showed how a dollar spent with a local retailer traveled through many hands in town—each time leaving a profit with some one in that town which was used to buy the things the farmer produced—while a dollar sent away for goods that could be obtained there did not leave anything—either for the retailers or the other townspeople and therefore cut that much off their buying power.

At a later meeting the mail order buying was gone into at considerable length. Examples were shown of purchases which had proven unsatisfactory. Cases were cited where higher prices had been paid to mail order houses for articles that could have been obtained in the local stores without having to wait or sending the money in advance.

In this manner, through these talks and through the auctions, as well as other ways of providing accommodations, such as rest rooms, light refreshments and lunches served in halls to those who did not care to go to the restaurants, there was soon established a much more cordial feel-

ing between the townspeople and the farm folk than had ruled before, and little by little the sending away for goods stopped until a year ago when the writer visited the town, he was told that less than one-fourth of the amount that formerly was spent with the mail order houses now found its way to these concerns.

How did it come about?

First, because one retailer convinced himself that he was actually able to compete with the mail order houses, for unless a retailer believes that he stands an even show he may as well give up; no man can make a successful fight if he hasn't faith in himself.

Second, this retailer was not foolish enough to think that he could win the fight single-handed, but he sought and won the co-operation of his competitors—because he knew that he could compete successfully if conditions were even.

Third, these retailers made it an object for the people whose trade they sought, to come to town, and when the people came the retailers proved that they were in a position to serve them to at least as good advantage as any outside concern, and that by dealing with the local retailers the customers helped to build up their home town and thereby added to their own opportunities for gaining greater profits and returns from their labors.

There was no bad feeling, no harsh criticism, no calling names, no accusing of bad faith—just a simple heart-to-heart discussion of the things in which both parties were vitally in-

terested, and when the farmer once was convinced that the townspeople were not only in position but anxious to co-operate with him to improve conditions in the community they felt in honor bound to do their share.

The farmer is made of just the same kind of clay as the business man. He is prone to the same mistakes and errors as the man in town. But he is also open to conviction and when convinced that the townspeople have his interest at heart, he is always willing to reciprocate.

There isn't a community in this broad country of ours where a true "Community Spirit" cannot be established and maintained if the men who are in position to do so will only take the lead—and the men who should do this are those who, in their daily dealings with the farmers, have an opportunity to influence them one way or another.

The retailers, the bankers, the professional men, the newspaper publishers—these are the men who are directly responsible for the conditions of their town.

It is up to them.

A. Geo. Pederson.

High minded people do not have to become airship chauffeurs in order to prove it.

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

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

This Coupon Starts a Bargain Sale

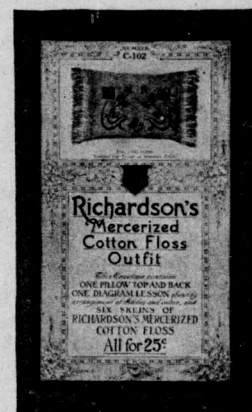
Put your name and address in the bargain sale coupon and send it in to us today. As soon as we get it we will start the RICHARDSON PLAN working for you. That means that the bargain day crowd will come to your store. It has been tried out time and time again and is a proved winner. Dealers everywhere are enthusiastic.

The Richardson Plan

is one of the strongest sales promoting forces ever devised for the retail merchant. It starts a bargain sale and makes the customer come back for additional purchases. Your profit on the subsequent sale of Richardson's Mercerized Cotton Floss is 100 per cent. Each embroidery outfit package contains 1 Pillow Top, 1 Pillow Back, 1 Illustrated Easy Diagram Lesson and 6 skeins of Richardson's Mercerized Cotton Floss. If your customer bought each article separately, they would probably cost her 50c. You sell these outfits at 25c each. They cost you but \$2.00 a dozen. It has been the experience of thousands of merchants that these outfits sell more readily than any other 25c article in the store.

But this is only the start of the Plan. Every woman who buys one of these bargain outfit packages must come back to your store again. There is not enough floss in the package to finish the design and the colors she needs are specified in Richardson numbers. You have just the colors she must have in your cabinet. Besides, she needs hoops, needles, fringe, and other accessories.

The merit of this great sales force has been proven. We have yet to find the dry goods merchant who will not endorse it—once he gives it a trial. Let the Richardson plan work for you.



Reproduction showing the attractive package

SEND THE BARGAIN SALE COUPON



10 In. High
16 1/4 In. Wide
18 In. Deep

Grand Rapids Dry Goods Co.,
Grand Rapids, Mich.,
MICHIGAN DISTRIBUTORS

This is the Cabinet we give you free

Look at the small order on the coupon. It is large enough to start the Richardson Plan working for your store. The embroidered pillow which we include is a clerk who works night and day. It costs but \$2.25 and never stops working for you until somebody buys it for \$5.00. Fill out the coupon and send it in to us at once. Start the Plan working. Every day that you haven't it working for you, profits are slipping away. Send in the bargain sale coupon.

Richardson Silk Co., Desk 96
305-9 W. Adams St., Chicago
906 Broadway, New York

Richardson Silk Co. Desk 96 305-9 W. Adams St., Chicago 906 Broadway, New York

Gentlemen:—Please ship at once via your special assortment in accordance with your introductory offer below:

	Cost	Sell	Profit
3 doz. Pillow Top Outfits	\$ 6.00	\$ 9.00	\$ 3.00
1 doz. Library Scarf Outfits to match Pillows	4.00	6.00	2.00
8 1-3 gross R. M. C. Mercerized Cotton Floss	15.00	30.00	15.00
1 Embroidered Pillow	2.25	5.00	2.75
1 Piece Fringe No. 503	2.00	3.00	1.00
1 Electro	FREE		
1 Cabinet for Floss (see illustration)	FREE		
1 Slide for Motion Picture Show	FREE		
1 Display Sign	FREE		
1 Catalog	FREE		
	\$29.75	\$53.00	\$23.75

If everything is not as represented the above order may be returned at your expense and we will receive full credit.

Name

Address



Probably no financial center has confronted the conditions created in the world of finance and industry with greater tranquility than Grand Rapids. Diligent enquiry fails to reveal any spots that need occasion apprehension. The seriousness of the situation, as affecting the size and character of our banking, investment, manufacturing and mercantile activities in the future is fully realized; but as yet there is no evidence of inability on the part of those engaging in these activities, as a class, to adjust themselves to the new conditions. Local brokers, although they have made little money the past year, appear to be able to take care of themselves; no weak spot has shown itself in this quarter. The banks, to quote one of them, are taking care of their customers as if nothing had happened. They entered into an agreement not to loan money for speculative purchases, but to see that funds are available for payrolls and the regular requirements of their customers.

A. E. Stoddard, of Lansing, has brought action to have Dwight Backus, formerly cashier of the defunct private banking institution at Potterville, removed as administrator of the estate of the late Isaac Mosher, and it is said Backus will not contest the action. Stoddard's two children are the sole beneficiaries of the estate and he claims inasmuch as Backus is insolvent, it is to the welfare of the estate to name someone else. Backus' bond is signed by Robert Gregg, who is fully responsible, but it is stated the erstwhile Potterville banker will turn over the fund to Probate Judge Lewis J. Dann when the day of hearing is reached and ask to be relieved from further responsibility. The estate shows about \$1,800 on hand, which is in a good mortgage loan.

Will Y. Templeton has been elected Assistant Cashier of the State Savings Bank of Ionia, to succeed to the vacancy caused by the resignation of Alex Robertson at the branch bank.

The quick action by the Federal Reserve Board at its first formal session last Thursday in disapproving the plan put forth by a few New York bankers to count National banknotes as reserve, and the reported suggestion by the Board that the Controller of the Currency, under present conditions, should take no action against banks holding less than the required 25 per cent. cash reserve, lend interest to the question, what the Board can do in times of financial crisis

to relieve the strain upon the banks.

The Board could not have done otherwise than turn down the proposal to permit the banks to count National banknotes as reserve. Experienced bankers opposed the plan from the start, on the ground that it was revolutionary and uncalled for, since the National Bank act leaves it wholly to the discretion of the Controller of the Currency whether to proceed against a bank having less than 25 per cent. cash reserve or not. The law says that the Controller may proceed against a deficit bank, but in no place does it say that he must proceed. For that reason it was natural for the Board to suggest that the situation be met by following the procedure of 1907. In the last ten weeks of that year the New York banks reported a deficit every week, but the Controller took no action whatever.

Although there have been rumors that the regional banks would be organized next month, there is little likelihood that the Board will attempt to establish the new system so long as the banks were on a clearing-house loan certificate basis and emergency currency was being used. As soon as the new currency system is established the member banks in addition to whatever public deposits they may have to surrender will have to pay over to the Federal Reserve Banks \$114,500,000 reserve money and \$17,800,000 for the first installment on subscriptions to Federal Reserve Bank stock. No such operation as that could be conveniently financed in a troubled money market. But after the change is once made, there are many things that the Federal Reserve Board can do to help a stringent money market.

The new law gives each Federal Reserve Bank authority to establish discount rates for each class of paper subject to review by the Federal Reserve Board. By advancing its discount rate, with the approval of the board, a regional bank, in time of stress, could make it more difficult for international bankers to export gold since a rise in money rates leads almost invariably to a decline in foreign exchange rates. This decline in exchange might easily make gold exports difficult. Such an expedient has been availed of frequently by the Bank of England when foreign exchange has advanced nearly to the gold-exporting point. It would probably have been of little service in this crisis, however, owing to the unprecedented rise in exchange and the

The Old National Bank

GRAND RAPIDS, MICH.

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

The disposal of one's property after death, whether by will or under the law without a will, is a subject which most mortals dislike to consider, and is often carelessly provided for or shunned altogether.

The incident is not uncommon of a competent inheritance, the fruit of a lifetime of toil, ability and sacrifice, being swept away by ignorance in drawing a will or the selection of a dishonest or incompetent executor, or failure to safeguard the share of a spendthrift child.

Do not make this error. Avail yourself of the facilities offered by this company and appoint it executor or trustee.

GRAND RAPIDS TRUST COMPANY

123 Ottawa Avenue, N. W.

Grand Rapids, Mich.

Fourth National Bank

Savings Deposits

3

Per Cent
Interest Paid
on
Savings
Deposits

Compounded
Semi-Annually

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

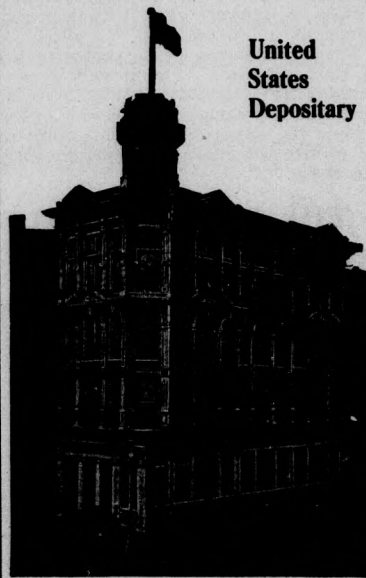
United
States
Depository

Commercial Deposits

3½

Per Cent
Interest Paid
on
Certificates of
Deposit
Left
One Year

Capital Stock
and Surplus
\$580,000



offer of special inducements by European banks to attract the gold.

But it would have been of great benefit to the banks just now had they been able to rediscount their paper with the regional banks as the new law provides. Section 13 of the law permits a Federal Reserve Bank "upon the endorsement of any of its member banks" to discount notes, drafts and bills of exchange "arising out of actual commercial transactions." Such bills to be rediscounted must have a maturity of not more than ninety days.

The Federal Reserve Board has supervision, however, over regional banks and their discount transactions. Had the New York banks been able to rediscount their bills before tension became acute, it is doubtful whether they would have been forced to apply for the \$50,000,000 emergency notes which they have taken out. Interior banks by rediscounting with their regional banks would not have found it necessary to call on their New York correspondents for the accommodation that they have secured since the European crisis developed.

In an emergency, as a last resort, the Federal Reserve Board is given authority "to suspend for a period not exceeding thirty days, and from time to time renew such suspension for periods not exceeding fifteen days any reserve requirement specified in this act." This may be compared with the suspension of the Bank Act in England, and applies to reserves of both member banks and Federal Reserve or regional banks.

While the country waits for a comprehensive plan of rural credits, a bank in Alabama has taken a novel step in the direction of assisting the farmers in the neighborhood. One of the needs of the agricultural community there has been more and better cattle. In order to accomplish something in supplying this deficiency, the First National Bank of the town of Stevenson has bought a carload of high-grade cattle and sold them to farmers in the vicinity at actual cost. Moreover, it has made it easy for the farmers to assume this expense by taking their notes for one and two years at a low rate of interest. Any look of philanthropy about this transaction is superficial, as in the opinion of local observers the bank could hardly have done anything that would have contributed more to the growth of the financial resources of the district. The Agricultural Department at Washington has made investigations that have shown the possibilities of this industry.

"It has been notable," remarked a Detroit banker, in whose city a limit was put on currency withdrawals, "with what philosophy the people accepted the banks' order. No one complained; no one seemed alarmed; business went on as usual, and events have proved that we need not have taken the precaution. The experience of 1907, costly although it was,

served a great purpose in educating people. That crisis, and the campaign of education carried on in connection with the enactment of the new Currency law, has taught bank customers very much, and they are no more inclined to fear the exigencies of affairs. With this attitude among the people, I look for continued calmness, an adjustment to conditions, without any material excitement, and with trade going on moderately but in sound lines."

Quotations on Local Stocks and Bonds.

Public Utilities.	Bid.	Asked.
Am. Light & Trac. Co., Com.	310	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
Holland St. Louis Sugar	3	4
Michigan Sugar	35	40
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%		89
bonds		
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	197	202
Peoples Savings Bank	250	

August 19, 1914.

He Should Worry.

They tell the grocer he is doomed,
"Cause, like birds of one feather,
Producer and consumer have
Resolved to get together.
He should worry!

The chain-store systems stretch afar,
The parcel post is booming,
And M. O. trade is growing fast,
The retail grocer dooming.
He should worry!

His faults are many, so he's told,
He's foolish and he's lazy,
And even when he does his best
His prospects are too hazy.
He should worry!

He still, however, plugs along,
The careful housewife suiting,
His critic is the chap that's wrong
And needs the forceful booting.
HE should worry.

E. R. Quigley, grocer, Clinton: "I cannot possibly get along without the Tradesman."

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

GRAND RAPIDS SAVINGS BANK

Kent State Bank

Main Office Fountain St.
Facing Monroe
Grand Rapids, Mich.

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

Resources
8 Million Dollars

3½ Per Cent.

Paid on Certificates

Largest State and Savings Bank
in Western Michigan

**THE SIMPLEST
SAFEST**
way to get 6%
is in the bonds we sell
\$100.00 \$500.00 \$1,000.00
The security is the same
Tax exempt in
Michigan
The Michigan Trust Co.

United Light & Railways Co.

H-S-C-B

H-S-C-B

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

Howe, Snow, Corrigan & Bertles

Citizens 4445 and 1122
Bell Main 229

Grand Rapids, Mich.

Fifth Floor
Mich. Trust Bldg.

THE PREFERRED LIFE INSURANCE CO. OF AMERICA OFFERS

OLD LINE INSURANCE AT LOWEST NET COST
WHAT ARE YOU WORTH TO YOUR FAMILY?
LET US PROTECT YOU FOR THAT SUM

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



Grand Rapids City Banks

Put the convenience and quick service of the largest Transit Department in Western Michigan and the security of its strongest banks behind your accounts.

STATEMENT OF CONDITION

Capital Stock	- - - -	\$ 1,200,000
Surplus and Profits	- - - -	562,681
Associated Resources	- - - -	10,585,404

**GRAND RAPIDS NATIONAL CITY BANK
CITY TRUST AND SAVINGS BANK
GRAND RAPIDS, MICH.**



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.

Need for a Federal Cold Storage Act.

The cold storage industry as applied to food products, while of comparatively recent origin, has already become a necessity. It is an industry which has greatly benefited the consuming public, both by conserving perishable foods and by lengthening the season of such foods.

A very large proportion of the foods held in cold storage get into interstate commerce and therefore properly come within the jurisdiction of the Federal Government. Therefore, if any laws regulating cold storage are needed, a Federal law should be enacted. There are cold storage laws now in force in a number of states. Some are excellent; others contain provisions which are bad, in that they place burdensome restrictions on a legitimate industry without corresponding benefit to the consumer.

The greatest objection which can be made to the cold storage laws of the different states is their lack of uniformity, and the promotion of uniformity in state laws will be one of the most beneficial results of a Federal law, when enacted. The varying time limits of storage in different states are the cause of considerable confusion. In New Jersey eggs may be kept in storage for ten months, but when removed at the end of that time they may not legally be sold in Pennsylvania, where the time limit is only nine months. But these eggs may safely be sent to North Dakota, where the time limit is twelve months. Beef, which may be stored in New Jersey for ten months, cannot be taken to Pennsylvania after it has been kept in storage four months, because the Pennsylvania limit for beef intended for sale in that State is four months. But the Pennsylvania dealers may ship into New Jersey and sell beef which they have kept in storage in their own State for ten months. If beef which has been stored in New Jersey for ten months is good food in New Jersey there is no reason to suppose that when it crosses the river into Pennsylvania it will suddenly become bad; and if the same beef can safely be sold after twelve months' storage in North Dakota, there is no good reason for the ten months' limit in New Jersey.

The weight of evidence seems to show that almost all food products, if properly prepared for cold storage, can be held for longer periods of time without becoming unwholesome than is commercially economical. There is, therefore, no real necessity for fixing a time limit for storage to protect the public health.

The cold storage legislation at present in force is the result of a popular prejudice against cold stored food, which has no foundation in fact but has been fostered by the marketing methods heretofore in vogue, which have prevented the consumer from knowing that he was getting sold storage food. Prejudice dies hard, and it will take years of education to eradicate this. No article can be marketed in a manner involving deception without coming into general disrepute. This is well illustrated in the case of oleomargarine, a perfectly wholesome and proper food, which is avoided by a great many people because it has been, and still is, constantly offered for sale as butter. When cold stored foods are sold for what they really are the purchasing public will purchase cold storage foods strictly on their merits, and this, I believe, will result in great benefit to the industry.

Five years ago we knew very little about cold storage. We have still much to learn, but one fact has been well established. The quality of an article of food depends not nearly so much on the time it has been stored—proper conditions of storage being assured—as on its condition when placed in storage and on the treatment it receives after it comes out. Inspections is not enough. In order that the present enormous waste of good food, due to improper methods of preparation for storage, may be checked, a widespread campaign of education must be inaugurated. Much has already been accomplished along educational lines by the Government, but a large part of the supervision necessarily devolves on the states.

All of the cold storage laws provide that goods which enter cold storage shall be marked with the date of entry. Most of them also require the date of removal to be marked on them or the packages containing them. The latter date is the more important of the two. It may be of interest to the purchaser of cold storage food to know when it went into storage. He is certainly entitled to know it if he wants to, but it is very important that he should know the date when it came out, because this will enable him to draw

The Vinkemulder Company

Jobbers and Shippers of
Everything in

Fruits and Produce

Grand Rapids, Mich.

Write or wire us when ever you have

POTATOES TO OFFER

LOVELAND & HINYAN CO.

236-248 Prescott St.

Grand Rapids, Mich.

We have seed potatoes to offer in local lots

When in the market to buy or sell

FIELD SEEDS

Call or write

Both Phones 1217

MOSELEY BROTHERS

Grand Rapids, Mich.

Huckleberries, Sweet Cherries

Want regular supplies. Correspond with us.

M. O. BAKER & CO.

TOLEDO, OHIO

Try F. J. SCHAFFER & CO.

Eastern Market Detroit, Mich.

EGGS AND LIVE POULTRY

WRITE FOR QUOTATIONS

IN Price--Quality--Service

WE EXCEL

Send your orders to

Michigan's Leading Fruit House

M. PIOWATY & SONS

Grand Rapids, Michigan

BRANCHES

Muskegon
MICH.

Lansing
MICH.

Battle Creek
MICH.

South Bend
IND.

Satisfy and Multiply

Flour Trade with

"Purity Patent" Flour

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

Watson-Higgins Milling Co.

Merchant Millers

Grand Rapids

::: Michigan

Use Tradesman Coupons

some conclusion as to its quality at the time of purchase.

In some of the state laws, such as the New Jersey law, it is further required that if foods have been stored in other states the date of original entry into storage shall also appear on the package. Our experience has shown that it is absolutely impossible to enforce this provision. We cannot go to Kansas, or Minnesota, or Illinois, or Texas and compel the warehousemen to mark their crates of eggs to comply with our law. Nor is it either reasonable or just to refuse entry into storage in New Jersey of perfectly good eggs simply because some one without the jurisdiction of the State has neglected to comply with a law which is not binding on him. The only way possible to compel the marking of foods which go into interstate commerce with the date of original entry into storage is by Federal enactment.

A number of attempts have already been made to have Congress enact a cold storage law, but have failed because of the character of the legislation proposed. The cold storage warehousemen recognize the advantages of reasonal Federal regulation, and, I am sure, would welcome the enactment of a Federal law which would throw all possible safeguards around the interstate traffic in cold stored foods. They very properly object, however, to measures which hamper their business without benefiting the consumer. And it is such measures as these which have heretofore been presented to Congress. There is no doubt that a reasonable cold storage bill if presented to Congress to-day would meet with little opposition.

What should such a bill provide? The principles upon which it should be based have been already embodied in the model cold storage act prepared by a committee of this organization and also in a very similar act prepared by the commissioners on uniform state laws. It will provide for the proper marking of cold stored goods entering interstate commerce. It will prohibit the transportation of cold stored foods which are not in proper condition or not of proper quality to be placed in storage, or which may be decomposed or otherwise unfit for food. It will probably fix a time limit for cold storage and it will not attempt, as the Heyburn bill did, to regulate those phases of the cold storage industry which do not properly come within the Federal jurisdiction. Such a law as this would be a benefit to the consumer, because it would enable the states to really enforce their own acts, and it would be a benefit to the industry by helping to remove some of the inconsistencies and incompatibilities of our state laws.

H. B. Fitz-Randolph.

Food Commissioner of New Jersey.

Eggs for Poaching.

There are "strictly fresh eggs" offered for sale in the city markets that have no right to that name. A produce dealer said one day to a newspaper man that for twenty years he had lived in the city, and did not

know the taste of a really fresh egg until he moved out where he could keep hens himself. Any quantity of eggs that are put into the refrigerators in good condition, especially April receipts, are, after several months storage, taken out and sold as fresh. Even the best grocers that cater to the fancy trade, handle them, and most people don't know the difference. There is one purpose, however, that they will not do for, and that is poaching. If at a hotel you get a poached egg that does not break and holds its shape well, you may be reasonably sure that it is fresh. A commission merchant said that dealers often come to him for eggs that will poach, and he has to refuse them, for he knows that even the best of held eggs will not be satisfactory. It is amusing to note customers at moderate-priced hotels and restaurants asking for poached eggs and getting them fried or scrambled. The waiter claims to be very sorry, but understood the customer to give the order in that way, and in most cases the man will not care to send them back and wait for another order. The real trouble was that the cook did not have any eggs that would poach properly.

M. K. Boyer.

Must Denature Shipments of Spoiled Food.

Washington, D. C., Aug. 20.—The U. S. Department of Agriculture has issued a ruling which hereafter will require any spoiled food to be denatured before it can be shipped into interstate commerce.

This will permit the shipment of spoiled eggs for use in tanning, and other spoiled substances for the making of fertilizer, or oils or greases used in machinery, but will require them to be treated with salt, kerosene oil, or coloring matter or in other ways so that they cannot possibly be used for food. The denaturing substances to be required will not interfere with the use of the filthy, decomposed or putrid animal or vegetable substances in the manufacture of nonedible products for use in the technical arts, but will be of a nature that will absolutely prevent the converting of the substances into products that could, by any chance, be eaten. This is on the analogy of the denaturing of grain alcohol for use in the arts.

To Drum Up Our Trade.

Washington, Aug. 17.—To maintain and extend the export trade of the United States in South America, the Department of Commerce is about to establish a permanent and traveling force there.

Four of the commercial attaches for whom provision was made by recent legislation will be assigned to Rio de Janeiro, Buenos Ayres, Santiago and Lima, and it is hoped to have them at their posts by October 1. In addition, six traveling commercial agents will be sent to South America to cover all the commercial areas of that continent.

We earnest commend those men who are too busy making good to nurse a grouch.



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.

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.

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.

HOWE
SNOW
CORRIGAN
AND
BERTLES

INVESTMENTS

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

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

A fine hardware location for sale. Agency for Sherwin-Williams paints. Osborne farm implements. A money maker for any man who wishes to follow the hardware business.

Have an Electric Coffee mill and grocery fixtures for sale. Also a farm bargain.

E. D. COLLAR,
Cadillac, Mich.

GOOD GOODS

All goods packed by, or for, our Company are of the highest grades of quality that we can find in the world's markets, and our name on any package is a guarantee that our expert buyers have procured the best there is for our customers.

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo

THE PROMPT SHIPPERS

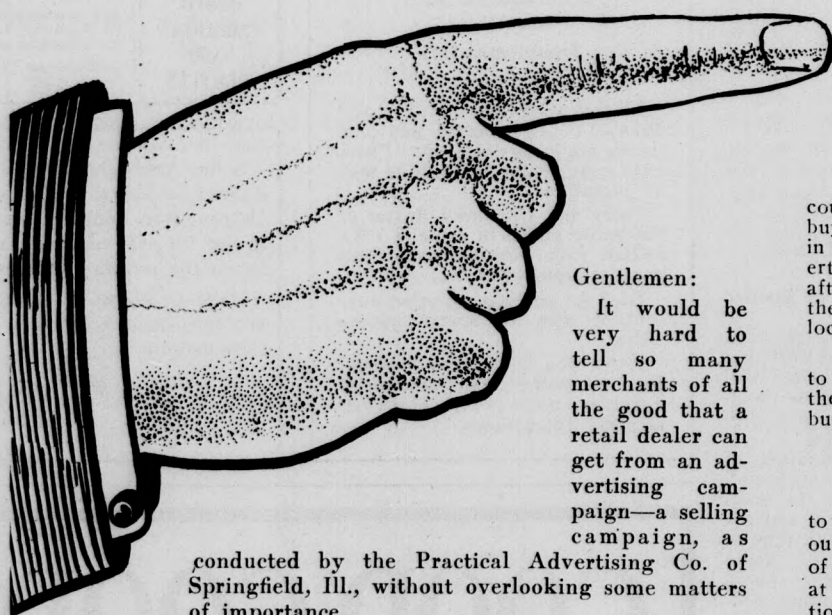
"Our gain in sales from March 1 to October 1 is \$6,395.00, which we consider good considering poor crops here."—A. A. Kuhne, Troy, Mo.

"You need not worry, the Practical Advertising Co., will do more for you than you will do for yourself, that's my experience."—J. H. Boyer, Farina, Ill.

"Since my Booster Club Campaign I have quit selling merchandise on credit—it's all cash now."—Joe Esh.

The Message of Joe Esh

Building A



Gentlemen:

It would be very hard to tell so many merchants of all the good that a retail dealer can get from an advertising campaign—a selling campaign, as

conducted by the Practical Advertising Co. of Springfield, Ill., without overlooking some matters of importance.

But I have been asked to tell you about the success of the Boosters Club Idea, and it is most natural that I tell you of its success in my own store.

To say that it was a success is the shortest way of stating the fact, but a mere statement, without giving some of the details that go to make the success of the whole plan, would be doing the proposition a grave injustice.

In the first place, the Practical Advertising Co. send an organizer to a merchant's store who finds out the conditions maintained in his community, and organizes what is known as the Booster Club to carry out the advertising and selling campaign in such a thorough way that if the merchant will follow the program, as supplied to him, there is absolutely no chance of anything but a remarkable success—an increase in business—a world of new customers—a lot of old accounts collected—a business on a permanent money-making basis.

At Carlock we opened up our campaign on April 3rd, just a little more than three years ago. We were having a hard time of it, just as I know a great many other merchants are having. We were bucking up against the same hard problems thousands of merchants have to meet face to face.

"You have asked me to tell you frankly what I would say to the Club Idea. I am glad for this opportunity. I accept

Competition We Had to Meet

A number of farmers in our community were running open accounts with large city department stores. Many of our patrons were buying the bulk of their merchandise in our line from mail order houses in foreign cities. Local competition was keen, every merchant was exerting every effort within his power to get the business that was left after the mail order houses and city department stores had skimmed the cream. Prices were cut and competition was keen even among the local merchants so that there was no profit in the business that we got.

We tried to win trade by advertising in the local papers. We tried to induce them to come to our store by offering them better prices than they could get from our competitors. This succeeded to some extent, but it didn't give us enough business to make our business pay.

Put on Booster Club Campaign

The Booster Club campaign was presented to us—it looked good to us—it looked like a living newspaper that would cause our store—our merchandise and our efforts to serve the buying public to be talked of in every family in our community every day at breakfast, at dinner, at supper, and on Sundays at church. It appealed to us as a proposition that was bound to win and we went into it for that purpose, and it has won. In fact it helped us to put a mighty poor business on a big paying basis—it helped us to make money—to meet competition—to stay in the game.

WE have now trained Booster Club Organizers to handle business in the following states: Illinois, Wisconsin, Michigan, Iowa, Missouri, Minnesota, Ohio, Indiana, New York, Pennsylvania, Kentucky, Kansas, Oklahoma, North Dakota and South Dakota.

We could use a few more men with past experience as a merchant or specialty salesman, who could be trained as illustrators. Men who can study conditions with local merchants in a co-operative spirit. These illustrators must first go through a course of training by visiting merchants who now have one of our campaigns. We want every man associated with us to positively know what we do for merchants and how we do it in order that they may show to prospective merchants the value of our campaign. We positively will not tolerate mis-statements or mis-representations.

PRACTICAL ADVERTISING COM

BE ONE OF THE THOUSANDS WHO WILL GET MORE INFO

Reprint From Merchants' Trade Jour

Esh to 57,000 Merchants

A Business

say to the 57,000 Journal readers about the success of the Booster
I accept the privilege and here is what I would say:"

Gets a Lot of New Customers

One of the biggest surprises about the Booster Club campaign was the number of NEW CUSTOMERS that it brought to our store. We actually thought that there was not a man, woman or child in our community who had not been in our store before, but after the campaign had been on for a month, we were getting business from trade that we actually thought was clear outside of our territory.

Every new customer that you as a merchant can add to your business is the greatest permanent asset that you can secure—the best assurance that you can have that you are going to increase your ability for giving service to your present trade—the safest bet that you are going to be able to stay in business to make a living, to make a profit, and add to your bank account.

I figure that the gross value of every new customer that I can add to my business is worth \$200 a year, and I carry only a line of general merchandise and groceries. Every one of you who has had practical experience will agree with me that I have understated rather than overstated the value of each new customer thus secured.

Suppose then that with the Booster Club campaign, any one of you merchants could add fifty new customers as permanent patrons for your store, everyone spending \$200 a year, your increase in new business alone would be \$10,000. Your gross profit would be \$2,500—if this were business that you could not possibly expect to get without adopting Booster Club Campaign methods, your gross profit would be NET PROFIT.

Not Impossible

These figures are not impossible for a single one of your merchants no matter where you are located. When I say this I am putting the test of my own experience in a competition ridden town against that of any merchant within the hearing of my voice. You could not possibly have worse competition. You couldn't have a darker outlook for the future of your business than I had, and you couldn't hope to see a greater change under any conditions than has actually occurred at our Cash Store.

What Has Actually Been Done

1. We have actually stopped the larger per cent of our customers from buying their merchandise from mail order houses and city department stores.

2. We have secured the business of more than fifty new patrons, we have kept their business regularly since the campaign closed.

3. We have collected old accounts, amounting to thousands of dollars that we were ready to kiss good-bye and charge to profit and loss or speaking plainer still, to a mighty distasteful experience.

4. The Booster Club campaign increased our business more than 30 per cent with our regular customers. It got a lot of new trade, and its influence changed our business from a credit to a cash basis. We have been operating on a strictly cash basis since we closed our second campaign.

"My sales for the month of January this year more than doubled my sales the same month last year. More than 100 per cent gain. I cannot see a greater inducement for one undecided than the bare figures."—M. E. Reilly.

"Have found it to increase both cash and credit sales. But found it to clean up credit sales every thirty days. For merchants who believe advertising doesn't pay, we would ask them to try the Practical Advertising Company's Plan."—C. J. McHugh & Co., Lisbon, Iowa.

NOTICE FOR YOUR PROTECTION

When a salesman tells you that his firm is putting on a Booster Club Campaign, be sure that you see that specification made in his contract, as the Practical Advertising Company is the only firm conducting "Booster Club Campaigns" for retail merchants and the term "Booster Club Campaign" is copyrighted by us for your protection.

Don't accept any promises of personal services unless the contract binds the contracting firm to furnish that service to you.

5. Our increase of \$10,000 a year has been maintained since we closed our campaign, and this in spite of the fact that we have cut out all credit business.

6. While our stock was not old, it was pretty well littered with odds and ends, slow sellers, stickers of every kind, merchandise that we were willing to sell for 50 cents on the dollar. We have cleaned out all of this—most of it at regular prices—with regular profits.

7. The campaign brought crowds to our store that we could never have hoped to attract there by any means devised by ourselves, and these were crowds of buyers. People who came to leave their money in our cash register, who came to be regular patrons at our store, who are still buying from us.

8. One feature alone of this campaign filled our store for one entire day. The store was so crowded with buyers that I had to sell seventeen pairs of shoes without a chance to try any of them on. The total day's business was over \$600. This in a town of less than 300 population.

Joe Esh.

So the test of the value of this great big proposition, is the increased influence and prestige that it will give every merchant in his own community, plus the dollars and cents in business, in profits, in collected accounts that it will actually bring for him.

PRACTICAL ADVERTISING CO., Springfield, Ill.

Kindly send us at once more information about the Booster Club Campaign. Also mail us a copy of the Booster Journal. We will be glad to know how to increase our sales, our customers. We want to make friends for our store.

☐ Mark the square with an X if you want one of our illustrators to call with a complete diagram of our campaign.

☐ You may send the Booster Journal to my address for one year—50 cents in postage enclosed herewith.

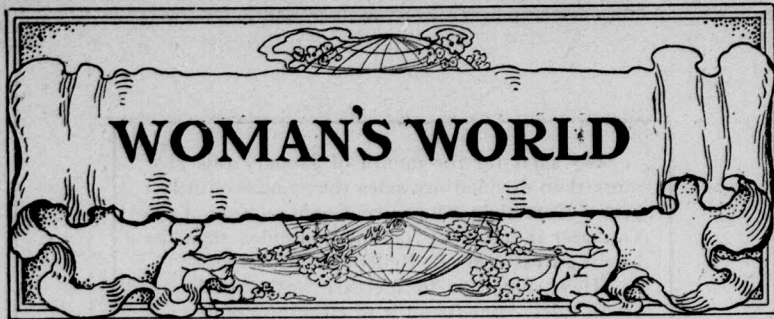
Name

Town State

M. T. 8-14.

COMPANY, SPRINGFIELD, ILLINOIS

FOR MORE INFORMATION. CUT OUT AND MAIL COUPON NOW.



Folly of Presuming Upon Established Relation.

Written for the Tradesman.

We poor weak mortals, ever prone to fall into ways of negligence, need some sort of a forcible jacking up at least as often as every twenty-four hours. We don't get it, and so our everyday conduct often is not to our credit.

The moralists tell us that each new day is a fair white page on which it is our privilege to draw some beautiful picture or inscribe some fair and symmetrical design. "Every day is a fresh beginning, every morn is the world made new." They aver that we wait in vain for a better season or one fraught with more glorious possibilities. Now is just as good as any future time. This forenoon, gray, unpromising, with its load of humdrum duties, is as filled with limitless potentialities as any time of the past or any of the future. All depends upon our faithful performance of the work that lies at hand, upon our seizing swiftly and surely the opportunities that present themselves in our common tasks.

This all sounds well and is doubtless true or very largely so. We do not care to dispute a theory at once so plausible and so indubitably moral. But it is all strangely unstimulating.

Joseph Jefferson, when asked how he kept himself up to making each performance of "Rip Van Winkle" the best in his power, explained his sustained excellence in this way: While he had repeated the famous drama thousands of times, he knew each night that there would be many new people in his audience who never had seen the immortal "Rip." He played to them. Thus by striving to fulfill the highest expectations aroused in their minds by the reputation of his brilliant genius, he held to his self-imposed standards and saved himself from deterioration.

Alas, for most of us, there are no new people in our daily audiences! We play day after day, week in and week out to the same folks at home, the same employer and office companions, the same or very much the same retinue of customers, possibly to the same roomful of very uninteresting pupils. When there is a chance to meet unknown persons, to make an impression, then instinctively and perhaps unconsciously, we brace up a bit and put our best foot forward. But when it's just the same old people that we've known the greater part of our lives, what is the use of going to all the trouble to do our level and conscientious best?

And if to the lack of any novelty

or freshness in our daily doings there is added a feeling of security in the position we are occupying or in the relationship upon which our conduct has bearings, then a lapse into mediocrity is natural if not excusable. Listening to the seductive persuasions of ease-loving indolence, we permit ourselves to fall far below the high-water mark of our capability.

Examples are all around us. Young matrons, married only a few years, who fail to keep themselves up. Untidy in appearance, slatternly in dress except when they go out or are likely to have callers, slack housekeepers, allowing themselves to run down intellectually, taking no pains to acquire the little graces of speech and manner that go so far to make up personal charm—and yet having so easy and assured an attitude of mind that each seems almost to bear a placard reading, "My market is made, what's the need of further effort?"

Women are not the only ones who rely too securely upon the inviolability of the marriage bond. There are husbands without number who begin to grow careless in dress, harsh and coarse in speech, boorish and even bearish in manner, thoughtless and selfish, entirely neglectful of small courtesies and attention, just as soon as the wedding knot is tied, becoming more and more delinquent as the years roll by.

The bond of blood is quite as often put to the severe strain as the marriage relation. Brothers are at the outs with brothers, sisters allow jealousies and animosities to grow up among them, while between brother and sister the feeling is anything but amicable. They have not used the same care and courtesy with one another that they have with outsiders. Too frequently they have given disagreeable expression to very plain opinions. They have criticized and found fault with one another because they felt they could. "It's only John. Why shouldn't he know that his voice is squeaky and that that new necktie is atrocious?" Or, "It's just Sis; why need a fellow put himself out to be everlastingly polite and entertaining to his own sisters?"

Between cousins, uncles and aunts and nephews and nieces, and indeed throughout the whole gamut of consanguinity, the same tendency is to be noted. Favors are expected, demands made, unreasonable exactions imposed, on the sole ground of relationship, and there is trouble when these requirements are not met. A shrewd and capable employe prefers not to work for relatives because they

are apt to expect too much. A wise employer as often may decline to fill his position with those of his own blood, knowing that cousins, nephews and nieces are likely to work him. The two cases, while seemingly antipodal, are really alike. It is simply that when we feel sure of a thing we cease to make the effort we should otherwise think necessary to retain it. It is apt to be true on both sides.

It is also true where the bond of union is purely business or social. The boss who has well-paid positions at his disposal or is otherwise so situated that he has no difficulty in keeping capable help, is apt to become captious and tyrannical. The old servant or employe, presuming upon the privileges of a long tenure of the same position is likely to get to "owning things" or else fall to slighting his duties. If she doesn't guard herself against deterioration, the teacher who has a strong pull with the school board will become inefficient. The woman of birth and breeding sometimes travels on the social prestige of her family and forgets to be gracious and agreeable. She of great wealth or extraordinary beauty is liable to a similar carelessness.

Don't be too sure. What to-day seems so solid and substantial, so per-

manent and indestructible, may tomorrow dissolve into nothingness before your eyes. It isn't smart to be too sure. Mrs. Indolent, sitting in kimono and curl papers, don't be too sure of your husband. If you don't drive him to drink or the divorce court, you will almost certainly lose his admiration and regard. And Mr. Surly, don't be too sure of your mild and submissive little wife. Don't think you can growl and slam doors with impunity. The veriest worm sometimes turns. Should your meek and down-trodden wife never rise in rebellion against your lordly despotism, she will come to despise as well as fear you.

And one and all, married and single, rich and poor, beauty and the beast, don't presume upon any relation however well-established and inviolate it may seem to you, as a basis for doing less than your full duty or demanding more than is your just right. The bond on which you depend may not break—at least outwardly. You may lose naught in material things by your thoughtlessness and dishonor. But you will lose the esteem and affection in which you desire to be held and the satisfaction and growth in power that come from doing one's full best.

Quillo.

Shorten the Selling Process

Anything that will shorten the process of waiting upon customers will give your sales clerks more time to wait upon *more* customers. The accepted answer to this selling problem is—advertised goods.

Advertised goods remove the necessity for argument. The purchaser *knows* advertised goods, knows N. B. C. goods, has confidence in them and buys them. Advertised goods eliminate argument and so save lost time.

By one move—the selling of advertised goods—your clerks can sell to three or four people in the time it formerly required to sell to one. Prove it yourself—sell N. B. C. products—they are nationally known—their quality is automatically repeated in every biscuit.

NATIONAL BISCUIT COMPANY

THE MEAT MARKET

Good Profits in the Meat Business These Days.

I know the price of meat is on the jump. Every newspaper I've seen lately has had that interesting fact scrawled across its first page in big headlines, and the butchers I see up here are not backward in coming forward in telling me all about their troubles.

Of course, meat is dearer than I ever remember it. When I was in the business we would have called anyone a fool that declared butchers would have to pay such prices as they do today. But most of the things which are thought foolish eventually turn out to be correct—if you give them time enough. That's been my experience.

I know that you butchers are going to have a hard time of it, but that's no reason why you should immediately throw up the sponge and see failure staring you in the face. No man ever won success who was a quitter. Cold feet are sure death to big business. As Mr. Wilson down in Washington puts it, a lot of men fail because conditions get their psychological goat.

High prices are not a good thing for business, we all know. But they have had one compensating advantage. They have forced a lot of butchers to get in close touch with their business, something which they never did before. They have made them get down and dig, and realize that they must run their markets on a business basis if they are going to keep out of the column headed "Business Embarrassments." And a majority of them have gotten wise to themselves and jumped on the bandwagon. And it's good riding, believe me.

Now, don't misunderstand me! These high prices are going to hit these butchers just as well as they hit the shiftless ones, but with this difference—the wise ones are going to know where they are being hit and can take measures to protect themselves; the ignorant butcher never will know what hit him. He will not be able to put up a winning fight in the dark—it can't be done.

There's one side of this high-price business that makes me laugh. You fellows always do a lot of grinning when someone advises you to sell your meat without trimming, but I guess you will grin on the opposite side of your faces now, for that is the one best way to beat the high-price game. Get your price for every piece of meat that you sell. You have got to do that in order to come out at the top of the heap these days.

Don't claim that it can't be done. It's a blame sight easier to stop trimming than it is to get your customers to accept increased prices, and one or the other must be done, if you want to protect your margin of profit. Furthermore, if you get your customers to accept their meat as it falls now, they will still continue to do the same thing when wholesale prices get a little easier.

This is also a good time to cut out the philanthropic game—the giving away of fat. Paying 14 or 15 cents a pound for fat to give away without a cent of return would bankrupt the richest butcher in the country if he kept it up long enough. I'll bet that in a market doing the business that you do you give away from \$10 to \$20 worth of stuff every week, figuring at the present prices. No wonder you feel dubious about future prospects in the meat business. If any other line of business were run on the same basis the men in it would be ready to get out too.

Things aren't really as bad as you think them. You must see that your expense is cut to the bone. You must cut every cent you can out of every bullock you sell; you must push the sale of the stuff in which there is the largest margin of profit, but brains and hard work will put you through.

You know I often think that the trouble with the retail merchants is that he had too easy a time of it in the old days, and now, when he is confronted with the problems of small margins of profit, he has a hard time of it adjusting himself to new conditions. You know running a meat market used to be sort of a gamble with us; we guessed against the market, and when we guessed right we cashed in. In those days we usually guessed right. But nowadays there is no more guessing in it. There are but two things to do—buy right and sell right—and it takes brains to do both. It used to be that anyone who got the meat out of his box and across his blocks could make money in a meat market, but that's all past and gone. Like everything else, the business has changed, and the butchers, in order to stick, have got to change too.

So roll up your sleeves and go to it. There mayn't be gold mines in retail meat markets these days, but there are good profits, if you work on the right lines and go after them in the proper way.—Butchers' Advocate.

A young man who imagines that he has been called to preach the gospel may discover later that few people have been called to listen to him.

Steaks in the Good Old Days.

When the increased cost of living is discussed to-day, the complaint usually begins by quoting the prices of rib roast or sirloin steak. In 1740 the best beef sold in Boston at 12 cents a pound, but from Colonial days down to a very late period meat was supplied in a most primitive manner. As late as the 70's everybody, even in considerable towns, kept chickens, and nearly everybody had a pig and a cow, and all this live stock was permitted to roam at will through the streets.

Pigs were butchered in the back yards of private residences, and the carcass hung from the branches of a convenient apple tree. The butcher bought what cattle he could, and at times the meat was excellent in quality, but more often the carcass was that of a cow that no longer gave milk, or a bull that had lost his bloom, or of a steer whose work under the yoke was no longer efficient, and invariably a steak for dinner was heralded by the vigorous pound with the potato masher wielded by the stalwart arm of the cook.

The average quality of beef was so poor that pork was rightly preferred as food, and was sold for double the price of beef. In 1737 Francis Filikin notes a sale of "twenty pounds of bou bife" for 75 cents, which would be 3¾ cents a pound; cheap enough for "bife" be it ever so "bou."

A lot of so-called society leaders are never heard of until they figure in some sort of scandal.

Disston Plant on Half Time.

Philadelphia, Aug. 10.—Workmen at the saw manufacturing plant of Henry Disston & Sons, Inc., have been told that until further notice their services would be needed only three days in the week. The shutdown was explained by company officials as due to the European war. The Disston company has a large share of its business in exports, and is feeling the effects of the tie-up of shipments and the closing of several of its agencies in important European cities. About 3,500 men will be affected. Edmund B. Roberts, Vice President of the company, said that he hoped the shutdown would be only temporary. He expects that arrangements can be made within reasonable time for shipping the firm's output.

Charles Christopher, traveling representative for the Northrop, Robertson & Carrier Co., Lansing, writes as follows: "I like your paper very much. It keeps me posted on who goes in business and who goes out and I don't want to be without it. I travel for the Northrop, Robertson & Carrier Co. and I call on customers in about 600 towns."

MAAS BROTHERS Wholesale Fish Dealers



Sea Foods and Lake Fish of All Kinds

Citizens Phone 2124 Bell Phone M. 1378
1052 Ottawa Ave., N. W. Grand Rapids, Mich.

KC The Best at Any Price

No other baking powder will raise nicer, lighter biscuits, cakes and pastry, none is more pure and wholesome



Then Why Pay More?

The above is one of a series of advertisements we are running in daily papers throughout the country. We are spending thousands upon thousands of dollars doing this to help the sales of

K C BAKING POWDER

THIS ALSO HELPS YOU. All grocers like to sell standard goods—particularly if they comply with the Pure Food Laws and pay a profit. Of course you sell it.

JAQUES MFG. CO., CHICAGO



Diplomacy in Handling Peeved Shoe Store Patrons.

Written for the Tradesman.

When you see a stockily built, beligerent looking lady, with a parcel in her hand about the size and heft of a pair of shoes, stepping alertly aft, it doesn't take a Solomon to surmise that your patron has a grievance. In fact the very atmosphere seems to advertise the fact both to salespeople and patrons.

One of the most ticklish and distasteful things with which the dealer has to contend is the adjusting of complaints about shoes, that, for one reason or another, have not proved satisfactory.

Strictly speaking, a very huge majority of the complaints about shoes are unjust and unreasonable; but be that as it may, the customer must be placated. It isn't good business to let anybody incur a permanent peeve, if there's any way in reason to remedy the real or fancied difficulty.

In order to adjust complaints satisfactorily; i. e. in such a way as not to do violence either to the patron's feelings or to the dealer's merchandising sense, one has to have a knowledge of human nature, patience and tact—in other words, diplomacy.

Complaints of Many Kinds.

It is surprising how many things may seem to be the matter with a pair of shoes.

Of all the defects, lapses, delinquencies, premature disqualifications and astonishing ailments, to which merchandise is liable, shoes take the prize.

There are more finely-balanced, sensitively-constructed, precariously-contrived things about a pair of shoes than any other personality-commodity under the sun.

And in addition to the almost interminable list of things that may actually happen to mar the beauty, fit, comfort or service of a pair of shoes, there are a thousand and one things of a purely imaginary character that can happen to vex and annoy both the customer and the dealer.

It is required of a hat that it fit the head; but a pair of shoes must fit the head and feet alike, defy the elements, stand up under neglect and abuse, and make good under the most adverse and discouraging circumstances.

When a haberdasher sells a man a shirt, rings up the price, and hands his patron the parcel, the incident is closed; but the sale of a pair of shoes never is absolutely consummated until six months after—and even then some fellow of more than ordinary unreasonableness comes storming in

claiming a pair of shoes weren't worth the powder to blow them up.

I have often thought that, if anybody under the sun has an excuse for being pessimistic, it is the retail shoe dealer. He certainly gets a rich and racy line on the follies and foibles of pettifogging human nature.

Take these items—*toe, heel, counter, sole, shank, vamp, upper, lining, insole, stitching, stays, button, finish, lace, bow, buckle, fit, comfort, wear, looks, etc.*—multiply the total by ten, and the product by ten, one hundred, or any multiple of ten, and the grand total is a tentative estimate of the number of ways in which a pair of shoes may go wrong.

In the matter of imaginary difficulties and objections that may (and do) arise in the minds of customers relative to shoes they have purchased, no individual reach of the imagination can possibly reach the limit.

Is it any wonder shoe dealers have troubles? Decidedly not; but it is a wonder, when one thinks of it in this way, that there are any shoe dealers at all. Not to throw bouquets, he would seem to be a little old wonder if he has anything but troubles.

People Are Fussy About Shoes.

Yesterday the shoe manager of a big department store said to me, apropos of something I suggested to him: "Yep; it's a good thing, I grant you; but 't'd never do here. You see"—and he lowered his voice as he delivered the whimsically confidential quirk—"we have the blim-ding-est fussy shoe trade in this town."

"What 're you looking for?" I sniffed, "Isn't all retail shoe trade fussy? I'd be under everlasting obligations to you if you'd lead me around to some that isn't."

"I guess you're right," he confirmed, meditatively.

"Kickers" must be handled tactfully. In a small store it is better for the proprietor himself to act as claim adjuster; in a larger establishment the task can be turned over to an experienced clerk.

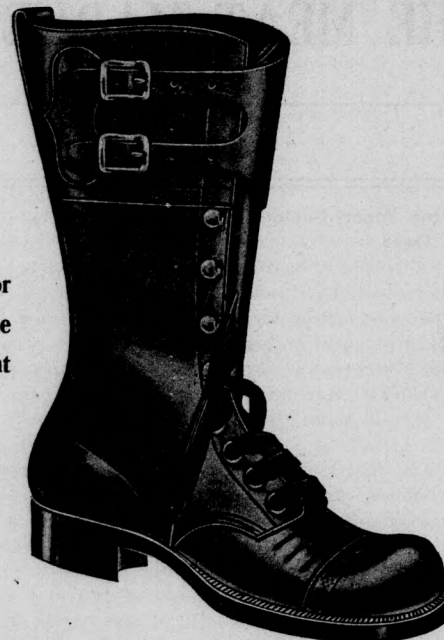
Sometimes a little explanation goes a long way towards passifying an irate customer; and often a small but vexatious matter can be remedied with little cost and effort.

Cid McKay.



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.

The MICHIGAN DAIRYMAN'S Shoe

A grand value that should interest every dealer

This Shoe is number T 2210

It is made of Chrome Elk upper stock with two full soles, sole leather heels and counters.

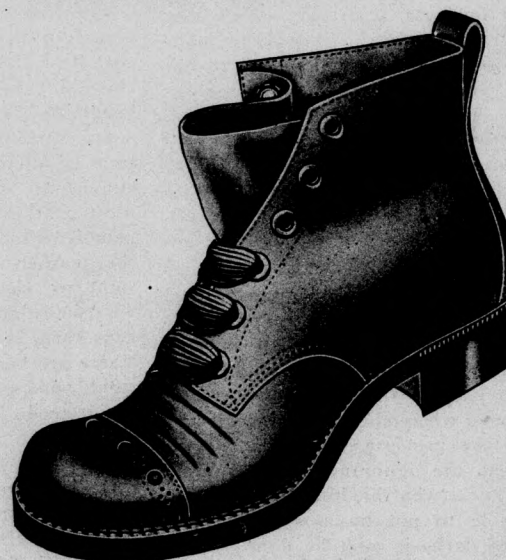
Genuine Good-Year.

The price is
\$2.35

5% in 30 days

It will pay you to consider this value carefully.

The same shoe in Brown Elk is number T 2250 at same price.



If you thought you might obtain extra value in the above shoe you would buy it, wouldn't you? We'll sink or swim by your decision. Try it now.

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

Old vs. New Shoe Salesmanship.

"How much is this pair of shoes?"
"Three dollars."

"I don't like them very much, but I will give \$2.75 for them."

"No, Madam, we are not allowed to sell them for less."

"Well, I guess I will look a little further before I buy."

Such was a common discourse between the old-fashioned shopper and salespersons in many shoe stores in days gone by. The shopper in those days had the habit of haggling over the price, and the salesperson frequently made the mistake of using only the factor of price as a selling argument.

It requires but little observation to note that shoe salesmanship to-day requires more skill than ever—newer methods, more thought and better planning. Customers are different, they are more exacting, expect more attention and better treatment—they want to be shown.

To go back a few years one can easily remember how superficial personal friendship, flattery, sham smiles and pats on the back counted in selling shoes.

In a little store located in a small city it may have been good policy for the storekeeper to meet his customer outside the door, help him hitch his horse and escort him into the store; then after swapping some gossip, trading would commence in dead earnest.

Yes, the storekeeper appeared to be the shopper's friend, but the real motive back of it, was of course, personal profit.

The question of mutual benefit seldom, if ever, came up.

A boot was a boot, a shoe was a shoe—no trade mark of goods entered into the selling, a shoe was leather, pegs, nails and stitches.

Naturally, there were many unpleasant price haggings, and the purchaser was lead to feel that he secured his shoes at prices that meant ruin to the storekeeper.

But when storekeeping grew to proportions of big business, and as villages grew to towns, and towns to cities, the requirements of men and women increased, as did their earning power.

Time became more precious, until now the question of quick, unpleasant trading is as vital as the question of price.

That is why the storekeeper of those days, whose only argument was price, has been classed among back numbers.

Shoe salesmanship is now on a higher plane and is different. It requires skill and is considered one of the honored professions.

But as shoe salesmanship has gained dignity, it also has increased its responsibility.

Those who wish to reap the benefits from the opportunities at hand must keep in mind the fact it is necessary that the storekeeper's first and last aim is to please the public, that sales must be of profit to the customer and to the merchant; that every pair of shoes sold must sell many more pairs.

And the shoe salesman of these times must be competent to give expert advice.—Shoe Retailer.

Shoemen Opposing Candidates.

Two Kalamazoo shoe merchants will contest this year for the seat in the House of Representatives that belongs to the First Kalamazoo district. Reports from the Celery City are to the effect that the Republican nomination will go to William M. Johnson and the Democratic nomination to John Muffley. Both are well-known merchants of Kalamazoo and Mr. Muffley is Vice-President of the Michigan Retail Shoe Dealers' Association. Neither will make a gumshoe campaign, and each will be given a horseshoe by his friends to bring him luck. Each has a good stock to draw from in case he wears out shoes running for the job. It is hinted that one of them plans to wear wooden shoes while looking for votes among celery growers.

Special Days at the Fair.

There have been so many requests from various bodies interested in the Fair for special days that it has been somewhat difficult to arrange these days on account of the great number of organizations who will make special efforts to attend the Fair. The programme arranged is as follows:

Wednesday—Children's Day.

Thursday—Michigan Grange Day.

Friday—Gleaner's Day.

Saturday—Commercial Travelers' Day.

Sunday—Everybody's Day.

Monday—Labor and Fraternal Day.

At large expense the management has made improvements of the grounds, the Grand Rapids Railway Co. recognizing the importance of the Fair, has put in a loop at the Fair grounds by which all congestion will be eliminated and the crowds easily handled in and out at the rate of more than 200 persons per minute. These improvements will add materially to the comfort and pleasure of the people attending the Fair and will do much to contribute towards its success.

M. C. Lathrop, general merchant at Owosso, writes: "I have taken your paper for about twenty years and could not keep store without it. I hope you may live to be the editor of the Tradesman for the next 100 years."

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Grand Rapids, Michigan



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

Seasonable Hardware Hints for August.

Written for the Tradesman.

August is pre-eminently the month of holidaying. Midsummer is then at its hottest and humanity seeks the backwoods and the seashore.

Here is an opportunity for the backwoods and summer resort hardware dealer to turn a little extra profit. For these people who are holidaying have needs, and a little judicious study will reveal to the hardwareman just where his best opportunities lie.

Of course, such summer visitors usually leave home well equipped. The home town hardware dealer sees to that. But no excursion trip is ever so carefully planned that something essential is not overlooked; and there are always emergencies cropping up which must be dealt with on the spot.

Alertness to opportunities counts for much. A few years ago an American hardware dealer joined a friend for a week in camp at a Canadian lake town, very popular among American visitors. It was then quite late in the season. Passing a general store in the nearby village he noticed a prominent display of men's sweaters and ladies' sweater coats. The visitor was moved to enquire as to the why and wherefore.

"We sell them to the summer visitors," said the merchant, frankly. "Most of the campers are from the United States, and woolen goods just now are dearer there. That's our opportunity. I've sold as much as \$140 worth of these goods in a single day—just from that big window display."

In this instance a study of comparative conditions showed the merchant the way to a handsome profit. Study of the customer's needs is always a prime essential to successful catering. The merchant must aim to attract notice to his general stock by featuring something which will appeal especially to the class of people with whom he wishes to deal. In another summer resort town a hardwareman featured prominently in his store, so that every passerby looked right at it through the open door and came face to face with it on entering, a large oak cabinet of cut glass and brass goods—a cabinet much larger than the ordinary silent salesman. Day and night it was lighted with incandescents.

"We sell a great deal of this line,"

explained the hardwareman. "I didn't think such goods would sell in a small place like this, but—it's the summer trade. People who come here are wealthy, they are interested in this class of goods, and they will buy high priced stuff. They want the sort of souvenirs of the place that they can display in their homes and are tickled to death that in a little place like this they can secure really good stuff."

A hardware dealer in a small town built up an exceptionally good line of business with summer campers by the simple expedient of "sticking closer than a brother." When orders came for goods to be delivered at the summer cottages and tents he made the deliveries in person. He made visits off his own bat, in addition. At every opportunity he chatted with the cottagers and campers, and quickly learned what was lacking in their camping outfits. "Why," he would exclaim, "I've got just the thing you want—a little oil stove that's handy to cook with and convenient in every way. I'll bring it over right away and you can look at it." In the next cottage a hint might be given that the one lamp wasn't giving a good enough light. "You need a bigger lamp," remarked the hardwareman. "I've got a few that I'd like to show you." Within an hour he would make a return trip with the goods in his wagon. What the average cottager desires above all things is a good rest. He hates to go shopping. But when he needs the goods and they come right to him, he'll buy, pretty nearly every time. This merchant, who used his brains and opportunities to good advantage, found it so.

It's worth while to give some display space to lunch baskets and similar goods. The excursions are still with us, and will be until late in September; and a camping display is often a timely hint. It is worth while to go after the business of intending campers.

Jones chances to remark to Smith, the hardware dealer, "I'm going up North for a couple of weeks."

If Smith is like a good many people he will respond: "I just wish I could go." Which is the selfish aspect of the thing.

But if Smith is wide-awake and thoughtful for the other man he'll say:

"I want you to come right down to the store and let me fit you out for that trip. I've some beautiful fishing tackle and camping goods of all kinds. You'll need an oil stove, maybe? Have you a tent. I'll fit you out first rate."

Incidentally, seasonable goods

should be pushed hard during August. The merchant should take a personal interest in everything that threatens to lag. Autumn is coming; and what is essentially summer stuff should not be carried over if it can be sold. The goods which are allowed to collect upon the shelves and which are carried over, season after season, eat up the profits on the live stuff so quickly turned over. The accumulation of old stock is just as sure and far more rapid than compound interest.

Good selling will reduce this dead stuff to a minimum. The merchant who is wide awake to his opportunities will be able to clear out the seasonable stuff before the season ends. But for what does accumulate it is often found worth while to hold a Midsummer Sale.

This serves the double purpose of clearing out slow selling stock and making room for the fall goods, and particularly for the stove department.

The hardware dealer will from now on look forward to the inevitable end of summer—and will keep his eye on what are essentially summer goods. First, he will do his utmost to push out this stock while it is seasonable. And, second and last, he will plan for a big midsummer sale that will clear the way for his fall trade and prevent the left overs of his summer stuff from eating up his past and future profits on other lines.

Incidentally: "What of your summer holidays, Mr. Hardware Dealer?"

A summer holiday, freedom from the cares of business for a couple of

weeks, a change of scene and of air—these are essential to every busy man. You need a midsummer sale just as much as your store does.

William Edward Park.

Better be up and doing before the other chap beats us to it.

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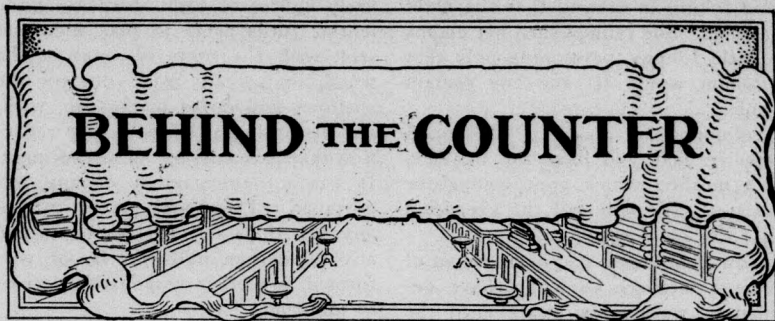
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New Wage Standard for Retail Clerks

Written for the Tradesman.

Is it not about time that retail sales clerks should receive a higher scale of wages?

I realize that this is not a popular sentiment among employer. The reason is that employers have not looked at the question from the right standpoint. I do not mean that our present half-trained, and one-third efficient sales clerks should have their pay arbitrarily boosted. I mean that the scale of pay should be raised, so that those who are now making progress in their salesmanship, may be thus induced to continue in this service, and that others with better educations and more teachable minds may be induced to take up this work, not until they can find something better, but as their life calling.

When you look at it in that way, retail merchants ought to be in favor of a new scale of pay and the ruthless elimination of the stupid and unteachable from their sales force for the most selfish of reasons.

The work of the retail sales clerk has advanced. Every trade publication having to do with the retailing is filled with "talks to clerks," "chats with the boys behind the counters," and such like matter, but so advanced in thought and high in ideals as to be away above the grasp of many engaged in this work. Others who might comprehend the new thoughts and suggestions pass them by with indifference, because they can see no future in their work. Some, of course, are benefitted; but the number is too small among the vast army engaged in this service, to really make the general improvement noticeable. The best purpose such writings have thus far served has been to bring out the underlying fact that the occupation of retail selling has so advanced that it cannot longer be successfully followed by persons of mediocre ability.

Consider for a moment how much more is required of the retail sales person than was expected of him or her in the days when the present wage scale was established. Business writers do not hesitate to speak of them as lieutenants who must know the fighting strength of the firm. They must be cultured, self-poised men and women, with good morals, good manners, sound health, (which means well nourished) with sufficient pride to prevent them from losing caste, ambition enough to give them a mainspring for their advancement, loyal to the firm and to themselves, able to talk well, able to per-

suaude people, read human nature, be above petty annoyances, know the goods, have perfect self-control, have a high conception of the great game of selling, and many of the other characteristics which figure in the stock of wisdom of the numerous writers of advice to clerks.

I submit that these writers of advice do not put the case too strongly. Retail salespeople must be all of these things to make them a real success in their work to-day. But I submit again and farther—can you get these qualities in a set of workers at approximately the price of common labor?

You cannot. You are not, Mr. Merchant, as a permanent thing. You are underbidding the market for your selling talent and you are only picking up an occasional bargain. The remainder of the talent is worth about what you are paying for it. Your sales force, take it by and large, is like a cheap knife—too soft to hold an edge. No matter how you may try to sharpen up this knife with your store schools, your department coaches, your vocational methods elaborately worked out by your employing department. You are beginning wrong to secure improvement. You are putting too much money into supervision and not enough into the sales organization. You cannot supervise a sales force into efficiency; that was tried by the jobbers and the manufacturers and abandoned by them years ago. They solved the problem, just as you will have to solve it, by raising the caliber of the people employed and paying them accordingly.

Every retailer who has more trade than he can wait upon himself realizes how dependent he is on his selling help. The big store and the little store needs must have sales people. These sales persons are the vital point of contact between their store with all its investment, its fixtures, appliances, equipment and systems, and the very end and front of the "reason why" of the store's existence; and yet there are merchants, hundreds of them, who hold in their establishments to a maximum wage scale for sales people that they would hesitate to offer a first-class teamster.

Sales people themselves have been thinking very hard on this subject. They have made attempts here and there through trade unionism to raise the standard of pay. I am told that the National body of the retail clerks organization at their last meeting in Columbus, Ohio, spent practically their whole session trying to make

up their minds to establish a minimum wage scale and then passed the whole matter without action, simply because they felt they could not enforce it—and they couldn't under present conditions. At this stage of development, it is not a subject for trade unionism. Too few in the ranks measure up to a reasonable "jour" requirement.

First must come breeding, skill and intelligence into this work; then must come education and training; after that will be time enough to talk about a minimum union scale.

To attract and hold the raw material necessary for this development, the fundamental thing must be to increase the monetary inducement. That will bring about, almost at once, a new attitude toward the work on the part of the public. We measure vocations, pretty much as we do everything else in this country, in terms of money. When it pays better to be a retail salesperson that vocation will be discussed in good families along with teaching, office work, engineering, the arts, commercial traveling, banking and other vocations as work to be taken up by the young folks of the household. Business colleges and the public schools will offer training for such work, taking off the raw edges that must now, practically all, be inflicted upon the patrons of our stores.

In other words the selling of goods behind the counter or in the departments of a retail store must be made respectable—not honorable, it is already that, but respectable by being known to be work that pays well for the effort required to qualify in it. Once this sentiment is established, good retail salesmanship will be the rule and not the exception.

Charles E. Barker.

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Hew Your Statue From the Block of Opportunity.

Ever read Washington Irving's story of the man who wanted to jump over a hill?

He began by taking a run of half a mile to get up a burst of speed—intended to split the atmosphere with a most tremendous leap. But at the end of the run, just before the jump, he found himself so exhausted that he had to lie down and rest—after which he rose and quietly walked over the hill.

That's right—have a good laugh at his expense—and then think how many times you've done the same thing yourself. We all have our hills of performance that we intend to clear with record-breaking jumps—jumps that never materialize because we put so much strength and time into preliminaries and preparations.

There's that cord of wood we meant to split once on a time long years ago. Somehow we never got at it—had to wait too long for the price of mutton to come down. We wanted some tallow to grease the grindstone in order to sharpen the axe we meant to use—and we publicly stated that when mutton was cheaper so that we could carry out our plan economically, we'd whirl in and do up that cord of wood in short order. But—mutton never took the drop we were waiting for—so we never actually got that cord of wood split.

Ever see anything in the history books about Abraham Lincoln's waiting for the price of mutton to come down when he had a cord of wood to split? Well, I guess not. But then—Lincoln wasn't that kind. While we were out buying a paper to have a look at the market reports on the

price of mutton, Lincoln would have had that entire cord of wood cut and piled in the woodshed—and been looking for another job.

That's one reason why Lincoln was able to write his name on the page of history in such big bold script for all future generations to read and ponder over.

We are all familiar with the case of the celebrated chicken of antiquity whose mental processes are proposed as a subject of discussion in the profound query, "Why did the chicken cross the road?" We are credibly informed and that the object the chicken sought was to get on the other side of the road. But there are few of us who share the simple-minded belief of the chicken that the best method of transferring one's self from one side of the road to the other is to go straight across. When it comes right down to action, if it were put up to us as a duty to get on the other side of a road, we'd set about devising some method of achieving this object by a roundabout process that would call for the exercise of a large degree of ingenuity and the expenditure of a considerable amount of time.

No one but a chicken would have the sublime simplicity to set about getting on the other side of the road by going straight across. The average human mind has an invincible prejudice against such directness—such plain, straightforward get-right-down-to-business methods. And this despite the well-known fact that the most massive intellects the race has produced have been marked by simplicity and directness in all their acts.

Old King Solomon—Wiseest of Man-kind—was a case in point. Some years ago, as you may remember, he was called upon to settle a delicate question concerning the parentage of a certain child. The story goes that two excited ladies burst into the royal presence, dragging a babe between them. Each vociferated that she was the mother of the child, and declared the other an impostor. They wanted Solomon to referee the row.

"Oh, well," said the king, with the simplicity of genius, "what is the use in arguing the matter? I'll have my executioner cut the child in two, and give each of you two ladies half of him."

Of course, it happened exactly as Solomon had expected. One of the women said: "Well that's fair enough," but the other began to cry and take on, and said she had only

been joking in stating that the child was hers. She relinquished her claims to little Johnny, petitioning only that Solomon would let the boy remain whole.

Solomon said to her: "Madam, I perceive that you have the instincts of a mother, which your competitor has not. We will call the execution off. The child is yours."

Now if Solomon had been a man of average intellect he would have decided to wait a few years until the child grew up and then tried to guess, from its resemblance or traits of character, which family it belonged to. Or he'd have dodged the point by raffling off the baby. Or he'd have resorted to that good old human device of putting the matter off temporarily "until after the busy season," and would have kept on postponing it thus indefinitely. We may depend upon it that he would have thought up some roundabout way of dodging the main issue—of starting a string of red-tape preliminaries and long-drawn out measures of preparatory tomfoolery. But not being an average man—possessing on the contrary the most massive intellect extant, Solomon went straight to the solution of the whole matter by an act as simple and direct as that of the chicken who wanted to get on the other side of the road. He made one move and the thing was done—and he was ready for the next case on the docket.

Simplicity—directness—they are the marks of greatness. "Straight to the heart of the matter"—it is the phrase that describes all profitable action. The ability to see essentials—to cut out red tape and preliminaries—to get to the point—to do the one thing necessary and let all else go by the board—to banish delay—to hit the nail on the head without first hammering all around it—to state the vital fact without leading up to it through a long introduction—to out with the one great truth without preliminary hemming and hawing—what a plain straightforward matter of fact ability this is—and how few individuals in a concourse of thousands possess it?

When a man does possess it he is a natural born result-getter.

Nine out of ten men do not possess it. They are morally lacking in the sense of direction; they never can blaze a clean trail straight to the objective or end they have in mind. They have never learned the geometrical axiom that the shortest distance between two points is a straight line, or if they have learned it, they never apply it to the conduct of life. They have the fatal gift of ducking the main issue—of walking around the main point—of losing themselves in a forest of non-essentials.

Nature intended some things to meander lackadaisically along without arriving anywhere in particular at any specified time. But she never intended man to follow their example. Take the brook for instance. There's an example of lost motion for you. The brook wanders around inanely through the pastures, describes leis-

urely figures of eight in crossing the marsh, turns aside to play hide and seek with the roots of trees in the wood, or spreads itself out on the shallows and dozes in the sun, without disturbing itself with any reflection that it is missing an engagement. It has no engagement of any importance. The brook never carried any big ships out to sea, or turned any ponderous mill wheels, or performed any other responsible service to mankind.

But when the brook grew up and became a river, then it put away childish habits and assumed responsibilities. It cut out useless twists and turns and began to get down to business. With a lot of heavy wheels to turn and burdens to bear it started to hustle along in the most direct path it could pick out. When its banks tried to confine it to a crooked course, it washed those banks away if it had half a chance; and if it could not quite shove them aside, you could hear it buffeting them mightily anyhow, roaring as it swept along: "Out of the way! What's the use of making me go 'steen miles around? The ocean is straight ahead. Out of the way! Full power ahead!"

The swallows—those triflers of the air—dart in zig-zag course through the atmosphere, bound nowhere in particular—just playing tag and wasting time. But the eagle—none of this lost motion for him! Watch his mighty sweep across hill and valley straight as the flight of a projectile from a modern sixteen-mile gun. See him drop in one clean swoop from the peak of the crag to the back of his quarry, just above the surface of the lake. A thousand-foot rule laid along that course would show no yard of deviation from the straight line. The eagle gets to the point—no shilly-shallying nonsense about him. He belongs to the tribe of result-getters. That's one reason why the American Nation has picked him out from all other birds as the emblem of the American spirit, which, if it means anything, means getting things done—accomplishing the main issues—refusing to be sidetracked—driving straight to the heart of things.

Life for some people is made up of evasions—of choice of second-best alternatives. They have an object in life, but it is always eluding them, like the pickle that swims away from the jabs of your fork at the table and leaves you hopelessly harpooning fluidity.

Every man must hew his own statue of Success out of the block of Opportunity with which life provides him. And if he's going to hew to any

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effect, it isn't enough for him to take a chisel and mallet and hack away in any old fashion at the rough block—he's got to have a definite vision of the "Angel in the Stone," and see that every blow contributes something definite towards bringing the figure to life. Haphazard, hit-or-miss strokes, made for the pleasure of seeing the chips fly, will never bring forth any outlines of success.

We don't have to go any further than our front yard to find the prototype in the insect family of the man who works to the point, and of the other man who forever dodges the main issue, who is continually making false starts and indulging in lost motion. Take a look at the ground the next time you walk from your door down to the gate. There's Brother Ant hiking straight for his ant-hill with the biggest load he can carry. And you can tell by the way he goes at it that he is determined not to let anything switch him off until he's through with the job. He's getting to the point all right—and getting things done.

Then there's Brother Fly buzzing around overhead. He's making a heap more noise than Brother Ant, that's true. But how about him when it comes to a comparison of results achieved?

How many of us are members of the Tribe of Buzzers—accredited members of the Great Fly Family?

Are we getting to the point in our purposes and ambitions? Is each day adding something definite for us to write down in the log book of progress? Are we moving in a straight line in some definite direction, or are we just describing figures of eight and doing long fancy rolls on the outer edge, like the casual skater on the holiday pond? Are we spending so much time on the preface that we never write the book? Are we forever getting ready to do the great stunt, or are we actually engaged in putting it through?

There's a fellow down in our accounting department now, sitting on a high stool adding up long columns of figures day after day. He is one of the best examples I know of the result of the futile sort of effort I have been describing. He is the direful product of too much preparation.

His people had a notion when he was a kid that he was going to be a second Shakespeare and put him in training for his great destiny as soon as he was out of the crib. While he was still in kilts they had him doing stunts in spelling long words and paraphrasing from the Third readers. Later he led his class through high school, took all the heavy weight courses at college and arrived at the age of 21 with his head jammed full of learned junk.

When he had studied all the books that are, to get a proper foundation before he began to write, he started out around the world in quest of local color—read all the foreign books in all the libraries—saw all the pictures that amounted to anything—copied dates off tombs, hung around the Acropolis, mooned over celebrated

waterfalls, and got so that he could imitate in print all the dialects he had heard, from Piccadilly to Newchwang.

Years went by, and he was still engaged in preparing to write his great book. He had never figured out exactly what he wanted to write about—had never decided whether his heaven-born inspiration was going to take the form of a novel, an encyclopedia, or an almanac.

"Now," said he, when he got home at last, "I will proceed to write the book." So he sharpened his pencil, sat down and tried to think of a subject. But although his head was filled with the learning of the ages, he couldn't bring his mass of information to bear on any particular point. He was stuffed so full that he could not fly; and after a period of ineffectual flopping he gave up attempts to soar in the literary world, and settled down to adding up long columns of figures, perched on a high stool. There he is to-day—an example of the dire effects of too much preparation—too much time spent in getting ready, instead of driving to the point.

W. C. Holman.

"To Make an End of France."

Kalamazoo, Aug. 18.—Often, of late years, and particularly during the last few weeks, the truth of an adage that I learned in my childhood, "Nothing is harder than to forgive those whom one has injured," has been borne in upon me. In reading the explanations of the apologists of Germany, and the eloquent and touching editorials in the last issue of the Tradesman, so temperate and beautiful, I was struck with the contrast between them and with the immensity of the loss to the world if France shall be ruined forever, as seems not unlikely in case of a decisive German victory at this time.

An American, who has spent much time in Germany during the last twenty years, and has known the language well enough to converse on intimate terms with Germans of all classes, can hardly doubt the existence there of a widespread and grim determination to make an end of France once for all, if the opportunity should come. I have often been struck with the complete inability of even the best educated Germans to conceive that the people of a conquered territory should have the right to determine their own nationality, or that any people could really prefer not to be Germans.

With every year the enormity of the blunder made in the annexation of Alsace and Lorraine becomes more evident to most non-German eyes. If France had been left intact in 1871, even though mulcted in a huge indemnity wrung from her, it is entirely conceivable that after twenty-five years or so Germany might have won her over—and then England, too—as a sincere and effective ally against the Slav peril which Germany is now so vociferously exploiting. But Bismarck and Moltke, for all their greatness, could not think in any terms but those of military force and dynastic interests; and, of course, a republic on European soil has always been anathema to German royal houses.

One heard little or nothing in Germany of the Slav peril during the lifetime of Kaiser Wilhelm I; Bismarck was only too anxious to keep intact the cordiality of relations between the three Emperors. Germany has only herself to blame in the matter of Alsace and Lorraine, for she drove France into the arms of Russia. It was she, and not Edward VII of England (on whose head

the German press has for years been pouring torrents of abuse, often of an unseemliness of which those who cannot read the difficult German newspaper language can form no conception), that sowed the wind, and must now look forward to the possibility of garnering in the whirlwind harvest. It costs many a pang to those who like myself have admired and loved Germany without stint to see her now in what we cannot but believe to be the wrong. H. H.

Austria the Real Aggressor.

London—Robert C. Long, war correspondent, says: "Causes of the war, apart from traditional race hatred, were two; and for neither was Kaiser Wilhelm guilty. The first was the incredible folly of the Austrian foreign minister in refusing to negotiate with Russia direct after July 29, after Russia had mobilized the districts of Odessa, Kieff, Moscow and Kazan against Austria."

"At this point the German chancellor, who wanted peace in Europe, sent a threat to Austria that if Austria did not alter its stand toward Russia, he would tear up the Triple Alliance negotiations. I saw a copy of the chancellor's threat. Kaiser Wilhelm backed up the chancellor. He wanted peace, and did everything possible to bring about peace, but despite the pleas of Baron Von Moltke, his chief-of-staff, the Kaiser delayed issuing the mobilization order until the very last moment."

"When Berchtold received Bethmann-Hollweg's threat that Germany would desert Austria if that country did not back down at once in its stand against Russia, it changed Berchtold's views immediately. He climbed down and started direct negotiations with Russia, but it was too late; the mischief had been done. Russia by that time had mobilized her entire force, and had ignored the Kaiser's warning, which compelled Germany and Austria also to completely mobilize."

"It is the German contention that Russia and France began actual war against her, Russians attacking the German patrol at Postken August 1, and French aviators dropping bombs from their craft while above Nuremberg August 2."

"The Kaiser, I understood, was even angrier at Austria than at Russia. He blames Austria for starting the European war."—Boston News Bureau.

Sudden Death of Ernest Feige.

Saginaw, Aug. 18.—Ernest W. Feige, a prominent business man and well known pioneer resident, died suddenly in his office at the Feige Desk Co. of which he was President, death being due to heart failure.

Mr. Feige was born in Germany, November 3, 1842, and came with his parents to the United States while a boy. The family lived in New York State for a short time, and then moved to Michigan and Saginaw more than a half century ago. He has since been an active and valuable citizen of Saginaw. He was one of the first to see the South American trade possibilities and the concern now has a large business there as well as in Europe. He was a prominent member of the Germania society.

He leaves a widow, whom as Miss Emeline Feige he married in 1867 in Saginaw, and three daughters, Mrs. Louis A. Goecker, Miss Lena M. Feige, and Miss Gussie W. Feige, all of Saginaw. There is also one grandson, Louis, and a brother, George Feige, at Seattle.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Aug. 17.—Bert Hudson has returned to Chicago, where he is now employed as city salesman for the Schmidt Chemical Co. Mr. Hudson has rented his home on Giddings avenue and he and his family will spend the winter in Chicago.

Harry McIntyre is back on the job, after spending two weeks' vaca-

tion. Harry utilized the two weeks superintending repairs on his home.

Bill Lovelace purchased a ford last week. Sunday night Bill was trying to run it through the storm.

Mrs. Jules Reich and son, Robert, of Chicago, are spending a few days with Mrs. Lovelace, 800 Sheldon avenue.

Bill Kemp is manager of the new Montrose Hotel, at Vermontville. This busy little town has been off the map in the hotel line for several weeks. Mr. Kemp has spent considerable on this adventure in the interest of traveling men and he is entitled to a visit from every traveler who makes Vermontville.

G. Leon Ashley, of the Cody Hotel, states that he will present any of the boys with a box of cigars if they can show him where anything is wrong with the Cody Hotel. Leon also states that Mr. Peck gives the traveling men more for their money than any hotel in the State.

John Moran, manager of the Hermitage Hotel, has been spending most of the summer at Ottawa Beach. He asserts that the water is fine.

Wm. E. Sawyer.

Notice of Increase in Rates.

Greenville, Aug. 17.—I have at this present moment displayed notice in my lobby to the effect that the following rates at the Hotel Phelps will prevail, on and after Sept. 1.

\$1.25 for lodging and breakfast. \$1.75 for supper, lodging and breakfast.

\$2 per day without bath.

I have been reluctant for some time at quoting these rates, but owing to the fact of the increase in prices, I am absolutely compelled to do so. It is the truth that I have at present and have had since August 1, 1913, no competition whatever, which shows to my friends and the traveling public that it has not been my desire to take advantage of this situation.

It is my wish that you publish in your next issue of the Michigan Tradesman this letter, showing them this is not my desire, but what is forced upon me.

I trust I may receive my share of the business in this community from the commercial men. F. R. Green.

Landlord Hotel Phelps.

Recent Advances in the Hardware Trade.

Nails advanced \$1 per ton this week.

Sheet iron has advanced \$3 per ton

Rope has advanced 2c per pound since August 1.

Tin has advanced 60 per cent.

Roofing tin has advanced 70c per box.

Tarred felt has advanced 14c per 100 since August 1.

Prepared roofing has advanced 5c per square.

Enameled ware has advanced 5 per cent.

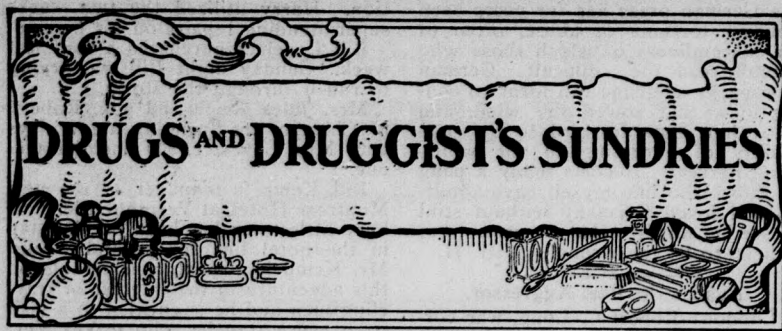
Wrapping paper has advanced 25c per 100.

Wringers have advanced 5 per cent.

James B. Shaughnessy, of the Michigan Hardware Co., who was operated on for appendicitis at St. Mary's hospital a week ago Saturday, is recovering rapidly.

Richard D. Prendergast, credit man for the Worden Grocer Co., is spending a week at Highland Park, accompanied by his family.

The Mississippi Timber Co. has increased its capital stock from \$100,000 to \$400,000.



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.
 Next Meeting—Houghton, Sept. 1, 2 and 3, 1914.

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. Cochran, 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. Kirchgesner.
 Vice-President—E. D. De La Mater.
 Secretary and Treasurer—Wm. H. Tibbs.
 Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

Programme for Joint Drug Conventions in Detroit.

The following programme has been prepared for the conventions of the A. P. A., M. S. P. A. and M. P. T. A., which will be held at Detroit next week:

Monday, August 24.

9 a. m.—Meeting of the Council, room B.

3 p. m.—First general session of the A. Ph. A., room A.

7:30 p. m.—First session of the House of Delegates, rooms D and E.

8:30 p. m.—Annual reception and ball, rooms A. B., and C.

Tuesday, August 25.

9:30 a. m.—Second general session of the A. Ph. A., room A.

9:30 a. m.—First meeting of the Michigan State Pharmaceutical Association, room B.

9:30 a. m.—Meeting of Michigan Pharmaceutical Travelers Association, room E.

10 a. m.—First meeting of the National Association of Boards of Pharmacy, room C.

10 a. m.—Women's section, ladies' parlor.

1:30 p. m.—Boat ride for ladies only, to Bois Blanc Island. Supper at Island.

2 p. m.—National Association of Board of Pharmacy, room C.

2 p. m.—Scientific section, room D.

2 p. m.—Joint session of the Commercial Section of the A. Ph. A. and the entire membership of the M. S. P. A., room A.

7:30 p. m.—House of Delegates, room C.

7:30 p. m.—Meeting of the Council, room B.

8:30 p. m.—American Conference of Pharmaceutical Faculties, room D.

Wednesday, August 26.

9:30 a. m.—Section on Education and Legislation, room A.

9:30 a. m.—Commercial Section, room B.

9:30 a. m.—Section on Pharmacopoeias and Formularies, room E.

10 a. m.—National Association of Boards of Pharmacy, room C.

10 a. m.—Conference of Pharmaceutical Faculties, room D.

10 a. m.—For the ladies mornings have been left open for shopping expeditions and for visiting points of local interest.

12:30 p. m.—Luncheon of College Alumni.

2 p. m.—National Association of Boards of Pharmacy, room C.

2 p. m.—Section on Practical Pharmacy and Dispensing, room B.

2 p. m.—Scientific Section, room D.

2 p. m.—Michigan State Pharmaceutical Association, room A.

3 p. m.—Card party for the ladies in the hotel parlors on the second floor of the Pontchartrain.

7:30 p. m.—Meeting of the Council, room B.

8 p. m.—Theater party for the ladies.

8 p. m.—Smoker for the men.

Thursday, August 27.

9:30 a. m.—Section on Education and Legislation, room B.

9:30 a. m.—Joint session of the Section of Practical Pharmacy and Dispensing and the entire membership of the M. S. P. A., room A.

9:30 a. m.—Scientific Section, room D.

10:30 a. m.—National Association of Boards of Pharmacy, room C.

1:30 p. m.—River excursion for everybody. Take the boat at the foot of Bates street.

Friday, August 28.

9:30 a. m.—Section on Historical Pharmacy, room B.

9:30 a. m.—Section on Pharmacopoeias and Formularies, room C.

9:30 a. m.—Women's Section, room D.

9:30 a. m.—Meeting of the Michigan Pharmaceutical Travelers' Association, room E.

2:30 p. m.—Automobile ride around the city for both men and women.

7:30 p. m.—Reorganization of Council, room B.

8 p. m.—House of Delegates, room C.

8:30 p. m.—Joint session of the Section on Education and Legislation, the National Association of Boards of Pharmacy, and the American Conference of Pharmaceutical Faculties, room A.

Saturday, August 29.

9 a. m.—Meeting of the Council, room B.

10:30 a. m.—Final general session, room B.

The following is the tentative programme of the N. A. B. P.:

Tuesday, August 25.

Tuesday 10 a. m.—First Session.

First—Call to order by President, opening with prayer.

Second—Welcome address.

Third—Response.

Fourth—Roll call of states.

Fifth—Appointment of Committee on Credentials.

Tuesday 2 p. m.—Second Session.

First—President's address.

Second—Report of Secretary.

Third—Report of Treasurer.

Fourth—Appointment of Committee on President's Address.

Fifth—Report of Credentials Committee.

Sixth—Report of Executive Committee.

Seventh—Report of Committee—Questions and Methods.

Eighth—Appointment of all Special Committees.

Wednesday, August 26.

Wednesday, 10 a. m.—Third Session.

First—Report of Committee on Publicity.

Second—Report of Committee on Legislation.

Third—Report of Syllabus Committee.

Wednesday, 2 p. m.—Fourth Session.

First—Report of Advisory Committee.

Second—General discussion.

Thursday, August 27.

Thursday 10 a. m.—Fifth Session.

First—Unfinished Business left over.

Second—Report of Special Committees.

Third—Report of Nomination Committee.

Fourth—Special Committees.

Fifth—Election and installation of officers.

Sixth—Adjournment.

Points of Interest.

Belle Isle Park—Take Jefferson cars going east.

The Museum of Art—Take Jefferson cars going east.

Grosse Pointe—10 miles out. Take Jefferson cars going east.

Palmer Park—Take Woodward cars going north.

Mt. Clemens—25 miles out. Take interurban cars at the D. U. R. waiting room on Griswold street.

Temple Theater—Vaudeville. One block north from Hotel Pontchartrain.

Miles Theater—Vaudeville. Corner of Griswold and State streets.

Ann Arbor—The home of the University of Michigan, 40 miles out. Take the Michigan Central train or interurban cars.

Ferry Boats run up and down the Detroit River all day long, taking an hour for the round trip, and leaving the foot of Woodward avenue every twenty minutes—a delightful way of cooling off.

Put-In-Bay—The famous island sixty miles down the river. Take the steamer Frank E. Kirby.

"The Flats"—Called the "Venice of America," are about thirty miles up the river and are reached by White

Star Line steamers leaving the foot of Griswold street.

Water Works Park—Otherwise known as Gladwin Park. Take Jefferson cars going east.

Moving Picture Shows—Everywhere!

Shotgun Remedies.

The less we know about the nature of a disease the greater is the temptation to attack it with "shotgun" remedies. Shotgun remedies are those compounded of many different drugs. Our medical ancestors were necessarily restricted to the use of the blunderbuss in the fight against many diseases, and in a surprising number of cases they managed to hit the bull's-eye.

In the United States Pharmacopoeia, the standard formulae for doctors and druggists to-day, there are still a large number of leftovers from the old time practice. There are mixtures containing as many as a dozen different drugs; and not rarely these formulas are combined in prescriptions with others containing nearly as many ingredients; so that if the patient recovers, or not, we can hardly know exactly which ingredient is responsible.

Medicine was concededly an art in times past. If you insist we may admit that it was more or less a gamble. But to-day we venture the assertion that no field of human endeavor, we care not what it may be, is more scientific, more accurate and more effective than medicine. This is a proposition that challenges debate.

Now, the modern, scientifically educated physician has no use for shotgun methods. Not that he never prescribes mixtures—in practice he has to satisfy his patient's whims or stand the chance of losing the patient—but the doctor has no use for blunderbuss measures. His effort is more concentrated; he has many aids to a more definite diagnosis; he has new and specific remedies—chemical and biological, vaccine, serums and antitoxine—which strike at the root of the trouble from the first application.

Patent medicines and proprietary medicines advertised in medical magazines still foster the use of shotgun remedies. All of these concoctions are offered as remedies for vague and indefinite symptoms, such as catarrh, run down condition, weak blood, coughs, colds, dyspepsia—symptoms which in themselves mean nothing.

The strongest argument in support of the shotgun prescription is: Nature's remedies are shotguns—natural mineral waters, for instance. True. But what disease has mineral water ever cured?

It is an axiom that the better qualified the physician the less frequently does he resort to polypharmacy. Our famous medical men employ simple remedies and few of them. Nevertheless he is a brave doctor who refuses to prescribe when he knows no medicine is necessary.

William Brady, M. D.

The history of humanity is an immense volume of mistakes.

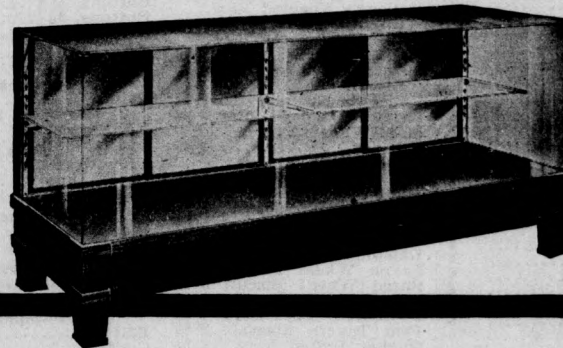
WHOLESALE DRUG PRICE CURRENT

Acids			Cupbebs			Digitalis		
Acetic	6	8	4	25	4 50			60
Boric	10	15	Erigeron		2 50			60
Carbolic	16	20	Eucalyptus		85			95
Citric	70	75	Hemlock, pure		1 00			1 05
Muriatic	1 1/2	5	Juniper Berries		1 50			80
Nitric	5 1/2	10	Juniper Wood		40			25
Oxalic	13	16	Lard, extra		85			25
Sulphuric	1 1/2	5	Lard, No. 1		75			75
Tartaric	38	43	Laven'r Flowers		6 09			60
Ammonia			Lavender, Garden		85			80
Water, 26 deg.	6 1/2	10	Lemon		3 00			25
Water, 18 deg.	4 1/2	8	Linseed, boiled, bbl		63			25
Water, 14 deg.	3 1/2	6	Linseed, bbl. less		69			60
Carbonate	13	16	Linseed, raw, bbls.		62			80
Chloride	12	15	Linseed, raw, less		68			1 05
Balsams			Mustard, true		5 00			70
Copaiba	75	1 00	Mustard, artif'l		2 75			2 00
Fir (Canada)	1 75	2 00	Neatsfoot		80			65
Fir (Oregon)	40	50	Olive, pure		2 50			25
Peru	2 00	2 25	Olive, Malaga,		1 30			50
Tolu	1 00	1 25	Olive, green		1 30			50
Berries			Orange sweet		1 30			50
Cubeb	65	75	Organum, pure		1 25			50
Flsh	15	20	Organum, com'l		50			75
Juniper	7	10	Pennyroyal		2 25			50
Prickley Ash		50	Peppermint		4 50			75
Barks			Rose, pure		16 00			18 00
Cassia (ordinary)	25		Rosemary Flowers		1 35			
Cassia (Saigon)	65	75	Sandalwood, E.		7 00			
Elm (powd. 25c)	25	30	Sassafras, true		1 10			
Sassafras (pow. 30c)		25	Sassafras, artif'l		60			
Soap Cut (powd. 25c)	15	20	Spearment		5 50			60
Extracts			Sperm		90			1 00
Licorice	24	28	Tansy		65			75
Licorice powdered	25	30	Tar, USP		30			40
Flowers			Turpentine, bbls.		55			65
Arnica	18	25	Turpentine, less		60			65
Chamomile (Ger.)	25	35	Wintergreen, true		5 00			
Chamomile (Rom)	40	50	Wintergreen, sweet		2 50			
Gums			Wintergreen, art'l		50			
Acacia, 1st	40	50	Wormseed		3 50			4 00
Acacia, 2nd	35	40	Wormwood		6 00			6 50
Acacia, 3d	30	35	Potassium			Insecticides		
Acacia, Sorts		20	Bicarbonate		15	Arsenic		10
Acacia, Powdered	35	40	Bichromate		13	Blue Vitrol, bbl.		60
Aloe (Barb. Pow)	22	25	Bromide		45	Blue Vitrol less		70
Aloe (Cape Pow)	20	25	Carbonate		12	Bordeaux Mix Pst		80
Aloe (Soc. Pow.)	40	50	Chlorate, xtal and		12	Hellebore, White		15
Asafoetida		50	powdered		16	powdered		20
Asafoetida, Powd.		75	Chlorate, granular		16	Insect Powder		35
Pure		75	Cyanide		30	Lead Arsenate		80
U. S. P. Powd.		1 00	Iodide		30	Lime and Sulphur		25
Camphor	57	62	Permanganate		15	Solution, gal.		15
Gualac	35	40	Prussiate, yellow		30	Paris Green		20
Gualac, Powdered	50	60	Prussiate, red		50	Miscellaneous		
Kino	60	70	Sulphate		15	Acetanalid		30
Kino, powdered	65	75	Roots			Alum		30
Myrrh		50	Alkanet		15	Alum, powdered and		5
Myrrh, Powdered		50	Blood, powdered		20	ground		5
Opium	7 75	8 00	Calamus		35	Bismuth, Subni-		7
Opium, Powd.	9 25	9 50	Elecampane, powd.		15	trate		2 10
Opium, Gran.	9 25	9 50	Gentian, powd.		12	Borax xtal or		6
Shellac	28	35	Ginger, African,		15	powdered		12
Shellac, Bleached	30	35	powdered		15	Cantharides po		2 75
Tragacanth		1 40	Ginger, Jamaica		22	Calomel		95
No. 1		1 40	Ginger, Jamaica,		22	Capsicum		20
Tragacanth, Pow		85	powdered		22	Carmine		30
Turpentine		10	Golden seal pow.		7 00	Cassia Buds		40
Leaves			Ipecac, powd.		2 75	Cloves		30
Buchu		1 85	Licorice		14	Chalk Prepared		60
Buchu, Powd.		2 00	Licorice, powd.		12	Chalk Precipitated		70
Sage, bulk		18	Orris, powdered		25	Chloroform		36
Sage, 1/2 Loose		20	Poke, powdered		20	Chloral Hydrate		70
Sage, Powdered		25	Rhubarb		75	Cocaine		4 10
Senna, Alex		45	Rhubarb, powd.		75	Cocoa Butter		50
Senna, Tinn.		15	Rosinweed, powd.		25	Corks, list, less 70%		90
Senna, Tinn, Pow.		20	Sarsaparilla, Hond.		65	Copperas, bbls.		20
Uva Ursi		10	ground		50	Copperas, less		20
Oils			Sarsaparilla Mexican,		50	Copperas, powd.		40
Almonds, Bitter,		6 00	ground		50	Corrosive Sublim.		85
Almonds, Bitter,		6 00	Squills		20	Cream Tartar		29
artificial		1 00	Squills, powdered		40	Cuttlebone		25
Almonds, Sweet,		90	Tumeric, powd.		12	Dextrine		70
true		90	Valerian, powd.		25	Dover's Powder		2 00
Almonds, Sweet,		40	Seeds			Emery, all Nos.		60
imitation		40	Anise		15	Emery, powdered		50
Amber, crude		25	Anise, powdered		22	Epsom Salts, bbls		1 1/2
Amber, rectified		40	Blrd, 1s		80	Epsom Salts, less 2 1/2		1 75
Anise		2 50	Canary		90	Ergot		1 50
Bergamont		2 80	Caraway		12	Ergot, powdered		1 80
Cajeput		85	Cardamon		1 85	Flake White		120
Cassia		2 00	Celery		30	Formaldehyde lb.		100
Castor, bbls. and		124	Coriander		12	Gambier		70
cans		124	Dill		25	Gelatine		35
Cedar Leaf		90	Fennell		4 1/2	Glassware, full cases		80
Citronella		75	Flax		4 1/2	Glassware, less 70 & 10%		10
Cloves		1 75	Flax, ground		4 1/2	Glauber Salts bbl.		1 1/2
Cocunut		20	Poenugreek, pow.		60	Glauber Salts less		20
Cod Liver		1 10	Lobelia		50	Glue, brown		110
Cotton Seed		80	Mustard, yellow		90	Glue, brown grd.		100
Croton		1 00	Mustard, black		90	Glue, white		150
Tinctures			Mustard, powd.		20	Glue, white grd.		150
Aconite		75	Poppy		150	Glycerine		230
Aloe		65	Quince		75	Hops		50
Arnica		60	Rape		60	Indigo		85
Asafoetida		1 00	Sabadilla		25	Iodine		85
Belladonna		60	Sabadilla, powd		35	Iodoform		4 35
Benzoin		90	Sunflower		50	Lead Acetate		5 40
Benzoin Compo'd		90	Worm American		15	Lycodium		55
Buchu		1 00	Worm Levant		20	Mace		80
Cantharides		1 00	Tinctures			Mace, powdered		90
Capicum		90	Aconite		75	Menthol		4 25
Cardamon		20	Aloe		65	Mercury		75
Cardamon, Comp.		30	Arnica		60	Morphine all brd		5 30
Catechu		60	Asafoetida		1 00	Nux Vomica		10
Cinchona		1 05	Belladonna		60	Nux Vomica pow		15
Cinchicum		85	Benzoin		90	Pepper, black pow		20
Cubeb		21	Benzoin Compo'd		90	Pepper, white		30
Paints			Buchu		1 00	Pitch, Burgundy		100
Lead, red dry		7	Cantharides		1 00	Quassia		100
Lead, white dry		7	Capicum		90	Quinine, all brds		29
Lead, white oil		7	Cardamon		20	Rochelle Salts		230
Ochre, yellow bbl.		1	Cardamon, Comp.		30	Saccharine		1 50
Ochre yellow less		2	Catechu		60	Salt Peter		7 1/2
Putty		2 1/2	Cinchona		1 05	Sedlitz Mixture		20
Red Venet'n bbl.		1	Cinchicum		85	Soap, green		15
Red Venet'n less		2	Cubeb		21	Soap, mott castile		100
Shaker, Prep'd		1 40	Tinctures			Soap, white castile		100
Vermillion, Eng.		90	Aconite		75	case		65
Vermillion, Amer.		150	Aloe		65	Soap, white castile		65
Whiting, bbl.		10	Arnica		60	less, per bar		68
Whiting		20	Asafoetida		1 00	Soda Ash		1 1/2
Insecticides			Belladonna		60	Soda Bicarbonate		5
Arsenic		60	Benzoin		90	Soda, Sal		10
Blue Vitrol, bbl.		60	Benzoin Compo'd		90	Spirits Camphor		75
Blue Vitrol less		70	Buchu		1 00	Sulphur roll.		2 1/2
Bordeaux Mix Pst		80	Cantharides		1 00	Sulphur Subl.		2 1/2
Hellebore, White		15	Capicum		90	Tamarinds		100
powdered		20	Cardamon		20	Tartar Emetic		40
Insect Powder		35	Cardamon, Comp.		30	Turpentine Venice		40
Lead Arsenate		80	Catechu		60	Vanilla Ex. pure		1 00
Lime and Sulphur		25	Cinchona		1 05	Witch Hazel		65
Solution, gal.		15	Cinchicum		85	Zinc Sulphate		10
Paris Green		15	Cubeb		21			

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

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

ADVANCED	DECLINED
Beans Cream Tartar Corn Syrup Flour Peas Rice Rolled Oats	Ceresota Flour

Index to Markets

By Columns

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

3	4	5
CHEESE	Mocha	Cocoanuts
Acme	Short Bean	Chestnuts, New York
Bloomington	Long Bean	State, per bu.
Carson City	H. L. O. G.	Shelled
Hopkins	Bogota	No. 1 Spanish Shelled
Brick	Fair	Peanuts
Leiden	Fancy	Ex. Lg. Va. Shelled
Limburger	Exchange Market, Steady	Peanuts
Pineapple	Spot Market, Strong	Pecan Halves
Edam	Package	Walnut Halves
Sap Sago	New York Basis	Filbert Meats
Swiss, domestic	Arbuckle	Alcanta Almonds
	McLaughlin's XXXX	Jordan Almonds
CHEWING GUM	McLaughlin's XXXX sold	Peanuts
Adams Black Jack	to retailers only. Mail all	Fancy H P Suns Raw
Adams Sappota	orders direct to W. F.	Roasted
Beeman's Pepsin	McLaughlin & Co., Chicago	H. P. Jumbo, Raw
Beechnut	Extracts	Roasted
Chiclets	Holland, 1/2 gro. bxs.	
Colgan Violet Chips	Felix, 1/2 gross	CRACKERS
Colgan Mint Chips	Hummel's foil, 1/2 gro.	National Biscuit Company
Dentyne	Hummel's tin, 1/2 gro.	Brands
Flag Spruce	CONFECTIONERY	Butter
Juley Fruit	Stick Candy	Excelsior Butters
Red Robin	Horehound	NBC Square Butters
Sen Sen (Jars 80 pkgs.	Standard	Seymour Round
\$2.20)	Twist, small	Soda
Spearment, Wrigleys	Jumbo	NBC Sodas
Spearment, 5 box jars	Jumbo, small	Premium Sodas
Spearment, 3 box jars	Big Stick	Select Sodas
Trunk Spruce	Boston Sugar Stick	Saratoga Flakes
Yucatan	Mixed Candy	Saltines
Zenc	Broken	Oyster
	Cameo	NBC Picnic Oysters
CHICORY	Cut Leaf	Gem Oysters
Bulk	Fancy	Shell
Red	French Cream	
Eagle	Grocers	Sweet Goods
Frank's	Kindergarten	Cans and boxes
Scheuer's	Leader	Animals
Red Standards	Majestic	Atlantics Also Ass'd.
White	Monarch	Avena Fruit Cakes
	Novelty	Bonnie Doon Cookies
CHOCOLATE	Paris Creams	Bonnie Lassies
Walter Baker & Co.	Premio Creams	Cameo Biscuit
German's Sweet	Royal	Cecelia Biscuit
Premium	Special	Cheese Tid Bits
Caracas	Valley Creams	Chocolate Bar (cans)
Walter M. Lowney Co.	X L O	Chocolate Drops
Premium, 1/4s	Specialties	Choc. Honey Fingers
Premium, 1/2s	Auto Klisses (baskets)	Circle Cookies
	Autumn Leaves	Cracknels
CLOTHES LINE	Bonnie Butter Bites	Cream Fingers
No. 40 Twisted Cotton	Butter Cream Corn	Cocoanut Tafta Bar
No. 50 Twisted Cotton	Caramel Dice	Cocoanut Drops
No. 60 Twisted Cotton	Cocoanut Kraut	Cocoanut Macaroons
No. 80 Twisted Cotton	Cocoanut Waffles	Cocoanut Honey Fingers
No. 100 Twisted Cotton	Coco Macaroons	Cocot Honey Jumbles
No. 120 Twisted Cotton	Coffy Toffy	Coffee Cakes Iced
No. 140 Twisted Cotton	Dainty Mints 7 lb. tin	Dixie Sugar
No. 160 Twisted Cotton	Empire Fudge	Family Cookies
No. 180 Twisted Cotton	Fudge, Pineapple	Fig Cakes Ass'd.
No. 200 Twisted Cotton	Fudge, Walnut	Fireside Peanut Jumb
No. 220 Twisted Cotton	Fudge, Filbert	Fireside Sug. Jumb
No. 240 Twisted Cotton	Fudge, Choco. Peanut	Fluted Coatd Bar
No. 260 Twisted Cotton	Fudge, Honey Moon	Frosted Creams
No. 280 Twisted Cotton	Fudge, Toasted Cocoa	Frosted Ginger Cook
No. 300 Twisted Cotton	nut	Fruit Lunch Iced
No. 320 Twisted Cotton	Fudge, Cherry	Ginger Gems Plain
No. 340 Twisted Cotton	Fudge, Cocoanut	Ginger Gems Iced
No. 360 Twisted Cotton	Honeycomb Candy	Graham Crackers
No. 380 Twisted Cotton	Kokays	Ginger Snaps Family
No. 400 Twisted Cotton	Iced Maroons	Ginger Snaps R'd
No. 420 Twisted Cotton	Iced Gems	Harlequin Jumbles
No. 440 Twisted Cotton	Iced Orange Jellies	Household Cookies
No. 460 Twisted Cotton	Italian Bon Bons	Household Cks. Iced
No. 480 Twisted Cotton	Lozenges, Pep.	Hippodrome Bar
No. 500 Twisted Cotton	Lozenges, Pink	Honey Fingers Ass't
No. 520 Twisted Cotton	Manchus	Honey Flakes
No. 540 Twisted Cotton	Molasses Kisses, 10	Honey Jumbles
No. 560 Twisted Cotton	lb. box	Imperial
No. 580 Twisted Cotton	Nut Butter Puffs	Jubilee Mixed
No. 600 Twisted Cotton	Salted Peanuts	Kaiser Jumbles
No. 620 Twisted Cotton	Chocolates	Lady Fingers Sponge
No. 640 Twisted Cotton	Assorted Choc.	Leap Year Jumbles
No. 660 Twisted Cotton	Amazon Caramels	Lemon Biscuit Square
No. 680 Twisted Cotton	Champion	Lemona
No. 700 Twisted Cotton	Choc. Chips, Eureka	Mace Cakes
No. 720 Twisted Cotton	Climax	Mary Ann
No. 740 Twisted Cotton	Eclipse, Assorted	Marshmallow Coffee
No. 760 Twisted Cotton	Eureka Chocolates	Cake
No. 780 Twisted Cotton	Favorite	Marshmallow Pecans
No. 800 Twisted Cotton	Ideal Chocolates	Marshmallow Walnts
No. 820 Twisted Cotton	Klondike Chocolates	Medora
No. 840 Twisted Cotton	Nabobs	NBC Honey Cakes
No. 860 Twisted Cotton	Nibble Sticks	Oatmeal Crackers
No. 880 Twisted Cotton	Nut Wafers	Orange Gems
No. 900 Twisted Cotton	Ocoro Choc. Caramels	Penny Assorted
No. 920 Twisted Cotton	Peanut Clusters	Peanut Gems
No. 940 Twisted Cotton	Pyramids	Picnic Mixed
No. 960 Twisted Cotton	Quintette	Raisin Cookies
No. 980 Twisted Cotton	Regina	Raisin Gems
No. 1000 Twisted Cotton	Star Chocolates	Raspberry Dessert
No. 1020 Twisted Cotton	Superior Choc. (light)	Reveres Ass'd.
No. 1040 Twisted Cotton	Pop Corn Goods	Saltines
No. 1060 Twisted Cotton	Without prizes.	Seafom
No. 1080 Twisted Cotton	Cracker Jack with	Spiced Ginger Cakes
No. 1100 Twisted Cotton	coupon	Iced
No. 1120 Twisted Cotton	Pop Corn Goods with Prizes	Sugar Fingers
No. 1140 Twisted Cotton	Giggles, 5c pkg. cs. 3 50	Sugar Crimp
No. 1160 Twisted Cotton	Oh My 100s	Sultana Fruit Biscuit
No. 1180 Twisted Cotton	Cracker Jack, with Prize	Sweethearts
No. 1200 Twisted Cotton	Cough Drops	Vanilla Wafers
No. 1220 Twisted Cotton	Putnam Menthol	In-er-Seal Trade Mark
No. 1240 Twisted Cotton	Smith Bros.	Goods
No. 1260 Twisted Cotton	NUTS—Whole	per doz.
No. 1280 Twisted Cotton	Almonds, Tarragona	Baronet Biscuit
No. 1300 Twisted Cotton	Almonds, California	Bremners Btr Wafs.
No. 1320 Twisted Cotton	soft shell	Cameo Biscuit
No. 1340 Twisted Cotton	Brazils	Cheese Sandwich
No. 1360 Twisted Cotton	Filberts	Chocolate Wafers
No. 1380 Twisted Cotton	Cal. No. 1	Excelsior Butters
No. 1400 Twisted Cotton	Walnuts soft shell	Fig Newton
No. 1420 Twisted Cotton	Walnuts, Chili	Five O'Clock Tea Bct
No. 1440 Twisted Cotton	Table nuts, fancy	Ginger Snaps NBC
No. 1460 Twisted Cotton	Pecans, medium	
No. 1480 Twisted Cotton	Pecans, ex. large	
No. 1500 Twisted Cotton	Hickory Nuts, per bu.	
No. 1520 Twisted Cotton	Ohio	
No. 1540 Twisted Cotton	Java	
No. 1560 Twisted Cotton	Private Growth	
No. 1580 Twisted Cotton	Mandling	
No. 1600 Twisted Cotton	Aukola	

6	7	8	9	10	11
Graham Crackers Red Label, 10c size 1 00 Lemon Snaps 50 Oysterettes 50 Premium Sodas 1 00 Royal Toast 1 00 Saratoga Flakes 1 50 Social Tea Biscuit 1 00 Uneda Biscuit 50 Uneda Ginger Wafer 1 00 Vanilla Wafers 1 00 Water Thin Biscuit 1 00 Zu Zu Ginger Snaps 1 50 Zwieback 1 00 Other Package Goods Barnum's Animals 50 Chocolate Tokens 2 50 Butter Crackers NBC Family Package 2 50 Soda Crackers NBC Family Package 2 50 Fruit Cake 3 00 In Special Tin Packages Adora, 10c size 1 00 Festino 2 50 Mallomars 1 00 Nabisco, 10c 1 00 * in bulk, per tin Nabisco 1 75 Festino 1 50 Bent's Water Crackers 1 40 CREAM TARTAR Barrels or Drums 49 Boxes 50 Square Cans 52 Fancy Caddies 57 DRIED FRUITS Apples Evaporated Choice blk 10 1/2 Evaporated Fancy pkg. Apricots California 15 @ 17 Citron Corsican 16 Currants Imported 1 lb. pkg. 10 1/2 Imported, bulk 10 1/2 Peaches Mulrs—Choice, 25lb. 7 1/2 Mulrs—Fancy, 25lb. 8 1/2 Fancy, Peeled, 25lb. 15 Pear Lemon, American 12 Orange, American 12 Raisins Cluster, 20 cartons 2 25 Loose Muscatels, 4 Cr. 7 1/2 Loose Muscatels, 3 Cr. 7 1/2 L. M. Seeded, 1 lb. 8 1/2 @ 9 California Prunes 90-100 25lb. boxes 7 1/2 80-90 25lb. boxes 8 1/2 70-80 25lb. boxes 9 1/2 60-70 25lb. boxes 10 50-60 25lb. boxes 11 40-50 25lb. boxes 12 FARINACEOUS GOODS Beans California Limas 9 Med. Hand Picked 3 25 Brown Holland 2 40 Farina 25 1 lb. packages 1 50 Bulk, per 100 lbs. 5 Original Holland Rusk Packed 12 rolls to container 3 containers (40) rolls 3 20 Hemlin Pearl, 100 lb. sack 2 25 Maccaroni and Vermicelli Domestic, 10 lb. box 60 Imported, 25 lb. box 2 50 Pearl Barley Chester 3 15 Empire Peas Green, Wisconsin, bu. 2 50 Green, Scotch, bu. 2 50 Split, lb. 4 1/4 Sago East India 5 German, sacks 5 German, broken pkg. Tapoca Flake, 100 lb. sacks 5 Pearl, 100 lb. sacks 5 Pearl, 36 pkgs. 2 25 Minute, 36 pkgs. 2 75 FISHING TACKLE 1/4 to 1 in. 6 1 1/2 to 2 in. 7 1 1/2 to 2 in. 9 1 1/2 to 2 in. 11 2 in. 15 3 in. 20 Cotton Lines No. 1, 10 feet 5 No. 2, 15 feet 7 No. 3, 15 feet 9 No. 4, 15 feet 10 No. 5, 15 feet 11 No. 6, 15 feet 12 No. 7, 15 feet 15 No. 8, 15 feet 18 No. 9, 15 feet 20 Linen Lines Small 20 Medium 26 Large 34 	Poles Bamboo, 14 ft., per doz. 55 Bamboo, 16 ft., per doz. 60 Bamboo, 18 ft., per doz. 80 FLAVORING EXTRACTS Jennings D C Brand Extract Lemon Terpeneless Extract Vanilla Mexican both at the same price No. 1, F box 1/4 oz. 85 No. 2, F box, 1 1/4 oz. 1 20 No. 4, F box, 2 1/4 oz. 2 00 No. 3, 2 1/4 oz. Taper 2 00 No. 2, 1 1/4 oz. flat 1 75 FLOUR AND FEED Grand Rapids Grain & Milling Co. Winter Wheat Purity Patent 5 35 Sunburst 5 80 Wizard Flour 5 00 Wizard Graham 5 00 Matchless 5 10 Wizard, Gran. Meal 4 70 Wizard Buckwh't cwt 3 40 Rye 4 40 Valley City Milling Co. Lily White 5 50 Light Loaf 5 00 Graham 2 25 Granena Health 2 35 Gran. Meal 2 15 Bolted Med. 2 05 Voigt Milling Co. Voigt's Crescent 5 50 Voigt's Royal 5 90 Voigt's Flourloft 5 50 Voigt's Hygienic Gra- ham 4 65 Watson-Higgins Milling Co. Perfection Buckwheat Flour 6 25 Perfection Flour 5 25 Tip Top Flour 4 85 Golden Sheaf Flour 4 30 Marshall's Best Flour 6 00 Worden Grocer Co. Quaker, paper 5 30 Quaker, cloth 5 40 Kansas Hard Wheat Voigt Milling Co. Calla Lily 5 50 Worden Grocer Co. American Eagle, 1/4s 5 50 American Eagle, 1/8s 5 40 American Eagle, 1/2s 5 30 Spring Wheat Roy Baker. Nazetta 5 50 Golden Horn, bakers 5 40 Wisconsin Rye 4 15 Bohemian Rye 4 35 Judson Grocer Co. Ceresota, 1/2s 6 50 Ceresota, 1/4s 6 60 Ceresota, 1/8s 6 70 Voigt Milling Co. Columbian 6 20 Worden Grocer Co. Wingold, 1/4s cloth 6 50 Wingold, 1/4s cloth 6 40 Wingold, 1/2s cloth 6 30 Wingold, 1/4s paper 6 35 Wingold, 1/4s paper 6 30 Meal Bolted 4 50 Golden Granulated 4 70 Wheat New Red 80 New White 80 Oats Michigan carlots 44 Less than carlots 46 Corn Carlots 88 Less than carlots 90 Hay Carlots 15 00 Less than carlots 17 00 Feed Street Car Feed 35 No. 1 Corn & Oat Feed 35 Cracked Corn 35 Coarse Corn Meal 35 FRUIT JARS Mason, pts., per gro. 4 25 Mason, qts., per gro. 4 55 Mason, 1/2 gal. per gro. 6 90 Mason, can tops, gro. 1 30 GELATINE Cox's, 1 doz. large 1 45 Cox's, 1 doz. small 90 Knox's Sparkling, doz. 1 25 Knox's Sparkling, gr. 14 00 Knox's Acid'd doz. 1 25 Nelson's 1 50 Oxford 75 Plymouth Rock, Phos. 1 25 Plymouth Rock, Plain 90 GRAIN BAGS Broad Gauge 18 Amoskeag 19 Herbs Sage 15 Hops 15 Laurel Leaves 15 Senna Leaves 25 HIDES AND PELTS Hides Green, No. 1 12 Green, No. 2 11 Cured, No. 1 13 1/2 Cured, No. 2 12 1/2 	Calfskin, green, No. 1 15 Calfskin, green, No. 2 13 1/2 Calfskin, cured, No. 1 16 Calfskin, cured, No. 2 14 1/2 Pelts Old Wool 60 @ 1 25 Lambs 25 @ 50 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 30lb. pails, per pail 1 00 JELLY GLASSES 1/4 pt. in bbls., per doz. 15 1/2 pt. in bbls., per doz. 16 8 oz. capped in bbls. per doz. 18 MAPLEINE 2 oz. bottles, per doz. 3 00 1 oz. bottles, per doz. 1 75 MINCE MEAT Per case 2 85 MOLASSES New Orleans Fancy Open Kettle 42 Choice 35 Good 22 Fair 20 Half barrels 2c extra Red Hen, No. 2 1/4 1 75 Red Hen, No. 5 1 75 Red Hen, No. 10 1 65 MUSTARD 1/2 lb. 6 lb. box 16 OLIVES Bulk, 1 gal. kegs 1 00 @ 1 10 Bulk, 2 gal. kegs 95 @ 1 05 Bulk, 5 gal. kegs 90 @ 1 00 Stuffed, 5 oz. 90 Stuffed, 8 oz. 1 25 Stuffed, 14 oz. 2 25 Pitted (not stuffed) 2 25 14 oz. 2 25 Manzanilla, 8 oz. 90 Lunch, 10 oz. 1 35 Lunch, 16 oz. 2 25 Queen, Mammoth, 19 oz. 4 25 Queen, Mammoth, 23 oz. 5 75 Olive Chow, 2 doz. cs. per doz. 2 25 PICKLES Medium Barrels, 1,200 count 7 75 Half bbls., 600 count 4 30 5 gallon kegs 1 90 Small Barrels 9 50 Half barrels 5 25 5 gallon kegs 2 25 Gherkins Barrels 14 00 Half barrels 6 50 5 gallon kegs 2 50 Sweet Small Barrels 17 00 Half barrels 9 25 5 gallon kegs 3 50 PIPES Clay, No. 216, per box 1 75 Clay, T. D. full count 60 Cob 90 PLAYING CARDS No. 90, Steamboat 75 No. 15, Rival assorted 1 25 No. 20, Rover, enam'd 1 50 No. 572, Special 1 75 No. 98 Golf, satin fin. 2 00 No. 808, Bicycle 2 00 No. 632 Tour'n't whist 2 25 POTASH Babbitt's, 2 doz. 1 75 PROVISIONS Barreled Pork Clear Back 24 00 @ 25 00 Short Cut Cl'r 23 00 @ 24 00 Bean 20 00 @ 20 50 Brisket, Clear 27 00 @ 28 00 Pig Clear Family 26 00 Dry Salt Meats S P Bellies 14 1/2 @ 15 Lard Pure in tierces 11 1/2 @ 12 Compound Lard 9 @ 9 1/2 80 lb. tubs advance 1/4 60 lb. tubs advance 1/4 50 lb. tubs advance 1/4 20 lb. pails advance 1/4 10 lb. pails advance 1/4 5 lb. pails advance 1/4 8 lb. pails advance 1/4 Smoked Meats Hams, 12 lb. av. 20 @ 21 Hams, 14 lb. av. 19 @ 19 1/2 Hams, 16 lb. av. 18 @ 18 1/2 Hams, 18 lb. av. Ham, dried beef sets 29 @ 30 California Hams 14 @ 14 1/2 Picnic Boiled Hams 19 1/2 @ 20 Boiled Hams 30 @ 30 1/2 Minced Ham 14 @ 14 1/2 Bacon 18 @ 24 	Sausages Bologna 13 @ 13 1/2 Liver 9 1/4 @ 14 Frankfort 13 @ 13 1/2 Pork 13 @ 14 Veal 11 Tongue 11 Headcheese 10 Beef Boneless 20 00 @ 20 50 Rump, new 24 50 @ 25 00 Pig's Feet 1/4 bbls. 1 05 1/2 bbls., 40 lbs. 2 10 3/4 bbls. 4 25 1 bbl. 8 50 Tripe Kits, 15 lbs. 90 1/4 bbls., 40 lbs. 1 60 1/2 bbls., 80 lbs. 3 00 Casings Hogs, per 1/2 35 Beef, rounds, set 18 @ 20 Beef, middles, set 80 @ 85 Sheep, per bundle 85 Uncolored Butterline Solid Dairy 12 @ 16 Country Rolls 12 1/2 @ 18 Canned Meats Corned beef, 2 lb. 4 75 Corned beef, 1 lb. 2 50 Roast beef, 2 lb. 4 75 Roast beef, 1 lb. 2 50 Potted Meat, Ham Flavor, 1/4s 55 Potted Meat, Ham Flavor, 1/2s 95 Deviled Meat, Ham Flavor, 1/4s 55 Deviled Meat, Ham Flavor, 1/2s 95 Potted Tongue, 1/4s 55 Potted Tongue, 1/2s 95 RICE Fancy 7 @ 7 1/2 Japan Style 5 @ 6 1/2 Broken 3 1/2 @ 4 1/2 ROLLED OATS Rolled Avenue, bbls 5 50 Steel Cut, 100 lb. sks 2 80 Monarch, bbls 5 25 Monarch, 90 lb. sks. 2 50 Quaker, 18 Regular 1 45 Quaker, 20 Family 4 40 SALAD DRESSING Columbia, 1/4 pt. 2 25 Columbia, 1 pint 4 00 Durkee's, large 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's, large, 1 doz. 2 35 Snider's, small, 2 doz. 1 35 SALERATUS Packed 60 lbs. in box Arm and Hammer 3 00 Wyandotte, 100 1/2s 3 00 SAL SODA Granulated, bbls. 80 Granulated, 100 lbs. cs. 90 Granulated, 36 pkgs. 1 25 SALT Common Grades 100 3 lb. sacks 2 60 70 4 lb. sacks 2 40 60 5 lb. sacks 2 40 28 10 lb. sacks 2 25 56 lb. sacks 40 28 lb. sacks 20 Warsaw 56 lb. sacks 26 28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks 26 Common Granulated, Fine 1 05 Medium, Fine 1 10 SALT FISH Cod Large, whole @ 8 Small, whole @ 7 1/2 Strips or bricks 9 @ 13 Pollock @ 5 1/2 Smoked Salmon Strips 9 Halibut Strips 18 Chunks 19 Holland Herring Y. M. wh. hoop bbls. 10 50 Y. M. wh. hoop 1/2 bbls 5 50 Y. M. wh. hoop kegs 65 Y. M. wh. hoop Milchers kegs 65 Standard, bbls 8 75 Standard, 1/2 bbls. 4 63 Standard, kegs 54 Trout No. 1, 100 lbs. 7 50 No. 1, 40 lbs. 2 25 No. 1, 10 lbs. 90 No. 1, 2 lbs. 75 Mackerel Mess, 100 lbs. 15 00 Mess, 40 lbs. 6 50 Mess, 10 lbs. 1 70 Mess, 8 lbs. 1 45 No. 1, 100 lbs. 14 00 No. 1, 40 lbs. 6 10 No. 1, 10 lbs. 1 60 Lake Herring 100 lbs. 4 25 40 lbs. 2 10 10 lbs. 62 8 lbs. 54 	SEEDS Anise 14 Canary, Smyrna 15 Caraway 20 Cardomom, Malabar 1 20 Celery 50 Hemp, Russian 6 Mixed Bird 9 Mustard, white 12 Poppy 16 Rape 10 SHOE BLACKING Handy Box, large 3 dz. 5 50 Handy Box, small 1 25 Bixby's Royal Polish 85 Miller's Crown Polish 85 SNUFF Scotch, in bladders 37 Maccaboy, in jars 35 French Rattle in jars 43 SODA Boxes 5 1/4 Kegs, English 4 1/2 SPICES Whole Spices Allspice, Jamaica 9 @ 10 Allspice, lg Garden @ 11 Cloves, Zanzibar @ 22 Cassia, Canton 14 @ 15 Cassia, 5c pkg. dz. @ 25 Ginger, African @ 9 1/2 Ginger, Cochlin @ 14 1/2 Mace, Penang @ 70 Mixed, No. 1 @ 17 Mixed, No. 2 @ 16 Mixed, 5c pkgs. dz. @ 45 Nutmegs, 70180 @ 30 Nutmegs, 105-110 @ 25 Pepper, Black @ 15 Pepper, White @ 25 Pepper, Cayenne @ 22 Paprika, Hungarian Pure Ground in Bulk Allspice, Jamaica @ 15 Cloves, Zanzibar @ 28 Cassia, Canton @ 22 Ginger, African @ 18 Mace, Penang @ 75 Nutmegs @ 35 Pepper, Black @ 16 Pepper, White @ 32 Pepper, Cayenne @ 24 Paprika, Hungarian @ 45 STARCH Kingsford, 40 bs. 7 1/4 Muzzy, 20 1lb. pkgs. 5 1/4 Kingsford Silver Gloss, 40 1lb. 7 1/4 Muzzy, 40 1lb. pkgs. 5 Gloss Argo, 24 5c pkgs. 90 Silver Gloss, 16 3lbs. 6 1/4 Silver Gloss, 12 6lbs. 8 1/4 Muzzy 48 1lb. packages 5 16 3lb. packages 4 1/2 12 6lb. packages 4 50lb. Boxes 3 1/4 SYRUPS Corn Barrels 30 Half barrels 32 Blue Karo, No. 1 1/4 3 45 4 doz. 1 95 Blue Karo, No. 2, 2 dz. 1 95 Blue Karo, No. 2 1/2 2 doz. 2 30 Blue Karo, No. 5, 1 dz. 2 25 Blue Karo, No. 10, 1/2 doz. 2 15 Red Karo, No. 1 1/4 4 doz. 3 75 Red Karo, No. 2, 2 dz. 2 30 Red Karo, No. 2 1/2, 2 dz 2 70 Red Karo, No. 5, 1 doz. 2 50 Red Karo, No. 10, 1/2 doz. 2 40 Pure Cane Fair 16 Good 20 Choice 25 TABLE SAUCES Halford, large 3 75 Halford, small 2 25 TEA Uncolored Japan Medium 20 @ 25 Choice 28 @ 33 Fancy 36 @ 45 Basket-fired Med'm 28 @ 30 Basket-fired, Choice 35 @ 37 Basket-fired, Fancy 38 @ 45 No. 1 Nibs 30 @ 32 Siftings, bulk 9 @ 10 Siftings, 1 lb. pkgs. 12 @ 14 Gunpowder Moyune, Medium 28 @ 33 Moyune, Choice 35 @ 40 Moyune, Fancy 50 @ 60 Ping Suey, Medium 25 @ 30 Ping Suey, Choice 35 @ 40 Ping Suey, Fancy 45 @ 50 Young Hyson Choice 28 @ 30 Fancy 45 @ 55 Colong Formosa, Medium 25 @ 28 Formosa, Choice 32 @ 35 Formosa, Fancy 50 @ 63 English Breakfast Congou, Medium 25 @ 30 Congou, Choice 30 @ 35 Congou, Fancy 40 @ 45 Congou, Ex. Fancy 60 @ 80 Ceylon Pekoe, Medium 28 @ 30 Dr. Pekoe, Choice 30 @ 35 Flowerly O. P. Fancy 40 @ 50 	TOBACCO Fine Cut Blot 1 45 Bugle, 16 oz. 3 84 Bugle, 10c 11 00 Dan Patch, 8 and 16 oz. 32 Dan Patch, 4 oz. 11 52 Dan Patch, 2 oz. 5 76 Fast Mail, 16 oz. 7 80 Hiawatha, 16 oz. 60 Hiawatha, 5c 5 40 May Flower, 16 oz. 9 36 No Limit, 8 oz. 1 80 No Limit, 16 oz. 3 60 Ojibwa, 8 and 16 oz. 40 Ojibwa, 10c 11 10 Ojibwa, 5c 1 85 Petoskey Chief, 7 oz. 2 00 Petoskey Chief, 14 oz. 4 00 Peach and Honey, 5c 5 76 Red Bell, 16 oz. 3 96 Red Bell, 8 foil 1 98 Sterling, L & D 5c 5 76 Sweet Cuba, canister 9 16 Sweet Cuba, 5c 5 76 Sweet Cuba, 10c 95 Sweet Cuba, 1 lb. tin 4 50 Sweet Cuba, 1/2 lb. foil 2 25 Sweet Burley, 5c L&D 5 76 Sweet Burley, 8 oz. 2 45 Sweet Burley, 16 oz. 4 90 Sweet Mist, 1/2 gro. 5 70 Sweet Mist, 8 oz. 11 10 Telegram, 5c 5 76 Tiger, 5c 6 00 Tiger, 25c cans 2 40 Uncle Daniel, 1 lb. 60 Uncle Daniel, 1 oz. 5 22 Plug Am. Navy, 16 oz. 32 Apple, 10 lb. butt 38 Drummond Nat. Leaf, 2 and 5 lb. 60 Drummond Nat. Leaf per doz. 96 Battle Ax 32 Bracer, 6 and 12 lb. 30 Big Four, 6 and 16 lb. 32 Boot Jack, 2 lb. 90 Boot Jack, per doz. 96 Bullion, 16 oz. 46 Climax Golden Twins 48 Climax, 14 1/2 oz. 44 Climax, 7 oz. 47 Days' Work, 7 & 14 lb. 38 Crema de Menthe, lb. 62 Derby, 5 lb. boxes 28 5 Bros., 4 lb. 66 Four Roses, 10c 90 Gilt Edge, 2 lb. 50 Gold Rope, 6 & 12 lb. 58 Gold Rope, 4 & 8 lb. 58 G. O. P., 12 & 24 lb. 40 Granger Twist, 6 lb. 46 G. T. W., 10 lb. & 21 lb. 36 Horse Shoe, 6 & 12 lb. 38 Honey Dip Twist, 5 & 10 45 Jolly Tar, 5 & 8 lb. 40 J. T., 5 1/2 & 11 lb. 40 J. T., 5 1/2 & 11 lb. 35 Keystone Twist, 6 lb. 45 Kismet, 6 lb. 48 Maple Dip, 20 oz. 28 Merry Widow, 12 lb. 32 Nobby Spun Roll 6 & 3 58 Parrot, 12 lb. 32 Patterson's Nat. Leaf 93 Peachey, 6-12 & 24 lb. 45 Picnic Twist, 5 lb. 41 Piper Heidsieck, 4 & 7 lb. 69 Piper Heidsieck, per doz. 96 Polo, 3 doz., per doz. 38 Redcut, 1 1/2 oz. 38 Scrapple, 2 & 4 doz. 32 Sherry Cobbler, 8 oz. 32 Spear Head, 12 oz. 44 Spear Head, 14 1/2 oz. 44 Spear Head, 7 oz. 47 Sq. Deal, 7, 14 & 28 lb. 30 Star, 6, 12 & 24 lb. 43 Standard Navy, 7 1/2, 15 & 30 lb. 34 Ten Penny, 6 & 12 lb. 35 Town Talk, 14 oz. 31 Yankee Girl, 12 & 24 lb. 31 Scrap All Red, 5c 5 76 Am. Union Scrap 5 40 Bag Pipe, 5c 5 88 Cutlas, 2 1/2 oz. 26 Globe Scrap, 2 oz. 30 Happy Thought, 2 oz. 30 Honey Comb Scrap, 5c 5 76 Honest Scrap, 5c 1 55 Mall Pouch, 4 doz. 5c 2 00 Old Songs, 5c 5 76 Old Times, 1/2 gro. 5 50 Polar Bear, 5c, 1/2 gro. 5 76 Red Band, 5c, 1/2 gro. 5 76 Red Man Scrap, 5c 1 42 Scrapple, 5c pkgs. 4 8 Sure Shot, 5c 1-6 gro. 5 76 Yankee Girl Scrap 2oz. 5 76 Pan Handle Scrp 1/4sr. 5 76 Peachy Scrap, 5c 5 76 Union Workman, 2 1/2 6 00 Smoking All Leaf, 2 1/4 & 7 oz. 30 BB, 3 1/4 oz. 6 00 BB, 7 oz. 12 00 BB, 14 oz. 24 00 Bagdad, 10c tins 11 52 Badger, 3 oz. 5 04 Badger, 7 oz. 11 52 Banner, 5c 5 76 Banner, 20c 1 60 Banner, 40c 3 20 Belwood, Mixture, 10c 94 Big Chief, 2 1/4 oz. 6 00 Big Chief, 16 oz. 30

SPECIAL PRICE CURRENT

12

Smoking	
Bull Durham, 5c	5 85
Bull Durham, 10c	11 52
Bull Durham, 15c	17 28
Bull Durham, 8 oz.	3 60
Bull Durham, 16 oz.	6 72
Buck Horn, 5c	5 76
Buck Horn, 10c	11 52
Briar Pipe, 5c	6 00
Briar Pipe, 10c	12 00
Black Swan, 5c	5 76
Black Swan, 10c	11 52
Bob White, 5c	6 00
Brotherhood, 5c	6 00
Brotherhood, 10c	11 52
Brotherhood, 16 oz.	5 05
Carnival, 5c	5 70
Carnival, 10c	11 40
Cigar Clip, Johnson	30
Cigar Clip, Seymour	30
Identity, 3 & 16 oz.	30
Darby Cigar Cuttings	4 50
Continental Cubes, 10c	90
Corn Cake, 14 oz.	2 55
Corn Cake, 7 oz.	1 45
Corn Cake, 5c	5 76
Cream, 50c pails	4 70
Cuban Star, 5c foil	5 76
Cuban Star, 16 oz. pls	3 72
Chips, 10c	10 30
Dilla Best, 1 1/2 oz.	79
Dilla Best, 3 1/2 oz.	77
Dilla Best, 16 oz.	73
Dixie Kid, 5c	48
Duke's Mixture, 5c	5 76
Duke's Mixture, 10c	11 52
Duke's Cameo, 5c	5 76
Drum, 5c	5 76
F. F. A., 4 oz.	5 04
F. F. A., 7 oz.	11 52
Fashion, 5c	6 00
Fashion, 10c	12 00
Five Bros., 5c	5 76
Five Bros., 10c	11 52
Five cent cut Plug	29
F. O. B. 10c	11 52
Four Roses, 10c	90
Full Dress, 1 1/2 oz.	72
Glad Hand, 5c	48
Gold Block, 10c	12 00
Gold Star, 50c pail	4 70
Gall & Ax. Navy, 5c	48
Growler, 5c	42
Growler, 10c	84
Growler, 20c	1 85
Giant, 5c	5 76
Giant, 10c	11 52
Hand Made, 2 1/2 oz.	50
Hazel Nut, 5c	5 76
Honey Dew, 10c	12 00
Hunting, 5c	33
I. X. L., 5c	6 10
I. X. L., in pails	3 80
Just Suits, 5c	6 00
Just Suits, 10c	12 00
Kill Dried, 25c	2 45
King Bird, 7 oz.	2 18
King Bird, 10c	11 52
King Bird, 5c	5 76
La Turka, 5c	5 76
Little Giant, 1 lb.	28
Lucky Strike, 10c	96
Le Redo, 3 oz.	10 80
Le Redo, 3 & 16 oz.	33
Myrtle Navy, 10c	11 52
Myrtle Navy, 5c	5 76
Maryland Club, 5c	50
Mayflower, 5c	5 76
Mayflower, 10c	96
Mayflower, 20c	1 92
Nigger Hair, 5c	6 00
Nigger Hair, 10c	12 00
Nigger Head, 5c	5 76
Nigger Head, 10c	11 52
Noon Hour, 5c	48
Old Colony, 1-12 gro.	11 52
Old Mill, 5c	5 76
Old English Crv 1 1/2 oz.	96
Old Crop, 5c	5 76
Old Crop, 25c	19
P. S., 3 oz. 30 lb. cs.	19
P. S., 3 oz., per gro.	5 70
Pat Hand, 1 oz.	63
Patterson Seal, 1 1/2 oz.	48
Patterson Seal, 3 oz.	96
Patterson Seal, 16 oz.	5 00
Peerless, 5c	5 76
Peerless, 10c cloth	11 52
Peerless, 10c paper	10 80
Peerless, 20c	2 04
Peerless, 40c	4 08
Peerless, 2 gro. case	5 76
Plow Boy, 5c	5 76
Plow Boy, 10c	11 52
Plow Boy, 14 oz.	4 70
Pedro, 10c	11 93
Pride of Virginia, 1 1/2	77
Pilot, 5c	5 76
Pilot, 14 oz. doz.	2 10
Prince Albert, 5c	48
Prince Albert, 10c	96
Prince Albert, 8 oz.	3 84
Prince Albert, 16 oz.	7 44
Queen Quality, 5c	48
Rob Roy, 5c foil	5 76
Rob Roy, 10c gross	10 52
Rob Roy, 25c doz.	2 10
Rob Roy, 50c doz.	4 10
S. & M., 5c gross	5 76
S. & M., 14 oz. doz.	3 20
Soldier Boy, 5c gross	5 76
Soldier Boy, 10c	10 50

13

Pilot, 7 oz. doz.	
Pilot, 7 oz. doz.	1 05
Soldier Boy, 1 lb.	4 75
Sweet Caporal, 1 oz.	60
Sweet Lotus, 5c	6 00
Sweet Lotus, per dz.	4 35
Sweet Rose, 2 1/2 oz.	30
Sweet Tip Top, 5c	50
Sweet Tip Top, 10c	1 00
Sweet Tips, 1/2 gro.	10 08
Sun Cured, 10c	98
Summer Time, 5c	5 76
Summer Time, 7 oz.	1 65
Summer Time, 14 oz.	3 50
Standard, 5c foil	5 76
Standard, 10c paper	8 64
Seal N. C. 1 1/2 cut plug	70
Seal N. C. 1 1/2 Gran.	63
Three Feathers, 1 oz.	48
Three Feathers, 10c	1 02
Three Feathers and	
Pipe combination	2 25
Tom & Jerry, 14 oz.	3 60
Tom & Jerry, 7 oz.	1 80
Tom & Jerry, 3 oz.	76
Trout Line, 5c	5 90
Trout Line, 10c	11 00
Turkish, Patrol, 2-9	5 76
Tuxedo, 1 oz. bags	48
Tuxedo, 2 oz. tins	96
Tuxedo, 20c	1 90
Tuxedo, 80c tins	7 45
Twin Oaks, 10c	96
Union Leader, 50c	5 10
Union Leader, 25c	2 60
Union Leader, 10c	11 52
Union Leader, 5c	6 00
Union Workman, 1 1/2	5 76
Uncle Sam, 10c	10 98
U. S. Marine, 5c	5 76
Van Bibber, 2 oz. tin	48
Velvet, 5c pouch	88
Velvet, 10c tin	96
Velvet, 8 oz. tin	3 84
Velvet, 16 oz. can	7 68
Velvet, combination cs	5 75
War Path, 5c	6 00
War Path, 20c	1 60
Wave Line, 3 oz.	40
Wave Line, 16 oz.	40
Way up, 2 1/2 oz.	5 75
Way up, 16 oz. pails	31
Wild Fruit, 5c	5 76
Wild Fruit, 10c	11 52
Yum Yum, 5c	6 00
Yum Yum, 10c	11 52
Yum Yum, 1 lb. doz.	4 80

14

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

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

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

Toothpicks	
Birch, 100 packages	2 00
Ideal	85

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

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

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

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

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

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

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

YOURS TRULY LINES	
Pork and Beans	2 70@3 60
Condensed Soup	3 25@3 60
Salad Dressing	3 80@4 50
Apple Butter	@3 80
Catsup	2 70@6 75
Macaroni	1 70@2 35
Spices	40@ 85
Herbs	@ 75

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

CHARCOAL	
Car lots or local shipments, bulk or sacked in paper or jute. Poultry and stock charcoal.	
M. O. DEWEY CO., Jackson, Mich.	

15

BAKING POWDER
K. C.

Doz.	
10 oz., 4 doz. in case	85
15 oz., 4 doz. in case	1 25
20 oz., 3 doz. in case	1 60
25 oz., 4 doz. in case	2 00
50 oz., 2 doz. plain top	4 00
50 oz., 2 doz. screw top	4 20
80 oz., 1 doz. plain top	6 50
80 oz., 1 doz. screw top	6 75
Barrel Deal No. 2	
8 doz. each, 10, 15 and	
25 oz.	32 80
With 4 dozen 10 oz. free	
Barrel Deal No. 2	
6 doz. each, 10, 15 and	
25 oz.	24 60
With 3 dozen 10 oz. free	
Half-Barrel Deal No. 3	
4 doz. each, 10, 15 and	
25 oz.	16 40
With 2 doz. 10 oz. free	
All cases sold F. O. B.	
jobbing point.	
All barrels and half-	
barrels sold F. O. B. Chi-	
cago.	



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

CIGARS

Johnson Cigar Co.'s Brand	
Dutch Masters Club	70 00
Dutch Master Grande	68 00
Dutch Masters, Pan.	63 00
Little Dutch Masters	
(300 lots)	10 00
Gee Jay (300 lots)	10 00
El Portana	33 00
S. C. W.	32 00
Johnson's Hobby	32 00
Johnson's As It Is	33 00

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

COFFEE
OLD MASTER COFFEE

Old Master Coffee	31
San Marto Coffee	

FITZPATRICK BROTHERS' SOAP CHIPS

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

16

Roasted
Dwinnell-Wright Co's B'ds

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



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

SOAP

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

17

German Mottled, 25 b.	3 95
Lautz Naphtha, 100 ck.	3 85
Marseilles, 100 cakes	6 00
Marseilles, 100 cks. 5c	4 00
Marseilles, 100 ck. toll	4 90
Marseilles, 1/2 bx toll	2 10

Proctor & Gamble Co.

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

Swift & Company

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

Tradesman Co.'s Brand

Black Hawk, one box	2 50
Black Hawk, five bxs	2 40
Black Hawk, ten bxs	2 25
A. B. Wrisley	
Good Cheer	4 00
Old Country	2 40

Scouring

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

Soap Compounds

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

Washing Powders

Armour's	3 70
Babbitt's 1776	3 75
Gold Dust, 24 large	4 30
Gold Dust, 100 small	3 85
Kirkoline, 24 lb.	2 80
Lautz Naphtha, 60s	2 40
Lautz Naphtha, 100s	2 75
Pearline	3 75
Roseine	3 50
Snow Boy, 24s family	
size	3 75
Snow Boy, 60 5c	2 40
Snow Boy, 100 5c	3 75
Snow Boy, 20s	4 00
Swift's Pride, 24s	3 55
Swift's Pride, 100s	3 65
Wisdom	3 30

The only
5c
Cleanser

Guaranteed to
equal the
best 10c kinds
80 - CANS - \$2.00



Public Seating for all Purposes

World's Largest Exclusive Manufacturers

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 20 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale—Shoe store with established trade in good live city of 7,000. Good location, rent reasonable. Address or call The Star Shoe House, Grand Haven, Mich. 492

For Sale—Grocery and meat market in a good sized town in Southern Michigan. Good location. Best reasons for selling. Exclusive agent for the Marco grocery products. Address Marco, care Tradesman. 491

Seventy-five bbl. capacity flour mill for sale or exchange, located in good county seat town in Eastern Kansas. A No. 1 people, good churches, schools, lecture course, Chautauqua, Commercial Club, on valuable lots near depot, close to business center. Three railroads cross here, giving six points of outlet for by products, transit rates from the best wheat fields of Kansas, side track at door, wagon, scales, dump. Only elevator in town, only mill in county, substantial three-story stone building, engine room, steam power, corn department alone doing \$75,000 worth of business per year. Up-to-date sifter system, Wolf Co., Pa., just installed, warranted by them to turn out product equal to the best. \$5,500 encumbrance, \$4,000 of which can run or be lifted. A live proposition for the right man. Price \$20,000, cost more money. As I am in need of money will make good cash discount, commission paid. J. M. Caldwell, Garnett, Kan. 490

For Sale—Two Brunswick-Balke pool and billiard tables. Practically new, at a great bargain. Grand Rapids Electric Piano Co., 111 Campau Ave., Grand Rapids, Mich. 488

If you are thinking of buying an electric piano, see the Grand Rapids Electric Piano Co. first. 111 Campau Ave. 489

For Sale—A good clean stock of hardware, with a tinshop in connection; in a small town with a good surrounding country; just the place for a good tinner; good reason for selling. Address George Schabel & Son, Moores Hill, Ind. 487

For Sale—A dry goods business in prosperous Central New York village. Stock inventories \$10,000 or more. Owner wishes to retire. Write F. H. Jennings, 1146 Boyd St., Watertown, N. Y. 486

For Sale—At a special bargain, if taken at once, good general stock and buildings; if you want a good location and well established business cheap, call or write at once and get it in time to get the fall business; crops are fine and business will be good. W. D. Weaver, Wayland, Mich. 485

Work for yourself—Make money operating vending machines; full line; pennies count; small investment, large profits, spare time; outdoor work. Perfection Automatic Machine Co., Easton, Pa. 484

For Sale or Exchange—120 acre farm, 70 acres cleared. Fair house, log barn, small orchard in bearing. Sugar camp. Living water. Price \$5,000. Will take \$3,000 stock hardware, balance cash. Lock Box 86, Ewart, Mich. 483

Private summer resort, fine lake and grove. Write or come and see. Address P. Lippert, Stanton, Mich. 482

For Sale—General stock of merchandise, dry goods, shoes, hardware and groceries. Will inventory about \$1,600. A good opening about 20 miles from Traverse City. Address G. A. K., care Tradesman. 481

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

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

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

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

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

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

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 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. Invoice \$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

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—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

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—Old-established cash produce and grocery stock, doing lucrative business. Excellent location on main thoroughfare. Address No. 444, care Michigan Tradesman. 444

For Sale—One of the best meat market propositions in State. Only market in town of 1,000 population. Doing \$30,000 yearly. A1 farming and stock country. Don't write unless you mean business. Address No. 420, care Tradesman. 420

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

For Sale—Drug stock and fixtures, doing a good business. Located in Kalamazoo. Good reasons for selling. Address A. D. S., care of Michigan Tradesman. 413

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

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

Note head, envelopes or cards, prepaid; 75c for 250; \$1.90 per 1,000. Autopress, Wayland, Mich. 65

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

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

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. 324

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

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

Free for six months, my special offer to introduce my magazine "Investing for Profit." It is worth \$10 a copy to anyone who has been getting poorer while the rich, richer. It demonstrates the real earning power of money and shows how anyone, no matter how poor, can acquire riches. Investing For Profit is the only progressive financial journal published. It shows how \$100 grows to \$2,200. Write now and I'll send it six months free. H. L. Barber, 433, 28 W. Jackson Blvd., Chicago. 448

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

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

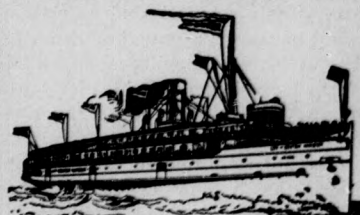
SITUATIONS WANTED.

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

AS SURE AS THE
SUN RISES

Voigt's CRESCENT FLOUR

Makes Best Bread
and Pastry



CHICAGO BOATS

DAYLIGHT TRIP

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

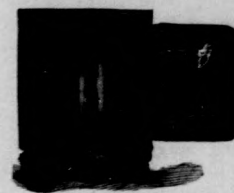
" " 1:45 p. m. Sunday only.

EVENING TRIP

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

Graham & Morton
Line

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

ACROSS THE BORDER.

The Constitutionalist forces under General Obregon entered Mexico City last Saturday, the same day that General Huerta landed in England to seek a well-earned rest with which unfortunately the disturbed condition of Europe may somewhat interfere. The entry of the Constitutionlists was to the accompaniment of much rejoicing, and the streets which but lately resounded to the cries of "Viva Huerta" now echoed the name of Madero—which shows that Mexico City is very much like any other capital. General Carranza's arrival is still being delayed, partly because of the more formal ceremonies that will attend the event, partly because of the necessity of transporting the machinery of government, personnel, and archives, which has moved from place to place during the last two years with the advance of the revolutionary fortunes. The transfer of power is taking place in peace; the guarantees demanded for the supporters of the fallen regime have been arranged. A little more than three years after Francisco Madero was installed in power, a government pledged to carry out the political and social reform embodied in the Madero programme will be once more functioning in the capital.

It is not unmitigated optimism to believe that a new epoch has thus begun for the troubled republic. It is true that the habit of revolution may persist, and that unclouded peace is still for the future. But, after all, even in Mexico a revolution, to attain formidable dimensions, must have a cause behind it. Madero stood for one set of principles, and the reaction under Felix Diaz and Huerta stood for another set of principles. That the reaction has spent its force for a long time to come, if not for ever, may be safely assumed. Mexico cannot go back to the state policies and economic policies of Porfiri Diaz. Such dangers, therefore, as are anticipated, will arise from the personal jealousies and aspirations of those who have carried the revolution to success. But here also we have grounds for believing that the dissensions between Carranza and Villa have been magnified by their opponents. Or, if strife should break out, there is still the all-important fact that, whereas formerly Mexico's internal troubles were fed in part from across the Rio Grande or regarded with contemptuous indifference there, the elements now in control in Mexico City have behind them the expressed friendship of the United States. Carranza has with him the good wishes of the American people and the Administration at Washington, a factor almost of primary importance in guaranteeing the permanence of the new regime.

NO CAUSE FOR ALARM.

Now that the first flush of unnecessary fear upon the part of the people of this country has subsided and the realization is being forced home that in spite of the terrific conflagration of war which is enveloping all Europe, this country is in a pros-

perous condition, business is beginning to resume a normal condition and preparations are beginning to be made upon the part of manufacturers and merchants to meet a healthy increase in the demand for manufactured goods and food products.

That there is no occasion for a pessimistic view of the future is evident from the condition of the banks of the country, especially those of the West and Middle West and portions of the South. Never before in the history of the country have the crops been so great nor the farmers so prosperous as they are to-day.

General business should speedily recover with the return of confidence in the situation and there is no reason why the holders of good securities paying a reasonable return upon the investment should not hold these securities and reap the benefit of that return.

The outbreak of European war and consequent uncertainty and anxiety upon the part of capital is only temporary. The situation has still further emphasized the stability of public utility securities. Reports of business done and earnings secured by public utilities companies show that these companies have not felt the effects of the unsettled condition noticeable in other lines. The reports of the send-out of gas and electric current of these corporations show as a rule a steady and moderate increase commensurate with the growth in the population of the communities they serve.

One instance of the feeling of confidence and security which exists among the prosperous farming communities in the Middle West is that of the farmers in Michigan, who are arranging to attend the Fair at Grand Rapids early in September in large numbers. The Grangers expect to have fully 1,000 automobiles owned by the farmers in line for a parade at the Fair.

Plans for the continuation of good roads work and the expansion of farming operations are being carried on without interruption and with the feeling of perfect confidence in the future and this calm faith in the soundness of conditions financial and commercial should be reflected by people in all walks of life.

The feeling in the Middle West is that with the continued neutrality of the United States and the opening up of the opportunity of this country to gain the markets of Central and South America unobstructed the future for business is very bright and that good business can be expected in the fall.

MUST HAVE OUR WHEAT.

The Chicago grain trade believes that before very long Europe will wake up to its prospective shortage of food supplies. With anything like a prolonged war, she will have to arrange to secure them from the United States. Germany is undoubtedly in the worst position; there are those who go so far as to say that she may be starved into submission.

Europe's own crops as a whole are short; a very great part of them are not yet harvested, and the war has increased the prospective shortage,

through scarcity of labor and invasion of the armies. The United States can easily spare 200,000,000 bushels, in addition to that already exported. But how much Europe, as a whole will be able actually to get and take care of, is puzzling the trade.

Great Britain has thus far secured supplies very largely through the diverting to English ports of cargoes intended for the Continent, but prevented from getting there. It has been decided by exporters that foreigners who want our wheat will have to pay for it as soon as the wheat is put aboard the ships. Money or credits must be in the banks at seaboard. Credit in banks of Europe will not do.

Our sales of wheat for export, prior to the declaration of war, were over 100,000,000 bushels. When those figures were originally given out, they seemed to the trade incredibly high. But the actual show-down of exporters, in the recent meeting at New York, proved them to be actually too low. Indeed, they were exclusive of flour, sales on which the conference had no figures. Even Austria bought 4,000,000 bushels of wheat, mostly from Chicago exporters, in the ten days prior to the war. Out of the total wheat thus sold, over 30,000,000 bushels have been shipped, and 15,000,000 bushel resold to exporters here by buyers at the seaboard who were unable to meet drafts, or who saw no way of sending out the wheat, whether loaded, or about to load, or in transit to the seaboard.

HAS HE MADE ATONEMENT?

Bulwer-Lytton in the *Lady of Lyons* says: "There is a future in store for any man who has the courage to repent and the energy to atone."

Deacon Ellis, who is one of the Republican candidates for Governor, claims that he has repented of his sins and that he now looks back with regret upon the twelve or fifteen years he spent in accumulating a large fortune conducting a gambling house and a bucket shop.

This may be true—assuming that he has a conscience, which many men question—but has he made any atonement for the crimes he committed during this period?

Has he paid back any of the money he filched from his victims?

Has he made restitution to the widows and orphans for the money he extorted from the husbands and fathers?

Has he returned to the banks any of the money that was stolen by cashiers and other trusted employees to carry on gambling operations in his establishment?

If he has never made such restitution, how much does his repentance amount to? How much reliance can be placed on the empty mouthings of a man who is sorry for what he has done but is not willing to show his sorrow in a substantial manner?

The Panama Canal, the greatest engineering achievement in the world, is now open for traffic, and—there is no foreign traffic. Could anything

be more sardonic? Just when the most notable peace enterprise is done, the war comes on to paralyze ocean transportation. The one is an enormous constructive task completed; the other bids fair to be the greatest destructive action of humanity of which there is any record. The amount of capital which will be destroyed in Europe alone, if this war lasts a few months, would build several such canals. Of course, so far as ocean transportation is concerned, this is a passing condition, while the Panama waterway is presumably there for all time, and it will profit by the trade revival and regeneration of American shipping whenever they come. But it is doubtful if any one happening could throw into clearer relief the essentially wasteful and destructive character of the war abroad than Col. Goethals' notice to the world that the greatest American conquest of peace is ready to serve those who are so busily cutting each other's throats.

The twenty-eighth annual picnic of the Grand Rapids Retail Grocers' Protective Association will be held at Lowell, Thursday, August 27. The Master Butchers' Association will participate in the event as usual. All the grocery stores and meat markets will be closed on that day. A special train will leave the Union Depot at 8:30. The fare is 82c for the round trip. Children under 12 years of age, half price. Tickets can be obtained from all grocers and butchers, who are requested to invite their customers to join in the event. The picnic will be held on the island at Lowell, where a programme of sports and athletic stunts will be pulled off on the completion of the luncheon.

The Wm. P. Canaan Co. has rearranged its wholesale establishment at 5 and 7 Ionia avenue, utilizing the first floor as a sample room, the second floor as a stock room and the basement as a storage for reserve stock. These three floors comprise 20,000 feet of floor space. Eight years ago Mr. Canaan's combined sample and stock room occupied less than 100 square feet. His original stock was post cards. At that time his single traveling representative carried a small sample book, containing perhaps 100 cards. Now the five traveling men of the house are compelled to carry from one to three trunks apiece and the line is constantly expanding in both variety and volume.

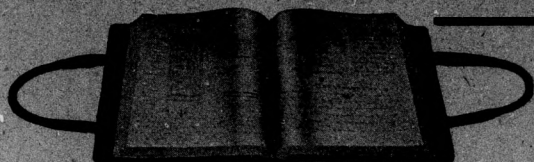
Robert Chapman, whose general stock at Fenwick was recently destroyed by fire, has re-engaged in the grocery business. The Worden Grocer Co. furnished the stock.

Harry Hartzler, formerly engaged in trade at Goshen, Ind., has removed to Nappanee, Ind. and purchased the O. T. Himbaugh grocery stock.

BUSINESS CHANCES.

For Sale—Grocery stock and fixtures, invoice about \$1,300. Will take much less if taken at once. Don't write unless you mean business. Reason for selling, want to get outside on account of health. Lock Box 72, Shepherd, Mich. 494

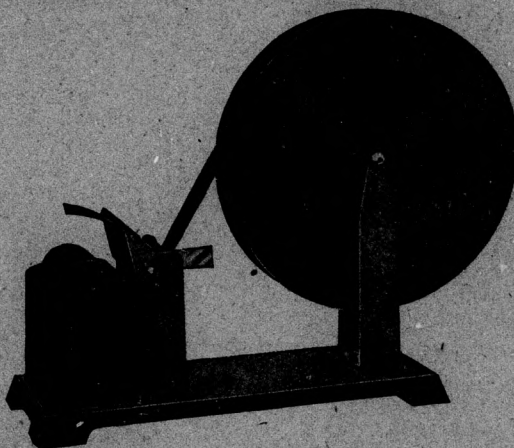
A good paying cafe, most modern in city. Excellent location. For sale cheap. Jas. W. Oakes & Co., Grand Haven, Mich. 493



Are You Proud of Your Catalogue?

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

KALAMAZOO LOOSE LEAF BINDER COMPANY
KALAMAZOO, MICHIGAN



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

USE CITIZENS TELEPHONE COMPANY'S
LONG DISTANCE SERVICE

Reaching over 200,000
telephones in Michigan alone, and
every telephone in Detroit

CITIZENS TELEPHONE COMPANY

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.

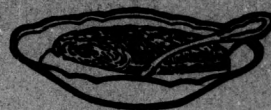
The Wonderful Derby Racer, which affords a thrilling ride.

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.

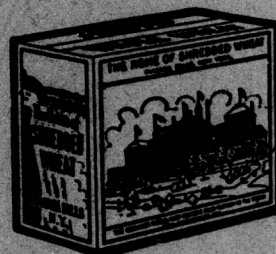
Is Not a Mush or a Porridge



The wise, up-to-date grocer will sell what the customer asks for, but it is well to remember that

Shredded Wheat

is not a mush or a porridge. You have to chew Shredded Wheat. Children cannot bolt it down as they do a mussy porridge. Chewing is the first process in digestion. In children it develops sound teeth and healthy gums. It is always fresh, always clean, always pure, always the same.



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

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

MADE ONLY BY

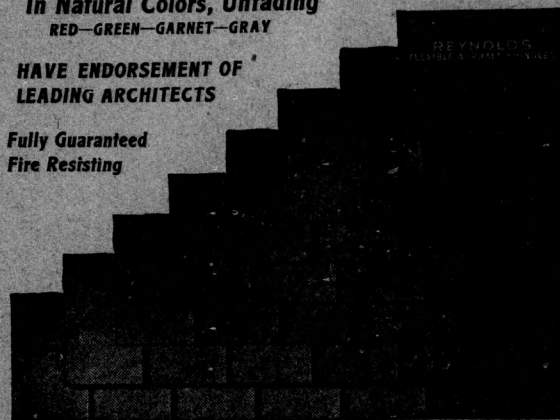
The Shredded Wheat Company
NIAGARA FALLS, N. Y.

Reynolds Flexible Asphalt Shingles

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

HAVE ENDORSEMENT OF
LEADING ARCHITECTS

Fully Guaranteed
Fire Resisting



10
Years
Test

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

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

IMPERIAL BRAND

Spraying
Largest Line



Compounds
Superior Quality

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

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

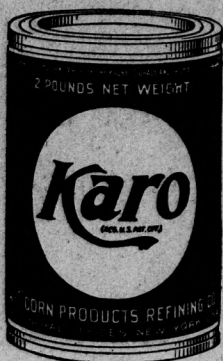
Karo

(REG. U.S. PAT. OFF.)

**NEW PRICES—BIGGER MONEY
FOR GROCERS**

FURTHER price reduction in force on Karo in the 5-lb., 10-lb. and 20-lb. sizes give grocers a fine chance to clean up profits on this great American Staple.

A still further increase in profits by ordering Karo from your jobber in 5-box lots and upward (straight or assorted). On all such orders your jobber will prepay freight up to 25c a hundred weight. Get your orders in.



ARGO

CROSS
Starch

**THE BIG PACKAGE OF THE CLEAN
STARCH**

A RGO is the big profit making starch for the grocer.

Every family in your community is a prospect for Argo.

No wastage; no profit - draining losses from extra ounces in "down-weight;" no time lost in weighing, wrapping, tying; no complaints of dirty starch from customers.

Argo sells itself if you give it a showing.



KINGSFORD'S

CORN STARCH
**THE STEADY SELLING CORN
STARCH FOR SEVENTY
YEARS**

THE higher standards in articles of food are putting a premium on the cleanliness, purity and delicacy of Kingsford's Corn Starch.

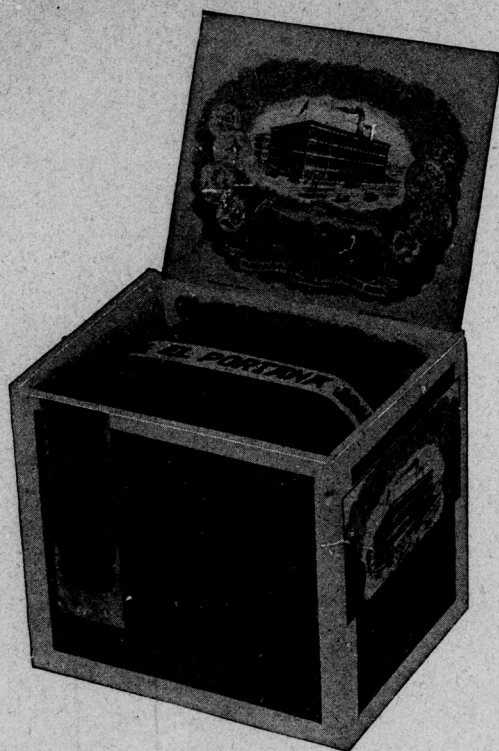
Kingsford's is nice business, easy to handle and doing its share towards keeping the grocer's trade firmly established on the more profitable quality basis.

Display Kingsford's prominently on counters and shelves and be sure to keep up your stock of Kingsford's.



Corn Products Refining Company
NEW YORK

El Portana Cigar



This size No. 5

THE POPULAR SHAPE

Handled by all jobbers—sold by all dealers

G. J. JOHNSON CIGAR CO.

Grand Rapids



**The Public Really Wants More
"White House"**

Folks sometimes forget to specify by name, when ordering coffee; and the dealer is apt to hand out the brand of easiest access. Make a point to suggest "White House"—always. No one will ever reject IT. Everyone will recognize that IT was the coffee wanted.

Distributed at Wholesale by
Judson Grocer Co., Grand Rapids