

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS \$1 PER YEAR

Thirty-Second Year

GRAND RAPIDS, WEDNESDAY, AUGUST 26, 1914

Number 1614

Leave It With Him

Yes, leave it with Him,
The lilies all do,

And they grow.

They grow in the rain
And they grow in the dew,

Yes, they grow.

They grow in the darkness all hid in the night,
They grow in the sunshine revealed by the light.

Still they grow.

They ask not your planting,
They need not your care,

As they grow.

Dropped down in the valley,
The field—anywhere

There they grow.

They grow in their beauty, arrayed in pure white,
They grow in the sunshine revealed by the light.

Sweetly grow.

The grasses are clothed
The ravens are fed,

From His store.

But you who are loved,
And guarded and led,

How much more

Will He clothe you and feed you and give you His care;
Then leave it with Him; He has everywhere

Ample store.

Yes, leave it with Him,
You're more dear to His heart,

You will know,

Than the lilies that bloom,
Or the flowers that start

'Neath the snow.

Whatever you need if you ask it in prayer,
You can leave it with Him, for you are His care.

You, you know.

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

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

Good Yeast
 Good Bread
 Good Health

Sell Your Customers
FLEISCHMANN'S
 YEAST

FLOUR

is the cheapest food product on the
 market

OUR WELL KNOWN BRANDS

Ceresota—Spring Wheat
 Red Star—Kansas Hard Wheat
 Aristos or Red Turkey
 Fanchon—The Kansas Quality Flour
 Barlow's Best Michigan Winter Wheat
 Barlow's Old Tyme Graham

Call up our Flour Department for some
 attractive prices.

Judson Grocer Co.

The Pure Foods House

GRAND RAPIDS

MICHIGAN



This Book Will Help You
 Sell

FRANKLIN CARTON SUGAR

The Franklin Sugar Recipe Book
 Shows How to Make

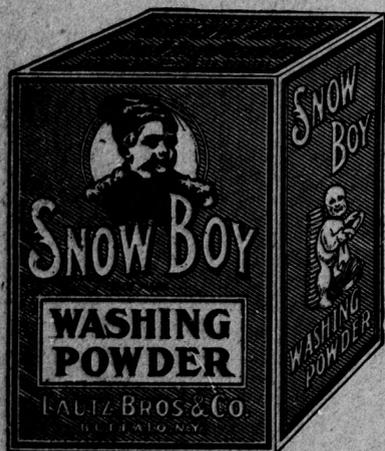
Delicious Cakes, Candies, Cake
 Icings, Preserves and Jellies with
 Franklin Carton Sugar; it also
 describes the different grades of
 sugar and tells how to use each
 to the best advantage. We have
 placed millions of copies of this
 book in the hands of women

everywhere, and we'll gladly send you a quantity to dis-
 tribute to your customers. If you'll place these books on
 your counter, hand them to customers, put them in orders,
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 the sugar that pays you a profit because there's no loss in
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 for a copy of these books.

THE FRANKLIN SUGAR REFINING CO.
 PHILADELPHIA

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

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



SNOW BOY FREE!

For a limited time and subject to withdrawal without advance notice, we offer

SNOW BOY WASHING POWDER 24s FAMILY SIZE

through the jobber—to Retail Grocers

25 boxes @ \$3.60—5 boxes FREE
 10 boxes @ 3.60—2 boxes FREE
 5 boxes @ 3.65—1 box FREE
 2½ boxes @ 3.75—¼ box FREE

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

All Orders at above prices must be for immediate delivery.

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

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

Yours very truly,

Lautz Bros. & Co.

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

MICHIGAN TRADESMAN

Thirty-Second Year

GRAND RAPIDS, WEDNESDAY, AUGUST 26, 1914

Number 1614

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PEOPLE VS. KAISER.

To reach an intelligent and dispassionate view of the European war and Germany's responsibility for it, a clear distinction should be made between the great majority of the German people and the official government machinery headed by the Kaiser.

The German masses do not want war. They have shown that clearly for years. On numerous occasions the workmen of Germany have fraternized with their French brothers, protesting that they had no interest whatever in cutting each others' throats. The Socialist delegation in the Reichstag, occupying 111 seats in that body, has consistently voiced the anti-war spirit of its constituency. Only the rotten-borough system of election gives the most backward parts of the Empire an apparent majority subservient to the governmental machine. It was the "mailed fist" of that machine which closed the lips of the late Jean Jaures, the great Frenchman, when he, several years ago, at the invitation of German workmen, was anxious and ready to raise his eloquent voice on behalf of peace and brotherhood between the two nations.

This leads us straight to the real origin of the war and to the unnatural grouping of the opposing camps. The present hostilities are the sequence of the war of 1870 and the annexation of Alsace and Lorraine.

When in that year the forces of Napoleon III had been overwhelmed at Sedan, France was eager for peace. The proclamation issued by William I had solemnly assured the French that the war was directed against the French Emperor, not against the French nation. On that basis an honorable and lasting peace between France and Germany would have been possible. Bismarck willed it otherwise. He wanted to weaken and to humble France by dismemberment. He took Alsace and Lorraine in total disregard of the wishes and sentiments of the inhabitants. Thereby he created a sore on the body politic that has remained bleeding through all the decades past. It was this sore that play-

ed so ominous a part in the growth of European militarism. It was this sore that made inevitable the Franco-Russian alliance. German officialdom did not altogether overlook the dangers provoked. Through the mouth of von Moltke it declared coolly: "What we have gained by sword we must be ready to defend with the sword for the next half-century."

At present we are treated to a lot of talk about the conflict between Slav and Teuton. The issue is not clearly stated, so far as any armed clash is concerned. For many years Europe has looked with anxious concern at the Russian colossus, semi-barbarian, menacing Western civilization. The natural barrier to the advance of Czarism would have been a close combination of the nations representing Western progress: Germany, France, and Great Britain. Such a combination was made impossible, in part through the Alsace-Lorraine question, in part through the survival of feudalistic ideas in the Hohenzollern realm.

For many years German officialism was in closest league with the Russian Czars. Its police worked hand in hand with that of the autocracy. Whenever it could get any Russian fighter for freedom into its clutches it handed him over gleefully to the Cossacks on the border. Mediaeval ideas as to rulership by divine right were the strong bond between Potsdam and Czarskoje Selo. The financial needs of the Czar made him turn to France for loan after loan. And thus, step by step, the foundation was laid for the amazing situation that has now overtaken Europe.

There are, of course, other important factors at work. Essentially every modern war is a war for economic interests. Great Britain fights for such interests in reality while pretending high virtue in defending sacred treaties.

The Tradesman feels impelled to caution its readers against placing any confidence in official claims and statements from Berlin. Prussian high officials and truth may be acquainted, although the outside world has a strong impression to the contrary. The Prussian machinery for poisoning and misleading public opinion was created and perfected by Bismarck with his abominable reptile fund. It has changed its methods some, but it has never gone out of business.

LYING LABELS.

According to a report just issued by the Pure Food Department of Kansas four of the largest manufacturers of chewing gum in the United States use the word "pepsin" on their labels simply as a lure to dyspeptically inclined persons who imagine chewing the gum relieves indigestion. Chemists in the State Food Department have been analyzing the brands of gum offered for sale in the State, and four of them bearing the label "pepsin gum" were found not to

have any pepsin in them. These manufacturers have been notified that they must cease selling this misbranded gum or they will be prosecuted to the full extent of the law. In reply to the warning letter sent out by the Department, one of the manufacturing concerns tacitly admitted that the gum was labeled "pepsin gum" with intent to deceive the purchaser into the belief that he was getting a gum that contained pepsin.

ELLIS THE JOKER.

The result of the primary election confirms the contention of the Tradesman that the candidacy of Deacon Ellis for Governor is a joke. Ellis' failure to carry his own ward and also the fact that he received less votes in Grand Rapids than he received on the West Side at the spring election shows that he is a dead duck as a political factor; that his ridiculous candidacy for the governorship has sounded his death knell as an aspirant for public office; that the people of Michigan have consigned him to the scrap heap, instead of dishonoring themselves by placing an ex-gambler and a sower of discord, distrust and disaster in the highest office in the commonwealth. The voters of the Fifth Congressional District repudiated him when he had the temerity to run for Congress. Now the people of Michigan have refused to countenance the greatest con artist of the age.

In entirely good temper and very appropriately just now President Wilson issues a general appeal to the American people to observe in thought and word and deed the neutrality which the United States proclaims with reference to the European war. That this course should be pursued with the greatest care is of the utmost importance. It is impossible to restrict or restrain individual opinion. In this country there is large representation of every nation now engaged in war abroad. It is perfectly natural and commendable for all to wish that the nation whence they came may win. It is not to be expected that all will look alike upon the questions at issue or the motives which prompted declarations of war. It is unavoidable that citizens should have preferences and sympathies and perhaps prejudices, but it is entirely possible that their expressions shall not take some objectionable form. No one out an addle-pated monkey face will find fault with his neighbor for exercising the right of free speech and independent thinking. The United States occupies the most enviable position imaginable at the present time. The administration can be depended upon to seek avoidance of any entanglements which might by any possibility lead to disagreeable results. Its absolute neutrality must

be maintained. Those who have come here from Europe are now Americans and that should be their first thought and care. The President has spoken wisely, and it is to be hoped that the good counsel he has given will be very generally and cheerfully heeded.

It is interesting to note how rapidly the American people accustom themselves to whatever conditions they can not prevent. A few months ago had it been prophesied that the stock exchanges would close their doors and keep them closed for quite a while many would have said that terrible things would happen and that the results would be positively fearful. Just that did happen and there was a flurry for a day or two and then everybody settled down to accept the situation and they all determined to get along with it as best they could and have been doing exceedingly well. Some may not have made as much money as they might and it is positively certain that a good many have not lost as much. Business in all other lines is going along as before, and while some are annoyed and inconvenienced, the great majority of people can not see any difference.

When people feel they are facing death they are very liable to seek the consolations of religion. An incident in point is that the American Bible Society is said to have received applications for parts or all the Scriptures printed in German, Polish, French and Russian for distribution among the soldiers at the front. If they read the good book thoroughly they will find there is a commandment which says, "Thou shalt not kill," and there is a great deal about peace on earth and good will to men. The Old Testament tells of wonderful battles, but the New Testament preaches the gospel of peace. Doubtless the demand for Bibles will be met and presumably they will be helpful to those who have them.

Male stenographers are wanted by the Government. Examinations by the civil service commission are to begin on the 25th of this month, and young men who are willing to accept entrance salaries at \$840 to \$900 a year have excellent opportunities for appointment and promotion. Many prominent men have begun their careers as stenographers. President Wilson finds shorthand very convenient, and it was one of the stepping stones which enabled him to mount to the White House.

As a trailer, Deacon Ellis is a decided success.

UPPER PENINSULA.

Recent News from the Cloverland of Michigan.

Sault Ste. Marie, Aug. 24—Mr. and Mrs. Wallace Lundy, who left here several months ago for the Canadian Northwest, where they expected to make their future home, have returned to the Soo, where they expect to reside. Mr. Lundy, after a careful study of the Northwest, has decided that the Soo is good enough for him. He reports times in Alberta somewhat hard, as the war conditions have had a marked effect upon that part of the country, which will probably stop immigration from the United States to a large extent, for the present at least. Mr. Lundy expects to go back with the Raymond Furniture Co., with which he was connected for the past five years.

The car of bronchos which arrived at the Soo last week were sold at auction near Algonquin. There was an eager lot of horse buyers waiting for the opportunity to make a selection. Some narrow escapes were witnessed by the crowd in attendance. A. Bye, who purchased one of the best in the herd, called the next day for his prize, but as there was no attendant at the yards when he called, Mr. Bye, in company with two assistants supposed to be extra broncho trainers, started in to lasso the animal. There were some great stunts pulled off before the animal was caught and finally it took three lassos to trip the broncho, one of the lassos being around the neck which was tightening meanwhile, and with the struggling became so tight that the animal choked to death before the capturers were able to subdue him.

A. J. Jean, of the Jean Motor Primer and Speeder Works, reports a slackness in business at the present time, as most of the autos in Chippewa county have been equipped with his new primer device and they are now only running on half-time, although he has not laid off any of his large staff of workers permanently.

The report that Nelson Hall—a member of one of our enterprising drug stores here, Conway & Hall—was away attending a roadbee at his summer home on the St. Mary River for the past few days is denied by Mr. Hall, who informs his friends that owing to this being their busy season, he was not able to leave the store as stated. Mr. Hall, however, made mention of the fact that at the first opportunity his friends would find him at Cedar Reef after some more trout. His experience as a trout fisherman and authority on the finny tripe is conceded by his many friends. Mr. Hall is sending away for some special trout worms and promises to give a full account of his success at the first opportunity.

A romantic marriage took place in the Canadian Soo last week when John Gourley, one of the Canadian Soo's most popular young men, was wedded to Miss Jean M. McLean, daughter of Chester McLean. The ceremony occurred August 19, and Mr. Gourley left the next day for Valcartier, Quebec, as a volunteer for overseas service, being a member of the 51st Soo Rifles. This is certainly hard luck for newly weds and it is hoped that the sacrifice made in the interests of their country will be accompanied with honors.

Work on the new fair grounds is progressing rapidly. The new location is an ideal spot for the Chippewa county fair and the only drawback that the Agricultural Committee has met with is on account of the lack of funds, due to the excessively large expenditures in locating and erecting the buildings and also breaking the ground and grading a track, but the enterprising citizens of Sault Ste. Marie, while pressed for funds, have cheerfully agreed to contribute the

funds necessary to complete the place and have the fair in readiness this fall. The track, which is half mile circuit, will be one of the fastest in the State. The city is extending sewerage connections to the track so that it will be drained at all times and ready for business. The city water mains are also being extended to the fair grounds, also electric lights, so that all the necessary conveniences will be available for the operation of machinery. The business booths will be put up on a large scale and will be one of the special attractions. The business men have been handicapped heretofore for want of space to make satisfactory displays during the fair. The railroad has a spur leading into the grounds whereby stock shipments can be made from all parts of the State without extra cost. They expect that the street car connections will also be in readiness before the opening, while the D., S. S. & A. railway has arranged to run special trains from the city to the grounds during the exhibition. The city is now grading the roads, and there are many new attractions being booked for the exposition, which is expected to eclipse anything in the fair line ever pulled off in Cloverland.

Menominee has lost one of her most promising young men in the person of Stephen MacGordon, who left Menominee for France, where he has joined a legion as an aviator and will fight for that country during the war.

The Newberry merchants are feeling very jubilant over the announcement that the Newberry furnace will start up on Sept. 10. While there is no improvement in the furnace situation, work is going to progress as heretofore. When the Newberry plant closed down a short time ago only part of the employees were thrown out of work, part of the force being kept on through the summer months to make repairs, but the full force will now be taken on again, regardless of what trend the market may take, although it is hoped that the iron trade will show a marked improvement from now on. The Elk Rapids and the Boyne City furnaces of the Lake Superior Iron & Chemical Co. have been in full blast continually during the summer with a full force of men. As this is one of the largest concerns of its kind in the country, it means much to the merchants in their respective localities.

We are pleased to note that the Upper Peninsula was again honored at the recent meeting held at Chatham, in the Upper Peninsula, when the Michigan State Board of Agriculture gave the Upper Peninsula the title of The Coming Agricultural Empire. The Board determined to place Michigan potatoes on every table in Yankeedom and will employ thorough inspection, which, it is believed, will enable the Michigan growers to dispose of their potatoes in all parts of the country for both food and seed purposes.

John France, our popular court stenographer, in company with his brother, Joseph S. France, one of our leading business men, put their launch, Pleasure, into commission last week, after having same thoroughly overhauled and refitted. It is now one of the most complete fitted launches of its kind on the river. A trial trip was made last Sunday with a few friends down the river, the trip being one of pleasure to the owners and guests, as the weather was ideal and the launch far exceeded expectations for speed. The owners are contemplating a fishing trip on the North shore in the near future. As they are both experienced fishermen, some good fish tales will be forthcoming upon their return.

E. S. Taylor, one of Pickford's hustling grocers, was a business visitor in the city last week. Mr. Taylor

reports business in general good around Pickford.

Mrs. C. Sachwek, proprietor of the grocery and general store at Moran, is visiting friends at Alpena. This is the first time that Mrs. Sachwek has visited Alpena in thirty years.

Frank Watson, of Pickford, was a Soo visitor last week bringing in a large load of dressed hogs.

Jas. McDonald, one of DeTour's leading business men, was a visitor in the Soo last week.

Prof. Warner and wife, of Chicago, who are spending the summer at their DeTour home, made a trip to the Soo this week in their auto.

A. Goetz, leading grocer at Gatesville, was a Soo visitor last week. Mr. Goetz reports a good business at Gatesville this year.

Dr. F. J. Moloney is installing his new X-ray which arrived last week. This is one of the best instruments in the country and is one of the largest size. The doctor has been receiving many favorable comments on his enterprise in installing so magnificent an instrument, which means a large increase to his already large practice.

Judging from the number of cars of watermelons coming into the Soo each week, it gives one the impression that the Sunny South will have to go some to consume any greater number of melons in proportion to the population.

Some of the Soo industries are feeling the effects of the war, which is a great handicap, causing a larger amount of excess labor unemployed than usual. Wm. G. Tapert.

Chirpings From the Crickets.

Battle Creek, Aug. 24—Albert Abrams, son of Wm. Abrams, of Tekonsha, is very sick at the University Hospital, Ann Arbor.

Ask Harry Harwood what he gets when he offers a dime for two nickles.

No wonder "Joe's" is such a popular place to eat in Ann Arbor after trying to get your money's worth in the dining room of a certain European hotel in that city.

Non-residents from large dry towns are very much in evidence in small wet towns these hot days.

The figures in the production department of the Buick Motor Co.'s factories at Flint call for the manufacture of 265 cars per day, and they are all sold. Dealers and their patrons waiting for them. Some business.

Speaking of cars, A. F. Rockwell, star salesman and ex-Grand Rapids scribe, tells the following: A man who stood gazing at a ford turned upside down, engine going full blast and wheels spinning around. A casual observer asked the man (he with the vacant stare) what the trouble was. The driver of the ford said, "Some sucker has sprinkled insect powder along this highway."

The writer told the readers of the Tradesman some few issues back of a neat little hotel in the Grand Rapids district. Our honored editor-in-chief with friends was in the town wherein the aforesaid hotel is located some Sundays ago and patronized another house. The table was far from satisfactory. Being in the town again on another Sunday he called at the house his humble servant suggested and feasted like a prince. The gentleman from Battle Creek was correct in his judgment of a good table.

A man brought up in a German family can generally detect a good meal three miles against the wind. Same as a Methodist minister.

When a jobber cuts his price on a commodity when the market on that commodity is steady it often is hard work to get the price back to a profitable basis.

When a factory raises the price of a commodity it often never returns to its old low price. Which shows that the factory protects its profits better than the jobber. Why should

this condition exist? Is it not greed for business at any price on the part of small narrow-minded jobbers?

Two salesmen side by side in the smoker. One says there is no business. The other says last week was the biggest week he ever had. Biggest week traced to new advance he received by wire early Monday. Put all his patrons he possibly could see under cover last week, knowing advance would come Monday. By purchasing last week their invoice would show a nice profit to compare with prices he now has to quote.

Mrs. M. L. Blakeslee, wife of M. L. Blakeslee, is on a trip into the Eastern States. During the absence of Mrs. Blakeslee, Mr. Blakeslee is entertaining Mrs. Guy Pfander and Miss Margaret Pfander, his daughter and grand-daughter, respectively, while their husband and father is out on the road wishing "Peerless" cement upon the lumber and builder's trade.

Evidently there are about as many real estate dealers in Detroit as in Los Angeles.

I think if there was a good American or European hotel in Flint besides the Dresden, a man could stop at the Dresden for less money than it now takes.

When a citizen of a small town appears in a group picture used by a National advertiser in a magazine having a nation-wide circulation, his local papers make mention of it.

How different, when some years back people did not look or appear interested in the advertisements.

I went into the music department of a store in a larger Michigan town and asked the young lady in charge if she had a copy of When A Maid Comes Knocking At Your Heart in stock. She said, "No, but I can give you 'Sympathy'." I told her I did not want or need "Sympathy" and I was waiting for an expense check and had a hotel bill on my hands at that. But her "Sympathy" would not keep. The check did.

Forget the war, news. Read the Tradesman. Guy Pfander.

Postum Cereal Company Abolishes Quantity Price.

The Postum Cereal Company has joined the ranks of the "One-Price-to-All" contingent in the food trades. A circular, which made its terms effective on August 10, has been sent to the trade reducing basic prices of 20c a case on Post Toasties but quoting the scale as applying "in any quantity." Jobbers are now made to pay \$2.10 and \$2.30, according to carton size, and retailers \$2.40 and \$2.60. Terms are quoted to jobbers as 30 days net or 2 per cent for 10 days cash, "and no other discount or allowance of any nature." The circular further adds "no drop shipments."

This is especially interesting to students of merchandising. The Postum Company, in its competition, has had frequent recourse to deals and special arrangements to push the goods and has sold goods on a varying scale, according to the quantity purchased. This new plan of one price in any and all quantity indicates a radical departure in policy.

Safety First.

The ferryman, while plying over the water which was only slightly agitated, was asked by a timid lady in his boat whether any persons were ever lost in that river.

"Oh, no," said he. "We always finds 'em again the next day."

Sudden Death of Josiah B. Evans.

Dr. J. B. Evans died suddenly as the result of a stroke of apoplexy at Deposit, New York, Sunday, August 16. He had gone to the barn in the rear of the house in which he was living to secure his machine to take Mrs. Evans for a ride. Not returning promptly, Mrs. Evans went herself to the barn and found her husband with a screw driver in his hand and prostrate on the floor. Before a physician could be called he had passed away. The funeral was held the following Tuesday evening in the Baptist church at Deposit under the auspices of the Masonic fraternity. The following day the remains were taken to Walton, New York, where they were buried beside the father, mother and sister.

Josiah Bidwell Evans was born at Watertown, N. Y., Dec. 23, 1849, and about a year afterward his family removed to Walton, Delaware county, same State, where they resided until they died. Josiah attended the village school at Walton, subsequently studying the higher branches at Deposit and completing his education at Cornell University. While getting an education, he taught school winters, and all his studies were pursued with the single idea of fitting himself for the profession of teacher, in which vocation he subsequently attained considerable success. He was married August 17, 1870, and in the spring of 1872 removed to Missouri, where he was principal of the graded schools at St. Francisville and Athens. In 1875 he accepted the principalship of the public school at Farmington, Iowa,

where he had charge of four departments, his wife being intermediate teacher. He filled the position acceptably for three years, when he resigned to remove to Michigan, teaching the school at Berlin the coming year. He then attended a course of medical lectures at the Hahnemann Medical College at Chicago—from which comes the designation "Dr."—and afterwards practiced with Dr. Marvin, of this city, several months. In 1880, he engaged with John Caulfield to attend to the wants of the city trade and make short trips outside, which position he filled for about a year, when he accepted an offer extended him by W. W. Kimball to sell musical instruments. On the sale of the business to McIntyre & Goodsell, he continued with the house, remaining in the position until June, 1883, when he engaged to travel for Cody, Ball & Co. Mr. Evans remained with this house for fifteen years until 1898 when he traveled seven months for the Jacques Tea Co. He then took the management of the Wayne Biscuit Co., of Fort Wayne, for the city of Detroit. On the absorption of the business by the National Biscuit Co. he continued in the same capacity with that corporation for seven years. He then engaged in the brokerage business in Detroit for a year, when he accepted a position as city salesman for the National Grocer Co. He then resumed the brokerage business which he continued until May 1 of last year, when he disposed of his interest and arranged to retire from business permanently. He sold his home in Detroit and went to Deposit for a visit.

The serious illness of his sister-in-law kept him there until his death and prevented the consummation of his plans to return to Grand Rapids to reside permanently.

Mr. Evans was a genial companion as well as a polite and accomplished gentleman. He was a capital collector—very much better than the average—and took front rank as a salesman. He held his trade by "doing the square thing by his customers and making everything right," as he expressed it, and to this fact is to be attributed the success that attended his career as a traveling salesman.

Effect of War on the Dry Goods Trade.

Detroit, Aug. 25—While it is impossible for us to predict with any degree of certainty what effect the European war will have on the dry goods business in this territory, still we want to pass on what information we have in this regard, hoping that it may be of some value to you.

First, in regard to goods manufactured abroad. It is surprising to learn the various lines that are affected by the discontinuance of shipping from Europe to this country.

The supply of linens in this country is very limited and no shipments coming from abroad, nor any information from the mills as to conditions in regard to this industry. Inasmuch as 98 per cent. of the flax used in the manufacture of linen is grown in Russia and conditions in Ireland and Austria are so critical, we assume that it will be some time after the war is ended before conditions right themselves. In the meantime, the demand will exceed the supply.

In wash goods, more than 90 per cent. of the dye-stuffs are imported from Germany and we have information from

some manufacturers that their supply will not last more than six or eight weeks. Even in carpets and rugs dyes come from abroad.

Most importations of dress goods are from the warring countries and with operators in the field and without means of transportation a tremendous source of supply will be cut off in this line.

Laces which are nine-tenths imported are very limited as to supply and of course subject to upward prices without warning. To be candid, all prices on foreign laces, embroideries and notions have been withdrawn and no deliveries in sight for some time. Inasmuch as about half the goods in all notion departments are foreign made, there will have to be a big shortage in the very near future.

Imported hosiery and gloves will be seriously affected, as our importations have been discontinued and no advice as to industrial conditions in the warring countries that manufacture these lines. No matter how long the war continues there will be a shortage.

It will doubtless be some time after the war is ended before mills and factories will be able to produce merchandise for exportation.

Secondly, in regard to goods manufactured in this country. While as yet raw materials have not advanced, still our American mills and factories will be called upon no doubt to supply the increased demand due to lack of importation and also increased demand resulting from lack of source of supply in South America and Canada. The European countries, as you know, supplied these countries most of their finished product and under present conditions abroad they will look to this country principally to supply the demand.

From the foregoing you may judge for yourself as to the condition of the market in the course of the next few weeks, whether the war continues or not.

Burnham, Stoepel & Co.

You Know About Butter Prices

Just tell your farmer customers to try

Dandelion Brand Butter Color

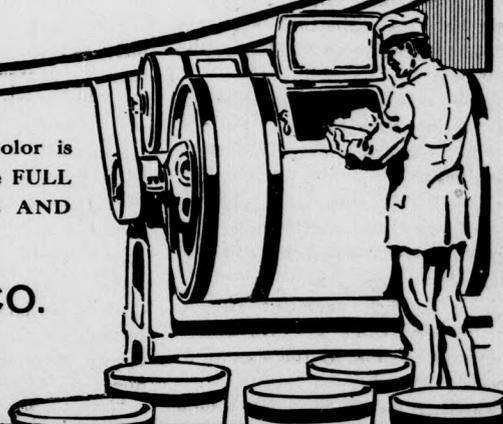
Explain to them that a rich golden shade makes butter bring the top prices. A trial will mean more money for both you and your customers.



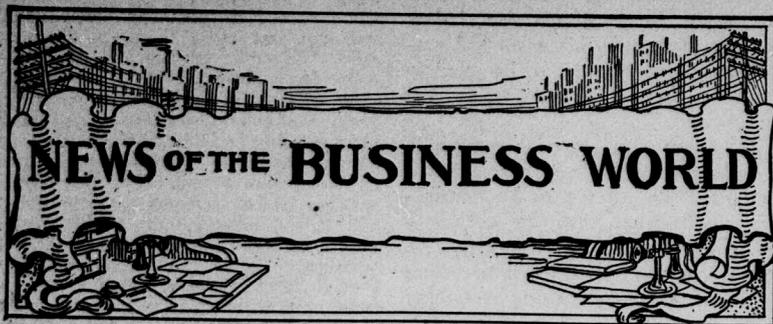
We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS, STATE AND NATIONAL.

WELLS & RICHARDSON CO.
BURLINGTON, VERMONT

Manufacturers of Dandelion Brand Butter Color



Dandelion Brand  **Butter Color**
The color with the golden shade



Movements of Merchants.

Boyer Falls—Walter Grobaski has engaged in the hardware business.

Lakeview — M. & V. King have opened a racket store near the depot.

Lapeer — Samuel Barratto, recently of Pontiac, has opened a fruit store here.

Riverbank—Benjamin A. Courtney succeeds M. W. Martz in general trade.

Clark Lake — Edward Miller succeeds Charles Muck in the grocery business.

Cheboygan — Joseph Cota has opened a second-hand store at 213 Main street.

Bagnall — Bellaire & La Goe are building a warehouse and will handle hay and feed.

Saginaw — Charles Scheurman has opened a jewelry repair shop at 322½ Genesee avenue.

Traverse City—The W. E. Williams Co. has moved its principal office from Mañistique here.

Lakeview—Eben Griffin has opened a confectionery store and lunch room opposite the depot.

Dowagiac — The Fellows Hardware Co. is closing out its stock and will retire from business.

Traverse City—The W. E. Williams Co. has increased its capital stock from \$75,000 to \$90,000.

Alma—David E. Brackett has purchased the J. L. Miller shoe stock and has taken possession.

Clare — Clayton M. Jones, formerly of Owosso, has engaged in the flour and feed milling business here.

Negaunee — August Suttinen has opened a drug store in the Kruse building as a branch to his Ishpeming pharmacy.

Sand Lake—Martin Battjes has purchased the F. E. Shattuck stock of general merchandise and will continue the business.

Eaton Rapids—Floyd W. Parks has sold his drug stock to O. C. Palmer, the former owner, who will continue the business.

Shultz—G. M. Fox has sold his stock of general merchandise to Anson C. Boyes, who will continue the business.

Saginaw — Fire damaged the A. Webb grocery stock at 1316 North Washington avenue to the extent of about \$300 Aug. 24.

Ravenna—John Plamp and Edwin Treutelaar have formed a copartnership and purchased the Charles V. Hans jewelry stock.

Kalamazoo—A. Rosenfarb has added a women's ready-to-wear clothing and furnishing goods department to his tailoring business.

Lake Odessa—W. B. DeVlieger has sold his grocery stock to George E. Williams, recently of Hart, who will continue the business.

McBride — Fire destroyed the B. E. Cadwell grain elevator and flour and feed stock Aug. 22. Loss, about \$5,500; insurance, \$4,300.

Battle Creek — Andrew G. Baltz is erecting a store building on Graves avenue which he will occupy with a stock of groceries about Sept. 15.

Middleville—M. Bugbee has bought the Louise Boorn property on East Main street and will put in a stock of harness goods, trunks, valises, etc.

Edmore—J. H. Snyder has purchased the interest of the other stockholders in the Edmore Mercantile Co. and will continue the business in his own name.

Escanaba — Charles Gunderson is remodeling his store building and will add lines of harness and accessories to his stock of agricultural implements.

Vanderbilt—L. B. Lafever has sold his potato warehouse to John Costello, who now has a capacity for several thousand more bushels of potatoes.

Belding—T. W. Peck has purchased the interest of his father's estate in the M. E. Peck & Son shoe stock and will continue the business under his own name.

Saranac—T. N. Feldt & Co. have sold their clothing stock to Glenn P. and Chester A. Adgate, who will continue the business under the style of G. T. Adgate & Co.

Midland — Winkler & Richardson, grocers, have dissolved partnership and the business will be continued by Gus Winkler, who has taken over the interest of his partner.

Ishpeming—John Carson, who conducts an ice cream parlor and confectionery store on First street, has sold his stock to Ted Murray, who will continue the business.

Ionia—R. P. Ray and J. M. Wolfe have formed a copartnership under the style of R. P. Ray & Co. and engaged in the clothing business in the Cornell store building.

Alma—Joseph Cohen, of J. Cohen & Bro., dealers in clothing and men's furnishing goods, was married Sept. 18 to Miss Fanny Roberts at her home in Elmira, New York.

Detroit—E. Jacques & Sons, dealers in sand and gravel, have merged their business into a stock company under the style of E. Jacques & Son Company, with an authorized capitalization of \$250,000, of which \$175,000 has been subscribed, \$292.67 being paid in cash and \$174,707.33 in property.

Eaton Rapids—Fred Hunt, junior member of C. M. Hunt & Son, dealers in agricultural implements, was married to Miss Bernice Wright, at her home in Ithaca, New York, Aug. 18.

Menominee — Mrs. Christy Soultz and Mrs. Frank Pollack have formed a copartnership under the style of Soultz & Pollack and will open a millinery store on Main street Sept. 1.

Croswell — Fred A. Pomeroy, furniture dealer and undertaker, sustained a broken leg and bad bruises on the shoulders when he fell from a dray and was run over by the wheels.

Perry—William K. Armstrong has sold his bazaar and grocery stock to A. W. Stein, who will continue the business at the same location in connection with his department store at Fenton.

Adrian—H. A. and R. M. Kesler, formerly engaged in the shoe business in Toledo, have formed a copartnership with their father, A. Kesler, of Hillsdale, and will open a shoe store about Sept. 1.

Marquette — William O'Donnell, who conducts a grocery store at the corner of Presque Isle avenue and Center street, has sold his stock to C. S. Mellin, who will continue the business at the same location.

East Jordan—J. M. Milford has sold his grocery and meat stock to A. E. Bartlett, who has taken possession. Mr. Milford will remove to Springvale, where he will act as manager for the Cobbs & Mitchell store.

Eaton Rapids—A. R. Boyd, formerly proprietor of the Windsor Hotel at Charlotte, has engaged in the china and bazaar business here. The stock was furnished by Hollweg & Reese, of Indianapolis, J. J. Berg booking the order.

Gaylord — Claude E. Shannon has sold his furniture and undertaking stock to the F. S. Walker & Son Co., who conduct a similar business at St. Ignace. F. S. Walker will remain in St. Ignace as manager while Howard C., the son, will have charge of the store here.

Lakeview — Martin Cartwright has purchased the stock of general merchandise and store building of J. W. Gaffield & Son and is combining the two stocks in the Gaffield building. Mr. Gaffield will devote his time and attention to the elevator business in the future.

Detroit—Conrad Mangelsdorf, dealer in men's and women's furnishings, has merged his business into a stock company under the style of the C. Mangelsdorf Co., with an authorized capital stock of \$10,000, which has been subscribed, \$100 being paid in cash and \$9,900 in property.

Manufacturing Matters.

Cheboygan — Herbert Taunt has opened a cigar factory here.

Lansing—The Auto Wheel Co. has declared a 10 per cent cash dividend.

Detroit—The Grosse Point Lumber Co. has increased its capital stock from \$100,000 to \$150,000.

White Pigeon—The severe storm of Aug. 23 partially destroyed the plant of the Eddy Paper Co., entail-

ing a loss of over \$50,000. It will require at least two months to make the repairs necessary to again operate the plant.

Onondaga — H. D. Moore has purchased the M. E. Lane building and will equip it with machinery for manufacturing cheese.

Muskegon—The Rice-Sorin Saddle Co. has been incorporated with an authorized capitalization of \$40,000, all of which has been subscribed and paid in cash.

Detroit—The Wolverine Automatic Machine Co. has engaged in business with an authorized capital stock of \$10,000, which has been subscribed and \$3,500 paid in cash.

Breckenridge — The Breckenridge Creamery Co. has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and paid in cash.

Ypsilanti — The Michigan Crown Fender Co. has been incorporated with an authorized capital stock of \$10,000, of which \$10,000 has been subscribed and \$1,000 paid in cash.

Detroit—The American Creamery Co. has been incorporated with an authorized capital stock of \$20,000, of which amount \$10,050 has been subscribed and \$1,408.16 paid in cash and \$601.84 in property.

Three Rivers—A new company has been organized under the style of the Go Motor Speeder Co., with an authorized capital stock of \$2,500, of which \$2,000 has been subscribed, \$1,000 being paid in cash and \$1,000 in property.

Detroit — The Hay Preserving Co. has been incorporated with an authorized capital stock of \$5,000, of which \$2,500 has been subscribed and \$2,500 paid in cash. This company will manufacture and sell salad dressing, canned fruits and preserves.

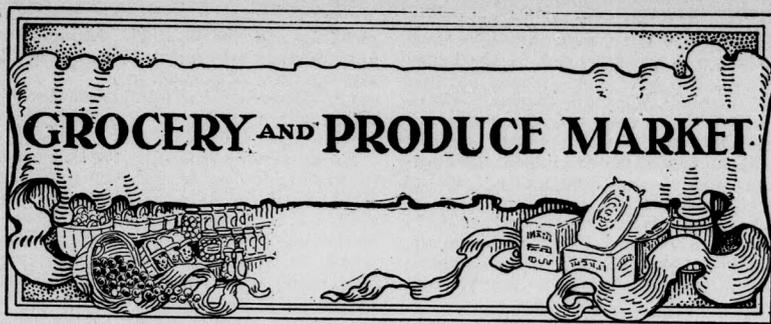
Detroit—Arthur L. Newhouse, tinsmith, has merged his business into a stock company under the style of the Newhouse Sheet Metal & Roofing Co., with an authorized capital stock of \$3,000, of which \$1,500 has been subscribed, \$250 being paid in cash and \$1,250 in property.

Detroit — The Rob Roy Manufacturing Co. has been incorporated to manufacture and deal in shock absorbers and other automobile parts, with an authorized capital stock of \$40,000, of which amount \$25,100 has been subscribed, \$4,500 paid in cash and \$500 paid in property.

No Drug Quotations This Week.

On account of the unparalleled advances which have taken place in many staple articles in the drug line during the past month, the Tradesman finds it impossible to keep the quotations up to date because a price that might be good to-day would be incorrect to-morrow. It is, therefore, thought advisable to omit the drug quotations altogether until the market steadies down so that a correct index of the trend of prices can be presented.

Fry Bros., sporting goods dealers, have closed their store at 616 Fulton street and are now conducting a store only on Stocking street.



Review of the Grand Rapids Produce Market.

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

Bananas—The price is steady at \$3.25 per hundred pounds. The price per bunch is \$1.25@2.

Butter—There is very active trading in butter and the line is firm at prices ranging about the same as a week ago. The consumption of butter is large, as the make is not quite up to normal for the season. The quality arriving is good. The market is in a very healthy condition and if we do have any change in the near future it will probably be a slight advance. Factory creamery is quoted at 30@31c and 31@32c in prints. Local dealers pay 22c for No. 1 dairy, 18c 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@1.50 per crate, according to size; Benton Harbor geins command 75@90c per basket.

Celery—Home grown, 15@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—Receipts are very light. The consumptive demand is good. The speculative demand is also good, with the result that there is an advance of from 1@2c on both storage and fresh. The fact that there is quite a good many eggs exported makes a very firm selling and we are likely to have a further advance. Local dealers pay 22c for candled stock.

Grapes—Early Moore's command 20c per 8 lb. basket. The crop in this vicinity promises to be large in quantity and fine in quality.

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 large supply at 75c per bu.

Oranges—Californias are in ample supply at \$3.25@3.50.

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

Peaches—The market is fully supplied with Benton Harbor stock, including Cranes, St. John's, Carmens, Yorks, Elbertas and Early Michigans which command \$1.25@2.25 per bu.

Pears—Clapps Favorite command \$1 @1.25 per bu.

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

Pieplant—75c per box.

Plums—Guins and Bradshaws command \$1.25 per bu; Lombards, \$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.

Poultry—Local dealers pay 13c for broilers; 12½c for fowls; 10c for old roosters; 9c for geese; 9c for ducks; 14@16c for No. 1 turkeys and 12c for old toms. These prices are 2c a pound more than live weight.

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

Squash—50c per bu. for Summer.

Sweet Potatoes—\$3.25 per bbl. for Virginia.

Tomatoes—Home grown are in ample supply at 60c per bu. for ripe and 40c for green.

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—The Federal Sugar Refining Co. has reduced its price on granulated from 7½c to 7c. The other refiners have reduced their quotations of 7¼c. Raws have declined ½c and are weak at the decline. The refiners are several weeks oversold on refined. So far as the immediate future is concerned, much depends on how soon the foreign interests, again enter the market and compete for our supplies of raw or refined. The sugars that England bought some little time back are being shipped now, but it seems a foregone conclusion that much more will have to be purchased to cover their fall wants. Furthermore, there are enquiries coming from South America, South Africa, Norway, Holland and Greece. It is quite within the range of probabilities that American refined sugar will be shipped to many, if not all of these markets, by refiners during the coming months, so that in addition to the regular domestic demand, this

foreign demand for our refined sugar appears to be a certainty, but its extent (on which so much depends) can not be fairly estimated at present. As previously stated, the channels of trade, for the time being, have changed, and it is going to take some little time for the various countries of the world to adjust themselves to the new conditions.

Tea—The Japan markets continue to be high and the extra cost of importing, consisting of high exchange, advance in ocean freight, marine insurance and war risks, will, no doubt, impel further advances. Now that Japan has formally declared war on Germany an uncertainty is created in shipments and we may have difficulty in getting prompt shipments. Japan Nibs are scarce and high and practically all sold out in our local markets. Package siftings are 2c higher. Ceylons and Indias are very scarce and have advanced 4@6c per pound. There is much difficulty in getting the grades wanted. Now that the embargo is raised, it may be the market on these goods will be somewhat easier. Chinas and Javas are all higher and with no signs at present of any decline.

Coffee—Both Rio and Santos grades are weaker and 1c lower, which reduces the recent advance of 2c. Shipping is opening between our ports and Brazil and some coffee is coming out of Brazil. Foreign exchange and the other factors are also settling themselves, and that has brought about the decline. Mild coffees are fairly steady, but the tone is easier. Mocha is the highest thing, quotations green and in a large way, going all the way to 29c. This is an advance of 6c per pound within a few weeks. Actual scarcity is the main reason, although the war had much to do with it. Java is also higher.

Canned Fruits—In all lines of spot and future goods the market is inactive at present. On spot California fruits, except cherries, on which there was a light pack this season, prices are in buyers' favor. Southern fruits are steady. Maine gallon blueberries are tending upward on a short pack.

Canned Vegetables—Tomatoes are higher, solely on account of the short pack. The advance is 2½@5c per dozen for both spot and future. The growing conditions are not very favorable, and the season is late, but it is still possible to make a big pack, so that he who speculates in tomatoes is taking a big chance. Corn is 5@10c higher also, mainly Southern corn, due to bad growing conditions. There is more or less demand for good standard peas, but there is little passable stock available at the price buyers are willing to pay. The medium and fine grades are firm, but seem to be neglected. String beans remain firm but quiet, and in the remainder of the list no new features are presented, the market on the whole being steady to firm, but with little animation in any line.

Canned Fish—Both red and pink Alaska salmon are much higher, both ruling about 15c above the price of a

short time ago. Actual scarcity is the main factor. New pack salmon is not priced as yet. Domestic sardines are about 25c higher than a short time ago, due to poor fishing. Imported sardines are exceedingly scarce and exceptionally high.

Dried Fruits—The California raisin operators had everything arranged to open new prices much higher than normal, as they thought there were going to be no currants, and they expected to reap the benefit. Greece, however, guaranteed the war risks on currants, so that the California scheme will be defeated. This has caused no special change in currants as yet, but surely will. Future prunes are fairly steady at the decline previously announced. Spot prunes and futures both are dull and neglected. Peaches are very cheap and are easy even on the present basis of price. Apricots are off because of uncertainty as to the foreign demand which is the main factor.

Cheese—The make is lighter than usual at this season. The consumptive demand is very good. There is also a good demand for speculation. The market has advanced ½@1c per pound during the week on all grades. We look for a continued good consumption, but not much change in price in the near future.

Rice—The market continues firm and there is no indication of any material let-up in the situation. The receipts of new crop in New Orleans, it is true, are getting more normal but prices do not recede much. Distributors are still inclined to wait for a heavier movement from the South in the hope of a recession in price.

Rolled Oats—The market was advanced again, this time 20c per bbl.

Spices—The tone is rather firm, reflecting the advance in war risks. Generally speaking, the trend has been reactionary during the week because of the reselling by grinders and the increased shipment movement from Holland and London. At the same time spot stocks are moderate and consequently prices are holding comparatively well. Sellers abroad are asking full values. It is pointed out that London and Holland quote a cent apart on the same day, showing the nervousness in foreign markets.

Provisions—Smoked meats are meeting with good consumptive demand at prices ranging about ¼c higher than last week on the whole line. Both pure and compound lard are in good sale at prices ranging the same as last week. Barreled pork is firm at an average of 50c advance per barrel. Canned meats are about 10 per cent. higher. Dried beef remains unchanged.

Salt Fish—Shore mackerel has advanced about \$7 per barrel and Irish fish probably half as much. In fact, it is difficult to quote a price. Nothing is doing in fall caught Norways as yet; and there is no prospect of anything as yet. Cod, hake and had-dock are dull.

Many a man's self-conceit is due to ignorance.

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, Aug. 24—Learn one thing each week about Detroit. Every year finds the furniture industry growing in Detroit. The various factories employ 3,400 men and the aggregate sales amount to \$5,500,000 a year.

L. A. Kidney is the name of one of Toledo's leading druggists. Kidney remedies are good for headache and kindred ailments. From personal acquaintance with this good natured druggist we are pleased to state Kidney has never been stewed.

The Knight Tire & Rubber Co. has taken over the agency at 580 Woodward avenue, and will conduct instead of an agency a branch. Fred Harrington, well known in automobile circles, has been appointed manager.

B. J. Collins, of this city, has joined the salesforce of the Studebaker Corporation. His territory will be in Northern New Jersey.

J. Hoffman, well known Mt. Clemens merchant, was a Detroit business visitor last week.

Having returned from our annual vacation, we will now go to work for a rest.

After all, Germany deserves as much credit for whipping Belgium as Jack Johnson would for licking an eight year old school boy.

Jim Lindsey (J. L. Marcero Co.) is expected home from England this week. He has been away on a two months' vacation. While Jim is expected home this week there will be no surprise exhibited if he should be delayed a few hours, more or less.

Twenty thousand traveling men in Detroit with the free use of these columns. In order to get ten items the writer is obliged to call on about fifty different men. News items gladly received.

Detroit is to have another industry added to its already varied list. The John W. Ladd Co., of Saginaw, has purchased a factory site and will move its headquarters here. The company manufactures and jobs dairy and creamery supplies and has maintained a branch in Detroit for some time. Plans are being prepared for a new factory building to be erected at the corner of Lafayette boulevard and Vermont avenue, the location of the property purchased.

One of our readers who renounced liquor for all time stated the other day that even though he never does take another drink his average will still be good.

Receiving word that his wife was at the point of death in Atlanta, Ga., and because an unfortunate venture had left him bankrupt, Horace E. Crow, traveling salesman for the Burroughs Adding Machine Co., because he was unable to go to his wife's bedside, ended his life by leaping into Detroit River. Mr. Crow came to this city from Atlanta after having failed in an auto business venture that left him penniless. He was reinstated with his former employers, but had not yet been assigned to a regular territory. His body was sent to his home in Atlanta last Saturday.

Henry Nelson, a well-known merchant of Steubenville, Indiana, was a business visitor in Detroit last week.

Beginning with the J. L. Hudson Co. at the age of 12 years, thirty-three years ago last Saturday. William Petzold, now Secretary-Treasurer and stockholder of the company, received the congratulations of the various heads of the departments at the Tuller Hotel Saturday evening. Forty-three sat down to a dinner in Mr. Petzold's honor and later a pair of handsomely engraved cuff links were presented to him by Mr. Murphy Suffinsky, one of the oldest employees of the company, in behalf of the members present. Mr. Petzold, in accepting the gift, gave an interesting account of his life from the time he began with Mr. Hudson. Among the speakers of the evening were E. H. Leonard, H.

Desendorf and W. E. Sitlington. During the evening mention was made of the work that Mr. Petzold accomplished in the settlement of the affairs of the Third National Bank in the panic of 1893. Letters from R. H. Webber, President of the company, and other stockholders were read. L. Goldsmith acted as toastmaster.

Scientific notes tell us that there are twenty-eight pounds of blood in the body of the average adult. The scientific note, however, was written before the carnage in Europe was fully developed.

Work is under way on an addition to be built to the Hupp Motor Car Co.'s office building which will double the size of the present structure. The new building will contain every modern convenience and comfort for the employes. The move was made necessary by the decision to increase the present force.

If the traveling men of Michigan are any criterion to go by, Governor Ferris will be re-elected by a handsome majority, although Chase Osborn admits that Chase Osborn is the best man in the country for the job.

Almost any merchant can get some business. Some merchants, of course, being more up-to-date than others, get more business. But to retain that business—there's where the generalship must be displayed. President Wilson overlooked a good bet when he did not select one of the Diethelm brothers of Toledo to represent the Government in one of the diplomatic posts abroad. Diethelm Brothers conduct one of Toledo's leading drug stores at the corner of Erie and Madison streets. They not only manage to do a large business, despite the fact that hundreds of people have sworn vengeance at one time or another on them, but hold it as though they were the only store of the kind in Ohio. Next to money, these (originally) Teutonic brothers love to play pranks on whoever is fortunate enough to become their friends. Regardless of age, sex, religion or politics, Roxie and Martin heap ignominy and humiliation on their victims. The other day one of these victims, nursing an opportunity for years, to revenge himself for an indignity that he received at the hands of the decorous druggists, concluded, after reading of many German reverses, that the psychological time had arrived to retaliate. He hid himself to the popular drug store and immediately began pouring forth all the latest news from London and Paris telling of the setbacks that were being doled out by the Germans. Here is where the crafty pill packers displayed the keen diplomacy as aforesaid mentioned. As one, both replied to the blue ribbon gentlemen from Nebraska who anticipated a crestfallen countenance on each of the brothers: "Oh, we're not German. We are neutral, we are Swiss."

"Jack" Harvey, of the J. W. Harvey Co., Cadillac, was in Detroit last week on a business trip, incidentally visiting his many friends and acquaintances. F. P. Sagely remarked the other day that next to living in Europe the most dangerous thing he knew of was the good fellow. Speaking of the newspapers, every little rumor has an extra of its own. A. Rodin, general dry goods and furnishing goods, 431 Humboldt avenue is remodeling his store. W. S. Bailey, general merchant at Wayne, was in Detroit on business this week. The work of decorating the city, preparatory to the G. A. R. encampment beginning next Monday, is progressing rapidly. Many buildings are already gaily decorated with the National colors, while arches and pillars are being erected on the main business thoroughfare, Woodward avenue. Flying southward the stork stopped long enough to advise us that it was just returning from Merrill, where it left a package in the shape of a bouncing 7 pound boy at the home of Mr. and Mrs. I. McIlhargey. Mr. McIlhargey conducts a general store and, with the advent of

the fall business, an additional clerk should prove most welcome. Our congratulations are extended to the happy parents.

William J. Marshall, formerly President of the Mercury Cyclecar Co., of this city, has been appointed general manager for H. Collier Smith, 815 Scot-ten avenue, manufacturer of special sheet machinery.

An electric machine has been perfected that sorts, counts and wraps coins at the rate of 1,500 a minute. What good is such an invention if there are not that many coins?

Kind words those published by Milton Steindler. Vice versa, says we, in reply.

James Carleton, veteran merchant of Lakeview, is in Detroit this week. He is accompanied by his daughter, Sarah. Jimmie is all primed to talk automobile with anyone. He recently purchased a Reo.

M. J. Grajewski, dry goods and furnishing goods, 2054 Joseph Campau avenue (Hamtramck), is wide awake to the glory of being a native Detroiter. He has been passing a petition among his friends asking for annexation to the city where life is worth living.

Thomas H. Taylor, Imlay City merchant, was in Detroit last week in the interests of his store.

A faint heart never won a fair lady, but what a cinch a man has with a new automobile.

Harry Bump, manager of the cigar department for the J. L. Marcero Co., has purchased a new Overland automobile. He is exercising the new car around Sylvan Lake this week.

In Grand Rapids, as elsewhere, money make the Mayor go.

Joe Kane, although taking over the Richardson dry goods store at 1050 Oakland avenue but a few months ago, is building a thirty foot addition to his store. Somewhere is Joe displaying much hustle to accomplish these results.

J. W. Shaw, Pigeon, general merchant, was a business visitor in Detroit last week.

Women in London receive 4 cents a pair for making trousers. There is more money in simply going through the pockets.

The West and Central Michigan Improvement Associations' street carnival and parades of last week was attended by over 200,000 people from all parts of the city. The celebration should prove of inestimable benefit in cementing the bond of neighborliness between the merchants and the residents of that section of the city. The prize winning float in the huge parade was owned by the Cable-Draper Baking Co. Eli Holmes captured first prize among the novelty floats, while Ed. Roulo, 1750 Michigan avenue, carried away the prize for the best motor float.

H. Van Lerberghe, undertaker, 584 Mt. Elliott avenue, has opened a dry goods store at 582 Mt. Elliott avenue. The store will be conducted by his two daughters, Clara and Irene.

After reading some of the war poetry now being published, we rise to remark that, after all, the traveling men could not have done much worse.

F. C. Woodlin, of Philadelphia, is to become a citizen of Detroit, having been appointed manager of the factory branch in Detroit of the Abbott Motor Car Co., located at 467 Woodward avenue. Mr. Woodlin was formerly Eastern Sales Manager of the company.

Although we have not heard from Herbert Murray (A. Krolik & Co.) for some time we are sure it is not because he is stranded in Europe.

A jag often comes from a jug. A jag is often put in the jug.

The American Pharmaceutical Association is holding its annual convention in Detroit this week. The meeting opened at the Pontchartrain on Monday and the various social and business meetings will be held throughout the week. About 1,000 members are in attendance, about 100 of whom are women. The Michigan State Pharmaceutical Association and the Michigan Pharmaceutical

Travelers' Association are holding joint meetings with the A. P. A. Numberless excursions and recreation trips are being given during the week.

C. J. Munger, Flat Rock general merchant and well known in Detroit, was in the city on business last week.

Friday is the day for the salesmen of the various houses in Detroit to slip through all of their "questionable" orders, for on that day the Detroit Association of Credit Men, 600 strong, will board the steamer Sapho for their annual frolic and outing. The committee in charge promise to make this outing one of the most successful ever held. The Detroit Association is affiliated with the National Association of Credit Men with a membership of 103,000 business houses in eighty-six cities. Edward Bland, of the Ireland & Matthews Mfg. Co., is President of the local organization.

Mr. Hibbler, of Heenan & Hibbler, general merchants, North Branch, was in Detroit on business last week.

It is quite often the fellow without any who insists on expressing his ideas.

The F. W. Woolworth Co., of New York, owner of some of the largest 5 and 10 cents stores in the United States, has leased the property at 225-29 Woodward avenue for a term of ten years, the aggregate rental amounting to \$400,000. The property is a six-story building and is occupied at present by various firms.

Arthur Roberts, merchant of Willows, was a business visitor in the city last week.

Lief Thormadsgard, age 8, of Spokane, lives with a bullet in his head, the physicians, so the report reads, being unable to reach it. Lief must have a long head.

M. A. Joly, 2293 Woodward avenue, accompanied by his wife and daughter, have returned from a lake trip touching many cities en route.

J. C. Meisel, the well-known Port Huron merchant, was in Detroit on a business trip last week.

To show what we might look for at the termination of this war between several nations, we will quote what that war of 1870 between but two countries cost 290,000 lives and \$1,580,000,000.

James M. Goldstein.

Boomlets From Bay City.

Bay City, Aug. 24—Our city was visited last week by a destructive storm which did an immense amount of damage to greenhouses, electric lighting system, electric power plant, the telephone and street car systems.

The Fulton Manufacturing Co., of Chicago is negotiating with the Board of Commerce for a site in our city. This Company manufactures folding go-carts, for which the demand is so great a site for a large plant is desired. The Board of Commerce has agreed to meet the demands of the Fulton Co.

The stock of the Fashion boot shop will be removed to the corner store of the Wenonah block about Sept. 1.

B. M. Kern, who recently bought the Kostoff & Rosenberg stock of general merchandise, reports business as satisfactory. Ben is well and favorably known, therefore we predict that his business will increase rapidly.

S. Fleischer, Auburn, made a business trip to Detroit last week. Pub. Com.

An Appeal to the Grocer.

When the air grows close and the dog star burns
My palate for dainty foodstuffs yearns;
What have you got in your stock to-day
To tempt our appetites, grocer, say?

You have things in bottles and things in cans,
The finest makes and the "also ran's";
Bring them all out and their goodness tell
And a lot of those goods you'll surely sell.

The meat of the butcher too heating is
Since old man Mercury's riz and riz,
And I want some grub that will make me eat
And cool me off when I take the street.

The relishes keen and the dainties prime
Are the things I need in the summer time;
What have you got in your stock to-day
To tempt my appetite, grocer, pray?

BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

St. Joseph, Aug. 7—In the matter of the Kalamazoo Oil Co., bankrupt, the schedules show the following liabilities and assets.

Secured or priority creditors.	
J. Baum Safe Co., Cincinnati	\$ 70.00
James F. Gillispie, Traverse City	500.00
James B. Martin, Traverse City	300.00
Ada Hayes, Traverse City	900.00
First National Bank, Traverse Cy.	1,000.00
Unsecured Creditors.	
A. E. Stearns, Kalamazoo	\$500.00
W. R. Knickerbocker, Grd. Rapids	75.00
Wilson & Bennett, Chicago	95.00
Craig Oil Co., Toledo	738.09
Craig Oil Co., Toledo	500.00
Stevens Grease & Oil Co., Cleveland	755.84
West Chemical Paint Co., Springport	127.09
Camfield Oil Co., Cleveland	504.36
American Oil Co., Jackson	346.02
Advance Grease & Chemical Co., Jackson	25.88
R. R. Brenner of Kalamazoo	3.61
Connant Can Co., Conneaut, Ohio	19.62
Cleveland Steel Barrel Co., Cleveland	567.25
Eagle Paint & Varnish Co., Pittsburg	17.40
Ensign Oil Co., Pittsburg	1,288.63
F. Warren, Kalamazoo	4.75
Fred G. Clark Co., Cleveland	571.54
C. J. Michels, Kalamazoo	4.75
W. Mell Co., Chicago	72.00
Riverside Oil Co., Cleveland	1,295.64
Stevens Grease & Oil Co., Cleveland	80.74
Texas Oil Co., Chicago	2,280.78
Wilson & Bennett, Chicago	1.72
Garrison & Buckhout, Kalamazoo	7.25
S. H. Burmana, Kalamazoo	8.59
City Light Dept., Traverse City	1.73
Citizens Telephone Co., Traverse Cy.	6.75
A. C. Caron, Traverse City	.50
John R. Santo, Traverse City	151.20
Traverse City Iron Works, Traverse City	39.69
Sam W. Porter, Northport	9.19
Total liabilities	\$12,833.47
Assets.	
Stock on hand	\$ 6,272.33
Accounts receivable	1,943.44
Stock on hand at branch stations	3,069.39
Cash in bank	480.28
Other bills receivable	307.61
Total assets	\$12,072.95

Aug. 18—In the matter of the Poultry Pointers Publishing Co., bankrupt, of Kalamazoo, the first meeting of creditors of the bankrupt was held at the latter place. William J. Losinger was elected trustee, his bond being fixed at \$200. George J. Haines, Stephen H. Wattles and John Burke, Jr., were appointed appraisers. Claims were allowed and the officers of the bankrupt sworn and examined by the referee. The trustee was authorized to sell the assets of the bankrupt without notice to creditors, it appearing that an offer of \$500 would be made for certain accounts receivable. The meeting was further continued for thirty days at the referee's office.

Aug. 20—In the matter of the National Gas Light Co., bankrupt, of Kalamazoo, the trustee has filed a report showing cash on hand of \$2,500 and has requested that upon hearing the objections to the John Dunlap Co. claim, a final meeting of creditors be held, and a final dividend declared. This estate has paid two dividends so far of 5 per cent. each.

Aug. 22—In the matter of the McMahon Wicks Coal Co., bankrupt, of Kalamazoo, an adjourned first meeting of creditors was held at the referee's office. The trustee's report showing cash on hand of \$893.34 was received and allowed and the trustee directed to pay certain administration expenses including the preferred tax claims. The trustee was also directed to sell the assets without delay, whereupon the meeting was adjourned for four weeks.

Mighty Madcaps From Muskegon.

Muskegon, Aug. 24—On Sept. 5, the Muskegon Knights Templar will entertain nine other Knights Templar Commanderies of the State. All visiting Knights will be met by the K. T. band and turned over to the home commandery who will entertain them. In the afternoon all Knights Templar will appear in full uniform when they will march down Western avenue and thence to Hackley Field, where a drill will be given. The city will be decorated and the mer-everything fit in their honor.

If Bert Waalkes, would Harold Foote it?

The West Michigan Pike Association, with headquarters at Muskegon, has finally secured the recognition of the Auto Blue Book of the entire pike route from St. Joseph to Mackinaw, including the detour of the Leelanau peninsula. Louis Conger is Secretary of the Association and the

Muskegon Chamber of Commerce. It is through Mr. Conger's untiring efforts that the pike route is to be printed in the next Blue Book.

The newspapers are about as bad as a very few salesmen. You can believe about seven-eighths of what you read regarding the war.

What about the law permitting a man to vote away from home?

Gus. C. Caplan, of the Globe, of Traverse City, is on a two weeks' trip which will embrace Detroit, Cleveland and New York. Mr. Caplan is a single man and he is looking over the fair damsels and window trimmings. Good luck, Gus.

Wade Gardner, who has managed the general store of J. B. Hendricks for five years, has bought out his former employer. It was through Mr. Gardner's foresight and good business dealings that Mr. Hendricks made the success he did. We see no reason why Mr. Gardner should not continue to be as successful for himself as he was for Mr. Hendricks. Our Council unites with the writer in wishing Mr. Gardner a good business year.

Geo. H. Wilcox, of McBain, who represents the International Harvester Co. and weighs about 360 pounds, found the beds in the Shelby House, at Shelby, not adequate for fat men like himself. When he awoke in the morning he found himself on the floor instead of the bed. Seeing the damage he did he went around town and bought some wire which he repaired it with. It took him half a day to fix the beds and make things right with the landlord.

We have in our Council a member whom we are all proud of. As near as we could get it this fellow dove in after a Grand Rapids man who happened to be beyond his depth at Macatawa Park. The brother who is entitled to a Carnegie medal is the kandy kid, Bert Waalkes.

Some Facts about Mancelona, Alba and Elmira.

Mancelona, Aug. 24 — Mancelona is a thriving, progressive village located on the G. R. & I., in Antrim county, 151 miles north of Grand Rapids. It is surrounded by a fertile section, with agricultural resources and possibilities, making it rich in opportunities. In point of health it has no superior in this section of the State, owing to an equable climate and natural drainage. It is prettily laid out, has wide, paved streets, an electric light and power plant, an excellent system of water works, churches of five denominations, an up-to-date public school system, a township library, an opera house, a first-class hotel, the Burke House, a bank and two weekly newspapers, the Herald and the News. There are a number of prosperous industries including sawmills, planing mill, flour mill, creamery and manufacturing of pig iron, veneer, screens, cheese box material, brooms, hoops, gasoline launch engines, broom handles, etc. Stage daily to Bellaire. The merchants are all progressive, carry good stocks and the following are regular subscribers to the Tradesman:

- Antrim Iron Co., general merchandise.
- L. G. Ball, meats.
- E. A. Blair, variety store.
- A. W. Canady.
- C. E. Gifford, variety store.
- Mancelona Grocery Co., groceries.
- P. Medalie, dry goods.
- O'Brien & Bramer, hardware.
- Rodenbaugh & Stevens, drugs.
- Schweder-Sessions Co., furniture.
- John Sweet, Burke Hotel.
- Wisler & Co., groceries and hardware.
- S. W. Westerbrook, general dealer.
- Mrs. R. N. Middleton, bazaar.
- Frank W. Clugg, dry goods.
- Alba has Congregational and

Methodist Episcopal churches, a graded public school, a bank, and a good hotel, the Tuttle House. The following are subscribers to the Tradesman:

- Alba Bank.
- J. Anderson, grocery and meats.
- F. W. Collard, groceries.
- E. Matthews & Son, hardware.
- E. J. Phillips & Son, groceries.
- I. Saperton, dry goods.
- F. M. Shepard, hardware.
- Q. B. Stout, general merchandise.
- Mrs. C. B. Tuttle, Tuttle Hotel.
- Elmira is 166 miles north of Grand Rapids and twelve northwest of Gaylord, the county seat. It has Roman Catholic, Free Methodist, Presbyterian and United Brethren churches and a bank. The merchants all carry good stocks and report a good business. The following are subscribers to the Tradesman.
- W. A. Gardner, drugs.
- S. J. Burdo & Co., general merchandise.
- F. J. Stafford, produce.
- Wickett & Lamain, general merchandise.
- Wm. Weaver & Son, hardware.
- W. R. Wagers.

What Some Michigan Cities are Doing.

Written for the Tradesman.

Benton Harbor has a new auto fire truck.

Corunna has a brand new fire department throughout, the old members having resigned in a body because of criticisms by the Mayor.

The fire chief at Holland reports 2,007 bad chimneys out of a total of 3,179 chimneys recently inspected and owners of buildings have been asked to make repairs within 30 days.

Otsego will hold a home coming celebration Oct. 7 and 8.

Nine cash prizes ranging from \$5 to \$25, have been awarded in the flower garden contest at Menominee. The city has many beautiful gardens.

The latest industry to locate at Marquette is the American Mattress Co., makers of mattresses and feather beds, formerly located at Sault Ste. Marie.

The recent flower carnival held at St. Joseph proved a big success.

Sault Ste. Marie has adopted a plan for the systematic collection of garbage, a ten year contract beginning Nov. 1, having been signed with a private party.

The Baker-Vawter Co., of Benton Harbor, will erect one of the finest office buildings in the State, equipped with dining room, rest rooms and the latest systems of light, heat and ventilation.

The Meniminee Electric Mfg. Co. is building two additions to its factory at Menominee.

Copper country merchants and others have to depend on rail shipments from Chicago, and there is a demand for boat service and cheaper transportation rates. Secretary Price, of the Copper Country Commercial Club, is getting in touch with the local shippers as to the amount of stuff that will be brought in this fall with a view to chartering a boat for this service.

The John W. Ladd Co., maker of dairy and creamery supplies at Saginaw, has bought a site at Detroit and will remove to that city.

Almond Griffen.

SERVICE

Service means a development of the best, along the highest lines of business practice, and the eliminating of every possible waste resulting from pernicious methods.

We have service.

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Grand Rapids—Kalamazoo

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E. A. STOWE, Editor.

August 26, 1914.

WHAT IS TO BE DONE?

When war broke out in Europe, less than a month ago, the first feeling that prevailed in all our markets was one of intense satisfaction at the advantage possessed by the United States over all the world. Sudden consternation over the war embargo on the shipping industry made up the next chapter in the mood of our own community. When the breaking of that deadlock was beginning to come in sight, one home trade after another was all at once heard from, with the surprisingly general testimony to the fact that some one essential raw material of its manufacture, produced in Continental Europe and now cut off by war, would presently be unobtainable, thereby bringing the home manufacture itself to a standstill.

At first it was only the steel trade and the textile industry; the one had been buying ferro-manganese from Germany, the other had relied almost entirely on the German chemists for the dyes which gave the requisite colors to its fabrics. But the startled outcry from these two trades was only the beginning. The electrical industry was presently heard from, with the word that the platinum supply from the Ural Mountains was cut off, and that certain carbons and metal filaments, made by German manufacturers and essential for the arc-light, could not be obtained after existing supplies on hand in the United States were used up.

The drug and chemical trades were as quick in coming into view; an astonishing number of indispensable materials for these industries appeared to have their single source of production in Germany. Emphasizing the situation, one large retail firm in New York received notice from a German wholesale drug distributor doubling the price on 1,000 articles supplied by it. Drug dealers here trebled their price of such products as citric acid, tartaric acid, carbolic acid, gum camphor, and dandelion root, and warned consumers of an impending failure of supplies. In quick succession, the same word came from manufacturers of glass, soap, matches, artificial fertilizer, gunpowder. In all these industries, potash is an essential raw material. Natural potash is a German monopoly, and with war begun, the supply was necessarily absolutely blockaded.

Misgiving spread after this to the manufacturers of photographic mater-

ials, because of the prospective embargo on German-made oxalic acid. Then the glove, shoe, and hat trades had their turn; nobody outside the trades had suspected to what extent they depended on Continental Europe for their particular kinds of material. Even certain kinds of felt roofing were drawn into the dilemma, for the curious reason that the rags from which it has been made are imported from Belgium. As a highly interesting climax, London raised the alarm over the Transvaal gold mines—the last of all places to be suspected in this case. These, like our own Rocky Mountain gold mines, extract the precious metal by the cyanide process, and cyanide of potassium, again a by-product of German potash, was about to be cut off.

What is to be said of this new and extraordinary turn in the situation? Are these trades, each with a fair chance of expanding its business into neutral markets relinquished by the fighting European states, to sit down despondently and give up production? The chemists and working experts smiled quietly at the suggestion, and presently it began to be pointed out that of all these various raw materials entering into the trades enumerated above, there is not one that is an absolute monopoly with Europe. Dyestuffs and acids can be extracted from American coal-tar as well as from the coal-tar of Europe; what is required is the effort and the enterprise. Manganese ores are in sufficient supply in this country, in India, and South America to keep the steel trade going—already the per ton price of this commodity has fallen from \$150 to \$100 a ton, after rising in a week from \$38 to \$150. Potash is manufactured in this country, although it costs more than the natural product. Cyanide may be extracted from it here, and as for hats, shoes, gloves, and rags, substitution of domestic for European material is easy if not convenient. Carbons we are perfectly able to make at home.

Why then, all of this stir and commotion over the "embargo on raw material?" There are two main explanations. One is, that in the first alarm, the purely temporary obstruction of all shipping communications, due to the presence of German cruisers on the ocean and to the deadlock in foreign exchange, was confused with the much more serious obstruction of access to Central Europe. The other is, that American manufacturers had grown lazy, and allowed their chemists to be distanced by the patient experts to whom the German government—which now is so recklessly diverting its energies from construction to destruction—had for years given every possible encouragement.

Perhaps the justifiable conclusion will be, that the extraordinary commercial incidents of the war will teach our business community more lessons than one. If they learn, as a result of this year's experience, how to provide their own shipping facilities, they may also learn how to utilize their own home products and the ingenuity of their own home experts, to provide the small materials of manufacture whose production they have been surrendering to Europe.

WAR PRICES A CENTURY AGO.

History appears to be repeating itself in many ways just now. A hundred years ago all Europe was at war trying to hold back the Napoleonic flood of imperialism and militarism and prices of food were soaring much as they are to-day. In the unearthing of an old day book kept by Abraham Pickett, a storekeeper of Edwardsville, Ill., a town which was at that time a center of fashion in the State, an interesting side light is thrown on the retail selling prices of some of the necessities of life in that State nearly a hundred years ago.

This document, bearing the initial date July 14, 1819, gives an idea of what the men and women of Illinois bought the year after that State was born and what they had to pay. One entry explains why wooden pegs were used instead of nails in the building of houses and barns. The charge for 104 pounds of four-penny nails was \$39, or nearly 38 cents a pound.

In 1819 beef and pork were 4 to 6 cents a pound and flour \$8 to \$12 a barrel. Corn was worth 33 to 50 cents a bushel and wheat \$1. These cereals dropped in the market next year to 15 cents for corn and 37 cents for wheat.

One entry shows that the housewife had to pay \$1.25 for five pounds of sugar. Another entry on the same day showed that one brand of sugar cost 33½ cents a pound and that pepper brought at retail 37½ cents a pound.

Items for wine scattered here and there through the book indicate that the beverage sold at \$6 a gallon and that homemade brandies brought a like return to the merchant. Empty bottles were not thrown into alleys or garbage barrels a hundred years ago. For a quart receptacle of this kind 25 cents was charged. In other words, the bottle was worth two-thirds as much as the whisky it held.

One bridle cost \$2, a pair of moccasins 50 cents, seven panes of glass \$1.31, a pitcher 87½ cents, a dozen needles as many cents, a teacaddy \$1 and a pound of tea \$4.

HOW WILL EUROPE BE FED?

On all occasions, the United Kingdom is the best customer for our wheat. Its import requirements on a peace basis are estimated at 220,000,000 bushels annually, and it would not be surprising to see England take 100,000,000 bushels or more from the United States this season. The supply from here and Canada is more available than that from any other country.

French requirements are estimated at 50,000,000 bushels, Belgium's at 65,000,000 bushels, and a good part of each will have to come from the United States. If possible, France will take some Australian wheat, as it likes that product better than the American, judging from its large purchases in the past few years. The French crop itself is short this year, and considerable of it will be wasted. Italy will have to import about 75,000,000 bushels; its crop is short 25,000,000 bushels, as shown by the last returns.

Germany is the puzzle. In times of peace, it is expected to import from all wheat-producing countries 40,000,000 bushels, and of this more than half will usually come from the United States.

Its largest imports from all countries were in 1906, when they reached 92,000,000 bushels. In the same year it took 44,000,000 bushels of foreign corn, 63,000,000 bushels of oats, and 85,000,000 bushels of barley.

But how is Germany to get the wheat, with the North Sea and the Mediterranean patrolled by hostile fleets? The Kaiser has talked of a year's supply of foodstuffs already in hand or available at harvest time, and even in grain market circles reports have lately been going the rounds that it has nine to twelve months' stocks of wheat and other foodstuffs. But this is not believed at all by the grain trade in this country. If so, why did Germany buy more than its usual quantity of wheat from the United States early this season, and why was she so anxious to get it delivered before the war began?

As a matter of fact, the heavy German purchases, made here in July, did not reach the German ports. Most of it has been already diverted to the ports of England. Aside from the United States, Germany draws its supplies of foodstuffs chiefly from the Argentine and Russia, from both of which markets it has been cut off since the opening week of August. Russia, in fact, is the regular source of Germany's supply for a large part of its oats and barley. What, then, will happen in the German Empire itself, if the war and the virtual blockade of the German coast should be long continued? What may be going in by way of Rotterdam, from which the communications to Germany seem still to be open, no one can surely say. This is one desperate stake which the German armies have, in holding their position in Belgium, thereby keeping open the access from Holland to Germany.

Although South America imports about \$15,000,000 worth of canned goods annually, the United States furnishes only about 18 per cent. of the total, of which the principal item is canned salmon. That the sales of canned goods in this field can be greatly increased is the opinion of Commercial Agent E. A. Thayer, of the Department of Commerce, who recently completed an investigation of the Latin-American markets for this line of goods. The results of this investigation are incorporated in a monograph issued by the Bureau of Foreign and Domestic Commerce. This publication treats of the consumers' preferences, sales methods, pure-food laws, credit terms, shipping costs and other subjects in the various countries of interest to American canners and may be obtained from the Superintendent of Documents, Washington.

Take care of your eyes, for glasses are going to cost more. The European war will be the cause. Most of the blanks from which lenses are made come from Germany. None are made in this country that have the texture and transparency the German-made glasses have. If the makers of these lenses have to go to the front the industry will be stopped for awhile, and that means that the price of "specs" will go up.

Something Doing Every Minute

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A Clean Fair for Clean People

THE MEAT MARKET

Hints for the Retail Butcher.

Most people, on all propositions, pursue, or seek to pursue, the line of least resistance. The easiest route to success is the most desirable. Many a man makes success hard to attain by reason of anticipated trouble. He may not have trouble, but the fear of trouble gives him practically as much pain as though he actually did have it. As is said frequently, most trouble is borrowed. Thus men attain success who have never had trouble, and still have been embarrassed all along their pathway simply by the fear of trouble—fear that they may or might have trouble. Other business men figure so definitely on all business propositions as to feel perfectly secure from trouble, and they live their lives in ease and contentment. There are others who have trouble, and real trouble all the time, by reason of their frailties of one kind or another, which leads them to exercise indifferent judgment. The man who buys nothing but quality meat, who knows it to be worth the money that it cost him any day, who knows that if he makes a sale the customer is satisfied and that he has made a reasonable profit, who advertises his business and looks upon it as a real service to the community in which he lives, usually is without trouble. It is the man with the hodge-podge store, everything topsyturvy, dirty, insanitary, unhandy, so that every time he makes a sale he is in doubt as to whether or not the customer will be satisfied, such a man is usually in more or less trouble, even though most of it is borrowed. Such a man has not studied out the line of policy which leads to success with the least resistance. Meat with quality unquestioned, goods half sold because they have been well bought, store clean and sanitary, accounts well kept and arranged as to accessibility and accuracy, a good-tempered proprietor and pleasant clerks all lead the way to success along the line of least resistance. It is the way to go. It is the easiest way.

Butchers who maintain wagon routes should have a system of accounting whereby they can find out at all times the actual efficiency of each salesman who has charge of one of them. This should be done, not only in justice to themselves but in justice to the salesmen, as the men who, by faithful and efficient service, build up profitable routes, should receive due credit for the work which they have done and which they are doing.

There should be no guesswork in

this direction. There is only one test of a wagon salesman, and that is the number of sales which he is making. This can only be discovered if the butcher maintains a separate account for each route and making comparisons between different periods of time. To find his actual efficiency, the amount of business he does should be compared to the actual cost of securing the business and serving that trade. If this percentage runs higher than it should, something is wrong. Either there is not enough business being done to warrant the route being maintained or else the salesman is receiving too large a salary.

The ideal way of handling this business is to pay the salesman a commission on the trade which he brings. You will have no trouble in getting good men to work on this basis, in fact most of them prefer to do it, as their earnings will be larger than if they worked on a straight salary. This system of payment compels the butcher to maintain separate accounts, since he must know the amount of business which the salesman has done in order to pay him his commission. It is the only proper way to run business of this sort.

There are many butchers who feel that the meat market holds at best a dubious outlook for their future. They are convinced that to-day the retail butcher shop is a wage-earning proposition, one which is less advantageous than the ordinary wage proposition because it entails a great responsibility without the increased returns which this should warrant. Convinced as they are of these facts, they gradually allow themselves to sink into a rut and allow conditions to govern them, instead of trying to shape conditions which affect their trade in a way that will conduce to

their future success.

There are many reasons for the existence of this opinion. The gradually increasing cost of meat, together with the inability of many retail butchers to hold their margin of profit at a constant point, has probably the greatest influence in this direction. And yet in many cases this inability to protect their profit margin is due entirely to the lethargy of the butcher himself and his lack of exertion in this direction. Doing business according to the modern way requires a good deal more thought and brains than doing business in the way your fathers did, and the butcher who does not realize this, and who does not put this new way into practice is exactly in the conditions which his mind pictures. There is no hope for him in the future unless he reforms, not only his methods but himself as well.

That is why the butcher who desires to get ahead should pay increased attention to the merchandising side of his business. The greatest successes in the retail butcher trade have been made by men who have not been meat cutters. But, although they couldn't cut meat, they did know how to sell it, and that is the most important part of the conditions which the retail butcher must meet and solve.

There is no desire to disparage the man who is a good meat cutter. This is, of course, an essential part of the business. But too many butchers subordinate it to the rest of the things which must be done. For instance, the writer has seen men hiring clerks and only taking the trouble to find out whether they knew how to cut meat. If they did they were hired, and that was all there was to it. But shouldn't these butchers have endeavored to find out at the same time whether the clerk knew how to sell meat as well? A good meat cutter may be a poor salesman, while a poor meat cutter may be a fine salesman. The point is to get the combination of the two, or, if this is impossible, see that a man behind the bench does what he can do best.

Be ever on the alert and conduct your business with attention to every part of it. Specialize along certain given lines, and make your men do

the same. And above all, do not allow yourself to become discouraged, and to worry along, not caring much so long as you are making a living. Change your methods to meet changed conditions. And when you do this you will not have to despair of the future in the retail meat market.

Denominations.

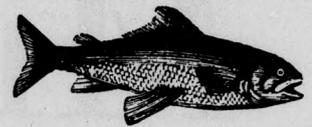
Helen—My mother's a Presbyterian. What's yours, Mary?

Mary—Mine? Oh, let me see, mine is a Methodist. What is yours, Bella?

Bella—My mother never told me, but I heard her tell her friend that she was a dyspeptic.

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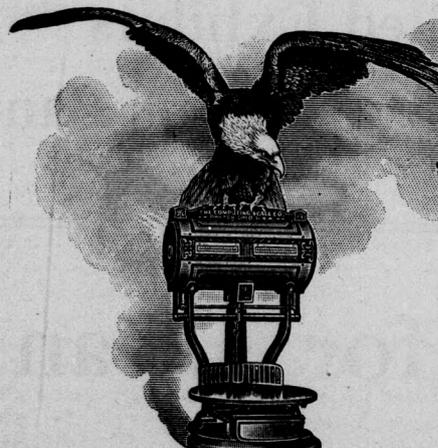
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MONEYWEIGHT Scale Co.

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

THE FIRST AND FOREMOST BUILDERS OF COMPUTING SCALES

GENERAL SALES OFFICE
165 N. STATE ST., CHICAGO
ALWAYS OPEN TERRITORY TO FIRST CLASS SALESMEN

First Letter From Spurgeon in His New Home.

Ann Arbor, Aug. 24—"A beautiful city" is what every one exclaims about Ann Arbor. This expression, of course, is made more particularly in reference to the campus and certain portions of its resident districts. Perhaps no city in our great State has more distinctive and elaborate homes for its size than Ann Arbor.

A population of 17,000 increased to 22,000 or 23,000 during the school year, five banks, two railroads, one interurban electric line, many miles of pavement, one grocery jobbing house and several factories speak of its importance in a commercial way.

As an educational center it needs no mention, for it is known throughout the world as one of the most important in this country.

The State evidently expects to keep the progressive spirit alive here in the University, for the present season is witnessing much in the way of building and improvement. On the campus a large science building is being erected and near by the campus two large dormitories for girls are in process of construction.

Ann Arbor also has a Council of United Commercial Travelers. Many small towns are important as seats of learning, but it takes something of a city to possess a U. C. T. council. This one is Washtenaw Council, No. 456.

The writer had the privilege of attending its regular meeting for August and met a hospitable reception which bespoke the nature of its officers and members. August is generally one of the months when there is "nothing doing," but not so here, for the initiatory degree was conferred upon John W. Rane, of Whitmore Lake, who represents the Crown Paper Co., of Jackson.

This Council has all the talent that would be required to carry out the true spirit of U. C. T.ism and, while its membership is not large, it is constant-

ly growing and will continue to grow if one Walter B. Burnett lives and has his health. They say he always has a new application tucked away in his pocket somewhere. Mr. Burnett sells roofing and lives at Hamilton Place.

The Senior Counselor is Fred W. Schumacher, who sells neckwear and lace curtains and carries business like methods into the administration of his office.

H. L. Hendricks, 717 East Huron street, is the Secretary-Treasurer and can always tell you all about any of his members. He represents Ridenour & Co., of South Bend, manufacturers of house dresses and aprons for the ladies. He really ought to be able to start a Ladies Auxiliary on account of the line he sells.

Harry Bacher is the Junior Counselor and represents the Canadian Life Insurance Co. A fit man is he to have in line for Senior Counselor, and its growth will not cease when he is in the chair.

In the Chaplain, F. E. Woolley, 333 William street, the Council also has an orator. His part in the initiation was both unique and impressive and something different in many ways. Mr. Woolley sells hardware specialties and has had many years of experience as a salesman.

There are other officers and members who will be mentioned later in these columns who are doing their full part in maintaining this Council and keeping its interests alive. Spurgeon.

Bracing Breezes From Port Huron.

Port Huron, Aug. 24—The cost of high living never affected me very much, but the high cost of the necessities of life is relieving me of taking care of my surplus salary.

It is reported from reliable sources that sixty carloads of sugar were stored in the Grand Trunk yards at Port Huron Aug. 8. Why?

Thanks, Honest Groceryman, for

your kind words. You are lucky that you were not relieved of more than your native modesty while making your trip through the Thumb.

The steamer Hazel is making regular trips between Harbor Beach and Detroit, making all shore towns. In the towns where the docks were destroyed by the great storm of last November the merchandise is put ashore on a lighter.

Mother Nature certainly smiled on the Port Huron U. C. T. boys on the occasion of their annual picnic and field day Aug. 15 and the gathering, both in numbers and spirits, was a typical U. C. T. affair. Leaving Port Huron on the palatial steamer Tashmoo the river ride was so delightful that regrets were heard that it was so short, but when beautiful Stag Island was reached these regrets turned to expressions of delight at the completeness of arrangements made for their pleasure and comfort. The untiring efforts of the committee of arrangements certainly were shown in the service given the gathering at the Island. Bowling, billiards, baseball, water and field sports were enjoyed until dusk, when the crowd adjourned to the magnificent dining hall of the Stag Island House, where a five course banquet was served in a manner becoming the gathering. After the banquet the entire assemblage gathered in the ball room and enjoyed dancing until the boat arrived to take them home. The ride home in the cool of the evening was a fitting climax to a glorious outing and the boys parted with many expressions of thanks to the committee and to the Stag Island management for the best day's fun in 1914.

W. J. Devereaux.

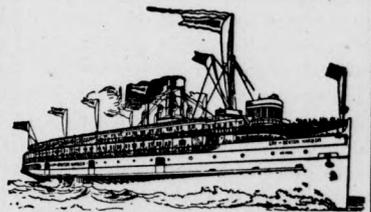
He is a wise man who never trifles with an unloaded gun, a woman's opinion or a busy little bee.

Still, if you find yourself in a rut, remember that a rut is the smoothest part of the road.

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

OUR GUARANTY CALUMET BAKING POWDER

Is GUARANTEED in Every Respect

We, the undersigned, do hereby guarantee CALUMET BAKING POWDER to comply in every respect with all State Laws as well as the United States Pure Food Law approved June 30, 1906.

We also guarantee that CALUMET BAKING POWDER is prepared from the finest materials possible to select, that the goods are pure and wholesome in every particular and, further, nothing injurious is left in the food.

Chicago, Ill., Jan 1, 1914

Cor. St. Clair and Ohio Streets

CALUMET BAKING POWDER CO.

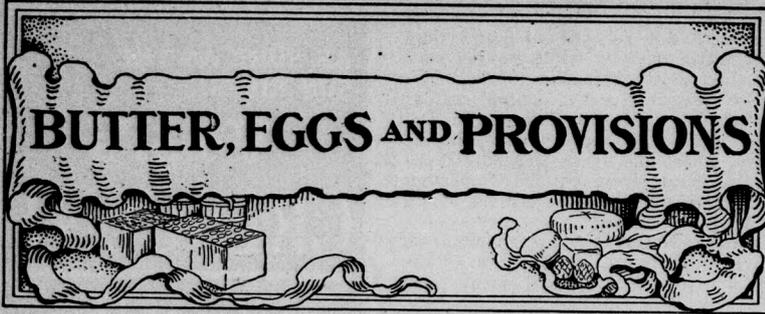
Warron Wright
Sec. and Treas.

Better Be Safe Than Sorry

Under the new regime the old guaranty legend and serial number has been abolished. We welcome this decision as it will serve to handicap the something-for-nothing faker, who so persistently offers the consumer a pound of baking powder "Guaranteed under the Food and Drug Act," and agrees "to throw in" a lottery ticket, a premium coupon, or a piece of granite ware, as an "extra inducement." Baking Powder is easily adulterated, and consequently it is frequently the vehicle employed by the unscrupulous dealer. Hence it is doubly important that the dealer makes sure that the baking powder he offers to the trade is dependable, guaranteed in every respect. We furnish both wholesaler and retailer a guaranty given in compliance with the new regulations which

relieves the dealer of any responsibility according to the recent Food Inspection Decision, one paragraph of which reads: "No dealer in food or drug products will be liable to prosecution if he can establish the fact that the product was sold under a guaranty given in compliance with this regulation."

We not only extend this legal guaranty to you, we also guarantee to keep your stock of Calumet Baking Powder in good shape at all times. Last, but not least, we guarantee to refund the full purchase price of any can of Calumet Baking Powder which fails to give your customer better results. With these guarantees you have everything to gain and nothing to lose, by pushing Calumet Baking Powder.



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.

Proposed Changes in Butter Rules.

The question of possible changes in the butter rules of the New York Mercantile Exchange, with a view to arranging the requirements of the leading grade so that its daily quotation may serve more acceptably as a basis for contracts, and for the settlement of price terms on many current transactions in regular trade, has recently been placed by the Butter Committee in the hands of a smaller committee for consideration and suggestion. The members of this committee are P. H. Kieffer, Ira C. Barnes and F. G. Urner. Two meetings have been held, the matter discussed from every angle, and a general principle for the amendment of the rules has been tentatively arrived at.

First, it is accepted as inevitable that so long as butter values are quoted by market reporters there must be an appropriate means of representing the open trading value of all qualities of butter obtainable in wholesale quantity. Second, it is concluded that the quotation for exceptionally fancy qualities is not satisfactorily serviceable as a trading basis because of the changing relation of the value of these exceptional qualities to the value of the supply generally obtainable. The committee is fully agreed, upon thorough consideration, that the grade of extra creamery butter, which has become through long usage the generally accepted 'settling' basis, should represent as nearly as possible at all times an average fancy quality which is in uniform relation to the supply of butter fit for the better class of trade. And it is believed that in order to effect this uniformity the scoring requirement of this grade must be variable in order to conform with the inevitable variations in general quality from season to season. The matter of providing a uniform requirement the year round, as advocated by some of the trade, was very carefully considered by the committee, but it appeared that such a fixed standard would defeat the object sought to be gained and result in the grade of extra being relatively low in the season of finest qualities and relatively high in the season when the production of fancy butter is more difficult.

It was also deemed neces-

sary, in order to accomplish the purposes sought for, that the range of quality represented by the grade of extra should be as narrow as possible, so that its open trading value can usually be correctly expressed by a single price. And to this end it is considered advisable that the description of extra creamery be so worded as to be fairly met by butter scoring 91, 92 or 93 points, and that one of these scores be chosen from time to time, at the discretion of the butter committee, as the required, or standard, score for extras.

It is believed that this arrangement will make the quotation for extra creamery a fair and satisfactory settling basis for any who may wish to use it as such, and that the bids and offerings for this grade under the call will give, as a rule, a quicker and more certain expression of the open trading value.

But the committee anticipates the quotation of the more exceptional high qualities also, and believes that such quotations of higher scoring goods should not at all interfere with the general maintenance of the extra grade as the trading basis. To this end it is proposed to remove all restrictions from the offering and bidding under the call for butter of specified score above the score required for extras.

It is not expected that these changes, if adopted, will "do away with premiums." But it is expected that they will encourage the restriction of premiums to such qualities as are worthy of a value above extras by reason of their exceptionally desirable quality—and that they will tend to prevent the offer of premiums that carry the price paid above the highest butter quotation given so far as the wholesale market is concerned.

In our opinion the changes thus tentatively proposed are the best that can be devised under all the circumstances. They will not lessen the competition for fancy butter but they should aid in giving a freer expression of values for all grades and put the competition, perhaps, upon a sounder basis of price for quality.

We are authorized to present these considerations in advance of any formal report by the sub-committee for the purpose of inviting discussion and suggestion on the part of the trade, all of which will receive due consideration before a definite report and recommendation is made by the sub-committee—New York Produce Review.

Many a young man buys flowers for an heiress as an investment.

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.

The Vinkemulder Company

Jobbers and Shippers of
 Everything in

Fruits and Produce

Grand Rapids, Mich.

Geo. L. Collins & Co.

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

29 Woodbridge St. West
 DETROIT, MICH.

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.

Use Tradesman Coupons

How the Wholesale Price of Butter is Made.

In a wholesale butter market the sales are at various prices, according to quality, the terms as to payment, the credit of the buyer, etc., also there are natural fluctuations in the whole range of values, upward and downward, according to the changing relations of supply and demand. When all the sales are made by negotiation between buyer and seller and when information of such sales is obtainable, it is a comparatively easy matter to set down quotations for the various grades which will accurately express the normal range of values. The chief difficulty in determining quotations in a large market arises from three factors—first a large part of the business is predicated upon the quotation, thus putting "the cart before the horse;" second, the business is nearly all of a private character, except as it may be reported willingly by the contracting parties; third, the butter is nearly all sold without official inspection as to grade. Of course, when butter is sold by agreement between seller and buyer at a price in some definite relation to a quotation, it is impossible to consider such a sale in determining the quotation, because the price terms are not known until the quotation is established. It is evident that if all the business were so done the matter of establishing quotations would become arbitrary—a matter of more or less expert judgment in estimating from the normal clearance, the surplus or the deficiency, as these conditions become apparent from time to time, whether the prevailing quotations are normal, too high or too low. It is upon such an arbitrary basis that "quotation committees" of tradesmen usually act. But while a large amount of butter is sold at some definite relation to the quotation in all large markets, there is, nevertheless, a considerable amount of buying and selling "over the trier," and this trading is certain to reflect the real condition of the market, since it is a well-known principle that in a free and open market the value of the surplus determines the value of the whole; and that when there is a deficiency at any scale of prices the willingness to pay more to supply the deficiency shows the whole to be of higher value.

A public auction is doubtless the most certain means of establishing this quotation of values if the trading there is sufficient to cover all grades and if the buying interests in the market are fairly represented; and the bids and offerings on a "call board," such as conducted by most of the exchanges organized by butter distributors, may give a very accurate expression of values if there is no restriction on the offerings or the bidding. But, owing to the wide range in quality, the grades of butter established by these exchanges must include some range of quality and the bids for named grades are naturally made with a view to receiving the minimum passable quality, which leaves the value of the maximum quality in the grade uncertain. It

would appear from the conditions found in the large markets that the facts of value as indicated by actual sales can only be ascertained by investigation and private report on the part of buyers and sellers, and this is the function of the market reporter. Yet, when it is considered that so large a volume of business is done on the basis of the quotation, there is a manifest objection to leaving the determination of this quotation to an individual judgment and it is probable that the Government attorneys, in attacking and breaking down the system of "committee quotations," have not given any adequate consideration to the alternatives. The trading in butter at prices in agreed relation to a public quotation is a great economy, if the quotation reliably expresses the normal fluctuations and is properly founded; it saves an enormous amount of "shopping" and individual investigation of market conditions on the part of both buyers and sellers, tends to create a desirable uniformity of price for quality, and as the terms of particular sales are the result of normal negotiation, is open to no reasonable charge of encouraging "manipulation." It is our opinion that the Government would have acted far more wisely had they placed safeguards around the determination of "official quotation" and specified a basis for the work of quotation committees, rather than to have castrated them in some instances to disband. Yet it must be admitted that it would be extremely difficult to specify the facts upon which such committees could issue quotations that would be assuredly in uniform relation to the actual selling values, if any discretion were allowed or any exercise of judgment.

Growing Industry of Desiccating Eggs.

The drying apparatus consists principally of a long flexible metal belt, which revolves in a hot air chamber, around two big drums. The strong air current applied in drying is filtered and heated by steam coils before coming into contact with the egg meat. The temperature of the air is regulated automatically so that it will never reach a point at which it might coagulate the egg and render it insoluble. Of course, the egg meat never gets as hot as the surrounding air, because it rapidly loses water through evaporation, and this evaporation reduces the temperature. At one end of the hot air chamber the belt is exposed for a short distance, and here the egg mixture runs upon the belt along its whole width, in a continuous stream. The egg meat is supplied by gravity from a large cooled cylindrical tank, which is suspended several feet above the outlet.

The belt makes one complete revolution in fifteen minutes. This is sufficient to dry the thin layer of egg, and not long enough to permit a multiplication of the bacteria in it, as it takes the bacteria at least half an hour to divide by fission. As the egg meat is applied to the belt in a continual stream, several layers of egg are superimposed upon each other.

When the whole layer of dried egg has reached the desired thickness, the further application of egg is stopped and the thin film of dried egg is scraped off the belt by a mechanical steel scraper. The resulting dry egg is now in the form of fine golden-yellow flakes, which are placed on sievetrays of various mesh size and exposed to a current of dry-heated air, in a special room. Here the drying process is completed. The finished product, which contains only about 5 per cent. moisture, can be kept in cold storage indefinitely without deteriorating. At room temperature it changes slowly, finally acquiring a fishy odor and losing its solubility.

The Grant Egg Candler

is the only REAL MECHANICAL Egg Candler on the market. This statement is verified by "written recommendations" from Merchants, Shippers, Pure Food Inspectors, and Agricultural Colleges, who have used our Candler. A merchant can candle eggs on his counter, in plain view of every one, as perfectly as an experienced egg man without the previous experience of learning "to roll the egg." Write for FREE booklet.

GRANT BROS. CO.
Shippers Eggs, Butter and Poultry
Kokomo, Indiana

United States Nobby Tread Goodyear & Goodrich Tires Kan't Blo Reliners

STANDARD TIRE REPAIR CO.
15 Library St. Rear Majestic Theatre
Grand Rapids, Mich.

Satisfy and Multiply

Flour Trade with
"Purity Patent" Flour

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

OFFICE OUTFITTERS LOOSE LEAF SPECIALISTS

THE Tisch-Hine Co.

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

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.

THEY ARE GOOD OLD STAND-BYS

Baker's Cocoa and Chocolate



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

Trade-mark on every genuine package

MADE ONLY BY

Walter Baker & Co. Ltd.
Established 1780 Dorchester, Mass.

Watson-Higgins Milling Co.

Merchant Millers

Grand Rapids :: Michigan

HART BRAND CANNED GOODS

Packed by

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

Michigan People Want Michigan Products

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



Women know

The exquisite flavor and uses of

Mapleine

Can you supply them?

Order from
Louis Hilfer Co.
4 Dock St., Chicago, Ill.

Crescent Mfg. Co., Seattle, Wash.

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.



The Monroe County Bank of Dundee has increased its capital stock from \$15,000 to \$25,000.

Potterville business men are considering the plan of organizing another bank. E. S. Kernan and J. F. Collins are heading the movement.

It is a new world, and a bad one. Eight Christian nations warring among themselves and the heathen looking on and trembling lest this wickedness shall cross their borders. The people of this country, dazed at first, are now trying to adapt themselves to the new existence. They know that at some time this convulsion will have gone by but also they know that even then the old order will have become a thing of the past and they must look forward to other conditions. Europe will never be the same again although in many ways it will still be our superior and we shall have to look to it for a supply of many things in the arts and sciences in which its people are much farther advanced than we. Trade will in some degree move this way, and people, weary of medieval traditions and militarism in politics, will come to this country as a comparatively safe harbor. It will be the same old story (provided we conduct ourselves properly) of flight from tyranny but a different sort of tyranny from that which established the earlier migrants in this hemisphere. It is all a cruel process. Nor can we be sure that the world will acquire wisdom from the experience. Wisdom is not evident in Europe's development of its military organizations. Friends of mankind hope, however, that there will be some abatement of the military spirit and the study of military science as a result of this conflict.

And in this country we must face new problems and experiences. Gone is the anti-trust propaganda for the present, at least, and the disputation over the tariff, and mere partisan politics is seen moving indefinitely in the distance. We may congratulate ourselves that there is a prospect of the acquisition of some of the shipping heretofore sailing under foreign flags. Two German companies, cut out from their ordinary course, and possibly foreseeing the extinction or crippling of Germany's merchant marine, have expressed a willingness to part with some of their vessels, and possibly here is an occasion for governmental action in spite of the feeling most of our citizens have

against paternalism. And the bill now becoming a law empowering the Federal Government to stand sponsor for marine insurance is doubtless a good measure for temporary purposes. Then the trade of South America and possibly an enlarged relation with Asia and a gain in the exportation of manufactures to the old countries of Europe. The measure enabling our citizens to purchase ships built in other countries and fly them under our flag is a law. That measure and others expressive of our determination to take up the trade that Europe is throwing away will expose us to trouble with other nations, but we cannot hesitate on that account and a careful administration of our foreign relations will protect us.

The steps taken in this country, Great Britain and elsewhere to prevent panic and restore trade as far as may be to the normal are proving successful. There is a material increase in the exportation of wheat and other commodities, and the ordinary lines of transit across the Atlantic are declared by the British to be safe for merchant vessels. Order also is coming in the exchange market, although the problem of paying a large immediate liability on our part to London is not yet completely solved. As to the money and security markets some time yet will be required. The reopening of the stock exchanges is by no means in sight. Banking facilities are such, however, that the ordinary processes of domestic business can go on. It is enterprise on a large scale involving considerable risk that is particularly choked up. One may congratulate the country, however, on a distinct gain during the past seven days.

Americans turn constantly to their crops, for there is our strength. The latest reports indicate general rains in the corn belt east of the Mississippi but a continuance of the destructive drouth west of that river. The completion of the harvesting and threshing of the spring wheat crop is going forward under favorable conditions. Rains in the cotton country have put a new face on the crop, which may now be one of the two or three largest in our history. The marketing of the cotton in Europe will be a slow and trying process but wheat is wanted on a great scale. The world's wheat yield appears to be slightly smaller than of late, amounting to 3,900,000,000 bushels against a small excess above 4,000,000,000

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	United States Depository	Commercial Deposits
3		3 1/2
Per Cent Interest Paid on Savings Deposits Compounded Semi-Annually		Per Cent Interest Paid on Certificates of Deposit Left One Year
Wm. H. Anderson, President John W. Blodgett, Vice President L. Z. Caukin, Cashier J. C. Bishop, Assistant Cashier		Capital Stock and Surplus \$580,000

The Old National Bank

GRAND RAPIDS, MICH.

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

bushels in 1913 and 1912. The shortage is largely in the regions where the war is now in progress and that shortage will be emphasized by inability to harvest and destruction of the grain in the fields. Of our industrial interests it can only be said that in the main they are in process of curtailment but that there is a fair prospect that this will prove temporary for it is largely due to financial conditions which are now undergoing steady improvement, and then whether the war continues long or not, unquestionably many of our goods will be released for shipment abroad. The domestic demand is decreasing somewhat, largely on account of economies practiced by individuals. The bank clearings show a decline of about 20 per cent. for the whole country and 6 per cent. outside the city of New York but this is not startling in view of what has happened. Reports from the railroads since the beginning of the month are not yet full enough to admit of generalization. In the first week of August thirty leading lines fell off over 6 per cent. in gross earnings.

As to the leading commodities, iron and steel may be mentioned as showing no distinct tendency except that the goods are held at higher prices than heretofore. Some steps have been taken to secure foreign orders, and purchasers in this country who have depended on Belgium and Germany are looking to the home supply to meet their wants, but nothing very definite in either of these lines has occurred. A few orders for steel have come from England. The Baltimore & Ohio has ordered 9,000 tons of rails and a further order of similar amount is expected. The Cincinnati, Hamilton & Dayton has placed an order for thirty-five locomotives. A bright spot is the Sloss-Sheffield company, which has sold 25,000 tons of pig to be used in the manufacture of pipe. During the first fourteen days of this month the sales of pig by that company were nearly equal to the capacity for a full month. In the North sales are confined to small lots. As the difficulties of the trade are largely the result of a bad financial condition, it is reasonable to expect improvement as the financial skies clear up. English steel companies are deriving considerable benefit from the military and naval requirements, and the cost of coal has been reduced by the embargo. Of copper there are still some small exports, in sharp contrast with the business of the earlier months, which was far ahead of that for the corresponding period of 1913. Electrolytic has been quoted in New York at 12 3/4 spot cash.

The market for agricultural products has fluctuated with the varying aspects of the war, seemingly little affected by the statistical situation at home. There must be a large movement of wheat across the Atlantic now that the danger of capture is so small. The cotton blockade continues. There is a standing quotation of 11 cents for middling uplands in

New York but it means little. Manufacturers of fabrics are making some preparations for the export trade in response to considerable demand but there is little progress. Meanwhile, English houses are offering goods for spring and guaranteeing delivery. There is a good domestic demand for white goods, and on all lines the tendency is to hold out for round prices. The fall trade in men's wear has been unusually light. A little improvement is reported in the British trade but it is largely on those lines called for by the army and navy. An illustration of the poor business in past months is found by gross profits of the calico Printers' Association for the year ended with June of £443,785 against £718,851 the previous year and net profits of £105,510 against £374,677.—Economist.

Quotations on Local Stocks and Bonds.
Public Utilities.

Quotations only nominal.	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
Com'wth Pr. Ry. & Lt., Com.	57	60
Com'wth Pr. Ry. & Lt., Pfd.	78	80
Com'wth 6% 5 year bond	99	100
Holland St. Louis Sugar	4	5
Michigan Sugar	40	45
Pacific Gas & Elec. Co., Com.	36	39
Tennessee Ry. Lt. & Pr., Com.	11	12
Tennessee Ry. Lt. & Pr., Pfd.	60	64
United Light & Rys., Com.	60	64
United Light & Rys., Pfd.	72	74
United Lt. & Ry. new 2nd Pfd.	66	69
United Light 1st and ref. 5% bonds		89

Industrial and Bank Stocks.

Dennis Canadian Co.	99	102
Furniture City Brewing Co.	59	65
Globe Knitting Works, Com.	125	145
Globe Knitting Works, Pfd.	97	100
G. R. Brewing Co.	120	130
Commercial Savings Bank	216	220
Fourth National Bank	215	220
G. R. National City Bank	174	177
G. R. Savings Bank	255	
Kent State Bank	250	260
Old National Bank	197	202
Peoples Savings Bank	250	

August 26, 1914.

Good as New.

"Oh, George, before you get your razor, I must tell you that I—I borrowed it yesterday."

"What, again!"

"Y-yes. I had to do some ripping. But it's just as good as ever. You'll never notice the difference. I sharpened it on the stovepipe."

Ask for our Coupon Certificates of Deposit

Assets over \$4,000,000

GRAND RAPIDS SAVINGS BANK

Kent State Bank

Main Office Fountain St.
Facing Monroe

Grand Rapids, Mich.

Capital - - - - \$500,000

Surplus and Profits - \$400,000

Resources

8 Million Dollars

3 1/2 Per Cent.

Paid on Certificates

Largest State and Savings Bank
in Western Michigan

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 445 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.



A Grand Rapids Account?

You need one in order to handle your business most economically and conveniently.

The City Banks are organized and equipped to give you satisfactory service. We offer you—

Security—Courtesy—Counsel, at

Grand Rapids

Ten Million Dollar Banks

GRAND RAPIDS NATIONAL CITY BANK

CITY TRUST AND SAVINGS BANK

GRAND RAPIDS, MICH.

4% the first year

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

\$100.00, \$500.00 or \$1,000.00

Guaranteed by two wealthy responsible men.

Property worth twice the loan. Free from state, county and local taxes. Telephone or write, or better still, call on

The Michigan Trust Co.



The Claims of the Local Manufacturer.

Written for the Tradesman.

All the goods that you sell you must buy somewhere, of someone. The average dry goods dealer manufactures nothing himself. Every item that passes over your counters you must first purchase. Where are you spending your money?

In some lines, beyond a preference as to what distributor you will patronize, you have little choice. In staple cotton piece goods, for instance, directly or indirectly, your orders will likely go to swell the volume of business of one or more of the great manufacturers located in New England. Table linens are made only across the water. No matter how staunch a supporter of home industries you may be, you can not buy damasks that are made in this country.

But there is plenty of merchandise, notably lines of ready-made wearing apparel, manufactured right in your own state and in the neighboring

states. While these local manufacturers do not spin their yarn nor weave their cloth, they fashion the garments and market the product.

To what extent are you buying of these concerns? Are you placing your orders with them whenever doing so is consistent with the demands of your customers and the interests of your business? When it is an even shake as to quality and price between a factory in New York City and one near your own town, to which do you give the preference?

Business is business. You are not running your store as a benevolent institution. If you were to try to do so, in all likelihood your business wouldn't be in existence a great while. It isn't your province to "help out" new and struggling manufacturing establishments with your orders, to your own loss or disadvantage. All this is granted without argument.

But you owe it to the makers who are located in your own city or near you, in your own state, in the states adjoining yours, to look at what they

have to offer, to consider carefully the various lines, and to use their goods whenever you can do so with justice to yourself and your customers.

The home people have a claim on you that the fellow a thousand miles away doesn't have. Recognize this claim.

That a prophet is not without honor save in his own country is as true to-day as when it was uttered nearly 2,000 years ago. Distance lends enchantment. There is a marked tendency in human nature to belittle that which is near by and familiarly known, and to exalt what is far away. The magic of the word imported is an example of this. Every one of average intelligence knows that some surpassingly excellent wares are of domestic manufacture and some mighty poor things are made abroad, still the participle imported applied to a fabric or a gown surrounds it with a halo of imaginary value.

Brush away the cobwebs from your eyes and look at things just as they are. See all the merits in the stuff that is made near home. Be not blind to the defects of that which is made in distant states or in the old world.

Speaking with entire impartiality, goods that are manufactured in your own city or town or near by ought to be better adapted to the special requirements of your trade than those made further away, and usually they are. From personal experience I can say that some of the most satisfactory lines of muslin and knit underwear, corsets, hosiery, yarn gloves,

ladies' house dresses, woolen yarn, etc. I ever have retailed have been made in Michigan, the word satisfactory being enlarged to include both trade-winning and profit-yielding qualities. Probably any dealer in Ohio, Indiana or Illinois, who has handled and pushed well chosen lines made in his own state, could make a like statement.

If you buy of a factory in your own vicinity, you can better supply yourself with goods on short notice, and do not need to keep so large an amount invested in a given line, thus increasing your turnover. There is also better opportunity to have something gotten up especially for your store, to meet the peculiar requirements of your trade, with the home factory than with the factory that is in New York or Philadelphia.

If you are interested, as doubtless you are, in the humanitarian side of the question, the fact that for the most part goods manufactured in the near-by small city or town are made under more sanitary conditions and a better living wage paid to the workers than similar products made in a big city, will also appeal to you.

Let me repeat that it is only when the manufacturers of your own vicinity can supply you with what you want at right prices, that you are under obligation to give them the preference. There is an inevitable survival of the fittest in the commercial world as in the world of plants and animals. The small and struggling concern can never hope to get on its feet by put-

Dolls and Toys Will Be Scarce On Account of the War

Because many an order placed by the importer will not be delivered
The importer has the samples but no stock

We Are More Fortunate

Our stock is on hand. We have a sample line on display in our Notions and Fancy Goods Department and our traveling salesmen have photographs of the various items. We have both Toys and Dolls packed in assortments and open stock consisting of items that can be retailed at five cents to a dollar. Make your selection now.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

ting out an inferior product or by charging more than goods of the same grade can be bought for elsewhere. But when the home factory is putting out a desirable article at a fair and reasonable price, be loyal to your community and your state and give the preference to the home people. It is to your interest that the cities and towns in your vicinity be built up and number among their inhabitants thousands of well-paid workers, rather than that manufacturing and commercial activity be all centralized in the big cities. Insofar as is practicable, buy where the money you spend will aid in boosting your own community.

Doubtless the reader already has been struck by the parallel between the local factory and the local merchant—the one has to meet the competition of the large manufacturers, the other has to fight with the mail order houses for his trade. Mr. Dealer, you feel that the residents of your community owe it to the local dealers to see what they have to offer before sending away for goods. Shouldn't you give the home manufacturers an equal opportunity?

And since you have to insist that the local manufacturer shall give you as good value for your money as you are able to secure in any market, you cannot blame your customers if they scrutinize your goods and prices very closely to see whether they can do as well with you as with the mail order concerns. Fabrix.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

Bay City can secure a manufacturing concern now located in Chicago by building a new factory, buying preferred stock in the concern to the extent of \$50,000 and providing \$6,000 to meet the expenses of removal to Michigan.

Battle Creek's newest industry is the National Wire Fence Machine Co.

The Grand Trunk Railway will build a new passenger station at Highland Park, the northern suburb of Detroit.

An \$85,000 contract for erecting a new postoffice building at Three Rivers has been awarded to a Grand Rapids firm.

Marquette will be advertised in motion pictures throughout the country, through efforts of the Commercial Club of that city.

Gum machines operating at Menominee have been put out of business by order of the city officials.

Pontiac asks for bids in supplying new street signs, to be of wood, white on black.

Benton Harbor has been presented with a park of eight acres by Messrs. Klock and Gray, of that city.

The Copper Country Commercial Club has completed plans for organizing a holding company, with \$100,000 capital, and the money will be used in fostering new industries and extending additional capital to old operating companies needing such help. No money will be given out in bonuses.

If you expect to rate as a gentleman, and keep out of jail, you must not expectorate on the sidewalks, halls of public buildings or other places in Pontiac after September 1.

One big garbage plant to meet the needs of Benton Harbor and St. Joseph is the proposition recently made by the Benton Harbor Council.

The Blodgett Rubber Co., of Warren, Ohio, makers of inner tubes for automobiles, has closed a deal with the St. Joseph Development Co. to locate in that town and will occupy the Truscott factory. The company must employ at least 100 men.

Battle Creek has passed a coke ordinance and while dealers are not required to cover their coke it is stipulated that furnace coke shall not contain over 8 per cent. moisture and stove coke not over 10 per cent.

Hartford has leased vacant lots in the rear of the Main street stores and will install iron hitching rails and electric lights for the convenience of farmers.

The corner stone of the new library building at Newaygo will be laid August 26, with fitting ceremonies.

The Big Rapids Board of Trade is working on a number of live prospects to secure new manufacturing industries.

Manistee has taken action in the censorship of the "movies" that other cities of the State might well emulate. The new ordinance prohibits "any motion picture depicting criminal acts of any kind, such as train holdups, burglaries, pocket picking, counterfeiting, black hand methods, gunmen tactics, highway robberies, or any other kind and degree of outlawry embellishing disrespect for the law. Also any motion picture illustrating white slavery, drug depravity or any other form of immorality, either directly or by suggestion." Almond Griffen.

Mr. Frick Was Incredulous.

Edward Frick is sometimes pessimistic about things in general and always particular about what he eats. One day he went into a restaurant in Chicago, and, after scanning the menu, said to the waiter:

"I see here you have some calf's heart."

"Yes, sir," agreed the waiter.

"Well, how about that?" pursued Frick. "Is it tender?"

"Yes, sir," the waiter assured him.

"Then," ordered Frick, "bring it to me. If there is in this world such a thing as a tender heart, I want it."

Rogert Chapman, whose general stock at Fenwick was recently destroyed by fire, has re-engaged in the dry goods business. The Grand Rapids Dry Goods Co. furnished the stock.

W. H. Ransom, general dealer, Walloon Lake: "I cannot do without the Tradesman."

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

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



**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

NO WAR PRICES

On our *Sweater Coats*, although all knitting yarns have advanced considerably in price, we are selling Sweater Coats at old prices, and this year we are showing an exceptionally strong line, *good values*.

Boys' from \$4.50 to \$32.00 per dozen

Misses' from 9.00 to 21.00 per dozen

Ladies' from 16.50 to 54.00 per dozen

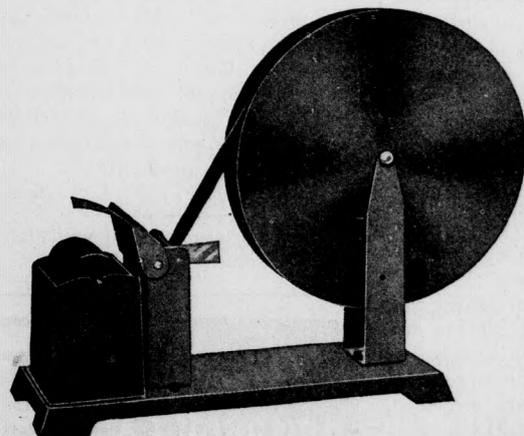
Men's from 4.50 to 54.00 per dozen

PAUL STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.

At Hand
200,000 Telephones in Michigan
via your
CITIZENS TELEPHONE
Use our
Long Distance Service
CITIZENS TELEPHONE COMPANY



The only sealer that does not get your fingers sticky.

That always holds the tape firm and ready to grasp.

Saves half expense in doing up packages. Makes nicer package. Our customers are pleased.

We ship by parcels post, both SEALERS and tapes.

Write for prices.

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



Service Stops Where Imposition Begins.

I maintain that we retail shoemen must consider service fundamentally an adjunct to a successful business. If we are to elevate the standard of our business, then every person engaged in it must know every detail of what the public expect of the term service.

Our employes for the most part meet in session extraordinary, which we term school, about twice a month, there to discuss that which is of import to the success of our business, and which usually winds up in how to give better service.

We do not consider a sale made and complete after the money has been received, for we are ready, willing and anxious to correct an unintentional wrong on our part covering any sale.

We make immediate deliveries at a tremendous cost per year, and, finding a certain delivery service unsatisfactory in point of promptness, established our own delivery system at double the cost, which will be supplemented in about sixty days with an automobile service. This service is given just to please the public.

We have individual men and women to do naught but care for repair work, all of which is done to add to our service efficiency.

Our shipping department is run under high pressure by a force of men efficient in the discharge of their particular duty.

We have separate men and women who care for stretch work, and I could go on in this strain trying to show that it is our aim, purpose, and greatest desire to give service spelt 100 per cent fine.

Are we being paid for this additional service? Emphatically no, except through increased volume. The day is not far distant when every shoe merchant who expects to spell success in his enterprise will add that per cent necessary when reckoning his margin of profit covering the term service equally as quickly as he does sales and office force.

Success is a stimulus to spur one on to greater endeavor, and, just as we are hoping for increasing trade, so must we give service as near perfection as one can make it.

I opine that one out of fifteen customers in our men's department, and one out of seventeen in our ladies' department return to the store after being sold to have a shoe stretched, counters or box softened, buttons loosened or tightened, and countless other little things that need the at-

tention of a high salaried employe, and for this service we get nothing. Is this fair? I take it that all will answer in the negative.

Now, a moment in comparison with other lines of merchandise being sold each day as a commodity even as is the shoe. Your hatter will wait on five people before you finish with one, and of the 100 customers he waits on, he rarely has one to return for an adjustment; and again, the men's furnisher, his percentage of returns for readjustment is nil, and the clothier is not far behind.

The purpose of the comparisons given is to show that we shoe merchants must add a certain per cent. to our profit, defined entirely by conditions, to cover the term service. Other than this we will still go along in the even tenor of our way, and at inventory time, find the credit side of our profit and loss account deficient.

Let me tell you that service with us stops just at the point where imposition begins. Some of the buying public is prone to impose and continue so forever and a day, making, in many cases their custom unprofitable. We tell these customers that their claim is invalid and that no adjustment can be made.

I have it on excellent authority that in Philadelphia, through the medium of the Shoe Retailers' Association there, the dealers have gotten together and explained to the buying public that when an unjustifiable claim is presented, that nothing can be done about it. Such a customer is referred to Wanamaker, Gueting, etc., or to some other reputable dealer who is a member of the Association, and their judgment on the claim is asked. These big merchants coincide with the first merchant, and the consequence is that the customer returns and is satisfied. Now what does this mean? Merely educating the public as to what is fair and just, and unless Baltimore gets in line with this thought and educates the shoe buying public along similar lines, business will soon cease to be a pleasure and profitable.

I. S. Hess.

Some men are satisfied with half a loaf, and some loaf all the time.



For Progressive Merchants only

Those who want to *successfully* combat the *Catalogue Houses*



We offer
100 Cases Only

Men's Dull
Short Boots
Duck Foot

for

\$2.15
per pair

Net, 30 Days. No Discount.

Your "wide-awakeness" will be shown by your promptness to take advantage of this special proposition.

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids



Buy Now

Don't wait until

War Prices

are forced upon us



ROUGE REX SHOES are made from our own tannages of leather. They are the workingman's choice—profitable to both dealer and wearer.

No. 408, here illustrated, is a 12 inch tan Elk Blucher, full vamp under toe cap, two nailed soles, viscolized, at \$3.90 per pair. A genuinely serviceable, comfortable, profitable article.

Send for catalogue. Our stock is replete with first class footwear of a variety of grades and styles to suit.

HIRTH-KRAUSE COMPANY

Hide to Shoe
Tanners and Shoe Manufacturers
Grand Rapids, Mich.

Basic Principles of Modern Day Shoe Merchandising.

"Careful Buying versus Careless Buying" is one of vital interest and importance to all retail shoemen. There's an old saying that "goods properly bought are half sold" or something to that effect, and while there are a great many old sayings and customs that cannot well be applied to our modern day merchandising, yet there are some basic principles which apply now the same as they did fifty years ago.

The first and foremost thing to be considered is the stock on hand. No man is capable of buying goods intelligently for a store unless he is perfectly acquainted and thoroughly conversant with all the stock already in the store. If you are not a member of the salesforce, if you are not on the floor, if you are not into the stock each day so that you know what lines sell readily and what ones have to be pushed, then I say turn the buying over to some one who is, for he will do a better job of buying for you than you can possibly do for yourself.

Careful buying consists, first, in selecting the lines from which you wish to buy; next, the selection of the proper numbers in each line, and last, the sizes and widths in which to buy those numbers. In all of these the buyer should keep before him the demand and need of the trade in his particular locality. Because Mr. Smith of some town has bought and can successfully merchandise sixty pairs of a certain number is no reason that that particular number would be a good one for me to buy, and because Mr. Brown of some other place has bought four cases of still another shoe might be a very good reason for my passing that particular one.

I believe one's personality and individuality should show all through his stock, but do not lose sight of the fact that the buying public is going to have pretty nearly what it wants and your idea of what constitutes a good, practical, sensible shoe will not help your clerk much in making a sale if he has a customer who wants a French Louis XV heel, square turn, and he has nothing but a high toe gun metal welt to show her.

Buy fewer lines and more shoes from the lines selected. Buy fewer numbers and a better run of sizes and widths of these numbers.

There are men, so I am told, successful men in the shoe business, who can go into the sample room, look over a line, pick out twelve or fifteen numbers and in as many minutes give their order on these numbers. I cannot. I have to consider heels, edges, toes, weight of sole, just the place in the stock in which that shoe will fit, the shoe whose place it will take, or the shoe with which it might be sized in. While buying to me has always been a pleasure, yet I am sure it has never been so easy nor sat so lightly as on some.

In placing future orders, do not

buy as though you would have no opportunity of getting more of those shoes for that season. If your selection has been good, the probabilities are that shoe will be stocked by the factory and you can get more as you need them. If your selection has been poor, then you will not have so many shelf-warmers. Any man with a decent rating can buy enough, but it takes a careful buyer to order what he will need and not have a lot of goods left over at the end of the season.

Don't try for the reputation of having everything for which some one with a distorted fancy may come in and call. The probabilities are if you had it, they would not buy it. Go strong on staples and light, very light, on "freaks." If you have bought some extreme novelty and have "come clean" with it, do not try to repeat the dose. If you must have something of that kind on which to game, try a new one.

A chart for buying is a splendid guide and worthy of careful study, but along with these as well as any other good system you may have, you must use good judgment and here again, local conditions must govern very largely.

We have found it quite practical and profitable to educate that part of our trade requiring extremes in regard to sizes and widths and demanding extremes in style, to allow us to make special orders for them. In this way we avoid piling up bad sizes and widths and have better fitted and consequently better satisfied customers. Since February 1 of this year, from more than sixty pairs of ladies' shoes ordered in this way, we had just two pairs that were not entirely satisfactory and among the satisfied customers were four cripples who required two shoes of different sizes and construction. All these special pair customers are great boosters and a mighty good asset for any store.

Loose and careless buying will sooner or later bring any man into financial difficulties, if not utter failure. Careful buying assures him of at least having at all times a stock worth 100 cents on the dollar.

J. E. Ireland.

A woman may lose out by trying to make her husband's will her won't.

WHY SACRIFICE

That Store and Merchandise?

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

100% sale of your stock.

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

CENTRAL SALES CO. OF ILLINOIS (Not Inc.)

CENTRAL UNION BLOCK
MARKET ST. CHICAGO, ILL.

GOING TO WAR?



"KANT SKUFF EM"

Of course you are. Why, you have been at a perpetual warfare, perhaps quiet, but very effective. *Competition is a business war, where service means artillery and quality means ammunition.* We want you to have the best of both. You will make a big and decisive hit with our artillery of strong boys' shoes. Look for the *four strategic points*. Mobilize your stock. Order new substantial supplies.

RINDGE, KALMBACH, LOGIE COMPANY
GRAND RAPIDS, MICH.

YOU find, no doubt, that the man who wants the best in footwear is willing to pay for what he gets. But if you can sell him a shoe at three-fifty to four dollars that is the equal in every way to shoes he has paid up to five dollars for in the past, you have made a permanent customer of him.

Our "Bertsch"
(Goodyear Welt Shoe)
For Dress Wear

is up to the minute in style and its quality could be no better. Every piece of material used is selected for its wearing quality. The result is a combination of style and quality that is unequaled anywhere.

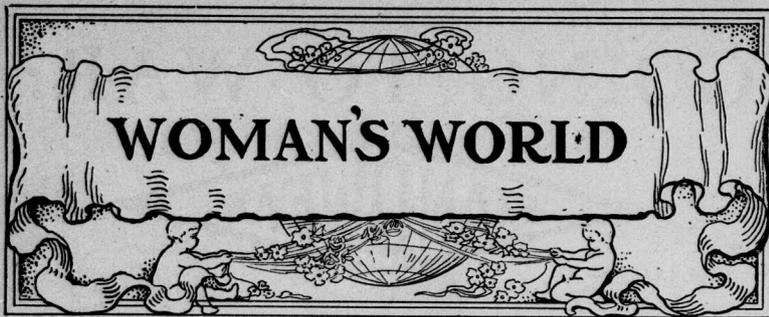
When once sold it so impresses the wearer that he will always ask for the "Bertsch" shoes when again buying footwear.

Start now by sizing in on some of your present lines and make a new record this fall—a record of satisfaction among your patrons that will make your place of business the most popular in your locality. Your reputation for dependable merchandise will be so strong that it will bring trade on all your other lines.

No trouble to send samples or salesman. Let us hear from you to-day.

"They Wear Like Iron"

Herold-Bertsch Shoe Co.
Mfg. Serviceable Footwear Grand Rapids, Mich.



Can a Mother Bring Up a Boy?

Written for the Tradesman.

By this is meant, can a mother left a widow with a son, bring him up properly, train him into an upright, honest man, and guide successfully the development of his working powers and force of character?

Under the usual circumstances a boy should be largely under the control and influence of his father. While I am a staunch upholder of the wonderful abilities of my own truly wonderful sex, I freely admit that it seems to be a part of Nature's great plan that men shall for the most part manage the boys, after the years of infancy and early childhood. The cooler masculine brain, the more inflexible masculine will, the less emotional temperament—these all go to make it easier for a man than it is for a woman to train a boy, and better for the boy to be under a man's guidance. I am among those who regard it as extremely unfortunate that the profession of teaching, except in colleges and the higher schools, has passed so almost entirely into the hands of women. Not but women are faithful and efficient instructors, but boys during their formative years need association with men of high character and noble ideals. The right kind of a man teacher can supply a certain element in a boy's education that the most able woman teacher fails to give.

I believe that a father's influence is just as essential as the much but not too much lauded mother's influence. From time to time I have done my full share of prodding up the many fathers who read the Tradesman to a sense of their duty to their sons. A man has no business to become so immersed in making money that he shirks off the management of his boys onto their mother. Should he do this, he is likely some day to sorrow bitterly for his sins of omission.

So much for the normal way of bringing up a boy. But when death claims the father, then it usually happens that the mother must step into the breach and fill as best she can the place of both parents.

I have lately made the acquaintance of Mrs. Dartmouth, whose husband died very suddenly when their son and only child was 14 years old. As she seems to be doing remarkably well in discharging her difficult double duties, I will give a brief description, mostly in her own words, of the methods she has employed.

"Robert and his father, who the boy simply idolized, were great chums. Outside of school and busi-

ness hours they were constantly together. What 'Dad' said went with the boy without question. There was rarely any occasion for discipline. A low word of reproof from my husband usually was all that was necessary.

"I was very willing that his father should be the paramount force in Robert's life, that my own influence should be less direct and authoritative, and, at least during his youthful years, less obvious to him. When, all in a moment that beautifully intimate relation was snapped in two, almost as crushing as the grief over my loss was the overwhelming weight of responsibility about the training of the boy that had fallen upon me, a responsibility that I felt myself wholly unfitted to assume. Mr. Dartmouth had no brothers nor had I to whom I could turn for advice."

Mrs. Dartmouth is a very level-headed woman and has unusual breadth of mind.

"I thought the whole thing over, many, many times," she told me, "and whatever powers of heart and brain I possess have been brought to bear on the training of Robert. I couldn't make myself over into a man, even had it been desirable to do so. I could not quite get a man's point of view on every subject, nor could I employ exactly a man's methods. But I resolved that the standards I would hold up for Robert's respect and admiration should be the standards of manliness, courage and honesty, that good men consider the fundamentals of character. I determined to emphasize these rather than the little refinements of manner and dress that are so dear to a woman. I have laid greater stress on his being truthful than on his always keeping his clothes immaculate and his shoes shined. I tried not to neglect the amenities, I simply aimed not to exaggerate their importance during the years when they did not appeal to his boyish likings. Since he has grown older he has become quite careful and tasteful in dress and more polished in manner, realizing that a young man's advancement depends largely upon his appearance and address.

"In impressing upon his mind the great essentials, I avoided harping too constantly on the same themes. When I could I used concrete methods. I contrived that he should associate with some excellent men who were living embodiments of the traits I wanted to see developed in him. He has three or four of these older friends whose influence over him for

good has been simply inestimable. It happened very luckily that each of these gentlemen took as great a liking to him as he to them. Some things are taught better by example than much talking.

"I tried not to make my son a sissy boy. I never forbade his climbing trees, going swimming, or playing baseball. In sports that involve unusual danger I took care that good ordinary precautions should be observed, but I did not set up factitious and feminine standards. I schooled myself not to worry about him when he was away from me, not to allow my mind to be tortured with horrible imaginings of what might happen. I reasoned that it was better he should take boyhood's risks than to miss boyhood's experiences.

"Right here came my greatest real sacrifices in his behalf. It often seems so much easier to a mother to say to a boy tingling with youthful spirits and activity, 'O, sonny, Mama can't bear to think of you taking part in the ball game to-day! I'd so much rather you'd play quietly in the yard.'

"I tried not to be forever saying 'Don't do this,' and 'Don't do that.' When it was necessary to refuse some request or forbid some pleasure, I did so firmly, usually telling my reasons. And the reason for a refusal never was because granting the permission would 'make me nervous.'

"I have not made a slave of myself for Robert. In matters of physical comfort I have taught him that

he should look out for me rather than I for him.

"I have encouraged him to think for himself, and have allowed him to decide many things for himself, and to act often on his own responsibility. The keynote of my training has been 'It's up to you.' I have made him feel that his whole life and career depend upon himself. In choosing his calling he selected civil engineering. Business would have been more according to my ideas.

"While never exactly relinquishing my authority over him, since he has come nearly to man's estate I have sought to make my control, such as it is, quite elastic and never galling to his pride. This vacation" (Robert is now a stalwart youth taking a college course) "I so lotted on his being home with me the greater part of the time. But he had an opportunity to go on an eight weeks' trip with a surveying party, and thought he would thereby gain much valuable experience. I told him to do as he thought best, and I myself believe that his decision was wise, although my mother heart is lonely for his presence." Quillo.

Every man who isn't prominent imagines that he will be some day.



You can't always make everything "just so." Sometimes you will get in more shortening than usual; or make the batter a little thin; or it may not be convenient to put a cake in the oven the moment it is mixed; or your oven may not bake evenly and it is necessary to turn the pan around—none of these little uncertainties make the slightest difference in results if you use

K C BAKING POWDER

This modern, double-raise baking powder has unusual strength and is absolutely certain to raise your biscuits, cakes and pastry light and feathery. It generates an abundance of leavening gas both in the mixing bowl and in the oven. The raising is sustained until the dough is cooked through.

Housewives who use K C never have "bad luck" with their baking. Try K C at our risk. Your grocer will refund your money if you are not pleased in every way.

Mr. Dealer:

Above is a specimen of the K C copy now appearing in the local papers throughout the country. Read it carefully. There is something new in it that will give you a "talking point" on K C Baking Powder. Take advantage of this advertising and make it pay you.

JAQUES MFG. CO.

MOBILIZED

The European war will not prevent customers of Butler Brothers from enjoying a full measure of Christmas prosperity.

This is so because **WE HAVE THE GOODS.** Our holiday buying force is always mobilized. We had most of our European imports contracted for *before others started.*

And now, with the continent shaking in the greatest of conflicts, *ours* apparently is the only complete stock of holiday goods in America. More than 90 per cent of our holiday importations was **IN** stock before the crash came. The remaining 10 per cent had reached safe waters when the pall of battles settled down.

Our first duty, in this extraordinary situation, is to *take care of our regular customers in their normal requirements.*

Insofar as our stocks permit, we shall go out of our way to accommodate all other buyers.

Anyway, for our customers, this will not be the "toyless Christmas" the daily press is talking about.

For the story complete, see our Fall catalogue, just out. This is the most important catalogue we ever issued.

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

CHICAGO

NEW YORK

ST. LOUIS

MINNEAPOLIS

DALLAS



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.

Some Ways of Meeting Mail Order Competition.

Written for the Tradesman.

Mail order competition is a serious problem. It is a problem which baffles a good many merchants; a problem which they are apt to regard as hopeless. And yet in the same town with the merchants who declare that it is useless to attempt to fight the inroads of the catalogue houses there are other merchants who go to their way unworried and who make money. How is this?

The answer is, that the success or failure of the merchant in his fight against the mail order house depends almost entirely upon the man himself. The man who wins has no greater advantages than the man who loses. The difference is in the spirit with which he enters the fight, and the methods which he employs.

The merchant should first realize that he has some advantages that can be made to count for much. He is on the ground. He knows the purchasing public of his own community—knows personally the people in his own town and in the surrounding country who buy goods. The man who buys from him knows what he is getting, can look over the goods, knows the exact price he will be called on to pay, knows that the merchant stands ready to make good every claim. And the merchant who appreciates these advantages will enter the fight with the further advantage of a certain degree of confidence. He isn't scared out of his boots at the very outset by the thought that he is up against a hideous monopoly and that the odds are overwhelming against him.

The merchant will begin by studying methods—his own and the other fellow's. The average retailer can learn a great deal by finding out how the catalogue house does business. He will learn, first, that the success of the catalogue house is based upon intelligent publicity. Furthermore, he will find that careful buying is a vital factor in successful business. And he will learn, in most instances, that the mail order house keeps its word. That is, if the catalogue says, "satisfaction guaranteed or your money refunded" the promise will—provided a claim is filed within a reasonable time—be carried out to the letter.

A study of his own methods will reveal the weak spots which hamper

the merchant in competing with the mail order dealer.

Buying is an important factor. The retailer isn't always a careful buyer. Too often his conception of good buying is to secure a very large quantity of goods at the lowest possible price. Buying in large quantities to secure a "good figure" often results in over stocking, and piles of dead or slow-moving goods upon the shelves. The result is that, to live, the merchant must make up these losses out of other goods.

A pre-requisite to good buying is thorough knowledge of the goods, plus thorough knowledge of the likely demands of his own constituency. Next should come careful study of newspaper and trade paper market reports. And, finally, should come careful financing of purchases—prompt payments, securing cash discounts and the wholesaler's confidence.

The retailer doesn't always appreciate the advantage which is given him through the fact that he is right on the ground. He can show the goods; the mail order house can merely depict them. The retailer who does appreciate this advantage shows the goods at every opportunity, keeps his window displays bright, pays close attention to interior arrangements, and pushes seasonable goods for all they are worth. He backs this by intelligent newspaper advertising, with frequent changes of copy; and, in many instances, by circular advertising to a carefully selected mailing list.

Enquiry among merchants who have successfully met the competition of mail order houses elicits uniformly this statement: "We use printer's ink freely." Regular and persistent newspaper advertising counts. To train a large section of your community to read your advertisements every day or every week is worth a great deal of trouble; for this reason advertisements should be carefully thought out, and changed frequently. Sending out circulars is another effective method of using printer's ink; this is work that must be done systematically and intelligently to produce the best results.

The shrewd merchant will use his own personality to draw business. The man who, instead of staying back in his office or waiting behind the counter, comes forward to meet the customer with a welcoming smile and makes it a point to speak first and to greet the customer by name, is the sort of a man who secures a first class hold upon the buying public.

Add to this goods that thoroughly satisfy, a courteous sales staff, prompt deliveries and an all round good service, and you're laying the foundation which will resist the keenest catalogue competition ever devised.

To abuse the catalogue house, or to misrepresent it, doesn't pay. There are times when every knock is a boost; and the catalogue houses have thriven upon knocks from the retailers. Rather than knocking them, the wise retailer will boost himself, his goods, his store service.

In the hardware business, personal salesmanship can be used effectively, particularly in catering to country trade. One man I know has his regular route through the country, and sends out road men to interview the farmers. The road man, instead of merely talking about the goods, takes along with him some of the smaller lines which can be conveniently carried and for which there is likely to be a ready sale. He sells enough to pay the expenses of his trip, time included. Or, if a delivery is being made of a range, the man in charge instead of delivering direct stops at half a dozen farms en route and invites the housewife out to see the range which Mrs. Blank has just bought. And he tells her all about the range, shows how it works, inspires her with wholesome envy, and, in many cases, makes sales.

Good work can be done if the assistance of the local newspapers is enlisted, not by abusing the catalogue houses, but by talking up the "home

town" and inspiring feelings of local loyalty. "The patriotic man will buy, in Carisford" should be, in season and out of season, the watchword of the Carisford papers. And the merchants can back this up by systematically proving, through advertised prices, that they can give values even better than those offered by their big city competitors.

William Edward Park.

We often wonder what the Lord thinks of the loafers who sit around on empty store boxes and criticise the weather.

In the District Court of the United States for the Western District of Michigan—Southern Division.

In the matter of Oliver J. Morse, bankrupt:

Notice is hereby given, that in accordance with the order of this court, the undersigned trustee will sell to the highest bidder on the 3rd day of September, A. D. 1914 at 10 o'clock a. m. at the store formerly occupied by said bankrupt at Shelby, Michigan, the stock of general hardware, store furniture and fixtures, now remaining in said store, also certain equities of said bankrupt in certain real estate, and on the 4th day of September, A. D. 1914 at 10 o'clock a. m. at the farm now occupied by said bankrupt, near Hesperia, Michigan certain other personal property such as farm tools, automobile, launch, etc.

An itemized inventory of said stock and personal property may be seen at the office of Referee Wicks, No. 212 Houseman Bldg., Grand Rapids, Michigan, and will be on hand for examination before the opening of sale.

Said sale will be for cash, subject to the confirmation of this court and notice is hereby given that if an adequate bid is obtained said sale will be confirmed within five days thereafter unless contrary course is shown.

Dated Aug. 21st, 1914.

H. Dale Souter, Trustee, 206-209 Houseman Building, Grand Rapids, Michigan.
Don E. Minor, Attorney for Trustee, Grand Rapids, Mich.

Michigan Hardware Company

Exclusively Wholesale



Corner Oakes St. and
Ellsworth Ave.

Grand Rapids, Mich.

Foster, Stevens & Co.

Wholesale Hardware



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

Grand Rapids, Mich.



How Do You Make a Sale?

Have you ever sat down at your desk and analyzed the things that happen while you are making a sale?

If you have, you have also come to the conclusion that, after all, you didn't make a sale—the customer made a purchase.

The last thing which took place was a definite action on the part of the customer—that of buying the thing you wished to sell.

And if you have made a real sale—not a "put-over"—he took this action of his own free will, because he felt that the thing which you had would serve his purpose to good advantage and was good value at the price which he paid.

But how did the buyer reach this conclusions?

Suppose you have a customer for a suit of clothes. He may have some idea of the kind he wants and the price he wishes to pay—maybe he tells you and maybe he doesn't. At any rate, if you are a good salesman you don't ask him directly, but find out by deduction.

After a while you come to a suit which looks pretty good to you—and then what do you do?

Don't you put the coat on his back and let him look into the mirror, and then don't you point out how well it fits around the neck and the nice "hang" in the back?

Maybe you button the top button, pat him on the chest remarking upon the smooth fit and compliment him on the fine chest he has—"just fills the coat as if he had been the model from which it was made."

Then perhaps you lift the corner of the coat and show him the lining, how neatly the inside seams are finished, talk a bit about the heavy interlining which will keep the front straight and smooth. Possibly you

have him turn to the mirror again, so that he may get another good look at himself and see how well he looks in that coat. He is pleased with himself and commences to think that perhaps he "might do worse than buying this suit."

But still he hasn't made up his mind. There is still some doubt, so you set to work to remove that doubt by telling him about the excellent wear the material will give, the careful workmanship that has been put into the suit—"all of which he will appreciate because he appreciates a good suit when he sees one." You appeal to his egotistical tendencies. He is the final judge and by giving him the impression that you recognize in him a judge of value, he naturally takes your view as expressed. He considers himself a good judge, and he judges that the suit is just what he wants—which induces him to act and make the purchase.

Practically the same motions must be gone through, no matter whether it is a stove, chair, a piece of dress goods, or anything else that you wish to sell. You must awaken his interest, create a desire, convert that desire into a definite decision to possess the article and cause the decision to show itself through the action of buying.

Somebody has said that advertising is salesmanship in print. A better definition would be to say that advertising is a substitute for personal salesmanship, and the right kind of advertising is the best substitute for personal salesman we know of.

The right kind of advertising, properly backed up, always results in sales, but very often the sale is spoiled by the so-called salesman who fails to live up to the opportunity presented to him by the advertisement which brought the prospect to the

store. Very often the prospect has made up his mind to buy the very article advertised, but when he enters the store he is met by a fellow who by his first sentence or act takes the notion out of the prospect's mind—and then the advertisement is blamed for not bringing returns.

Now, as advertising is a substitute for personal salesmanship, the closer we can follow the action of an efficient salesman in our advertising the greater will be the results.

What, then, must we first do?

Attract his attention. In many cases the appearance—the arrangement, the special border, an illustration—may suffice for this purpose, but the best and surest method is to use a heading which tells something definite about the particular occasion or article which is advertised.

The second step is to get him interested, and this may also be accomplished by the heading.

Then we must hold his interest and develop it into desire. For this purpose we show the article, by means of an illustration which may simply be a reproduction of the article or, better still, give some idea of the purpose or use which it will serve. Along with the illustration we print a description which points out the

good qualities of the article, all its desirable points, its size, width, shape, weight—written in a manner which will not only give the reader information, but also make him want the article.

And it is well to remember that a plain, technical description will not be sufficient. We must put into words the features about the article which appeal to ourselves, which would induce ourselves to desire the article. The mere information that a piece of cloth is 54 inches wide, all wool and comes in black, blue, and brown, will often create a desire, but it is better to explain the weave, fast colors, finish and wearing quality.

But suppose we do all this, and thus create a desire for the article, that desire will never materialize into a decision and a determination to buy, unless the reader is told what he must pay in order to secure it for he will want to compare the desirable points with the cost, and this he cannot do unless he knows the price.

In just the measure that our advertisement contains these elements of personal salesmanship will also be the efficiency of the advertisement, and vice versa with each element which we omit, we weaken the advertisement as a producer of sales.

A. Geo. Pederson.



"SUNBEAM" BLANKETS

"There is WARMTH in every 'SUNBEAM' Blanket"

STABLE BLANKETS in all sizes and styles, in wide range of prices—Burlap, Duck and Kersey.

SQUARE BLANKETS in various pleasing patterns. Everything for the horse and horseman. We are prepared to fill orders at once for these staple and profitable lines. Send for our big catalogue describing these lines—or better still—let us make up a sample order for you.

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



DIAMOND

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

Sherwood Hall Co., Ltd.

Distributors

30-32 Ionia Ave.

Grand Rapids, Mich.

When You Visit the Fair

Make our office your headquarters. We are halfway between the Union Depot and the Morton House and our large HOLIDAY LINES are ready.

Will P. Canaan Company

5 and 7 Ionia Ave., N. W.

Stationery and Drug Sundries

Dolls, Toys, Games, Books



Grand Council of Michigan U. C. T.
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How a Baking Powder Salesman Regards the Situation.

Grand Rapids, Aug. 25.—There has been and is at the present time considerable agitation of the baking powder subject and in justice to all concerned in its sale and use I think it fair to the readers of the Tradesman to present the truth on this subject and substantiate it with undeniable facts.

There seems to be a variety of opinions among dealers as well as consumers as to the quality or purity of certain brands of baking powder, perhaps from a want of knowledge of what a baking powder really is, more than from prejudice. Many dealers have asked me the question, What is a baking powder? and there are others who might ask that question, because to ask that question of a dealer he might say "search me."

A baking powder is a composition of an acid and an alkali, chemically combined in exact proportions, giving off a carbonic acid gas which is the leavening power. The highest authority among the Commissioners of the National Pure Food Bureau have pretty thoroughly investigated this matter of late and it is the consensus of opinion that the ingredients of all baking powders are harmless, providing nothing is used but what is absolutely essential as a leavening power in manufacturing a baking powder.

On the market at the present time there are three kinds of baking powder—a so-called cream of tartar powder, a straight phosphate powder and an aluminic phosphate powder. The names of these different powders are familiar to the housewife or the merchant from the extensive advertising by the manufacturers of the different brands.

Why is it that certain brands have a very strong following in certain communities? Is it because that particular brand is far superior to the others, or is it that the manufacturer of that particular brand has made a supreme effort to get the business of that section, or is it that the salesman has been able to interest the merchant in his territory in his particular brand?

To ask the manufacturer that ques-

tion of the manufacturer's salesman, everyone would be apt to claim it was the quality of his goods. Every manufacturer aims to put the best goods he can on the market, and the leading baking powder manufacturers of the country to-day are able to vie with each other in that respect.

If you will look upon the labels of the various brands and read the formulas, you will find that they all contain soda and starch. The acid of the respective brands varies somewhat more in substance than in price. Is it not reasonable, therefore, to believe that if the same proportion of soda and starch is used in the one as in the other that the cost of one cannot vary much from that of the other. Why is it, then, that there should be such a wide range of price in the respective brands to the consumer and the dealer? I will take a baking powder at 50 cents a pound and another at 15 cents and go to an expert cook and ask her to bake Mr. Stowe a cake with each of these baking powders, using the same quantity of the one as the other and tell him which is the best but the baking powders are not to have the names on. I will put up good money that an honest cook will say, "I cannot see any difference in them; one is as good as the other." It is claimed by good authority that there is nothing but a residue left in the food after being baked with baking powder and the residue from a teaspoonful of baking powder in a quart of flour cannot be of any significance. All this claim about impurity of the cheaper brands is done to prejudice the mind of the consumer against them. There are baking powders upon the market which are put up under different labels and sold at different prices—all the same baking powder. Is it the quality, therefore, that makes the price?

I am not writing this article in favor of any particular brand of baking powder. I want the readers of this article to look at it from an unbiased standpoint and interest themselves in the goods which are the fairest to the dealer and consumer.

In order to make the same margin for himself the dealer must necessarily charge his customer more than goods are worth and give the difference to the manufacturer.

There is such a close watch kept by the food commissioners of the various states upon food products passing from one state to another that the manufacturers comply with the law in every state. In some states it is compulsory to put the formula on the can; in others, (Michigan among them) it is not, so that the man selling goods in Michigan who says the goods do not comply with the food laws because the formula is not on the can is deceiving the prospective buyer. He knows the Michigan law does not require it, but uses the law of another state to justify himself.

On August 19 last the United States Department of Agriculture sent this letter to every baking powder house doing an interstate commerce business.

"The Department is gathering information concerning baking powders for this purpose. The Department would very greatly appreciate receiving your replies to the following questions:

"1. What type or types of baking powder do you manufacture?

"2. In the preparation of baking powder do you add dried egg albumen?

"3. In the preparation of baking powder at any time, have you added dried egg albumen?

"4. How much dried egg albumen is added?

"5. For what purpose or purposes is dried egg albumen added to baking powder.

"The Department would be very glad to receive any other comments on this subject you may care to present. Carl L. Alsberg."

The Department received answers from all the leading baking powder manufacturers of the country who, with the exception of one or two firms, denounced the use of albumen as being absolutely unnecessary in leavening power. One manufacturer in Salt Lake City wrote this reply:

"Owing to competition, I am compelled to use albumen in some of my baking powder. The use of albumen in baking powder is a fraud and fake, pure and simple. It adds to or detracts nothing from the powder. Its only object is that when the powder is used for demonstration purposes it is made to appear to the prospective buyer that this particular powder contains a much greater leavening power than a competitive powder contains. I would prefer not to use albumen, which, eliminating the question of expense, is liable to give baking powder a bad odor."

Another writes from Texas: "There have been so many false tests and false statements made with albumen in baking powder that the Food and Drug Commissioner of Texas has made a ruling that egg albumen (white of egg) cannot be used in baking powder sold in Texas. We have complied with this ruling and all shipments made by us since receiving same will comply with Bulletin No. 26."

The result of these investigations has brought before Congress a bill presented by Mr. French on April 25 last to prohibit the sale of any baking powder containing albumen. It reads as follows:

"Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled that Section 7 of the act approved June 30, 1906, and known as the Food and Drugs Act of June 30, 1906, is hereby amended to provide that all baking powder which contains albumen is adulterated; and that after the passage of this

act any person who ships or delivers for shipment into interstate commerce any baking powder containing albumen shall be liable to all the fines and penalties, including imprisonment, as provided in said Food and Drugs Act for any violation of that act; and on and after the passage of this act all baking powders containing albumen shall be subject to seizure and destruction, as provided in Section 10 of the said Food and Drug Act."

This bill has not been passed yet, but the probability is that it will be in the near future. This bill was presented to Congress at the investigation of the pure food commissioners of several states and will, undoubtedly, have great weight in its passage.

The principal reason for putting white of egg or albumen in baking powder is to give the manufacturer of that powder an unfair advantage over the competitor who puts an absolutely pure baking powder on the market. The water glass test is very deceptive and will catch the unsuspecting. If there was any virtue or benefit to be derived from the use of albumen, would it not be reasonable to believe that all manufacturers seeking to put the best quality of goods on the market would use it?

The American people like fair play. Why should it be necessary for the salesman of one particular brand to be constantly belittling his competitor's goods?

I found in a store not far from Grand Rapids a solid substance taken from a certain brand of baking powder which is very largely sold in this section. In boiling the baking powder and extracting this substance the salesman remarked to the dealer, "look what you put in your stomach." He knew when saying that, that it was not true. It was simply said to prejudice the merchant's mind against the other goods.

How often the question is asked, "does your goods contain alum?"

HOTEL CODY

EUROPEAN
 GRAND RAPIDS, MICH.

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

EAGLE HOTEL

EUROPEAN
 GRAND RAPIDS, MICHIGAN

\$1.00 PER DAY—BATH DETACHED
 Excellent Restaurant—Moderate Prices

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.

Showing conclusively a prejudice existing against alum; people understand alum in its raw state from their own use of it. They do not understand the chemical change it undergoes in the manufacture of a baking powder. It is absolutely harmless and the prejudice against its use has been created by false advertising. All the leading brands of baking powder on the market vary little in the cost of production. Then why should the salesman for the high priced brand say, "We are not in the same class as that cheap stuff?"

Every automobile factory is aiming every year to improve their machines. They advertise the number of improvements in the 1915 machine at a reduced cost. If the superior machine can be sold for less money than last year's inferior machine is it the cost of the machine that makes the price?

I claim that a baking powder can be made and sold for 15 cents a pound to compete in quality with any baking powder on the market. The salesman selling the higher priced goods claims it cannot. The dealer don't know which to believe. Don't believe either. Take the two baking powders to an expert cook without any name or price on it. She'll tell you. The water glass test has been an important factor in getting business for an albumenized baking powder. It is used when the manufacturer of an absolutely pure baking powder is not present to defend himself. How foolish it would look if the merchant could see the other side of the question at the same time. Would you believe that the same results could be procured with a little common mucilage?

If you were drawn on a jury you would have to listen to the prosecution and the defense before you could render your verdict. You would not be allowed to convict me on what the prosecution said because they would paint me as black as ink. That's just what the salesman does with the baking powder; he tries to make the other man's goods look as black as ink to you with his test.

No matter what the line of goods is, the man who tries to show the superiority of his goods by making his competitor's goods appear to be inferior to what they are is dishonest.

After some years of traveling, I have come to the conclusion from experience that honesty does not reap the reward it should. It rather surprises us when a man is honest with us. It seems almost as though houses as well as individuals expect to get done up. They seem to be looking for it. Why should such a condition exist?

The continual warfare between the different brands of baking powder has had a tendency to destroy public opinion as to the advisability of using any baking powder.

When such shining lights in the pure food world as Dr. Wallace of Idaho, Dr. Ladd of North Dakota, Commissioner Mickle of Oregon, Dr. Abbott of Texas, Commissioner Hansen of Utah, Commissioner Groshen of Wyoming, the pure food authorities of Rhode Island and New Hampshire, Dr. Crumline of Kansas, Dr. Cogswell of Montana, have all pronounced albumen in baking powder an adulteration, would not a fair minded dealer give their opinion some consideration and favor goods that he knows to be pure on which he has a guarantee from the manufacturer to that effect and which saves him and his customer money in the day of high cost of living.

When a manufacturer is putting the best article he can make on the market for the least money his business is bound to grow so that as the old saying is, "Every knock is a boost."

Have I said anything that sounds unfair in this? Mudge.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Aug. 24—Mrs. Geo. H. Clark has returned from a two weeks' vacation in Northern Michigan. She visited relatives in Northport and spent a week on Mackinaw Island, the Snow Islands and at Petoskey. She reports having had a very enjoyable time.

Geo. Cook, of Cook & Son, Hastings, was a Grand Rapids visitor one day last week.

Grace Janet Barker is the name of a little miss who came Aug. 13 to reside with her parents, Mr. and Mrs. T. J. Barker, 159 Lafayette avenue. Weight on arrival 6½ pounds. The little lady is a very handsome and well-behaved child—resembling its mother. The proud father, Terry Barker, who is cashier for the Worden Grocer Co., has spent part of the last ten or twelve years writing a treatise on "How to bring up children." With the arrival of this first born, we predict that he will get out a revised edition.

H. C. Scott, one of the successful grocers of Lowell, was a Grand Rapids visitor one day last week. While in the city he called at the Worden Grocer Co.

C. B. Frick, who conducts an up-to-date grocery store at Traverse City, motored with his family to Grand Rapids last week.

John Schumacher, popular candy salesman and member of Grand Rapids Council, has returned from an extended business trip in Northern Michigan. Mrs. Schumacher accompanied him on the trip. They visited the summer resorts at Petoskey, Mackinaw Island, etc., and crossed over to the Canadian Soo. In crossing the Canadian border they had the novel experience of being stopped, both going and coming, by the Canadian soldiers, who questioned them about their nationality, business, destination, etc. Even on the border of our own State, one's attention is called to the great European war by the strict watch the Canadian government is placing over all travelers who enter her domain.

Nadine, the beautiful little daughter of Mr. and Mrs. Lloyd Bliss, died Sunday, Aug. 16, of cerebral meningitis. She was visiting at the home of her grandparents, Mr. and Mrs. Miner Cheesman, near Allegan, when taken sick. The disease is supposed to have developed from a severe blow on the back of the head received in a fall two weeks ago. The funeral was held in Allegan from the home of Mr. and Mrs. O. W. Bliss, grandparents.

Aaron Zunder, aged 57 years, died at St. Mary's hospital Saturday. He was a prominent member of the United Commercial Travelers and for twenty years had been salesman for M. Shields & Co., of Chicago. He was a resident of Kalamazoo until two years ago when he came to Grand Rapids following the death of his wife. Mr. Zunder is survived by his mother, one brother, M. Zunder, of Chicago, and two sisters, Mrs. Carolyn Oppenheimer and Miss Belle Zunder, of this city. Funeral services were held at the residence, 402 Sheldon avenue, Monday morning at 10 o'clock. The body was taken to Kalamazoo Monday for burial. Mr. Zunder was a member of Chicago Council, No. 30.

F. P. Brown, manager of the Huron Cement Co., died at his residence, 349 Atlas Place, Sunday, Aug. 16. Mr. Brown was one of the best known and most popular salesmen in Southern Michigan. His death will be a great shock to a large circle of friends who had always thought of him as one enjoying the most robust health. Mr. Brown was a man with a very jovial and sunny disposition, a good citizen and a man devoted to his home. He is survived by the widow, father, one brother and four sisters, to whom Grand Rapids Council extends its deepest sympathy. He was a member of Grand Rapids Council, also a member of the Elks.

Lost, strayed or stolen! Where is our popular friend, Homer Bradford? For several weeks he has been out of town evidently and the home closed up, as

ye scribe gets no response from telephone calls. We are quite worried for fear he has gone back to his ancestors' native country to fight in the war.

John D. Martin is making a business trip through Southern Michigan. Friday Mrs. Martin will meet him at St. Joseph and they will take the boat to Chicago en route to Elgin, Ill., where they will spend a week visiting Mr. Martin's son, Jess.

A. V. Henry, who formerly conducted a successful hardware store at Cambria, has purchased the Prattville Hardware Co. store, at Prattville. Mr. Corncross, the retiring merchant, will move to his farm near Reading. As Mr. Henry is a man with much mercantile experience and is noted for his integrity and fair dealing, we predict for him a marked success.

Edwin S. Snyder, of Rhoen-Davis Co., Detroit has moved back from Albion to Grand Rapids. Members of Grand Rapids Council are all glad of his return to our city.

Harry W. Harwood has returned from a successful business trip through Southern Michigan. He reports business prospects especially good all over that section of the State.

Catherine Beardslee, little daughter of Mr. and Mrs. F. E. Beardslee, 226 Benjamin avenue, was hostess to a delightful party of little folks last Friday afternoon. The occasion was Miss Catherine's eighth birthday.

The hardware firm of Cole & Campan at Ottawa Lake, has sold out to B. H. Lichty & Son, who have been successful farmers in that vicinity.

Allen F. Rockwell, (Brown & Sehler Co.) ate dinner at the same table with Governor Patterson, of Tennessee, one day last week at Fayette, Ohio. The Governor was on a Chautauqua lecture course in that city. Mr. Rockwell was much impressed with the Governor's strong personality and eloquence.

Mrs. Lola Reich and son, Raymond, who have been visiting Mr. and Mrs. W. E. Lovelace, returned to her home in Chicago Thursday.

Walter Ryder and wife are visiting friends in Saginaw and Bay City.

John Sehler, Sr., manager of the Brown & Sehler Co., has returned from a business trip to Canadian points. He reports that business conditions in Canada are excellent. He says people up there don't know there are any hard times, which leads us to remark that there are many business people in our own country who are well pleased with conditions here.

William Lovelace has recovered from his accident and is back on the road again.

Frank Marty and Frank Switzenberg, of the Marty-Wise Co., Allegan, motored to Detroit the first of the week.

George Burch, popular groceryman at Berlin, is driving a new Studebaker six car. He was making such excellent time in a drive home from Detroit, that some of the officials of Farmington ordered him back to explain just what the speedometer registered while he was passing their town.

George A. Bruton, salesman for Worden Grocer Co., has nearly completed a beautiful new home at 345 Morris avenue. The house is modern in every respect and very conveniently arranged. We imagine George is a little mite proud of this place, as he has every reason to be.

The Sheridan Hotel, South Bend, has changed its rates. It is now on the European plan entirely. Rooms are 75 cents to \$1.25. The latter rate includes bath. Mr. Stanton, the manager, has spent considerable in putting the hotel up to the standard and is at present playing to a full house every night.

The Oliver Hotel, South Bend, is now undergoing extensive remodeling which will include a new cafe, grill and ladies' tea room. The entrance will be on Washington street and it will have a capacity of 400. A new serv-self lunch room at a cost of \$6,000 is being installed. Dick Townsend is the manager

and his policy is, "Take off your coats and be comfortable." Dick treats the U. C. T. boys well.

L. E. Buss, who has covered Western Michigan for the past fourteen years for the Snider Preserving Co., of Cincinnati, has engaged to cover the same territory for W. R. Roach & Co., of Hart.

Earl Cassada, the genial prescription clerk in C. N. Woodworth's drug store, 723 Cherry street, has returned from a ten days fishing trip to Houghton Lake. Earl is some nimrod. When the weather is too warm to shoot, he fishes, and when it gets too cold to fish, he hunts. In the meantime he puts up prescriptions with accuracy, neatness and dispatch.

Mrs. D. P. Thomas and children, of Kalamazoo, are visiting in the home of Mr. and Mrs. J. I. Wernette, 509 Crescent street. William E. Sawyer.

Annual Meeting of Wisconsin Retail Grocers.

At the annual meeting of the Wisconsin Retail Grocers' Association, in Two Rivers, a few days ago, G. F. Finger, of Fond du Lac, President of the Association for the past year, was unanimously re-elected to that office. S. N. Fish, Appleton, was elected First Vice President; R. W. Riegelman, Racine, Second Vice President and James P. Davern was re-elected Treasurer, making it his fourteenth consecutive year.

J. H. Hellweg, Hayward, was re-elected to succeed himself as a director of the Association and S. J. Schneider, Two Rivers, was elected to fill the vacancy caused by the resignation of J. J. Oswald, who is no longer engaged in the retail business.

The Kenosha and Oshkosh delegations came to Two Rivers contending for the 1915 convention, but the final vote of seventy-three for Oshkosh gave the decision to that city.

The following are the leading resolutions adopted:

Favoring the enactment and enforcement of state and National food laws and in sympathy with the movement to make such state and National laws uniform.

Pledging full support to the state fake advertising laws and in directing the Secretary to send a copy of this resolution to all newspapers in the State carrying questionable advertising.

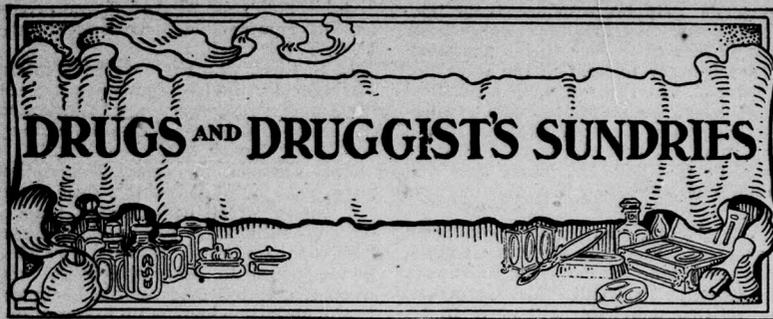
Unalterably opposing the practice of manufacturers and jobbers selling direct to the consuming trade in violation of good business principles.

Opposing all voting contests promoted by manufacturers whereby the regular trade of the retailer is interfered with in thus soliciting the consumer, thereby supplying him with goods over the head of the retailer.

Condemning unqualifiedly the giving of trading stamps in any form.

A resolution to change the name of the State Association to the Wisconsin Retail Merchants' Association was, on vote of the convention, tabled.

C. M. Hiddix, whose general stock at Bentley was destroyed by fire last spring, has re-engaged in business at that place. The Grand Rapids Dry Goods Co. has the order for the dry goods and Lee & Cady, Saginaw, has the order for the groceries.



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. Cochrane, Kalamazoo; James Robinson, Lansing; Grant Stevens, Detroit.

Michigan Pharmaceutical Travelers' Association.

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

Grand Rapids Drug Club.

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

Some New Thoughts on Window Displays.

Any store is judged largely by the character of its windows. You are attracted or repelled by their appearance. Merchandise well arranged and attractively displayed invites you to come in, and, on the other hand, dusty and poorly arranged goods will never attract anyone. Hot water bottles in July and sunburn lotions in December will brand the merchant as careless and indifferent.

I am glad to see that our pharmaceutical journals, along with the strictly ethical phases of pharmacy, are devoting more attention to the merchandising end of the business, and are giving us articles which will help us to increase the profits of the business. Pharmacy may be a profession, but certainly as it exists today it is 90 per cent. commercial, and if one is to succeed, he must consider this feature of the business. The ethical end is all very well, and every pharmacist should have the training along this line, but in order to succeed he must put his business on a profit-producing basis, and it cannot be done solely on ethical lines. Unless one is employing a man for pharmaceutical work only, where the store is large enough to maintain a separate pharmaceutical and prescription department, of two candidates, one of whom is a good salesman and the other a man who has all the chemical reactions at his fingers' ends, choose the salesman if you expect to figure profits at the end of the year. I wish our colleges of pharmacy could incorporate in the curriculum at least one course on commercial pharmacy. A man graduating from our institutions, unless he has an opportunity during his college

course to get the training in some store, lacks the very things which are most essential to his success. I had the privilege of taking the course in a college of pharmacy and I am very glad indeed that I was able to have such an excellent pharmaceutical education. Since graduation I have been working in, I suppose, an average retail drug store, and I have had no occasion to make use of a very large part of the technical information I acquired. But I have had occasion to acquire, through other means, knowledge as to book-keeping methods, store management, display of goods, stock keeping, handling of customers, and many other similar things, and it seems to me that a small part of the time spent at college could very profitably be devoted to a consideration of things which a man encounters practically from the very start.

Our show windows are the very best asset that we have—the cheapest and most efficient for advertising purposes. It is needless to say that if we are going to make good use of them they must be kept clean and attractive. The lighting of a window should also be considered. There should be plenty of light thrown on the merchandise itself, but not a glaring light which dazzles the eyes of anyone looking into the window. If possible some means of ventilation should be provided. If this is not done the glass will frost in winter, the sun will thaw the ice later, and a considerable amount of water will flow on to the floor of the window, spoiling the display, and perhaps ruining the goods. In cases of this kind we have found that the current of air from a small electric fan will remedy the trouble. There should be plenty of electric outlets in both the floor and in the sides of the window, and if I were constructing a new window I would include water and sewer connections. Artistic and unique displays can frequently be arranged with small fountains and scenic effects, and one man has gone so far as to have a sheet of water flowing over the glass of his window in summer to suggest the cooling effect of his soda.

Given such an ideal window as we have considered, the next question is the use of it in order to derive the largest amount of profit from it—they are to be displayed, and how frequently the window ought to be changed. Here to a large extent local conditions must govern. The character of the store, the class of people it is catering to, the tone of the neigh-

borhood, the competition to be met—all of these things have a bearing on the question.

The drug store offers a fertile field for the choice of material for display. Probably no other line has so many items which lend themselves to attractive display—articles which the public needs every day. It carries goods appropriate to the needs of every season. Winter suggests cough syrups, cold and gripe tablets, chapped hand lotions hot water bottles, etc. Spring at once suggests the tonics, sarsaparilla, sulphur and cream of tartar tablets, disinfectants, moth balls, house-cleaning preparations and others. In summer our customers need face lotions and creams, talcums, vacation requisites, foot remedies, corn cures. Autumn also has its seasonable articles. Besides the requirements which the seasons naturally suggests there are innumerable articles and so-called "side lines" which can be displayed profitably at any season of the year—stationery, photographic goods, confectionery, soda displays, toilet articles, bristle goods, and other lines too numerous to mention. In fact, it is not a question of what to display, but how to find time and space to display it all. There is one thing above all others which we should bear in mind when selecting goods for display. Only those lines and products of manufacturers which yield a satisfactory profit should be shown. Just because a firm may send you quantities of dummies, cut-outs and signs to advertise his goods,

but with no profit to the dealer, is no reason why we should use the best advertising medium we have for the display of such wares. It is only a very lazy or stupid man who will stimulate sales for an article which brings him no adequate return. If an outside concern wants the use of my window I expect them to pay for it just the same as they would pay for space in any publication, not necessarily in cash, but there must be reasonable compensation of some kind.

Having decided what goods we wish to display, we must now consider the manner in which they may be displayed to best advantage, and what accessories, signs, price cards and other helps we can use. We have found it to be best as a general principle to show only one article, or at least kindred articles at a time. Someone has said that the average space of time that a passerby glances at a window is only a fraction of a second. If this be true, it is an exceedingly short period of time in which to catch and hold his attention. He must get your story at a glance. He may see one article immediately, particularly if it is of good size and prominently displayed, and even though he may not require that article at just that moment, when he does require it he remembers having seen it in your window. As a rule, a dozen different articles strewn about fail to elicit, except under extraordinary circumstances, any special attention. But only one article or class of merchan-

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

dise, particularly if there be a goodly quantity of it, usually makes an impression on the mind of the passer-by. If the articles themselves are small, as in the case of tooth brushes, combs or hair brushes, small bottles or jars, we have found it to be a good plan to have large duplicates of these made. An expert wood turner will duplicate almost anything for you at no great cost. In a large window five gross of tooth brushes may seem lost, but a single tooth brush six feet long hanging in the center of the window, with only one gross of the brushes, will give an impressive display. On the other hand, a very large quantity of goods of one kind will frequently give the impression that you are doing a large business in this article, that your stock is extensive and fresh and your assortment complete.

The price of an article should always be prominently displayed upon the goods, and as a rule we have found it to be a good plan to have one large sign in the center of the window, supplemented by smaller reading signs in other parts. Our favorite material for the main sign is parchment paper. It is effective in the day time and particularly so at night when the light shines through it. The paper can easily be lettered, is not expensive, and occupies very little space when stored for future use. For the floor of the window, and sometimes the sides, too, good effects may be obtained with crepe paper, but for general use we prefer a material called silkolene. Its cost is about 12 cents a yard, it is pliable, lends itself readily to graceful and effective folds, can be washed, dyed, and used again and again. Besides the usual glass shelves and unit fixtures which the fixture firms supply, we have found forms made of light wood in the shapes of circles, crescents, triangles, etc., to be useful accessories. These are covered with silkolene and the goods attached to them. Whisk brooms, bristle goods in general, razors and numerous other articles look well when displayed in this manner. Potted plants and artificial flowers suitable to the season will add much to the attractiveness of any display. In planning a display a selection of harmonious and pleasing colors is essential. For instance, avoid a combination of red and pink or similar incongruous mixtures. A feature which never fails to lend attractiveness to any display is the addition of some mechanical appliance. If the expense warrants it, a number of moving devices can be planned and executed by any mechanic. We have used with good success a revolving wheel.

It ought to be the business of one person to look after the display windows, and plans should be made some time in advance as to what is to go into the window on a certain date. It is well to keep a regular calendar for this purpose so that the goods, signs, price cards, etc., can be ready for use after the old display has been removed and the window thoroughly cleaned. The time, effort and ex-

pense involved in window display work will amply repay in dollars and cents anyone who will devote the time to it.

Charles W. Holzhauser, Ph. C.

Pharmacy Business Offers Too Few Inducements.

"Violations to the pharmacy laws of this State could be overcome in a great many cases through the elevation of the pharmacy profession," recently remarked Edwin T. Boden, President of the Michigan Board of Pharmacy. "I receive many complaints because pharmacists do not have registered men behind the counters during the hours that they are doing business, because unregistered men are handing out poisons, and for many other causes.

"At first sight one would naturally blame the owner of the store for these violations, and they are right for believing so, but not for the reasons they have in mind. The store keeper is not always to blame because he does not have a registered man behind his counter during working hours, because there are many more drug stores than there are pharmacists and druggists. A pharmacist cannot always get enough business to have a registered man in charge of the store at all hours and in these cases the State board has to act leniently. There is a remedy for all this though.

"The trouble with the entire pharmacy profession at the present is that it offers no inducement to the young man. Only those who have a craving for that kind of work will today enter the field. He sees nothing ahead of him but long hours, hard work, and but fair compensation. These conditions must be overcome if there are ever to be enough pharmacists and druggists for all stores in the country. The owners must cut down the working hours of their employes to compare with that of clerks in other branches of work; they must see that clerks have reasonably good hours and that while at work they do not have to look after a soda fountain and do all those little odd jobs which are found around a store of to-day. The work of the pharmacist should be confined to the handling of medicines and incidentals. I believe that the times are changing and that all of this is being brought about for I can see as I make the rounds of the State that things are different from what they were only a short time ago. Young men starting to-day will have better opportunities than those who started five years ago.

"I know of a number of cases where young men were desirous of becoming pharmacists but, when they found that they had to have a 10th grade school certificate and had to put in time as an apprentice, and then go away to school to study, before they could enter the profession only to find the drudgery and hard work with little compensation ahead of them, they turned their attentions to other professions."

The long distance phone makes the heart throb faster.

Should Provide Special Envelopes for Stamps.

"Have you any stamps?"

"Yes 'm."

"Can you let me have two?"

"Yes 'm."

"Will you wrap them up please?"

This is a dialogue common enough in every drug store. We rather think that most men can not understand why a woman should want a stamp wrapped up. A man usually has his letters ready, and sticks the stamps where they will do the most good. If he has a few left over, they go into his vest pocket. But a woman has no vest pocket. And, as a rule, she wants her stamps wrapped. Perhaps it is better that they be wrapped before they mingle with the powder puffs, chewing gum, hairpins, bits of ribbon, clippings, samples, and odds and ends that go to make up the contents of milady's bag.

But wrapping a postage stamp is a preposterous proposition. It seems futile on the face of it. You can't make a neat package of a postage stamp. It has no substance. And as for tying such a package, that reduces the transaction to an absurdity. The best you can do is to fold the paper and bend over the ends. They immediately bristle up again. The package is not neat and does you no credit. We venture to say that few druggists wrap up postage stamps without feeling resentful. The stamp books were a good thing, but they did not fill the bill for the retail buyer, who never buys more than two

stamps at a time. Some druggists put the stamps between the leaves of little almanacs or other advertising matter.

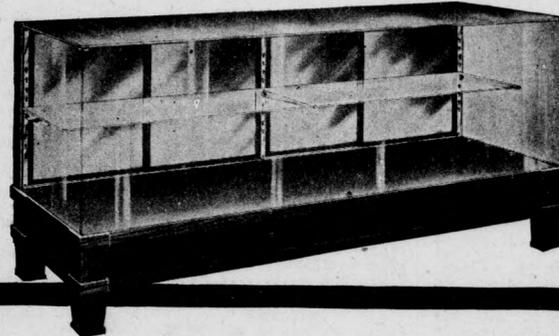
But what is the matter with having a specially printed small envelope for stamps? Some druggists are using these and they look neat and tasteful. It saves you a lot of trouble in wrapping stamps, gives you a neat package which ought to impress the customer and also gives you an opportunity for advertising. These little envelopes ought to carry brief advertisements treating particularly of such goods as ladies buy. The opportunity is excellent. The advertisement carries more weight than it would on a folder. The customer is likely to read it once in the store, once when she gets home, and she may pass it around the family or among the neighbors. Surely every customer will be impressed with the fact that you think enough of your patrons to provide envelopes for their stamps.

Stamp trade is not welcome in every quarter, but your envelope looks like a direct declaration that nothing is too good for your trade and you can easily strengthen this impression by calling the customer's attention to the envelope. Some druggists even ask the customers what they think of the idea, a subtle way of enlisting the customer's interest. We think the stamp envelope is a good thing. It looks well, it saves your time, it is a good advertising medium.

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.



"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

Economic Coupon Books

They save time and expense.
They prevent disputes.
They put credit transactions on cash basis.
Free samples on application.

TRADESMAN COMPANY, Grand Rapids, Mich.

GROCERY PRICE CURRENT

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

ADVANCED

- Corn Syrup
Cheese
Cream Tartar
Flour
Rolled Oats
Salmon

DECLINED

3

4

5

CHEESE

- Acme
Bloomington
Carson City
Hopkins
Brick
Leiden
Limburger
Pineapple
Edam
Sap Sago
Swiss, domestic

Mocha

- Short Bean
Long Bean
H. L. O. G.
Bogota
Fair
Fancy
Exchange Market, Steady
Spot Market, Strong

CHEWING GUM

- Adams Black Jack
Adams Sappota
Beeman's Pepsin
Beechnut
Chiclets
Colgan Violet Chips
Colgan Mint Chips
Dentyne
Flag Spruce
Juicy Fruit
Red Robin
Sen Sen (Jars 80 pkgs, \$2.20)

CONFECTIONERY

- Stick Candy
Horehound
Standard, small
Twist, small
Jumbo
Jumbo, small
Big Stick
Boston Sugar Stick

CHICORY

- Bulk
Red
Bagle, 5 box jars
Trunk Spruce
Yucatan
Zeno

CHOCOLATE

- Walter Baker & Co.
German's Sweet
Premium
Caracas
Walter M. Lowney Co.
Premium, 1/4s
Premium, 1/2s

CLOTHES LINE

- No. 40 Twisted Cotton
No. 50 Twisted Cotton
No. 60 Twisted Cotton
No. 80 Twisted Cotton
No. 90 Twisted Cotton
No. 100 Twisted Cotton

COCOA

- Baker's
Cleveland
Colonial
Colonial, 1/4s
Epps
Hershey's, 1/4s
Hershey's, 1/2s
Huyler
Lowney, 1/4s
Lowney, 1/2s
Lowney, 1/4s
Van Houten, 1/4s
Van Houten, 1/2s
Van Houten, 1s
Van-Beta
Webb
Wilber, 1/4s
Wilber, 1/2s

COCOANUT

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

COFFEES ROASTED

- Common
Fair
Choice
Fancy
Peaberry
Santos
Common
Fair
Choice
Fancy
Peaberry
Maracalbo
Fair
Choice
Fancy
Guatemala
Fair
Fancy
Java
Private Growth
Mandling
Aukola

Cocoanuts

- Chestnuts, New York
State, per bu.
Shelled
No. 1 Spanish Shelled
Peanuts, 10 1/2 @ 11
Ex. Lg. Va. Shelled
Peanuts 11 1/2 @ 12
Pecan Halves
Walnut Halves
Filbert Meats
Alicante Almonds
Jordan Almonds
Peanuts
Fancy H P Suns Raw @ 6 1/2
Roasted @ 7 1/4
H. P. Jumbo, Raw @ 8 3/4
Roasted @ 9 1/4

CRACKERS

- National Biscuit Company
Brands
Butter

Excelsior Butters

- NBC Square Butters
Seymour Round
Soda
NBC Sodas
Premium Sodas
Select Sodas
Saratoga Flakes
Saltines

Oyster

- NBC Picnic Oysters
Gem Oysters
Shell

Sweet Goods

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

Index to Markets

By Columns

Table with columns for market categories (A, B, C, D, F, G, H, J, M, N, O, P, R, S, T, V, W, Y) and corresponding items like Ammonia, Axle Grease, Baked Beans, etc.

1

Table with columns for market categories (AMMONIA, AXLE GREASE, BAKED BEANS, BATH BRICK, BLUING, BREAKFAST FOODS, BROOMS, BRUSHES, BUTTER COLOR, CANDLES, CANNED GOODS) and corresponding items.

2

Table with columns for market categories (Beans, Blueberries, Clams, Clam Bouillon, Corn, French Peas, Gooseberries, Hominy, Lobster, Mackerel, Mushrooms, Oysters, Plums, Peas, Peaches, Pineapple, Pumpkin, Raspberries, Salmon, Sardines, Shrimps, Succotash, Strawberries, Tomatoes, CARBON OILS, CATSUP) and corresponding items.

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 00
 Social Tea Biscuit 1 00
 Uneda Biscuit 1 00
 Uneda Ginger Wafer 1 00
 Vanilla Wafers 1 00
 Water Thin Biscuit 1 00
 Zu Zu Ginger Snaps 50
 Zwieback 1 00

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

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

CREAM TARTAR
 Barrels or Drums 59
 Boxes 60
 Square Cans 62
 Fancy Caddies 67

DRIED FRUITS
Apples
 Evapor'd Choice blk 10%
 Evapor'd Fancy pkg.
Apricots
 California 15@17
Citron
 Corsican 16
Currants
 Imported 1 lb. pkg. 10%
 Imported, bulk 10%
Peaches
 Muirs—Choice, 25lb. 7%
 Muirs—Fancy, 25lb. 8%
 Fancy, Peeled, 25lb. 15

Peel
 Lemon, American 12
 Orange, American 12

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

California Prunes
 90-100 25lb. boxes 7%
 80-90 25lb. boxes 8%
 70-80 25lb. boxes 9%
 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. 4 00

Original Holland Rusk
 Packed 12 rolls to container
 3 containers (40) rolls 3 20

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

Pearl Barley
 Chester 3 15
 Empire

Peas
 Green, Wisconsin, bu. 2 50
 Green, Scotch, bu. 2 50
 Split, lb. 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
 1/4 to 2 in. 7
 1/4 to 2 in. 9
 1/4 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, 1/4 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 1/2 oz. flat 1 75

FLOUR AND FEED
Grand Rapids Grain & Milling Co.
Winter Wheat
 Purity Patent 5 60
 Sunburst 6 00
 Wizard Flour 5 30
 Wizard Graham 5 30
 Matchless 5 40
 Wizard, Gran. Meal 4 80
 Wizard Buckwh't cwt 3 40
 Rye 4 40
 Valley City Milling Co.
 Lily White 5 75
 Light Loaf 5 25
 Graham 2 35
 Granena Health 2 45
 Gran. Meal 2 15
 Bolted Med. 2 05

Voigt Milling Co.
 Voigt's Crescent 5 75
 Voigt's Royal 6 15
 Voigt's Flouroligt 5 75
 Voigt's Hygienic Graham 5 00

Watson-Higgins Milling Co.
 Perfection Buckwheat
 Flour 6 25
 Perfection Flour 5 50
 Tip Top Flour 5 10
 Golden Sheaf Flour 4 85
 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 75

Worden Grocer Co.
 American Eagle, 1/4s 5 80
 American Eagle, 1/2s 5 70
 American Eagle, 3/4s 5 60

Spring Wheat
 Roy Baker.
 Nazetta 5 75
 Golden Horn, bakers 5 65
 Wisconsin Rye 4 60
 Bohemian Rye 4 45
 Judson Grocer Co.
 Ceresota, 1/2s 6 50
 Ceresota, 1/4s 6 60
 Ceresota, 3/4s 6 70

Voigt Milling Co.
 Columbian 6 45

Worden Grocer Co.
 Wingold, 1/4s cloth 6 70
 Wingold, 1/2s cloth 6 60
 Wingold, 3/4s cloth 6 50
 Wingold, 1/4s paper 6 55
 Wingold, 1/2s paper 6 50

Meal
 Bolted 4 60
 Golden Granulated 4 80

New Red 96
New White 96

Oats
 Michigan carlots 48
 Less than carlots 50

Corn
 Carlots 90
 Less than carlots 92

Hay
 Carlots 15 00
 Less than carlots 17 00

Feed
 Street Car Feed 36
 No. 1 Corn & Oat Feed 36
 Cracked Corn 36
 Coarse Corn Meal 36

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

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

GRAIN BAGS
 Broad Gauge 18
 Amoskeag 19

Herbs
 Sage 15
 Hops 15
 Laurel Leaves 15
 Senna Leaves 25

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

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

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

Tallow
 No. 1 @ 5
 No. 2 @ 4

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

HORSE RADISH
 Per doz. 90

Jelly
 5lb. pails, per doz. 2 40
 15lb. pails, per pail 65
 30lb. pails, per pail 1 25

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

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, 28 oz. 5 75
 Olive Chow, 2 doz. cs. 2 25

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

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

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

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

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

PLAYING CARDS
 No. 90, Steamboat 75
 No. 15, Rival assorted 1 25
 No. 20, Rover, enam'd 1 50
 No. 572, Special 1 75
 No. 98, Golf, satin fin. 2 00
 No. 898, Bicycle 2 00
 No. 632, Tour'n't whist 2 25

POUNTS
 Babbitt's, 2 doz. 1 75

PROVISIONS
Barreled Pork
 Clear Back 24 00@25 00
 Short Cut Cl'r 23 00@24 00
 Bean 21 50@22 00
 Brisket, Clear 28 00@29 00
 Pig

Clear Family 26 00

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

Pure in tiers 11 1/2@12
Compound Lard 9 @ 9 1/2
 80 lb. tubs advance 1/2
 60 lb. tubs advance 1/2
 50 lb. tubs advance 3/4
 20 lb. pails advance 3/4
 10 lb. pails advance 1/2
 5 lb. pails advance 1
 8 lb. pails advance 1

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 12 @13 1/2
 Liver 9 1/2 @10
 Frankfurt 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
 3/4 bbls., 40 lbs. 2 10
 1/2 bbls. 4 25
 1 bbl. 8 50

Tripe
 Kits, 15 lbs. 96
 1/4 bbls. 40 lbs. 1 60
 3/4 bbls., 80 lbs. 3 00

Casings
 Hogs, per 1/4 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 @5 1/2
 Broken 3 1/2@4 1/2

ROLLED OATS
 Rolled Avenna, bbls 5 75
 Steel Cut, 100 lb. sks. 2 90
 Monarch, bbls. 5 50
 Monarch, 90 lb. sks. 2 60
 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 1/4s 3 00

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

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

Hallbut
 Strips 18
 Chunks 19

Holland Herring
 Y. M. wh. hoop bbls. 10 50
 Y. M. wh. hoop 1/4bbls 5 50
 Y. M. wh. hoop kegs 65
 Y. M. wh. hoop Milchers 65
 Standard, 1/2 bbls. 8 75
 Standard, 1/4 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. 64

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. \$ 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 Rapple in jars 43

SODA
 Boxes 4 1/2
 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, Cochln @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
Corn
 Kingsford, 40 bs. 7 1/2
 Muzzy, 20 1lb. pkgs. 5 1/2

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

Gloss
 Argo, 24 5c pkgs. 90
 Silver Gloss, 16 3lbs. 6 1/2
 Silver Gloss, 12 6lbs. 3 1/2

Muzzy
 48 1lb. packages 5
 16 3lb. packages 4 1/2
 12 6lb. packages 4
 50lb. Boxes 3 1/2

SYRUPS
Corn
 Barrels 30
 Half barrels 32
 Blue Karo, No. 1 1/2, 4 doz. 3 45
 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 1/2 4 doz. 3 80
 Red Karo, No. 2, 2 dz. 2 45
 Red Karo, No. 2 1/2 2 dz 2 75
 Red Karo, No. 5, 1 dz. 2 55
 Red Karo, No. 10, 1/2 doz. 2 45

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

Oolong
 Formosa, Medium 25@28
 Formosa, Choice 32@35
 Formosa, Fancy 50@60

English Breakfast
 Congou, Medium 25@30
 Congou, Choice 30@35
 Congou, Fancy 40@60
 Congou, Ex. Fancy 60@80

Ceylon
 Pekoe, Medium 28@30
 Dr. Pekoe, Choice 30@35
 Flowery 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, 1/4 gro. 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 A 32
 Bracer, 8 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, 14c oz. 44
 Climax, 7 oz. 47
 Days' Work, 7 & 14 lb. 38
 Creme 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. 43
 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 Spin Roll 6 & 3

SPECIAL PRICE CURRENT

12	13	14
Smoking	Pilot, 7 oz. doz. 1 05	Faucets
Bull Durham, 5c 5 85	Soldier Boy, 1 lb. 4 75	Cork lined, 3 in. 70
Bull Durham, 10c 11 52	Sweet Caporal, 1 oz. 60	Cork lined, 9 in. 80
Bull Durham, 15c 17 28	Sweet Lotus, 5c 6 00	Cork lined, 10 in. 90
Bull Durham, 8 oz. 3 60	Sweet Lotus, 10c 12 00	Mop Sticks
Bull Durham, 16 oz. 6 72	Sweet Tip Top, 5c 50	Trojan spring 90
Buck Horn, 5c 5 76	Sweet Tip Top, 10c 1 00	Eclipse patent spring 85
Buck Horn, 10c 11 52	Sweet Tips, 1/4 gro. 10 08	No. 1 common 80
Briar Pipe, 5c 6 00	Sun Cured, 10c 98	No. 2 pat. brush holder 85
Briar Pipe, 10c 12 00	Summer Time, 5c 5 76	Ideal No. 7 85
Black Swan, 5c 5 76	Summer Time, 7 oz. 1 65	12lb. cotton mop heads 1 30
Black Swan, 14 oz. 3 50	Summer Time, 14 oz. 3 50	Pails
Bob White, 5c 6 00	Standard, 5c foll. 5 76	2-hoop Standard 2 00
Brotherhood, 5c 6 00	Standard, 10c paper 8 64	2-hoop Standard 2 25
Brotherhood, 10c 11 10	Seal N. C. 1 1/2 cut plug 70	3-wire Cable 2 30
Brotherhood, 16 oz. 5 05	Seal N. C. 1 1/2 Gran. 63	Fibre 2 40
Carnival, 5c 5 70	Three Feathers, 1 oz. 48	Toothpicks
Carnival, 1/2 oz. 39	Three Feathers, 10c 1 02	Birch, 100 packages .. 2 00
Carnival, 16 oz. 40	Three Feathers and	Ideal 85
Cigar Clip'g, Johnson 30	Pipe combination .. 2 25	Traps
Cigar Clip'g, Seymour 30	Tom & Jerry, 14 oz. 3 60	Mouse, wood, 2 holes .. 22
Identity, 3 & 16 oz. 30	Tom & Jerry, 7 oz. 1 80	Mouse, wood, 4 holes .. 45
Darby Cigar Cuttings 40	Tom & Jerry, 3 oz. 76	10 qt. Galvanized 1 55
Continental Cubes, 10c 90	Trout Line, 5c 5 90	12 qt. Galvanized 1 70
Corn Cake, 14 oz. 2 55	Trout Line, 10c 11 00	14 qt. Galvanized 1 90
Corn Cake, 7 oz. 1 45	Turkish, Patrol, 2-9 5 76	Mouse, wood, 6 holes .. 70
Corn Cake, 5c 5 76	Tuxedo, 1 oz. bags .. 48	Mouse, tin, 5 holes 65
Cream, 50c pails 4 70	Tuxedo, 2 oz. tins ... 96	Rat, wood 80
Cuban Star, 5c foll. 5 76	Tuxedo, 20c 1 90	Rat, spring 75
Cuban Star, 16 oz. pls 3 72	Tuxedo, 80c tins ... 7 45	Tubs
Chips, 10c 10 30	Union Oaks, 10c 96	20-in. Standard, No. 1 8 00
Dills Best, 1 1/2 oz. 79	Union Leader, 50c ... 5 10	18-in. Standard, No. 2 7 00
Dills Best, 3/4 oz. 77	Union Leader, 10c ... 11 52	16-in. Standard, No. 3 6 00
Dills Best, 15 oz. 43	Union Leader, 5c 6 00	20-in. Cable, No. 1 .. 8 00
Dixie Kid, 5c 78	Union Workman, 1 1/2 5 76	18-in. Cable, No. 2 .. 7 00
Duke's Mixture, 5c 5 76	Uncle Sam, 10c 10 98	16-in. Cable, No. 3 .. 6 00
Duke's Mixture, 10c ... 11 52	Uncle Sam, 8 oz. 2 25	No. 1 Fibre 16 50
Duke's Cameo, 5c 5 76	U. S. Marine, 5c 5 76	No. 2 Fibre 15 00
Drum, 5c 5 76	Van Bibber, 2 oz. tin 88	No. 3 Fibre 13 50
F. F. A., 4 oz. 5 04	Velvet, 5c pouch 48	Large Galvanized 5 50
F. F. A., 7 oz. 11 52	Velvet, 10c tin 96	Medium Galvanized ... 4 75
Fashion, 5c 6 00	Velvet, 8 oz. tin 3 84	Small Galvanized ... 4 25
Fashion, 16 oz. 5 28	Velvet, 16 oz. can ... 7 68	Washboards
Five Bros., 5c 5 76	Velvet, combination cs 5 75	Banner, Globe 2 50
Five Bros., 10c 10 53	War Path, 5c 6 00	Brass, Single 3 25
Five cent cut Plug .. 29	War Path, 20c 1 60	Glass, Single 3 25
F O B 10c 11 52	Wave Line, 3 oz. 40	Single Acme 3 15
Four Roses, 10c 96	Wave Line, 16 oz. 40	Double Peerless 3 75
Full Dress, 1 1/2 oz. 72	Way up, 2 1/2 oz. 5 75	Single Peerless 3 25
Glad Hand, 5c 48	Way up, 16 oz. pails .. 31	Northern Queen 3 25
Gold Block, 10c 12 00	Wild Fruit, 5c 5 76	Double Duplex 3 00
Gold Star, 50c pail ... 4 70	Wild Fruit, 10c 11 52	Good Enough 3 25
Gall & Ax. Navy, 5c 5 76	Yum Yum, 5c 6 00	Universal 3 15
Growler, 5c 42	Yum Yum, 10c 11 52	Window Cleaners
Growler, 10c 94	Yum Yum, 1 lb., doz. 4 80	12 in. 1 65
Growler, 20c 1 85	TWINE	14 in. 1 85
Giant, 5c 5 76	Cotton, 3 ply 24	16 in. 2 30
Giant, 40c 3 96	Cotton, 4 ply 24	Wood Bowls
Hand Made, 2 1/2 oz. 90	Jute, 2 ply 14	13 in. Butter 1 75
Hazel Nut, 5c 5 76	Hemp, 6 ply 13	15 in. Butter 2 50
Honey Dew, 10c 12 00	Flax, medium 24	17 in. Butter 4 75
Hunting, 5c 38	Wool, 1 lb. bales 9 1/2	19 in. Butter 7 50
I X L, 5c 6 10	VINEGAR	WRAPPING PAPER
I X L, in pails 3 90	White Wine, 40 grain 8 1/2	Common Straw 2
Just Suits, 5c 6 00	White Wine, 80 grain 11 1/2	Fibre Manila, white ... 3
Just Suits, 10c 12 00	White Wine, 100 grain 13	Fibre Manila, colored 4
Kiln Dried, 25c 2 45	Oakland Vinegar & Pickle	No. 1 Manila 4
King Bird, 7 oz. 2 16	Co.'s Brands	Cream Manila 3
King Bird, 10c 11 52	Highland apple cider 22	Butchers' Manila 2 1/2
King Bird, 5c 5 76	Oakland apple cider .16	Wax Butter, short c't 10
Little Giant, 1 lb. 28	State Seal sugar 14	Wax Butter, full c't 15
Lucky Strike, 10c 96	Oakland white picklg 10	Wax Butter, rolls ... 12
Le Redo, 3 oz. 10 80	Packages free.	YEAST CAKE
Le Redo, 8 & 16 oz. 38	WICKING	Magic, 3 doz. 1 15
Myrtle Navy, 10c 11 52	No. 0, per gross 30	Sunlight, 3 doz. 1 00
Myrtle Navy, 5c 5 76	No. 1, per gross 40	Sunlight, 1 1/2 doz. 50
Maryland Club, 5c 50	No. 2, per gross 50	Yeast Foam, 3 doz. 1 15
Mayflower, 5c 5 76	No. 3, per gross 75	Yeast Foam, 1 1/2 doz. 85
Mayflower, 10c 96	WOODENWARE	YOURS TRULY LINES
Mayflower, 20c 1 92	Baskets	Pork and Beans 2 70@3 60
Nigger Hair, 5c 6 00	Bushels 1 00	Condensed Soup 3 25@3 60
Nigger Hair, 10c 10 70	Bushels, wide band .. 1 15	Salad Dressing 3 80@4 50
Nigger Head, 5c 5 40	Market 48	Apple Butter @3 80
Nigger Head, 10c 10 56	Splint, large 3 50	Catsup 2 70@6 75
Noon Hour, 5c 48	Splint, medium 3 00	Macaroni 1 70@2 35
Old Colony, 1-12 gro. 11 52	Splint, small 2 75	Spices 40@ 85
Old Mill, 5c 5 76	Willow, Clothes, large 8 25	Herbs @ 75
Old English Crve 1 1/2 oz. 96	Willow, Clothes, small 6 75	AXLE GREASE
Old Crop, 5c 5 76	Willow, Clothes, me'm 7 50	MICA
Old Crop, 25c 20	Butter Plates	LE GREASE
P. S., 8 oz. 30 lb. cs. 19	Ovals	1 lb. boxes, per gross 9 00
P. S., 3 oz., per gro. 5 70	1/4 lb., 250 in crate 35	3 lb. boxes, per gross 24 00
Pat Hand, 1 oz. 63	1/2 lb., 250 in crate 35	CHARCOAL
Patterson Seal, 1 1/2 oz. 48	Peerless, 5c 5 76	Car lots or local shipments,
Patterson Seal, 3 oz. 96	Peerless, 10c cloth 11 52	bulk or sacked in paper or jute.
Patterson Seal, 16 oz. 5 00	Peerless, 10c paper 10 80	Poultry and stock charcoal.
Peerless, 5c 5 76	Peerless, 20c 2 04	COFFEE
Peerless, 10c 11 52	Peerless, 40c 4 08	OLD MASTER COFFEE
Peerless, 20c 2 04	Plaza, 2 gro. case 5 76	Old Master Coffee 31
Peerless, 40c 4 08	Plow Boy, 5c 5 76	San Marto Coffee
Plaza, 2 gro. case 5 76	Plow Boy, 10c 11 40	FITZPATRICK BROTHERS' SOAP CHIPS
Plow Boy, 10c 11 40	Plow Boy, 14 oz. 4 70	White City (Dish Washing) 210 lbs. 3c per lb.
Pedro, 10c 11 93	Pedro, 10c 11 93	Tip Top (Caustic) 250 lbs. 4c per lb.
Bride of Virginia, 1 1/2 77	Pilot, 5c 5 76	No 1 Laundry Dry 225 lbs. 5 1/2 c per lb.
Pilot, 14 oz. doz. 2 10	Prince Albert, 5c 48	Palm Pure Soap Dry 300 lbs. 6 1/2 c per lb.
Prince Albert, 10c 96	Prince Albert, 10c 96	BAKING POWDER
Prince Albert, 8 oz. 3 84	Prince Albert, 16 oz. 7 44	K. C.
Prince Albert, 16 oz. 7 44	Queen Quality, 5c 48	Doz. 85
Queen Quality, 5c 48	Rob Roy, 5c foll. 5 76	15 oz. 4 doz. in case 1 25
Rob Roy, 5c foll. 5 76	Rob Roy, 10c gross 10 52	20 oz., 3 doz. in case 1 60
Rob Roy, 10c gross 10 52	Rob Roy, 25c doz. 2 10	25 oz., 4 doz. in case 2 00
Rob Roy, 25c doz. 2 10	Rob Roy, 50c doz. 4 10	50 oz., 2 doz. plain top 4 00
Rob Roy, 50c doz. 4 10	S. & M., 5c gross 5 76	80 oz., 1 doz. plain top 6 50
S. & M., 5c gross 5 76	S. & M., 14 oz., doz. 3 20	80 oz., 1 doz. screw top 6 75
S. & M., 14 oz., doz. 3 20	Soldier Boy, 5c gross 5 76	Barrel Deal No. 2
Soldier Boy, 5c gross 5 76	Soldier Boy, 10c 10 50	8 doz. each 10, 15 and
Soldier Boy, 10c 10 50		25 oz. 32 80

BAKING POWDER
K. C.
Doz. 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
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 dozen 10 oz. free
All cases sold F. O. B.
jobbing point.
All barrels and half-barrels sold F. O. B. Chicago.

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

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

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

COFFEE
OLD MASTER COFFEE
Old Master Coffee 31
San Marto Coffee

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



White House, 1 lb.
White House, 2 lb.
Excelsior, Blend, 1 lb.
Excelsior, Blend, 2 lb.
Tip Top, Blend, 1 lb.
Royal Blend
Royal High Grade
Superior Blend
Boston Combination
Distributed by Judson
Grocer Co., Grand Rapids;
Lee & Cady, Detroit; Symons Bros. & Co., Saginaw; Brown, Davis & Warner, Jackson; Godsmark, Durand & Co., Battle Creek; Fiebach Co., Toledo.



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

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

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 85

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

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

Scouring
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 35
Kirkoline, 24 4lb. 2 80
Lautz Naphtha, 60s .. 2 40
Lautz Naphtha, 100s 3 75
Pearline 3 75
Roseine 3 60
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 65
Swift's Pride, 100s 3 85
Wisdom 3 80

The only 5c Cleanser
Guaranteed to equal the best 10c kinds
80 - CANS - \$2.80

Public Seating for all Purposes
World's Largest Exclusive Manufacturers
Church Furniture of Character
Being the only exclusive designers and builders of Church Furniture we are known as an authority on this subject. Your building committee should have our book Y-4.

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

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

Lodge Furniture
We specialize Lodge, Hall and Assembly seating. Our long experience has given us a knowledge of requirements and how to meet them. Many styles in stock and built to order, including the more inexpensive portable chairs, veneer assembly chairs, and luxurious upholstered opera chairs. Write for book B-C-2.

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

BUSINESS-WANTS DEPARTMENT

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

BUSINESS CHANCES.

Wanted—Physician location in good town. Write Doctor, care Tradesman. 497

For Sale—Stock of general merchandise at Elmdale. Good trading point and railroad center. Address Box 27, Elmdale, Michigan. 498

For Sale—General merchandise stock in well-equipped store room, 40 x 100 feet. Leading business of the town. Fine farming country. Big cash trade. Stock and fixtures, about \$8,000. Seventeen miles from Grand Rapids. Excellent train service. Positively the best opening for a safe and profitable mercantile investment in Western Michigan. Annual sales, \$20,000. Stock clean, well balanced and in fine shape. A live business. Act quickly, if interested. Address S., care Michigan Tradesman. 499

For Sale—Fixtures complete for retail grocery, used only eight months. Cheap for cash. Arthur J. Plumb, 140 Fulton St. E. 500

For Sale—General stock and fixtures; \$3,500. Stock one-half groceries, remainder dry goods, notions and furnishings. Would consider home not to exceed \$1,800 in Central Michigan town 500 to 1,500 population. Doing a good business. Best little town of around 200 people on the map. Address No. 502, care Michigan Tradesman. 502

For Sale—An old established drug and grocery business in a village of about four hundred. The stock and fixtures will invoice about \$3,500. Best reasons for selling. Address No. 504, care Michigan Tradesman. 504

For Sale—One 420 account McCaskey Credit System complete; been used one year. Original price, \$186. For quick sale \$100. Address No. 505, care Tradesman. 505

For Sale—One typewriter by J. A. Keane, 1016 Scribner avenue, Grand Rapids. Machine is in very good condition, is visible and easily operated. Someone who can use a typewriter can get a bargain by communicating with Mr. Keane. 506

For Sale—Complete market fixtures, consisting of model cooler, two sectional blocks, one ten foot counter and marble tools, computing scales, etc., used 90 days. Only \$225. H. L. G., 324 So. Burdick St., Kalamazoo, Michigan. 507

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

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

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.

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, Evart, 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

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—Business Men—N. E. 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

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.

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

To Rent—Store room, centrally located on Mitchell street, Cadillac, Mich., 25 x 80 ft., with basement and storage room back. Brick building, corner location. Box B, Cadillac, Mich. 474

For Sale or Exchange—80-acre farm in Southern Michigan. Would exchange for general merchandise or shoe stock. Address Charlie Corey, Route 6, Bellevue, Michigan. 458

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—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

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. Auto press, Wayland, Mich. 65

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

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

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

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

Cash for your business or property. I bring buyers and sellers together. No matter where located, if you want to buy, sell or exchange any kind of business or property, write me. Established 1881. Frank P. Cleveland, Real Estate Expert, 1261 Adams Express Bldg., Chicago, Ill. 326

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

Wanted—Clothing salesman to open an office and take orders for the best there is in tailoring. An active man is certain to establish a very lucrative business with this line. Write for information. E. L. Moon, General Agent, Columbus, Ohio. 591

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. Krusenga, 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.

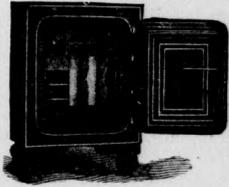
Situation—By A-1 general and grocery clerk. Ten years experience. Satisfaction guaranteed. References furnished. Box 501, care Tradesman. 501

Wanted—Position by young man of good habits, as manager or head clerk of clothing store or men's furnishing department. Can furnish A-1 references. Speak Holland and German also. Address No. 503, care Tradesman. 503

Wanted—Position as manager of general store. Can prove it. Box 285, Carterville, Illinois. 496

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

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

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.

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.

Grand Council Officers Royally Entertained at Marquette.

Marquette, Aug. 24—With a delightful banquet at Fraternity Hall the annual visit of the Grand Council of Michigan, United Commercial Travelers, to Upper Peninsula Council, No. 186, whose headquarters is in Marquette, came to a close Saturday night. Invitations to the banquet were extended to a number of Marquette men other than members of the Council, to all of whom it will be an occasion long and pleasantly remembered. The Grand officers present were: Mark S. Brown, Grand Counselor, Saginaw; J. Q. Adams, Past Grand Counselor, Battle Creek; James Hammell, Deputy Grand Counselor, Lansing and Fred C. Richter, Grand Secretary, Traverse City.

No detail looking toward the complete success of the gathering was overlooked by the committee in charge, of which J. E. Burtless was chairman, and the question, "Why Is a Banquet?" humorously asked at an early stage in the proceedings, needed no answer, as the programme moved from the ridiculous to the serious, and back again, in rapid succession until its close.

The plentiful and toothsome repast was laid on tables arranged to form a crescent that half-encircled a grip, which is the emblem of the order. The U. C. T. functions in the past have been replete with surprises, and the anticipation of the unexpected on the part of those present were amply realized Saturday night.

As the last course was being cleared away, Toastmaster Charles A. Wheeler received a warning note informing the company that "the terrible Swede," whose enmity the toastmaster had incurred by hypnotizing him in Grand Rapids, was in the city and had vowed to take his life before morning. Mr. Wheeler, however, admonished his guests to be calm as he was sure that with his transcending hypnotic powers, he would be able to keep his enemy at bay. The programme then opened innocuously enough with the "Humoresque."

Scarcely had the first strains of this beautiful selection begun to float over the room, when the lights were switched off, there was a dreadful commotion at the door, and "the terrible Swede" was in the midst of the assemblage. When the lights were turned on again, the would-be murderer stood over the toastmaster with an upraised butcher knife of monstrous proportions in his hand. The toastmaster, however, with one look, brought the interloper to his knees, and throughout the programme kept him in a hypnotic trance as a human automaton. At its close, the Swede was bidden to come forth and resume his usual character of "Bun" Goodman, of Ishpeming and Little Lake.

Each speaker was introduced through conversation between the hypnotist toastmaster and his subject, and the sallies of these two wits kept all present in riotous humor throughout the evening.

Another surprise of the evening was a visit of Captain Shaw and the local Salvation Army corps, who gave several musical numbers with such success that they retired with a substantial collection. This interruption brought forth the story of the day in Bay City when Tom Follis took the part of a Salvation Army officer with marked success and found a collection in his hands which bade fair to make him a lot of trouble.

Others who took part in the successful programme were Mayor F. H. Begole, F. C. Richter, Rev. P. T. Amstutz, T. F. Follis, Dr. S. M. Janes, J. Q. Adams, O. E. Brown, George Tucker, James Hammell, A. T. Roberts, Mark Brown and Ernest Pearce, whose subjects ranged from

nothing at all to everything under the sun.

One common note was sounded by all the speakers—that the traveling men of the Upper Peninsula and the State were a bunch of royal good fellows and a most potent influence for good and the advancement of the general welfare of the commonwealth.

Mayor Begole declared that the fact that so many traveling men lived in Marquette was a great compliment to the city. As he put it, "Some men live here because their fathers lived here; others live here because they have jobs here, but the commercial travelers live here because they like to not because they have to."

A. T. Roberts said that the commercial travelers were doing a commendable work in spreading the gospel of Cloverland in the parts of the country where the Upper Peninsula has been so much maligned. Other speakers dwelt on the commercial travelers' infectious good humor, their influence on the attitude of the community toward public questions and their honorable and loyal manhood.

Saturday forenoon the visiting members of the Grand Council were entertained by automobile trips to various points of interest throughout the city and in the afternoon a business meeting of the local Council was held. Secretary Richter declared that Upper Peninsula Council, No. 186, was one of the most progressive and successful councils of the order in the United States.

The day was voted a complete success by all privileged to take part in it, and the coming of the Grand officers in 1915 will be looked forward to with pleasurable anticipation.

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

Buffalo, Aug. 26—Creamery butter, fresh, 25@31c; dairy, 22@28c; poor to good, all kinds, 20@22c.

Cheese—New fancy, 16½c; new choice, 15½@16c.

Eggs—Choice, fresh, 25@26c.

Poultry (live)—Cox, 12c; fowls, 15@17c; ducks, 13@15c; broilers, 17@20c.

Beans—Medium, \$3.10@3.15; pea, \$3.00.

Potatoes—New, \$2.00@2.10 per barrel. Rea & Witzig.

Some of the loudest proclaimers of America's splendid opening for money-making, in consequence of the war, have become a little ashamed of the figure they cut. It was, in one aspect of the matter, too much like that of a man willing to botanize upon his mother's grave. With the growing and predominant emotion in their country that of heart-sickness at the thought of the flower of the youth of France and Germany and Russia and England and Belgium and Austria being cut off in a needless war, the callousness of representing the terrible calamity as a piece of good luck for us has become too glaring. Moreover, we have since had impressed upon us the utter fallacy of supposing that this world-conflagration would not leave so much as the smell of fire upon our own garments. We have already suffered severely, and shall long continue to. It was nonsense to fancy that the whole financial fabric of the world could be shattered, with industry and commerce and the orderly ongoing of trade everywhere thrown into confusion, without our being made to smart for it. That such a war could be an unmixed blessing to any nation, no matter how far aloof from it, was a preposterous notion. And one reason

why people have left off speaking so unblushingly of the gains which the United States could make out of it is that they have become more keenly aware of the losses which it has inevitably brought upon us.

The third American city is no longer Philadelphia, but Buenos Ayres. According to its corrected census, the South American metropolis now has a population of 1,700,000. Forty-five years ago, when the first census was taken, the population numbered 177,000. This record of growth may do more to interest us, not only in Argentina, but also in the South American republics in general, than anything in the way of commercial opportunities has yet been able to do. In some respects Buenos Ayres is better than third among cities of the Western Hemisphere, as in tonnage and value of foreign commerce, in which she is second only to New York. That she possesses the finest theater on either Continent, as well as the best-appointed newspaper plant and the most artistic street, is a fact that we shall still be slow to recognize. But when we read the statement, "Buenos Ayres is to have another subway," we are compelled to admit that there is a spirit of enterprise in the South American capital that we had fondly thought of as peculiar to ourselves.

Green lights are good for more than signals. Inspectors of cube sugar and ivory piano keys have found that the ghostly greenish rays of mercury-vapor permits them to work with greater speed and accuracy than they formerly attained in ordinary daylight. If there is any impurity in the sugar it manifests itself by changing the white to yellow. There are sixteen different shades in ivory, the color varying from the outside to the center of the tusk. With the aid of green lights these shades can be detected at any hour, where formerly the work could be done only in bright daylight.

Miss Effie Reddeman succeeds Mrs. Emma Salt in the millinery business at Madison Square.

Moses Dark (Vinkemulder Co.) accompanied by his wife and five children, is off on an automobile trip which includes Port Huron, Toronto, Buffalo, Niagara Falls, Erie, Cleveland, Toledo, Detroit and Lansing. No mishaps had occurred at last accounts.

Jacob Koning has sold his butter, egg and poultry business at 49 market avenue to H. Brenner and C. R. Johnson, who will continue the business at the same location under the style of the Western Michigan Produce Co.

Wm. B. Holden, Manager of the Grand Rapids Dry Goods Co. leaves Sunday for a fortnight's visit to the Eastern markets. He will spend most of the time in New York and Philadelphia.

William M. Cappel and James DeBoer have consolidated their grocery stocks and will continue the business at 1036 Bridge street, under the style of Cappel & DeBoer.

The Chicago Belting Co., a new industry at Niles, has built additions and made improvements which will add greatly to the output.

BUSINESS CHANCES.

For Sale—At Texas City, Texas, fancy grocery and market doing \$85,000 business yearly. The healthiest country in the South; so endorsed by the U. S. Army. Other business the reason for selling. \$5,000 will handle. P. O. Box 157, Texas City, Texas. 508

For Sale—Confectionery and ice cream business. Also machinery for making ice cream. Will sell with or without machinery. Fine living rooms in connection. Low rent. Owner leaving town—will sacrifice. For particulars address P. C. Northouse, Grand Haven, Michigan. 509

For Sale—A department store, town 5,000, invoicing about \$23,500. Dry goods about \$15,000, shoes and groceries \$7,000, fixtures about \$1,500. Would sell separate stocks or whole for good income property or farm up to \$15,000, balance cash. Address Opportunity No. 1, care Tradesman. 510

For Sale—Licensed rooming house, 22 rooms, in heart of Grand Rapids. A money maker not a dead one. Owner spending winter in south only reason for selling. Address Owner, P. O. Box 215, Grand Rapids, Michigan. 512

Will sell my stock of general merchandise to the party making me the best offer on or before Sept. 10, 1914. Telephone Citiz. 5. C. W. Long, Saranac. 511

The Michigan Trust Co.

The following coupons will be due and payable at this office on and after September 1st, 1914:

BIG RAPIDS GAS COMPANY	5's
CADILLAC WATER & LIGHT COMPANY	5's
FALLS CITY LUMBER COMPANY	6's
FOSBURGH LUMBER COMPANY	6's
FURNITURE EXHIBITION BUILDING COMPANY	5's
GOGEBIC LUMBER COMPANY	6's
GRAND RAPIDS FURNITURE TEMPLE	5's
HOLLAND CITY GAS COMPANY	5's
MICHIGAN TRUST COMPANY BUILDING	4½'s
NORTHERN ALABAMA GAS COMPANY	5's
TIDEWATER MILL COMPANY	6's
UNION CYPRESS COMPANY	6's

September 15th

MANISTEE IRON WORKS..... 6's

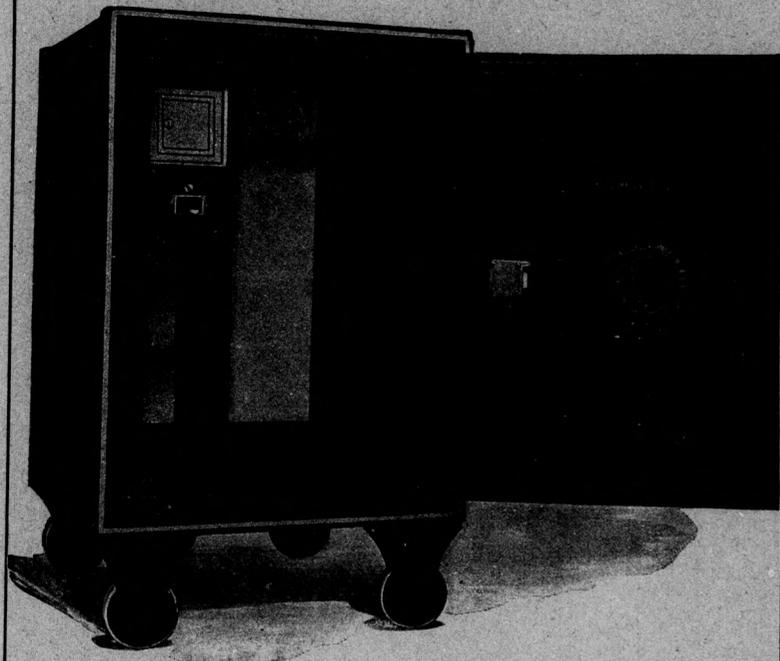
Principal Payments:

FALLS CITY LUMBER COMPANY
FOSBURGH LUMBER COMPANY
FURNITURE EXHIBITION BUILDING COMPANY
UNION CYPRESS COMPANY

Why Wait For a Fire?

Buy a Good Safe Now and
Protect Your Valuable
Books and Papers

Latest Improved Steel Fireproof Safe



No. A-4
Without Inside Door

Outside
35 1/4 inches high
22 1/2 inches wide
22 1/2 inches deep
25 inches deep over all

Inside
22 inches high
15 inches wide
15 inches deep
WEIGHT, 660 LBS.

No. A-4-I. D.
With Inside Door

Outside
35 1/4 inches high
22 1/2 inches wide
22 1/2 inches deep
25 inches deep over all

Inside
22 inches high
15 inches wide
14 inches deep
WEIGHT, 710 LBS.

Write us for delivered prices F. O. B. your railroad
station

If not the right size send us the inside measurement
of safe wanted

Grand Rapids Safe Co.

Tradesman Building
Grand Rapids, Michigan

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 as-
sorted). On all such orders your jobber will prepay freight
up to 25c a hundred weight. Get your orders in.



ARGO

GLOSS
Starch

THE BIG PACKAGE OF
THE CLEAN STARCH

ARGO 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, wrap-
ping, 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 prem-
ium 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.



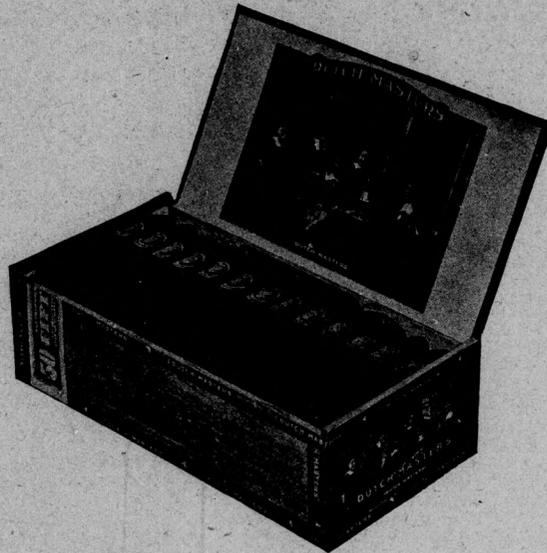
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