

MICHIGAN TRADESMAN

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Thirty-Second Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 2, 1914

Number 1615

Time is of all things in the world the longest and the shortest, the quickest and the slowest, the most minute and the greatest, the most neglected and the most regarded, without which nothing can be done, which devours all that is little and gives permanent life to all that is great • Nothing is longer than time, because it is the measure of eternity • Nothing is shorter, because it is insufficient for all our plans • Nothing is slower for him who waits, nothing more rapid for him who enjoys • Time stretches out to the infinite in greatness, and it is infinitely divisible in littleness • All men neglect time, all regret its loss • Nothing can be done without time • It wipes out all that is unworthy of posterity and immortalizes great things.

Voltaire.

Good Yeast
 Good Bread
 Good Health

Sell Your Customers
**FLEISCHMANN'S
 YEAST**

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

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



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

THE FRANKLIN SUGAR REFINING CO.
 PHILADELPHIA

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

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

FLOUR

is the cheapest food product on the market



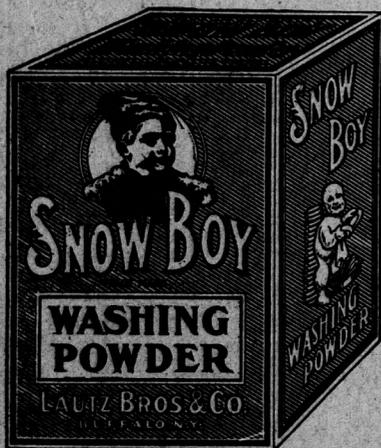
OUR WELL KNOWN BRANDS

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



SNOW BOY FREE!

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

through the jobber—to Retail Grocers

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

F. O. B. Buffalo: Freight prepaid to your R. R. Station in lots not less than 5 boxes.
 All Orders at above prices must be for immediate delivery.

This inducement is for NEW ORDERS ONLY—subject to withdrawal without notice.
 Order from your Jobber at once or send your order to us giving name of Jobber through whom order is to be filled.

Yours very truly,

Lautz Bros. & Co.

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

MICHIGAN TRADESMAN

Thirty-Second Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 2, 1914

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COUNTER-CURRENTS.

Two distinctive currents in trade not heretofore visible have been created by the war in Europe. On the one hand, there is anticipatory buying in many lines, chiefly because the purchasers are stocking up in expectation of higher prices growing out of derangement of imports and exports. As a result of this condition, mills and factories which prior to the outbreak of hostilities were operating on one-third or one-half time, have, in numerous cases, resumed at or about full capacity.

This is not the case with those that depend upon export trade. With many of them, orders have been either cancelled or held in abeyance. This has necessitated rigorous curtailment, cutting down operations from 80 or 90 per cent. of normal capacity to 50 per cent. This mixed condition has been aggravated by abandonment of extensions or by withdrawal of large contracts for supplies or raw materials manufactured in this country, owing to inability to get necessary banking accommodations.

There are still many instances in which the war is expected to be a boon to home manufacturers, because of the shutting off of imports from European markets. Cases were cited last week in which Eastern markets benefited in securing contracts for steel plates that normally would have been placed by England with German producers. But even these could not be filled here, because of the difficulties in shipping facilities. Plate mills have experienced a marked stimulus in the last ten days, some enlarging their output 30 per cent. over that reported prior to the breaking out of war. All these orders, however, are for the American market.

The traditional picture of the country store filled with self-made philosophers settling the affairs of the world does not seem to fit any longer. An

automobile trip of 3,000 miles has disclosed a very different state of things, according to the editor of the Farm Journal. Only one farmer in ten broached the subject of the war, and even the alert country storekeepers were not in haste to bring the conversation around to the subject of ultimatums and mobilization. They had something better and more vital to talk about—the crops. In the cities, the stock exchanges may suspend and bond houses send their salesmen away on an extra vacation, thus giving large groups of people nothing to do except read headlines and discuss possible developments in another hemisphere, but the American farmer is provided with more profitable occupation. War or no war, he knows that the world must eat. It is agreeable to feel that there are thousands of persons in our part of the planet who have no time or inclination for “extras” because of the promise of extra prosperity that must be made good.

The question is frequently and anxiously asked as to how long the present European war will continue. A great variety of opinions has been expressed covering practically every possible range of time from a month to several years. An opinion which is entitled to weight, because it comes from a man who has every opportunity of knowing, is that of Lord Kitchener, who intimates that in his judgment it may be three years. If it goes along at its present rate it certainly would seem as if the people of all the nations would be more than decimated and absolutely exhausted before the end of that time. It is hardly probable that the early successes of the Germans will be accepted as final on the part of the allies. They are more likely to put their backs even more firmly against the wall and fight even more fiercely and stubbornly. The length of the war is a matter about which every man is entitled to a different opinion, but Kitchener is in an exceptionally good position to judge.

No explanation from German authorities of a sort to command serious attention has yet been given of the destruction of Louvain. With the news only a week old, one can but cling to the faint hope that there may be, as to the devastation itself, some exaggeration, and, as to the provocation for it, some slight mitigation at least of what, on its face, is an appalling act of vandalism and ferocious cruelty. That the German government may find it possible to put itself in a position to throw off, either by explanation of the deed or by punishment for those who committed it,

the fearful burden of guilt which otherwise will attach to that government and to the German nation, we most sincerely hope. For the moment, judgment may in some degree be suspended, but never was there a time when a decent respect to the opinions of mankind more urgently called for a prompt defense of a national act.

The kind of money which is popular is all a matter of habit. In this section bills are preferred to coin. People generally carry no more gold and silver than is absolutely necessary, and whatever they have of the former they dispose of or exchange as quickly as possible. A few years ago on the Pacific Coast the reverse was true and people did not think they had any money unless it was made of a precious metal. Much the same condition obtained in England where coin was counted more desirable. Since the war commenced the banks have been putting out paper money and are making it in smaller denominations than hitherto have been in circulation. The English are inclined to look at it askance and to prefer a piece of gold to a five-pound note, but they will get used to it in a little while and learn to like it. It is not so much the character of the currency as what it will buy that is important.

When a San Franciscan and his wife retired in their room in a New York hotel the other night, the man put a bill-fold containing \$2,200 and two valuable railroad tickets under his pillow. The next morning, after the maid had changed the bed, the San Franciscan thought of his bill-fold, but it was missing. The maid declared she had not seen it, and it was evident that no one had entered the room in the night. Away down in the bottom of the great laundry boiler filled with steaming clothes, a pillow slip was picked up and the bill-fold dropped out. The money and tickets were safe and the only damage done was in the signatures on the tickets, where the ink had run. Luckily no one had been accused of stealing the money, so no apologies were due. The incident only goes to show how easy it is to lose money.

The European war has already gone far enough to give a pretty correct idea and forecast as to the terrible loss of life and property inevitably involved. Thousands have already thus far fallen in the field, and they are but a fraction of those that must fall on all sides if the frightful battles are continued. Each side exaggerates the losses of the other, but, allowing for partisanship in the estimates, the indisputable figures are fearfully im-

mense. Kitchener solemnly warns the English people that they must be prepared for great sacrifices, and the French president tries to hearten his people and mitigate by prophecy the force of the blow. No one can read the accounts cabled across the Atlantic without being impressed by the terrific slaughter and without wondering why it all happened and thinking how easily it might have been avoided.

The people who go around begging a match may not be accommodated so willingly and obliging hereafter. The present supply of matches in the United States is low, and a good share of the supply comes from Europe. The ingredients that go to make match heads come very largely from Europe. The safety matches made abroad come exclusively from Austria and Belgium and already American chemists are preparing a substitute for the imported ingredients. Matches have been so cheap that few have economized in their use, but the head of one of the largest match concerns in the country points out that there is danger of an impending match famine as a result of the war and that it behooves Americans to be careful in their consumption of matches.

Certain Grand Rapids men who have hitherto figured as theorists, rather than practical business men, are urging Henry Ford to interest himself in Grand Rapids industries. In the opinion of the Tradesman such a consummation would be a calamity. Grand Rapids has always been known as headquarters for the manufacture of high grade goods. Mr. Ford's reputation is based on his ability to sell junk at a fancy price. If we want to change Grand Rapids from a city of high ideals and with the reputation for good goods to something cheap and shoddy, we can do it in no better way than by inviting Mr. Ford to become a factor in our community.

Establish your business on a sound basis, but remember that mere talk is not the right kind of sound.

Unsuccessful business men burden themselves with to-morrow's troubles instead of to-day's duties.

Some candidates lose out because they are unknown and some because they are too well known.

The man who is not smart enough to make enemies is not smart enough to make money.

Unless we are willing to admit our ignorance we can never acquire knowledge.

If things don't come your way, get some other way.

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, Aug. 31.—Learn one thing each week about Detroit: More than 70,000 flower pots are made each day in Detroit.

M. G. Reeves, formerly with Kessel, Dickinson, & Kessel, clothiers, Pontiac, has opened a men's furnishing goods store at 45 Grand River avenue. Mr. Reeves is a young man with lots of aggressiveness and ability and his many friends predict a bright future for him in the mercantile world.

According to a local newspaper article, George Bernhard Shaw boasts of the fact that he never smokes. But then, George isn't dead yet.

Mr. Martin, of Mitchell & Martin, Albion merchants, was in the city last week, looking after both the interests of the store and some local property he owns.

After all, Providence seems to be on the side that sends out the reports.

The many friends of Charles S. McDuffee about the State will be pleased to learn of his success in the mercantile business. Charlie will be remembered as one of Burnham, Stoepel & Co.'s special representatives, resigning his position with that house to engage in the dry goods and furnishing goods business with Charles Dryer a few years ago. Later he purchased Mr. Dryer's interest. The business, started on a small scale, at 1337 Grand River avenue, has increased steadily until it was necessary to use the adjoining store. Nor was the space in the double store sufficiently large to handle the rapidly growing business, so Mr. McDuffee has arranged for a new modern store building to be erected for him but a few doors from his present location. So we continue to say as of yore, that traveling men average very highly when engaged in mercantile pursuits.

We hope that the results of the recent election hasn't caused ye Chronic Kicker from Mears to relinquish his humor making pencil.

I. Goldberg, dry goods and furnishing goods, 550 Grand River avenue, is having his store remodeled and a new front installed.

Important war news: Mrs. A. M. G., of Lakeview, installed 200 pickles in Mason jars for a few months' hibernation in the local dugout.

P. C. Miles, of the firm of P. C. Miles & Co., Pontiac, was a Detroit business visitor last week.

At this writing thousands of Grand Army veterans are in the city, which is decorated with the National colors in their honor. While it is a sad sight to see so many bent old forms, the contrast of the boy scouts is most striking. These future citizens are acting in every capacity possible that will bring relief and lessen the burdens of the old soldiers. It will not be amiss at this time to state that the labor union organizations not very long ago condemned the boy scout movement in this country.

William R. Grainger, of Grainger, Hannan, Kay & Co., was seriously injured in an automobile accident last Thursday night and for a time his life was despaired of. The hospital authorities as late as Monday held out high hopes for his recovery.

Mrs. Stecker, wife of J. H. Stecker, general merchant of Applegate, was in Detroit in the interests of the store last week.

I. B. Krause, dry goods, shoes and clothing, was attacked by rowdies in front of his store last Saturday night and received many painful injuries before the hoodlums were driven away.

We will now reverse the axiom to "In time of war prepare for peace."

E. J. Smutter, the well-known Grand Rapids dry goods merchant, accompanied by his family, motored to De-

troit last week. Mr. Smutter after spending a couple of days in the city looking after some business for his store and absorbing many of the wonderful sights that can only be seen in Detroit, started for Jackson and Kalamazoo where stops were made before leaving for the Furniture City.

Outside of everything the Tradesman has said about him, Mayor Ellis of Grand Rapids, is all right.

To show the versatility of the modern traveling men, we have the news of the purchase of the Needham Business College by Walter Otis, a local traveling man and two others. Mr. Otis, who has been representing the Remington Typewriter Co., will act as Secretary and Superintendent and is highly qualified to fill the position. His associates in the enterprise, W. L. Blossom and A. A. McDermott, will act as President and Treasurer respectively. All have had experience as teachers in the special branches that will be taught in the institute. The name will be changed to the Grand Traverse Business Institute.

Mr. Richardson, of the Richardson Shoe Co., of Newberry, was in Detroit on business last week.

Flint, an otherwise up-to-date and hustling city, with a population of approximately 40,000 people, has but one hotel, that being run on the American plan.

M. B. Weinberg, general merchant of Prescott, is in Detroit on business this week, incidentally visiting his many friends.

Mrs. Philip Blumenthal, of West Branch, was in the city in the interests of her department store last week. She was accompanied by her son, who will attend a business college here.

A new York hotel is suing a woman for a \$5,000 board bill. A \$5,000 hotel bill sounds just like Flint, Michigan, does it not, brother travelers?

P. Rosenberg, 1475 Mack avenue, has let contracts for the altering of his store. The alterations will consist of remodeling the inner part of the store and putting in a new front to replace the old one.

The peace in Europe seems to consist of getting a piece of the other fellow's hide.

E. Goheen, well-known general merchant of Lincoln, was in Detroit on a business trip last week.

Heine Hintz, Eastern Michigan representative for J. L. Marcero & Co. and prominent citizen of Armada, has been spending the summer at Lake Orion and many are the stories of his exploits that have reached our ears, for which we are duly thankful because we have to fill this page and we know of no one that we would rather write about than Heine. Heine, so we learn, lives in Armada because he figures that is the last place on earth the Kaiser would look for one of his subjects. He has been trying all summer to learn how to swim at Orion and wishes to announce to the world that he holds all records for speed in the water—going from the top to the bottom. Heine is very much put out about the reverses reported happening to the German army, but says there is no use of him going to war over there because it would be no time before his frame would be demolished. He is so tall that should he be lucky enough to dodge the bullets of the guns in the hands of the soldiers he is liable to bump into one of the shots fired from the aerial guns used in demolishing airships, so Heine will continue to read about his Teutonic brethren in the newspapers and keep on selling candy and cigars at wholesale.

Hirschfield & Rosenberg, Twenty-fourth and Buchanan streets, are enlarging and remodeling their dry goods and furnishing goods store. When the work on the building is completed, they will add a new shoe department.

We are pleased at the request of

G. C. to commend George Gibley, owner of the American Hotel, at Millington, for the courteous treatment and excellent service accorded the traveling men who have occasion to stop at his hotel.

John Curran, general merchant of Franklin, was a business visitor in the city last week.

A politician is known by the friends he doesn't make.

What has become of all the "home" industries that the protective tariff fostered and protected?

After looking over Europe Satan must have a broad grin on his countenance.

William Doughty, formerly of Grand Rapids, where he was connected with a Franklin automobile agency, later coming to Detroit and becoming connected with the Hupp Motor Car Co., has gone back to his first love, the Franklin. He has opened a garage at 45 Charlotte avenue and will also act as distributor for the Franklin cars.

Joseph Sempliner, general merchant of East Tawas and well-known among local jobbers, was in Detroit on business last week. After transacting his business he spent Sunday with friends in the city.

Head lines in the dailies of last week: "Phone Girl Sticks to Post Until Bomb Strikes Office." We consider her a very wise operator to quit the office at this juncture.

R. Isberg, dry goods dealer at 1232 St. Aubin avenue, is having a building erected at the corner of Chene street and Milwaukee avenue. When the building is completed Mr. Isberg will move his dry goods stock into it and will add a line of men's clothing.

Van Eyck & Klassen, two Holland City young men who came to Detroit about three years ago and opened a grocery store at 2956 Woodward avenue, (Highland Park) have prospered in such a manner that to-day they conduct the largest and best store of its kind in that section of the city. There seems to be something about that little city of Holland that has the effect of turning out successful business and professional men.

W. J. Miller, dry goods merchant at 1801 Mack avenue, has just returned from a trip through Canada. He visited the principal points of interest throughout the dominion on the trip.

After reading how cheaply life is being held in Europe, we are perfectly willing to pay the advanced cost of living.

Gard Wallace, lanky representative for Cohen Bros. & Co., Milwaukee, tried conclusions with a Detroit street car last week. The representative came out second place, the car coming through without a mark.

Mr. Keenan, of M. L. Keenan & Co., general merchants, Flat Rock, was in Detroit on a business trip last week.

That the automobile business has not suffered to any extent as yet in Detroit is shown by the fact that nearly every factory is running with a full force. The Hudson Motor Car Co. is enlarging its cafe to provide accommodations for the extra workmen they have been adding to their force.

Last year France produced 424,417,000 gallons of beer. What a shame it would be to destroy such a country!

Wm. A. Rein, agent for the Department of Commerce and Labor, who is in Detroit advising local exporters as to business getting in South America, is receiving an average of thirty to forty calls a day from business men who desire to secure South American trade. Already there are several concerns that are being represented in that country, all of which portends a still more brilliant future for the city.

The truly valuable man is too busy to stop and find it out himself.

"An optimist," says Leo Spellman, of Runner & Spellman, Shelby, "is a man who doesn't worry about the cost of living—as long as his wife is able to take in washings."

The Board of Commerce presented each member of the G. A. R. a book telling all about Detroit.

Mr. Schott, of Schott Bros., Frazer, was in the city last week in the interest of their general store.

What has become of the old fashioned grocer who sold twenty pounds of sugar for a dollar?

Come to think of it, what has become of the old fashioned dollar?

"Smiling Bert" McDermid, the Columbiaville general merchant, was in Detroit last week scattering smiles and orders for imported merchandise among the local jobbers.

It is a wise merchant who can make money when the rest of them cannot.

Will B. Wreford, well-known writer and for the past three and one-half years Industrial Commissioner of the Board of Commerce, has resigned to take the managership of the newly organized Detroit Brick Manufacturers and Dealers' Association.

J. A. Payne, proprietor of the Peoples Store, Millington, was in Detroit last week looking over the fall styles and making purchases for the various departments of his store.

Whatever it is, it cannot be as bad as being an innocent bystander in Belgium.

Our esteemed co-scribe from Grand Rapids takes great delight in lauding the virtues of the Cody Hotel in Furnitureville. For the benefit of the Grand Rapids scribe, we wish to state that the Cody may be all right in some respects, but it is consistently violating the Henry law, which specifically states that hotels furnish individual textile towels for the use of its patrons. The hotel mentioned, according to reports, is still sticking to the old fashioned roller towel.

John Stander, proprietor of the Morton House cigar stand, was in Detroit last week.

G. Young, with A. Krolik & Co. and the subject of two countries, says that of all the ungrateful people the sailors are the worst. They make their living on the water, but refuse to recognize it on land.

J. L. Sandelman, of the Soo, one of the best known merchants in Northern Michigan, was in Detroit on business for his department store last week.

At the Michigan Retail Clothiers' Association convention, held in Detroit last week, the following well-known Michigan clothiers were elected to the various offices:

President—Sam Folz, Kalamazoo.
First Vice-President—J. B. Hutchins, Grand Rapids.

Second Vice-President—I. Lipphardt, Detroit.

Secretary-Treasurer—Abe Rosen, Muskegon.

Executive Committee—Meyer May, Grand Rapids; R. T. Butcher, Kalamazoo; Dick Boter, Holland; L. E. Oppenheim, Bay City; Henry Houseman, Grand Rapids; Leo Harrington, Jackson; Max Heavenrich, Saginaw.

Harley Davidson, formerly of Bay City, where he assisted in the management of the Wenonah Hotel cigar stand, will now become a full-fledged citizen of Detroit. He will act as assistant to Fred Childs, who has charge of the city trade for Best & Russell, Chicago. Mr. Davidson will call on the local cigar trade.

Sanford Cohen, member of Cohen Bros. & Co., manufacturers and jobbers of men's furnishing goods, Milwaukee, was in Detroit on a visit last week, a portion of the time being spent at Oxford, trying to spear a frog. Many—and not without reason—were the envying glances Mr. Cohen cast at our beautiful city.

H. D. Hoffman, dealer in ladies' furnishing goods, Monroe is in Detroit this week on a business trip. Mr. Hoffman is one of Monroe's vet-

eran business men, having been in business there continuously for twenty-seven years.

New Zealand hotel employes work six days a week, according to a news report. Tush, we've seen lots of hotel employes who never work.

M. A. Harvey, the quiet, unassuming druggist from Clarksville, was a business visitor in Detroit last week.

Lyle A. Devlin and Paul McKenney, two local young men and well-known to the automobile trade, have organized a distribution agency for the Grant and Haynes cars, the company having the agency for the latter car in Eastern Michigan only. The offices, sales rooms and service garage are located at 799-801 Woodward avenue.

It must be pretty hard to find a place in Europe where a bullet isn't.

Burglars broke into the store of Morris Goldman, at 667 Hastings street, and stole fifteen suits of clothes last Wednesday. The police are looking for the culprits and Morris is still doing business at the old stand with suits for all who call for them.

J. O. Power, well-known druggist in Addison, with friends everywhere, was in the city on a business visit last week. Mr. Power is one of the best distributors of pleasantries and optimism that has been in our midst for some time.

According to President Wilson, if Congress doesn't behave, he will make the members punch a time clock.

On August 12 the fluttering of wings announced the arrival of a huge stork at the home of Arthur Trufit Brevitz. After the general excitement subsided it was discovered that said stork had left behind a bouncing baby boy. The proud father wishes through these columns to issue a challenge against any light bantam weight in the world for a contest on any lung testing machine. Mr. Brevitz is manager of the underwear department for Burnham, Stoepel & Co.

W. H. Friers, N. F. Dengler and Mr. Marwinski, Saginaw druggists, were in Detroit last week in the interest of their respective stores.

It is reported that Turkey will declare war in a few days. Another pinch of the Sherman stuff added.

C. P. Varey, formerly manager of the truck department of the Peerless Motor Co., has resigned to become a member of the sales organization of the Federal Motor Truck Co. He will be district sales manager in New York and New England.

A. I. Griggs, Orion druggist was in Detroit on a business trip last week.

Every jobbing house in Detroit reports splendid business for the past two weeks and the business was not confined to any one line of trade either. Undoubtedly the advertised notices of the scarcity of many different lines of merchandise had the effect of stimulating business, although the business was bound to come within the next thirty days any way.

G. W. writes that Norman Eggeman desecrated the Sabbath last Sunday by going fishing and all he caught was a seven pound call from his better half when he arrived home. Mr. Eggeman represents the Western Hat & Cap Co., of Milwaukee.

E. W. Calkins, South Lyons; A. O. Dersham, Seneca; Preston & Collins, Fostoria; M. W. Burke, Columbus; A. Blumenau, Whittemore; W. S. Bailey, Wayne; and Turska Brothers, of Wyandotte, were among the many dry goods and department stores that were represented in Detroit last week.

The Detroit News, which delights in rapping the Detroit United Railway at the flimsiest pretext, to the disgust of all right thinking Detroiters, often sends out carriers who throw the papers in the wet or where ever they chance to land. However, we shall not attempt to blame the News for that.

M. W. Goon, New Baltimore; Dr. G. J. Ward, St. Clair; F. R. Skinner,

St. Charles; Hyzer & Mathews, Milan; Peterson & Bryant, Grand Ledge; A. B. Whale, Sturgis; Mr. Hallock, Hillsdale; J. T. Delzell, Hersey; and F. M. Miller, of Milan, were Michigan druggists who were in Detroit or were represented last week. H. J. Miller, Vassar, and H. J. Meyer, Redford, were accompanied by their wives.

To see the grand reception given the veterans of the civil war this week, we can with impunity say that Detroit also knows how.

Old Sol has extended the straw hat season to September 15. Good for Old Sol.

Next week follows the Michigan State Fair in Detroit.

James M. Goldstein.

Honks From Auto City Council.

Lansing, Aug. 31.—L. C. Dye returned last Saturday from Chicago, where he spent a good portion of the week attending the National Association of Jewelers.

F. D. Engle, who for several years very ably represented the American Seeding Machine Co., has severed his connection with that company and joined the sales force of the Alma Motor Truck Co.

George A. Eaton, formerly with the Bates Tractor Co., has purchased the A. G. Bishop dye and cleaning works, at 114 West Washtenaw, and assumed charge. George says he can remove spots from anything but your character.

T. D. Jacobs has received his transfer from Traverse City Council and will become a member of Auto City Council at our next meeting.

L. J. Collard (Perry Barker Candy Co.) recently slipped off a Michigan Central train with a large market basket which he zealously guarded until well out of the crowd. Then he carefully lifted the cover and took a look at the contents. Enquiry revealed the fact that said contents

were nothing less than four splendid bass weighing four pounds each. Mr. Collard says he caught them; but refused to say who threw them to him.

The traveling men's booster picnic, which was to have been given last Saturday under the auspices of our Council, has been postponed until next Monday, September 7, when, if the weather man will permit, the entire programme will be carried out as arranged by the committee. It will be remembered that last Saturday afternoon was ideal for such an event, but the weather bureau could give no promise of such weather Saturday morning when the committee decided to call the picnic off and sent notice to all possible. Unable to stand such keen disappointment, many accepted the invitation of Mr. and Mrs. J. C. Kinney and gathered at their beautiful home at 721 Wisconsin avenue for a 6 o'clock dinner, built of the goods things to eat already prepared. A very enjoyable evening was spent by all who found it possible to attend.

The practical joker was very much in evidence around the office of the Perry Barker Candy Co. last Saturday, when the sun came out so bright and many calls were made for John Newton, who was chairman of the committee on arrangements and was blamed for everything connected with the cancellation of the picnic. We certainly admire the self control of Mr. Newton under such trying circumstances and are glad to know that forgiveness invariably followed explanations.

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

H. D. Bullen.

Busy men are usually so happy that they have no time to realize it.

A poor reputation may be better than none at all.

Pleases and Pays

Royal Baking Powder pays you a greater profit, pound for pound, than any other baking powder.

It sells easier.

It sells faster.

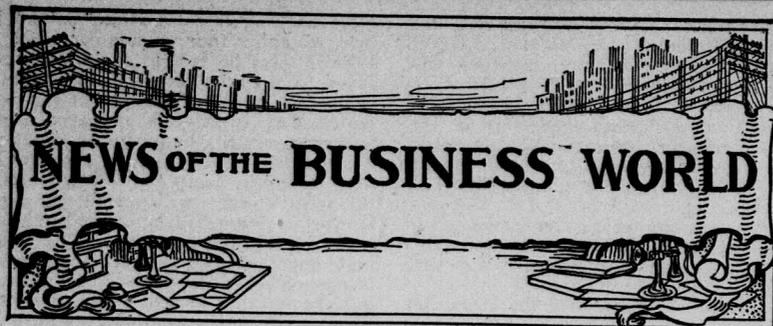
It pleases your customers.

You wouldn't think of trying to establish a business by selling strong butter, stale eggs and rancid lard when you can sell fresh, sweet goods, so why should you sell baking powder containing alum and phosphate of lime when you can sell Royal Baking Powder made from pure cream of tartar?

"Purity pleases and pays."

Royal Baking Powder Co.

New York



Movements of Merchants.

Grand Legde—J. L. Atkins succeeds Paul Jeunker in the grocery business.

Bellaire—Marvin Beek has engaged in the restaurant and cigar business.

Osseo—Fred Fuller succeeds Leon Crandall in the drug, grocery and coal business.

Thompsonville—A. H. Smith has closed his restaurant and will remove to his farm.

Lake Odessa—Will Irwin, formerly of Hart, has engaged in the clothing business here.

Whitehall—Herman B. Olsen has engaged in the flour and feed business on Lake street.

Greenville—J. W. Davis has sold his grocery stock to C. G. Beck, who has taken possession.

Middleton—H. L. Miller succeeds D. E. Brackett in the grocery, millinery and notion business.

Manistee—William Rath has sold his interest in the Briney Inn Hotel to the Briney Inn Co.

Detroit—The Hydrox Spring Water Co. has changed its name to the Hygie Spring Water Co.

Conklin—Rolland Miller succeeds Mrs. William Boosbark in the restaurant and cigar business.

Kalamazoo—C. R. Snyder will open an exclusive men's shoe store at 122 West Main street, about Sept. 12.

Evart—Oliver C. Bath is closing out his stock of jewelry and stationery and will retire from business.

Corunna—Frank Goodknecht has sold his meat stock to George Setzer, who will consolidate it with his own.

Fremont—Jacob Mulder, grocer, was married to Miss Minnie Bowman at her home on Cherry street August 27.

Eaton Rapids—Miss Lena Mathews has closed out her stock of fancy and bazaar goods and will retire from business.

Lowell—Burglars entered the F. J. Morse grocery store August 30 and carried away goods to the amount of about \$25.

Oakley—C. A. Coy, hardware dealer, has purchased the Fillinger Gordon grain elevator and will continue the business.

Hudson—A. J. Colvin, formerly engaged in the grocery and meat business at Hillsdale, has opened a meat market here.

Mancelona—Ira Moore, shoe dealer, has purchased the Charles Gifford stock of bazaar goods and will close it out.

St. Ignace—Charles Therrien has sold his confectionery stock to Mrs. Margaret Bell, who will add a line of baked goods.

Saline—Karl Boettger has sold his stock of confectionery and ice cream parlor to James Marchesotti, who has taken possession.

A. E. Sims has engaged in the grocery business five miles east of Fremont. The Worden Grocer Co. furnished the stock.

Niles—F. M. Stanton and son, A. J., will open a clothing store here about September 12 under the style of F. M. Stanton & Son.

Milo—The Milo Mercantile Co. lost its store building and stock of general merchandise by fire August 30. The loss was covered by insurance.

Kalamazoo—Denny Mannix has purchased the Stag cigar store, on Portage street, and will continue the business under the same style.

Ishpeming—Edwin H. Whittaker, manager of the Red Cross drug store, was married to Miss Ida K. Olson at St. John's parsonage August 27.

Pigeon—A. E. Stuart has sold his stock of general merchandise to A. W. Tibbets, of Pinnebog, who will take possession about September 15.

Munising—C. LaPort has sold his confectionery and cigar stock to Max Glasier, who will continue the business at the same location on East Superior street.

Detroit—The Coonley Drug Stores Co. of America, has been organized with an authorized capital of \$15,000, all of which has been subscribed and \$5,000 paid in in cash.

Traverse City—Frank Parks, who conducts a confectionery and cigar store on Union street, has sold his stock to H. R. Schraeder, who will continue the business.

Suttons Bay—John Ott has sold a half interest in his undertaking stock to E. L. Hughes, of Traverse City and the business will be continued under the style of Ott & Hughes.

Tecumseh—E. M. Collier, who has conducted a musical instrument store here for the past twenty-five years, has sold his stock to Mrs. Lester Collier, who will continue the business.

Lowell—Ward Willette and Elmer Hart have formed a copartnership under the style of Willette & Hart and purchased the D. E. Rogers shoe stock and will continue the business.

Adamsville—W. H. Gilliland, formerly engaged in general trade at Cassopolis, has purchased the grocery and meat stock of the late Charles Ferguson and will continue the business at the same location.

Romeo—Howard H. Morland, leading hardware merchant and life-long resident here, is dead, aged 41 years. The cause of death was concussion of the brain, suffered in a runaway

accident a week ago. Mr. Morland was prominent in local politics, having been trustee of the village, chief of the fire department and clerk of Washington township.

Redfield—Benjamin Akin bid in the store building and stock of general merchandise of the late Samuel Akin, when it was offered at public sale, John Wade, administrator of the estate, and will continue the business.

Lakeview—Meach & White, hardware and agricultural implement dealers, have erected a concrete and iron warehouse, 60x120 feet, which they will use for storing and setting up machinery for display purposes.

Byron Center—Jacob Koning has purchased the general stock of Hollemann & DeWeerd and will continue the business at the same location. Mr. Koning was formerly engaged in the butter and egg trade in Grand Rapids.

Plainwell—The formal transfer of the general stock of Gee & Salisbury to the Smith Mercantile Co. occurred September 1. Mr. Smith will transfer his residence from Conklin to Plainwell. The Conklin store will be continued for the present.

Battle Creek—Mulford & Gustke have merged their furniture and carpet business into a corporation under the style of Mulford & Gustke Co., with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in property.

Owosso—Hiram M. Post, who has conducted a hardware store on West Main street for the past thirty years, has sold his stock to the A. D. Wood Hardware Co., of Lansing, which will continue the business at the same location under the management of A. D. Wood.

Grand Ledge—J. S. Summers has sold his lumber and building material stock to C. A. Spaulding, his brother, and R. S. Holaday, who will continue the business under the style of the Holaday Lumber Co. The company has been incorporated with an authorized capital stock of \$15,000.

Detroit—The Foreman Clothing Co. has been incorporated with an authorized capital stock of \$5,000, of which amount \$4,500 has been subscribed, \$1,000 paid in in cash and \$3,500 in property. This company will carry on the sale of clothing, furnishings, hardware and musical instruments.

Owosso—Wallace D. Burke, clothing merchant, pioneer and former Mayor, who was nominated by the Democrats of the fourteenth district, which includes Ingham and Shiawassee counties, for State Senator, is dead. He was slightly injured in an automobile accident and this aggravated the illness which resulted in his death.

Coloma—E. A. Hill, aged 62, died August 25, after a prolonged illness with a complication of diseases extending over a year. Mr. Hill had been in the hardware business in Coloma for thirty-four years and was one of the county's oldest, most successful and well known business men. A widow and four children mourn, with scores of friends. The children

are Lawrence Hill, of San Antonio, Texas; Mrs. M. A. O'Donnel, of Kansas City, Mo.; Harry Hill, of Coloma, and Mrs. G. Royal Benson, of Coloma. The funeral was held August 26 under Masonic auspices. All business in Coloma was suspended in honor of the deceased, who was esteemed above the ordinary.

Unionville—The Unionville Farmers' Co-operative Elevator Co. which will conduct upon the co-operative principle a general farm product and merchandise business, has been incorporated with an authorized capital stock of \$40,000, of which amount \$450 has been subscribed.

Manufacturing Matters.

Holland—The Brownall Engine & Pulley Co. has removed its plant from Lansing to this place.

Detroit—The Eastern United Machine Co. has increased its capital stock from \$5,000 to \$25,000.

Empire—C. Middaugh and Alfred Verno have formed a copartnership under the style of Middaugh & Verno and opened a garage.

St. Joseph—The Blodgett Rubber Co., of Warren, Ohio, will locate its plant at St. Joseph. The company manufactures a non-puncture tire.

Detroit—The Scripps-Booth Cycle Car Co. has increased its capital stock from \$50,000 to \$150,000 and has changed its name to the Scripps-Booth Company.

Holland—The Thompson Manufacturing Co., manufacturer of brass goods and plumbers' supplies, has increased its capital stock from \$50,000 to \$100,000.

Bloomington—The Bloomington Milling Co. has been incorporated with an authorized capital of \$14,000, all of which has been subscribed and paid in in property.

Port Huron—The Hartford Clothing Co. has been incorporated with an authorized capital stock of \$11,000, all of which has been subscribed and paid in in property.

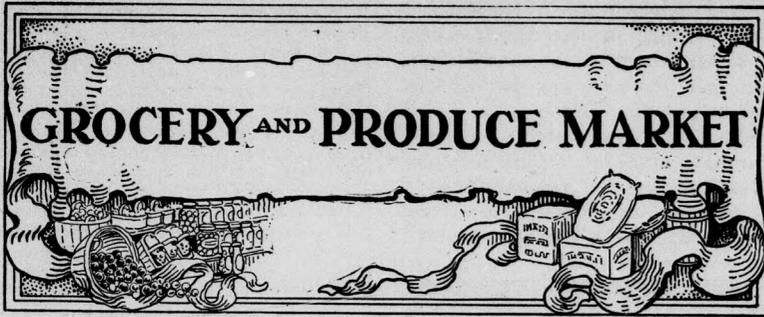
Otsego—L. W. Ehle has purchased the interest of his partner, H. A. Tiefertal, in the Tiefertal & Ehle bakery and will continue the business under his own name.

Detroit—The Wayne Scrap Iron & Metal Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$2,700 paid in in cash.

Orleans—O. Ijanghame is the name of the new butter and cheese maker at Orleans creamery and the stockholders are hoping he doesn't lose it in the cheese vat, because they never could find another like it.

Fremont—Thomas McBride and Joe Gerber have formed a copartnership and leased the Darling Milling Co. elevator and warehouse and have engaged in a general feed and grain business under the style of the Farmers' Feed & Elevator Co.

Detroit—The No-Carbon Oil Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,360 has been subscribed and paid in in cash. They will manufacture No-carbon and other lubricants used in gasoline, kerosene, naphtha and all other gas motors.



Review of the Grand Rapids Produce Market.

Apples—Duchess, Wealthy, Maiden Blush and other reasonable 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 an active demand for all grades of butter and the market is firm at the recent advance on all grades. The make is reported lighter than usual all over the country and the consumptive demand is good. No large change seems in sight. This time last year butter was being imported. Factory creamery is quoted at 30@31c in tubs 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 gems 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—The market is firm and unchanged, with a good consumptive demand and moderate supply. Stocks are reported considerably less than a year ago and the market is healthy throughout. Experts figure out that the European war will not only stop importers but will lead to exporting later on and hence speculators are active. The war has certainly upset the calculations made earlier in the season and the outcome is uncertain and problematical. That higher prices will prevail there is very little doubt. Local dealers pay 22c for candled stock.

Grapes—Both blue and white varieties command 17c per 8 lb. basket; in 4 lb. baskets crated, \$1.80 per doz. The crop around Grand Rapids, is large.

Green Corn—15c per doz.

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 declined to \$7@7.50 per box.

Lettuce—Head, \$1 per bu. Garden grown leaf, 75c per bu.

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

New Beets—25c per doz.

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 Elbertas and other standard varieties from Benton Harbor. Prices range from \$1.25@2 per bu.

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

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

Pieplant—75c per box.

Plums—Guins, Bradshaws and Lombards command \$1 per bu.; Green Gage, \$1.25 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; 12c for fowls; 9c 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—\$3.50 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—Raws are a trifle stronger, but refined grades are unchanged from a week ago. The salient fact developed in a survey of the sugar market during the week is that the undertone is good, despite the sharp advance of over three cents following the outbreak of the war in Europe. Ordinarily so large a rise in a commodity—almost 100 per cent. in the case of raws—would bring about a considerable reaction, because of the very magnitude of the flurry. High prices usually induce profit-taking on the part of sellers and a curtailment of activity from buyers. Probably the holding off attitude of refiners, who have sufficient supplies for seven weeks, it is estimated, would have been more effective had

not the United Kingdom renewed its purchases, turning its attention, however, to the new crop Cubas, of which it is thought to have taken fully 100,000 tons January-March shipment at 3.80c to 4c. This, in addition to the buying of Javas and Colonial sugars, means that Great Britain realizes that the devastation of war campaigns will prevent much beet refined coming from the usual source of supply—Europe. With the prospects for the Cuban crop none too good, our refiners naturally do not relish this early incursion of England into their preserves, for the competition means high raws next years as well as this. To make matters worse, the Louisiana planters have curtailed production this year by reducing acreage in the idea that the tariff reduction meant unprofitable operations, whereas the unexpected war should result in marked prosperity.

Tea—The market for all descriptions of teas is very strong. Stocks are exceptionally low in this country and all new teas are at this date being offered by importers at not less than 3@6c advance. The war risk on all but shipments under the American flag is 5 per cent. and with but few American vessels in the Japanese trade the receipts of Japan tea are very slow and hardly equal to the demand. The scarcity of Ceylons and Indias is noticeable and very little stock is in transit. Practically none of the lower grades of Ceylons are to be had. Several cargoes of tea have been seized as contraband of war shipped in German vessels from Ceylon and China before war was declared. Those consigned to American firms may eventually be reclaimed. New crop Japans are very slow in arriving.

Coffee—Rio and Santos have declined to pretty nearly where they were before the war opened. The better grades, which are scarcer, have not declined so much, but are still much lower than the high point. Mild coffees are a shade easier in sympathy. Bogotas have fluctuated both up and down during the week. Mocha is off several cents from the highest point, probably 3@4c. Javas are unchanged and quiet.

Canned Fruits—The situation presented nothing new. Spot goods of all kinds are moving slowly, and little if any business for future shipment is being done. The market is unsettled owing to the uncertain outlook for European trade in California fruits, but there are no quotable changes in prices to record.

Canned Vegetables—It is a waiting market for tomatoes. The fact that financial conditions are unfavorable for the packers induce local jobbers to hold off for further concessions. Moreover crop conditions according to advices from the South are becoming more favorable. Corn, although inactive, is firm, as offerings of both spot and future goods from packing sources are light, owing to the poor crop conditions. There is still a good deal of enquiry for cheap peas. Fine grades are dull and unsteady, as supplies of these appear to be light

String beans are unchanged. Buyers and sellers are apart in their views on prices, and neither is disposed to make any concession.

Canned Fish—The Alaska Packers' Association announced their prices on the 1914 pack Saturday. As compared with a year ago the new prices are approximately 25 per cent. higher on pink, 15 per cent. on medium red and 20 per cent. on red. The reason for the advance is the short pack. Last year the pack was 8,000,000 cases, with a carry over of 1,000,000 cases. This season the pack is only 5,500,000 cases with a carry over of 500,000 cases—an actual shortage of 3,000,000 cases. The situation is sardines is dull but steady. Following the good run early last week the main sardine canneries appear to have received few fish, and most of those were of large size. Imported sardines are coming forward, but the supply is not large and as fishing operations seem to have been stopped by the war the outlook for future supplies is uncertain. The market is firm, but at present prices business is light and on the hand to mouth order. Indications point to a large pack of Gulf shrimp this season, but the packers are not trying to force sales and the market remains steady on the basis of the prices heretofore quoted.

Molasses—The molasses market is firm in tone, reflecting the advices from Louisiana where the new crop suger is being sold for next year delivery at high figures, which suggests that the planters will make 96 degrees test, to the detriment of the supply grocery grades. Dealers are not anxious to contract and the sales for prompt shipments are the rule. Prices are well maintained at quotations. The difficulty of financing shipments prevents exports of blackstrap.

Cheese—The market is firm and unchanged, with a moderate consumptive demand reported. Stocks are very short. The quality arriving is fully as good as usual, and the market is healthy and strong.

Provisions—Smoked meats are firm and unchanged, with a good seasonable demand. Pure lard is firm at 1/2c advance, and compound lard at 1/4c advance. Increased consumptive demand for both, with a shorter supply, particularly for pure, is responsible. Barrel pork is firm at the recent advance and fair consumptive demand. Canned meats are also firm with fair demand. Dried beef is unchanged.

Salt Fish—Shore mackerel is exceedingly high, with the situation as to Norways still uncertain. Unless conditions radically change, however, there will be no fall-caught Norways to speak of. Cod, hake and haddock are steady to firm and unchanged.

F. M. Schemerhorn has engaged in the garage business at 572 Division avenue.

Dr. D. N. Bartz has engaged in the drug business at 89 1/2 Monroe avenue.

Conduct your business as though you were living in a glass house.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, Aug. 31.—The new candy firm of Collins & Marriott will open up for business here this week and from present indications they will make a success of their new venture, as both are young men well known throughout the Upper Peninsula. Mr. Collins, senior member of the firm, will look after the traveling sales department covering the Eastern portion of the Upper Peninsula, while Mr. Marriott will devote his entire time to the city business. W. E. Dickson, an expert accountant and for several years head book-keeper for the Musselman Grocer Co. here, has installed an up-to-date book-keeping system. Mr. Collins is a charter member of the U. C. T. here, and Mr. Marriott expects to be one as soon as possible. Both are young men of sterling qualities and their many friends wish them every success.

George Shields, the progressive young grocer at Algonquin, has certainly been making some strides in business since starting a few years ago on a small scale. Through his constant energy and strict attention to business, he has worked up one of the best trades in Algonquin. His brother, Henry, is a valuable asset to the business, as he is also a hustler and one of the boys is always to be found in charge of the business. Mr. Shields has always made a specialty of family trade, carrying one of the most complete stocks of the best of everything in the grocery line and feels well repaid for his efforts.

John Olds, of the Sault Insurance Co. has returned from Minneapolis where he has been on business for the past week.

James Donnelly, Jr., member of the firm of McNalley & Donnelly, Mackinac Island meat merchants, who has been seriously ill for the past few months, is dead. Interment was on the Island where deceased had spent the greater part of his life.

Frank P. Sullivan, one of our prominent attorneys, who has been spending the past month at his summer home at the Snows, has returned to the city in readiness for the opening of this term of court.

F. G. Freimuth, special representative for the Equitable Life Insurance Co., reports a very successful business in the insurance line. The war scare has been the cause of much improvement instead of slackness, as is reported in other lines.

The new Temple theater had its opening last week, which was one of the events of the season. Twenty-two hundred persons witnessed the opening performances, while many had to be turned away. The proprietors, Cook & Beardsley, are certainly worthy of much encouragement for their efforts to give the Soo one of the most complete and finely appointed theaters in the State. Many tourists who took advantage of the entertainment with one accord pronounced it one of the best theaters of its kind that they have ever visited. The city officials attended one of the performances in a body and felt highly elated over the new venture, which has far exceeded the expectations of the general public.

C. S. Beadle, a former business man here, but now living in Detroit, has been a business visitor here during the past month and is convinced more than ever that Chippewa county has the best farming resources of any part of the State. He is of the opinion that Chippewa county is not widely enough advertised, as the opportunities offered here are exceptional to the prospective farmers.

R. McKee, one of our citizens, had a narrow escape from drowning last week. While riding along the edge of the canal on his wheel, he lost his balance and fell into the canal. Had

it not been for the prompt assistance rendered him by M. J. Gillespie, David Monroe and George Lemon, the canal would have added another victim to its list.

A farewell reception was given last week in the Church of Christ in honor of the Rev. V. Hayes Miller and wife, who expect to leave for their new field of labor at Lima, Ohio, this week. There was a large attendance who sincerely regret the departure of their pastor and wish him every success in his new field.

Isaac Sandleman, manager of the branch of the Fair Store at Pickford, was married in Detroit last week. J. L. Sandleman and wife, of this city, attended the wedding. Mr. Sandleman is one of our prominent business men and well known throughout the State. The newly weds have the congratulations of their many friends.

That wheat can be grown so successfully in Cloverland was demonstrated by Charles Warren, who owns a farm a few miles from this city, when he brought in several sheaves of wheat which averaged five and one-half feet in height. He expects that his crop will average at least thirty bushels to the acre. Farming in Cloverland is the life for him, he says.

Chas. Fields, our popular City Comptroller, is spending several days in Detroit this week taking in the sights.

The citizens here feel highly elated over the splendid showing by Michigan's successful Republican candidate for Governor, Hon. Chase S. Osborn. From present indications the people of Michigan are looking for the right man, as Mr. Osborn is not only an exceptionally good financier to keep the State in a healthy condition, but he is a man of exceptional ability in business affairs, having had a world wide training. He recently returned from a year's trip abroad, traveling through various parts of the world, enabling him to study the conditions and know what is most beneficial to his home State. We feel that if the voters in the various other parts of the State knew him as well as we do here locally, he would receive an overwhelming majority at the coming election.

William G. Tapert.

Boomlets From Bay City.

Bay City, Aug. 31.—The Old Second National, the Commercial and the People's Savings Banks have consolidated under the name of the People's and Commercial Savings Bank. The new organization will have a capital of \$500,000 and deposits of more than \$3,000,000 which will make it one of the strongest banks in Eastern Michigan.

The Detroit, Bay City & Western Railway is now completed to Sandusky and has opened a fine section of country between Bay City and the present Eastern terminal of this railway. Snover, Decker and Brockton, situated on the recently completed portions of this road, are now thriving villages having large stores and elevators which will be of great practical benefit to the farmers.

A large number of delegates from the various Christian Endeavor societies of Michigan met in convention here last week, the closing session being held last night. Pub. Com.

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

Buffalo, Sept. 2.—Creamery butter, fresh, 25@32c; dairy, 22@28c; poor to goods, 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; chickens, 17@20c.

Beans—Medium, \$3.10@3.15; pea, \$3.00

Potatoes—New, \$2.00@2.10 per barrel. Rea & Witzig.

The Brown-Johnson Nuptials.

T. Herschel Brown, son of Alfred J. Brown, the well known seedsman, was married last Monday to Miss Helen Johnson, a very popular young lady of Middletown, Ohio, who is also a prime favorite in Cincinnati society. Miss Johnson is the daughter of J. A. Johnson, a prominent citizen of Middletown. The ceremony, which



T. HERSCHEL BROWN

took place at the residence of the bride, was the culmination of a five weeks' acquaintance at Northport Point, where both the Brown and Johnson families occupied cottages for the summer. Mr. Brown has been associated with his father in the seed business for the past seven years and is now Vice-President of the corporation. The happy couple motored to Chicago, where they spent three days at the Congress Hotel. They are now at the home of the bridegroom's parents on Paris avenue and on Thursday will start on a wedding trip to the Yellowstone Park, visiting St. Anthony and Twin Falls, Idaho, where the Brown Co. grows seeds. They will visit Portland before returning, expecting to be in Grand Rapids about October 1.

Some Interesting Facts About Newaygo.

Newaygo, Sept. 1.—Newaygo, for many years the county seat of Newaygo county, has an excellent water works and sewerage system installed last year, is lighted by electricity, has two fine parks, the Shaw Park, formerly known as Riverside, where the re-unions were held until the past few years, and Brooks Park, the old court house block.

August 26 will be a day long to be remembered by the residents and former residents of the village. On this date was celebrated the laying of the corner stone of the new Carnegie library, and upwards of 5,000 people witnessed the ceremonies, met old friends and had a very enjoyable time.

The principal industries are the Newaygo Portland Cement Co., among the largest of its kind, producing the finest goods to be found anywhere on the market.

The Newaygo Engineering Co. manufacture a line of separators in universal demand by cement plants, cotton seed mills and others. The product is shipped all over the United States and to foreign countries.

The Henry Rowe Manufacturing Co. is a wood working industry that has met with great success and has recently built a modern plant which

it now occupies adjoining the Engineering company's plant.

The Haunt-Buse Chair Co. is a new industry recently started in the old furniture factory building across the river.

The Hemily Lumber Co. carries a complete line of lumber and building materials and has a modern wood working plant.

Edward N. Ausorge & Son are sole owners of the old Kritzer flour mill property, have thoroughly overhauled it and installed up-to-date machinery and are now turning out flour second to none on the market.

The Newaygo Warehouse Co. has a warehouse centrally located and many thousands of dollars are paid out to the farmers each year for their produce.

Newaygo has five churches of different denominations, a Carnegie library, an opera house, a bank and two weekly newspapers.

The merchants carry good stocks and the following are subscribers to the Tradesman:

Edward N. Ausorge & Son, flour mills.

J. A. Chamberlain, bakery.

N. J. Christenson, general merchandise.

A. D. Dysinger, confectionery.

A. McDonald & Son, general merchandise.

Ray Minogue, shoes and furnishings.

W. J. Pike, hardware.

J. F. A. Raider, drugs.

Thompson Bros. & Co., groceries.

A. E. Truman & Co., meats.

Oscar Carlson & Co., shoes.

A. W. Gleason, drugs.

W. R. Wagers.

Chirpings From the Crickets..

Battle Creek, Aug. 31.—The writer got into John Well's ford car at Fowlerville last Tuesday noon. John covers Michigan territory for the H. M. Reynolds Asphalt Shingle Co. of Grand Rapids. John belongs to No. 131 and is a good salesman and congenial companion. John and I got stung on a looked-for supper at a summer resort and got into some fresh gravel, but, all told, we had a dandy trip and enjoyed it to the utmost. I stayed with John two days and hope to see him at the Greater Michigan Fair.

The salesman on the road is often envied by people who see him in a good hotel with his feet cocked up, smoking a good cigar, after putting away a good dinner. It looks very well to the rank outsider. A man has got to pay his wad, make his house a profit, please his patrons, his President, General Manager, Sales Manager, credit man and even the shipping clerk. You say, "He can make all these people happy by sending in a large bulky envelope each night filled with orders?" Very well, suppose you have had competition, depression of public's buying and exacting terms. Suppose you have a board of directors who all they can see is "results." The traveler has troubles of his own, but he dare not breath them to anybody he comes in contact with for fear it will hurt business. God bless the Sales Manager and crew who have had actual road experience.

The man in politics, in the railroad service and on the road will always make a living as long as they are in the right and their friends and old associates are in power. After that look out.

The Greater Michigan Fair is on in Grand Rapids this week. The Tradesman office will, no doubt, see many of its friends.

Glad to have heard from our former Jackson friend from Ann Arbor last week.

Where is "Bob" Hopkins, of Kalamazoo?

More next week, I hope.

Regards to the Tradesman and its many readers. Guy Pfander.

CASH VS. CREDIT.**Grocer Claims Credit Trade Produces Best Results.**

In my opinion, it is more profitable and altogether desirable for a majority of retail merchants to conduct credit business, incidentally going after all the cash trade within reach without having to cut prices to secure it.

I believe that a strictly cash basis of conducting business would be better in the long run for all concerned, if all the business of the world were conducted on that basis. But as long as credit is the motive power of business and industry, just so long will the man who tries to do an exclusive cash business be handicapped.

The world has always been run on a credit basis and probably always will be. There is not enough cash in the world to extend mighty projects requiring immense capital; as a motive power, credit has made possible our greatest industrial progress. Our greatest inventors, promotors, originators and builders would get nowhere without credit.

Now, as to my own little business, I much prefer the good credit customer to the cash customer. Positively the best accounts we have are our credit customers; they buy more, are more easily satisfied, and as a rule, although not always, they buy most all they use from us. For instance, few of our cash customers buy fresh vegetables from us; the majority give that business to the peddlers.

When the cash customer comes to the store, she usually brings just enough change to get the particular articles she wanted, and if she only came in with one dollar, one would have a sweet time to sell her a dollar and a quarter's worth. Just the opposite with the credit customer.

I have had it said to me that the man doing a cash business could afford to sell cheaper than one doing a credit business, but it has been my experience that the only way that we could sell cheaper would be to reduce our operating expenses, and in our particular locality I believe we operate just as cheaply as we could were we selling to cash trade only.

We do not add one cent to our cost of doing business to cover bad accounts, and no merchant need do it. I mean by that our doors are not open indiscriminately to credit. It is necessary that the applicant for credit give us such information and reference as we may require before we extend the credit. Thus our accounts are collected before they run.

Let me say now that credit does not mean to hand your goods out to every Tom, Dick and Harry, and have nothing but their word that they will pay. Credit means confidence in a man's solvency and probity, which entitles him to be trusted. Truth, faith, character, reputation; and the customer who is worthy of getting goods on time must show soundness in these particulars.

Credit makes permanent customers, brings about closer relationship

and enables you to study their wants to a better advantage, and sell more goods than you could for cash. From an advertising standpoint, rendering credit is a splendid method. Customers are continually recommending their friends to trade with you. The average credit customer deems it an honor to deal with a house carrying good accounts. In buying, you are enabled to judge your wants better. A better profit is generally made in a credit business. A credit customer is yours; a cash customer is anyone's.

One usually has the confidence of a credit customer, and she is not so likely to be weaned away by misleading, price-cutting advertisements. It has been said that if all business was done on a cash basis, the cost of living would be reduced. This I cannot swallow, because the fact remains that the public requires and demands much service, and service being the most expensive thing we have to sell, would count up against a cash business as well as a credit business.

Then, again, it is not the retailer's business to lower the high cost of living; it is his business to supply the consuming public with the necessities and luxuries of life at a reasonable profit for the service. The retailer is not responsible for the high or low cost of living. In almost every city there have been grocers, for instance, who have set out to lower the cost of living by cutting out some of the service the store had been in the habit of rendering, such as credits, deliveries, etc. The experience of these stores would not lead one to the conclusion that the public appreciates these sacrifices. The public wants the service, and will go where it can get it. As a matter of fact, in a large number of cases these merchants are induced to try the all cash and no delivery basis because they think it will do away with a lot of work and worry and expense. Possibly it will, but it will also do away with a lot of business.

Credit is a creator of purchasing power. A system of credit is in itself a proof that the ideas and customs of the people have reached a state of development associated with advanced civilization. Among backward races and people, credit is not used; more primitive and simple methods satisfy their desires.

Credit works two ways; the benefits accrue not only to him who borrows, but to him who lends. If it were not for credit, many people who possess capital, but have no means of utilizing it themselves would find it useless and profitless. It is surely an advantage for those who have little or no capital to be able to borrow and thus secure the means with which to embark in business.

In the years 1911 and 1912, according to a statement made by Bradstreet, the failures due to the granting of unwise credit were 2 per cent. Those who engaged in a cash business failed to the extent of 85 per cent in 1912. In actual figures, 345,668 merchants out of 404,857 who

have embarked in a cash business have been failures in the United States.

These figures are as close as we can ascertain: 1,766,650 merchants are engaged in the mercantile business in the United States. Not even the small percentage of 1 per cent. conduct their business on a cash basis. The total circulation of money in the United States during 1912 was \$327,678,783. Now compare this with the total amount of business done in the United States, which has been \$159,373,450,000. There is fifty times more business done than there is money to do with.

Vernon J. Robinson.

Making the Window Display "Say Something."

A window trimmer had put the finishing touches on a very artistic and attractive window display, and, as was his custom, called the Boss to give it the final "Okay."

After viewing the window from several angles and distances, the Boss said: "Young man, that window is pretty, it is altogether charming, but—what is it all about?"

"You have a fine display of merchandise there and you have your window nicely spotted with color to arrest attention, but after you get the people's attention what is going to make them buy except their own desires?"

"A window display can be likened to an illustration in our advertising," proceeded the Boss, warming up to the subject, "which attracts attention

but needs text matter to make its use profitable.

"Right there, my son, is the fault of this window display—of most window displays, in fact—those of other merchant as well as of ours. They don't contain enough reading matter—don't make use of the attention they have won, to put over a good selling punch.

"Take this window, for instance; all that it needs is a large card, neatly lettered with thirty or forty well-chosen words describing the advantages of the commodity to make it of real selling value.

"Another small card inviting the people into the store to see the demonstration would add further to its selling strength.

"Nine out of ten window displays could be greatly increased in selling efficiency with the addition of one or two neatly lettered cards relative to the goods on display," continued the Boss.

"Will people read the cards?" enquired the Window Trimmer.

The Boss answered this query with another: "Do you know how many words the average person ordinarily reads in a minute? Between two and three hundred. From this you can understand that a show card of thirty or forty words would be read at a glance. Of course people will read your show cards."

Square dealing is the business man's sun of success; by walking directly towards it all shadows are behind.

Shipping Service

We maintain the best shipping service that is possible, and guarantee our customers that all orders received will have our immediate attention.

Our Shipping Service is The Best.

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo

THE PROMPT SHIPPERS

MICHIGAN TRADESMAN

(Unlike any other paper.)

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY,
Grand Rapids, Mich.

Subscription Price.

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

Five dollars for six years, payable in advance.

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

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

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

September 2, 1914.

POSSIBILITY OF A LONG WAR.

In business circles generally a feeling of discouragement prevails because of the nearly unanimous inference that the German successes mean a longer conflict than had originally been expected. It will be perceived that the inference drawn from the German advance is exactly opposite to the inference which the markets drew in 1870.

To explain this anomaly, one would probably have to turn to the contrasts between now and 1870 in the European political situation; to the far greater number of governments engaged; to the fact that three or four important land campaigns are now in progress, as against only one in 1870, and to the presumably much greater staying powers of Germany's antagonists, this year, while England holds the seas and the German and Austrian ports are blocked. It is doubtless possible that the further progress of events may modify or alter this present point of view. Nevertheless, the feeling now prevalent makes necessary some sober consideration of what a really protracted war would mean to finance and industry.

That it would mean continued derangement of international finances, goes without saying. This would be true not only because of the consequent longer embargo on international exchange and the longer extension of the European moratoriums, but because of the prodigious drain on Europe's capital. The war, including mobilization, has now lasted five weeks. If the expert estimates of cost are anywhere near correct, a total expenditure of over one billion dollars must have been involved already; for the figures on average daily cost, with five great nations in the field, have ranged between \$25,000,000 and \$50,000,000. In any case—even if the war were to end next week—investment capital would command a higher price as a result of it, and continuance of fighting, through a long series of months, would greatly aggravate that part of the situation.

It would undoubtedly also, keep up relatively high prices for a market such as wheat—especially if next

year's European planting were to be interfered with. Precisely what it would mean to this country's other industries is less certain. A short but very violent conflict of this sort has usually meant that business of neutral states was seriously dislocated, without having a chance for readjustment to new conditions. If, as in the Franco-Prussian War, hostilities begun with August were virtually to end in September or October, there would certainly be little opportunity for either establishment of new American shipping interests or for entry in a comprehensive way into other neutral markets, hitherto supplied by Continental Europe, or for the founding of manufactories to replace all the raw materials for which we have been depending on the belligerent states.

Indication of a long war would undoubtedly, to a large extent, alter that aspect of the situation. It would also (as was our case in the Napoleonic conflict) lead our merchants, traders, and manufacturers to adapt their whole machinery of business to the altered relations of producer and consumer. Such positive advantages as the United States enjoys, from its neutrality, its commercial and industrial vigor, and its enormous production of material which the European world must have, it would to that extent enjoy on an even larger scale with the war continued.

But this, necessarily, is only one side of the matter. The machinery of trade, finance, and commerce is so wholly different an affair from that of 1804 or 1806, that deduction from our trade expansion in that period is not safe to draw offhand. Nothing is more perplexing, in any conjectural glance ahead at the possible situation in a protracted war, than the question, how our own financial affairs would be affected, if the United States were to be continued for an undefined period from access to European reserves of capital. Financial results of the European war to date have abundantly fulfilled the prediction made by experienced financiers, whenever a "general war" was talked about in the quarter-century past—that modern civilization would be trying a wholly new experiment and establishing wholly new precedents.

One interesting effect of the high cost of sugar is likely to be that the American housewives will not engage generally in preserving and canning this fall. Sugar enters more generally into this branch of domestic industry than it does in commercial factories, where glucose and saccharine are sometimes availed of—or were until the ban of the pure food law was visited on these substances—and housewives are of the belief that it will be cheaper to rely on the canner than to put up their own preserves. Fruit-raisers in various sections of the country are complaining that their goods are in less demand than usual, owing to this decision, and canners are beginning to wonder how great will be the increased demand for their goods next winter and spring.

WHO IS BUYING WHEAT.

The speculative fever does not abate. Wheat is regarded as the most likely to advance, because it is in a position to move higher with comparatively little effort on the part of buyers. But there are likely to be many breaks that will test the bank accounts and try the nerves of holders. The market's action has shown that great price swings are to be expected.

While there are many enthusiastic speculators on the bull side, the volume of outside speculative buying is not as large as during many of the crop-scare periods in recent years. This is due to the exaction of 10 cents per bushel margin by commission houses. Many of these are turning down good accounts, as they do not want much new business.

In volume, the speculation is about 75 per cent. of normal. About 20 per cent. of it is for the outside, and the balance professional, semi-professional and "pit trade." Wide fluctuations occur with limited purchase or sales at times. Buying of only 25,000 to 50,000 bushels at times suffices to make changes of $\frac{1}{2}$ @1c a bushel. The Wall Street trade, which usually is in the market when it has big swings, does not appear to be doing anything. Many of the large professionals, also, who in ordinary times trade in 500,000 to 1,000,000 bushels, and think nothing of it, are now either out of the market, or operating in 25,000 bushel lots. One of the largest traders who frequently buys or sells 500,000 to 1,000,000 bushels a day says he is only "scalping." James A. Patten says the market is too wild for him, that he regards it as unsafe, and that he is not trading.

GROCERY TRADE STIMULATED

From the standpoint of the grocery jobber, the chief effect of the European war has thus far been good, although there is a feeling that a reaction will ensue a little later on. There isn't the slightest doubt that jobbers have found business tremendously stimulated by the war scare. Every one has been possessed of the idea that it is necessary to stock up. Grocers stocked up; families stocked up and manufacturers anticipated their wants; all fearful of scarcity, to keep running. Even the natural increase in prices did not stop demand and cases are mentioned where users of raw materials—sugar, spices and other things that enter into prepared food—have bought for fully six months to come. All this has helped advance prices and has drawn severely on jobbers' stocks. Of course, such large purchases now will cause dullness later on. In fact, in some things it has already appeared.

There is no use denying that such wholesalers as had made liberal purchases and not sold too freely on futures have made, and stand to make, a great deal of money out of the legitimate rise in prices. Of course, there may be difference of opinion as to the right of an owner of goods to advance his prices of stock when the market goes up. Consumers are more disposed to criticize that than they are

to sympathize with him when a falling market forces him to sell at a loss. Yet business men who are prone to "gamble" on values meet with the latter about as often as they do the former and are willing to contend—with some reason—that it's a poor rule that don't work both ways.

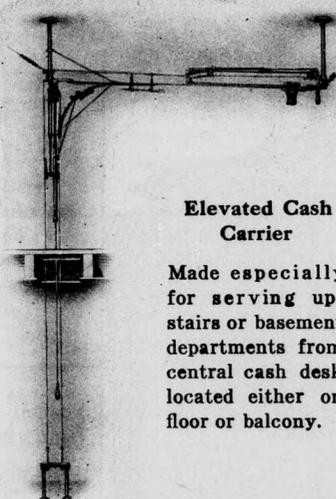
The buying of futures has played some strange pranks of late. Take the matter of sugar. Jobbers are accustomed to buy sugar on a very close market and follow the market up and down religiously. There is no denying that some venturesome ones made liberal purchases of sugar from the refiners when it first showed strength—long before the war scare was dreamed of—and now stand to make immense sums, based on the volume of their purchases. Manufacturers who bought liberally are in the same position and some of them are reported to be unloading their surplus purchases at a sure profit and taking chances on the future reaction to fill their needs.

In some lines this has forced manufacturers to go slow in packing beyond definite orders. It has also lent much uncertainty as to the value of preserves both now and in the future. Packers who own materials at low prices are torn between the chance to sell their surplus production on a high spot market—or to save their advantage against even higher price, or a reactionary slump later on—until more is known of the prospective buying power of the American people in this war, or the duration of the war, or the ability to dispose of the goods which ordinarily go abroad and are now hung up for want of ships. Tin plate advances are also an element of uncertainty for future packs, and a lucky purchase of sugar now might be a valuable offset against high cost cans another year.

What could be more fitting than that the war should add to the expenses of educational institutions, seeing that these do scorn to the war god by paying homage to the triumphs of peace? Scientific instruments and chemical and other supplies will be cut off this fall, or their cost will make them prohibitive in anything like the quantities that would otherwise have been purchased. The advance in individual items is a more vivid demonstration of the effect of the outbreak than any general statement could be. Glass funnels of a certain size, which could be bought last year for 85 cents a dozen, are now quoted at \$3; but this is a trifling difference. For the real advance we must turn to glass tubing, which has risen from 14 cents a pound to \$1, or thermometers, last year obtainable for \$2.35 a dozen, now quoted at \$15. Students, it is announced, will not be affected in their pocket-books by these increases, the inconvenience consisting in a scarcity of equipment. But what of the student who breaks a thermometer? The difference between 20 cents and \$1.25 may be the difference between going to a series of football games and learning the score at second-hand.

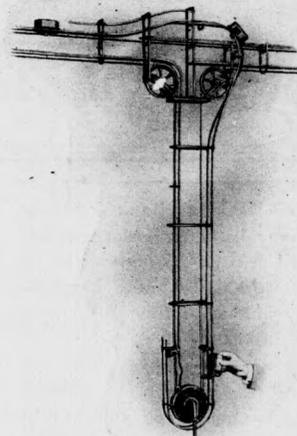
LAMSON

Keep Control Over Your Cash



Elevated Cash Carrier

Made especially for serving upstairs or basement departments from central cash desk located either on floor or balcony.



Cross-over Drop Station
Newest cable carrier. Cash boxes do not loop drop stations.

There is only one correct way to keep control over cash and charges. A complete written record must be made of purchases. This, with the money, should go to cash desk.

Where a centralizing system is used, money and sales slips are checked, first by the sales girl, then by the cashier. Mistakes and shortages are prevented.

A Lamson system is based on correct and economical merchandising principles. It provides for a complete written record of sales. It keeps control over cash in one place, instead of tying up money in tills scattered about the store. Clerks keep busy waiting on trade. Responsi-

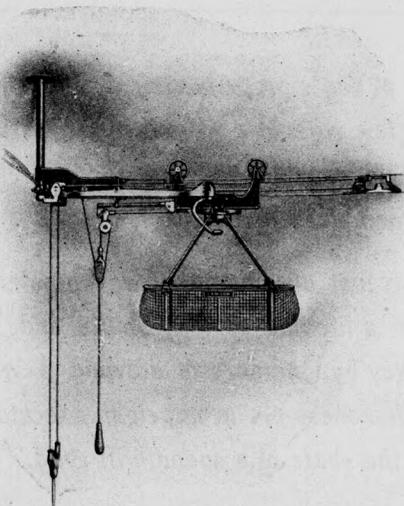
bility for your cash is placed with rapid and experienced cashiers.

A Lamson system provides the only rapid and reliable means for properly taking care of all transactions, cash, charge, C O.D., take, send, etc.

Lamson Store Service equipment—wire line cash and parcel carriers, cable and tube systems, package conveyors, and light elevators—are made to meet the needs of large and small stores.

Better Service with Lower Selling Expense

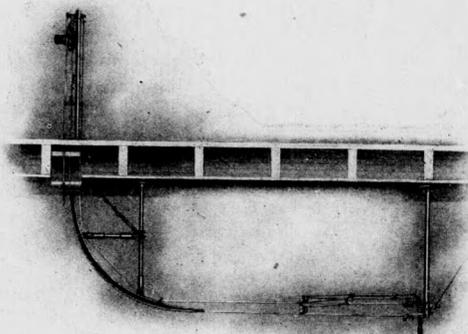
—that's Lamson Service.



No. 9 Parcel Carrier

Improved parcel carrier equipped with oilless bearings. Carries loads up to twenty pounds over lines up to two hundred feet in length.

For information concerning any store service problem see our nearest representative, or write direct.



Up-send Cash Carrier
Made to serve upper floor from central cash desk.

The Lamson Company, Boston, U. S. A.

Representatives in all principal cities

SERVICE



The First National Bank building at Iron River is being enlarged, re-modeled and refitted throughout at an expense of \$6,000. A new burglar-proof cash vault with time lock door is being installed.

There are two projects to which our leading bankers are unalterably opposed. One relates to Government ownership of vessels engaged in foreign trade. The registry of foreign-built ships under our flag is as widely approved as the Government ownership of such vessels is discountenanced. Our people can see no necessity or justifiable connection between the two measures. It is no exaggeration to say that they view Government ownership with apprehension. They deplore the scheme on economic grounds, but primarily, at this juncture, on political grounds. "I cannot understand," said one of the highest authorities in the banking field, "how, after taking such careful and admirable ground in the matter of neutrality, it is possible for the Administration to advocate the establishment of a Government line of merchant vessels."

The second suggestion in Administration circles which meets with unqualified disapproval here is the proposal that the Government, directly or indirectly, put up money on the cotton crop. Even if any economic justification could be found for such a course, the amount per bale that has been intimated in the last few days, namely \$40, would be ridiculous. Boston banks, which have to keep thoroughly posted in all matters relative to the marketing of the cotton crop, would hardly think of lending more than \$30 a bale. But their contention is that there is absolutely no more economic justification for Government support of cotton than for Government support of boots and shoes or of any other commodity that can be thought of.

Our people do not overlook the fact that it is desirable to move cotton abroad rapidly and freely, in order to make foreign exchange and to facilitate the payment of American debts in Europe. But the way to do this is not to strengthen the price of cotton, but to let it take its natural course. It is conceivable that, in such remarkable circumstances as exist to-day, heavy exports of wheat should occur on a rising market; but it is not in the least conceivable that heavy exports of cotton would accompany rising quotations. There

is, however, a strong presumption that if the price were allowed to find its natural level, very good buying might set in on the other side. Those familiar with Lancashire conditions are strongly of the opinion that not a few of the English mills would in certain contingencies be able and willing to lay in exceptionally heavy stocks of cotton—possibly as much as a two years' supply.

Briefly, the banking community is so confidently assured of the fundamental strength of the American financial and industrial situation that it believes the exigencies occasioned by the European war will be most successfully met by the Government intervening as little as possible. American bankers will not worry over the great amount of debt which this country must pay abroad the balance of the present year, provided the Government does nothing to bolster prices and does nothing to weaken our political relations with the Powers of the old world.

Experienced observers see a resemblance despite the great difference in incidental circumstances, between the present situation and that occasioned by the events of 1893. Twenty years ago the world was at peace, but American finance was in bad shape. To-day those conditions are reversed. In one respect, however, the position is identical. We owed Europe a great amount of money then, as we do now. The debt was cleared two decades ago by the liquidation of our commodities, just as it should be liquidated to-day by a similar process.

There will be one economy resultant from the war, and that is the check on expenditures in Europe by tourists and the wealthy who purchase expensive art objects. The trip to Europe was a fashion and was largely taken by people who derived little benefit from it. There were many students who profited by contact with European sources of instruction but the sufferings and inconveniences encountered by those who were caught on the other side of the Atlantic by the war will prove an admonition to them and to many others as to the future. Nor will Europe be so attractive a place if many of its monuments of civilization are wrecked. No doubt also many of the instructors in various branches of learning will migrate to this country as being a safer place of residence. Indeed such a migration had already begun, particularly among the musical class, be-

Fourth National Bank

Savings
Deposits

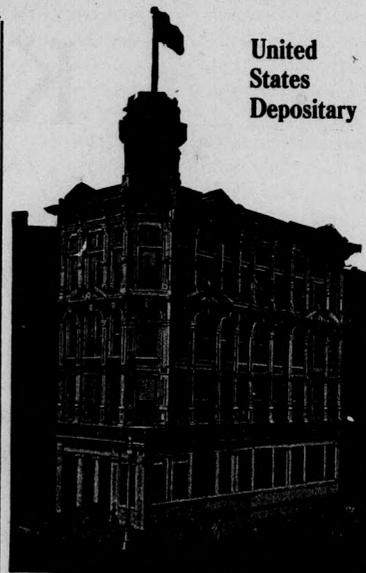
3

Per Cent
Interest Paid
on
Savings
Deposits

Compounded
Semi-Annually

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

United
States
Depository



Commercial
Deposits

3½

Per Cent
Interest Paid
on
Certificates of
Deposit
Left
One Year

Capital Stock
and Surplus
\$580,000

The Old National Bank

GRAND RAPIDS, MICH.

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

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

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

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

GRAND RAPIDS TRUST COMPANY

123 Ottawa Avenue, N. W.

Grand Rapids, Mich.

fore the outbreak of the war. It is estimated by one authority that between two and three hundred million dollars of tourist money will be kept in the United States next year that normally would have gone to Europe. Probably this is an exaggeration. In large part this money will be spent in the United States, and the people of the Pacific Coast expositions and the railroad companies are counting on getting a good portion of it. The transportation companies have really made considerable headway with their "See America first."

It is natural to ask why business does not go ahead, if confidence has been restored so far as concerns American affairs, and if there is such a good supply of current money. The ordinary citizen sees himself and his neighbors performing the usual acts of daily life and his imagination naturally runs on to the broad fields of commerce. In answer it may be said first that substantially all operations must go on together, and if an attempt were made to achieve this, the collection of debts would be undertaken at once and a great many people who should be considered solvent under ordinary circumstances would be forced into the bankrupt list. It is to prevent this that the banks and other financial powers hold the money market so stiffly and devote themselves mainly to the protection of their customers rather than to the promotion of enterprise. If a forward movement in business were attempted by the banks, money required for protective purposes would be removed and there would be a collapse. Better it is that merchants and manufacturers should be allowed and encouraged to liquidate gradually and that funds be released little by little and placed so far as possible in active use to promote the trade which is normally ours. And then the foreign commerce. Small as that is compared with the aggregate of American business, it is in a way a key to the whole, for gold is the standard of the world, and gold would at once be called for by foreigners to settle our balances, in addition to which, if the stock exchanges were opened, large quantities of stocks would unquestionably be thrown back on our hands. A better position as to our gold must be attained before business can be resumed to the full in its old channels.

Therefore trade is feeling its way along, and it would be a great mistake to hurry it. To the iron interest one looks for leadership, and the authorities in that department are strongly expectant of a large trade later on arising from the needs of Europe. That does us little good at the present time, and as to the home market the advices are indefinite, showing an uncertain state of mind on the part of buyers, but a moderate tendency toward higher figures. Specifications appear to be fully up to the aggregate of orders heretofore given, but new buying is below current production. The shortage of ferromanga-

nese was much greater in expectation than in reality. This product rose from \$38 to \$150 per ton, but presently reacted to \$100, and it is now found that not only the United States Steel Corporation, but a number of the independents have a fair supply, the corporation being an importer of this material from South America. Chicago reports some good orders from the Pacific Coast for steel bars and other forms, and Pittsburg reports an enquiry which is considered fairly satisfactory under the circumstances. There is also some enquiry at Eastern points for sheet bars, billets, structural, etc, from England, South America and Italy. If the war continues long, unquestionably orders for certain forms of steel will come in considerable quantities from Europe. Pig iron is dull without advance in price. In England the demand for this material appears to be pretty good, and the producers of steel have reason for expecting much activity. The blow that has been given to the copper trade is appreciated when it is remembered that Europe takes more of our copper than we ourselves use. Shipments have been resumed on a small scale and there is some demand for domestic purposes. Electrolytic is quoted in New York at 12½ cents. Tin and spelter have reacted from their recent high prices.

Just as a brewery owned saloon brings all saloons into disrepute because of the flagrant manner in which their managers violate the law, so brewery owned hotels are now giving the Department of Labor more trouble than any other class of hotels. Up to this time the breweries have stood pat and refused to make the changes or improvements demanded by the Department of Labor. So willful has been their violation of law and so arbitrary and obstinate has been the manner assumed by the managers that there seems to be nothing left to do but to invoke the aid of the law and force the brewers to pay the penalty that other violators are compelled to suffer.

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



Kent State Bank
Main Office Fountain St.
Facing Monroe
Grand Rapids, Mich.
Capital - - - - \$500,000
Surplus and Profits - \$400,000
Resources
8 Million Dollars
3 1/2 Per Cent.
Paid on Certificates
Largest State and Savings Bank
in Western Michigan



City Banks of Grand Rapids

Largest Transit Dept. in
Western Michigan

We are organized and equipped to serve you.

Bank protection means a great deal to you as a customer, and in point of working capital—capital, surplus and undivided profits, \$1,783,900.00, the associated City Banks rank first in Grand Rapids.

Visit us this week at West Michigan State Fair.

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 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.

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

Howe, Snow, Corrigan & Bertles
Citizens 4445 and 1122 Bell Main 229 Grand Rapids, Mich. Fifth Floor Mich. Trust Bldg.

SUCCESSFUL SALESMEN.

Algernon E. White, the Veteran Baking Powder Traveler.

Thirty years ago this month the Tradesman published a brief biographical sketch of Algernon E. White, who was then a grocery salesman covering the city trade for Cody, Ball & Co. Ever since then the Tradesman has been anxious to present a more complete biographical sketch of Mr. White for the readers of the Tradesman, but has been held off at arm's length until this week when Mr. White consented to the following interview:

"I was born in the little town of Perth, Scotland, my mother's family all being thoroughbred Scotch people. My father's family was English. Shortly after I was born my father moved his family to London, where he engaged in business. My mother died during my infancy, my father marrying the daughter of a Captain Webster of the English army stationed at Merch, India, shortly after which I went to school at the Thorne House (Ealing) Academy until I was taken seriously ill with scarlet fever, after which I finished my education at St. Mary's Academy, Brook Green, Hammersmith, London. During this time my stepmother died, after which my father married Miss Charlotte Percy, daughter of George William Percy, alet to King William IV. of England. Upon the occasion of the third wife to the dominance of the home, I was brought home from school and placed in a stock and share broker's firm, Lozier & Quilter, of Throgmorton street, London, whence I took a trip to China and Japan on the then China tea clipper, Lauderdale, owned by J. D. Willis & Co., of London, and in those days—the late 60'—one of the fastest sailing vessels plying between London, Hong Kong, Shanghai and Yokahama.

"My being here to-day I attribute to the sterling workmanship of the good old Scotch people in the building of the ship on the Clyde, as on the eighteenth day of December, 1869, when off the Philippine Islands, we encountered a typhoon in the China seas, which divested the ship of everything but the hull and left that in a very shattered condition. However, by the aid of a force of men at the pumps for eight days, of which I was one and pumped my share, we kept the ship afloat for eleven days until we reached Hong Kong the night of December 31, 1869, spending our first day ashore after a voyage of 121 days, on January 1, 1870.

"On my return to England, my father wanted an expression from me as to what I wanted to do. As we had two or three Americans among our crew in whom I was deeply interested, and who from their bragadociousness gave me a yearning to see this country, I answered my father that I wanted to go to America, so here I am. I left London with my only brother, James D., whom some of the pioneers of Grand Rapids may remember. He was associated with Ed. D. Benedict, then superin-

tendent of the Western Union Telegraph Co., as Associated Press dispatcher. We left London, February 2, 1871, arriving at Portland, Maine, February 13 and Toronto February 15, where we remained for some days, viewing with amazement the new world.

"A venerable gentleman by the name of Hamilton, then superintendent of the Grand Trunk Railway at Toronto, noticed our trunks at the station marked respectively, J. D. W. and A. E. W., whereupon he looked at us and said, 'Do these trunks belong to you boys?' I answered 'Yes.' He said, 'I know a gentleman up the country who wants a clerk in his store. Which one of you boys will go?' I kicked my brother to say he would. I wanted to see him settled, as I felt having roughed it at sea I was better able to combat the hardships which might follow on account of our having very little money with us. He replied he would take it, so Mr. Hamilton took us into his

doesn't want you both, he'll find something out there for you to do.'

"On arriving at Thedford that night we found Arkana was about eight miles from there. We had nothing to do but to walk it in a terrific snow storm which had been raging all day. That eight miles seemed to us like twenty—two boys in a strange land, not knowing where we were going but to ask and find out. My brother wanted to quit, but I wouldn't let him. We kept plugging along, running some and walking some, anxious, of course, to reach our destination. At last we saw the lights of the village which gave us cheer and at 11 o'clock we had ended our race for the goal, with pantlegs as stiff as a pine board from the frost and snow, and our stomachs gaunt from the cessation of supplying the inner man since early morning.

"What a difference in the morning, after a good supper, good bed and good breakfast! That eight mile walk through a blinding snow storm



ALGERNON E. WHITE AND DAUGHTER.

office and wrote a letter to the General Passenger Agent to issue a pass on the Grand Trunk to what was then Widder Station, now Thedford, his destination being the little inland village of Arkana, Lambton county, then the constituency of the late Alexander McKenzie, leader of the Reform party of Canada. Upon arriving at the train despatcher's office, after questioning us as to our past career and learning from letters of introduction we held to Captain Hugherson, of their city, that we were not runaways from home, he asked me what I was going to do. I told him I proposed to remain in Toronto until I got something to do. 'Oh, fiddlesticks!' said he, 'that's the way with you boys when you come out here. You all flock to a city, where you remain out of work for days and sometimes weeks. I'll write this pass for the two of you. If Mr. Blakely

on a pitch dark night was easy compared with selling baking powder. For some reason unknown to me, Mr. Blakely chose to keep me instead of my brother and subsequently placed him with another merchant in the village of Watford, some nine miles away; and thus our American career was started.

"In the store where my brother started was the telegraph office which soon fascinated him to the extent of becoming the operator and to this fact I owe my allegiance to Grand Rapids, for becoming very proficient in his new enterprise, the superintendent of the Montreal Telegraph Co., sent him out opening up offices in various villages over the Dominion. Among the places that he established the telegraph service was the little village of Ruthven, not very far from Detroit, on the other side of the river. His good fortune in

becoming acquainted with some relatives of Mr. Fox, of Detroit, then superintendent of the Western Union Telegraph Co. for Michigan, brought a proposition from that gentleman to come to the United States and associate himself with them, which was immediately accepted at a salary of \$75 per month, which in those days was a lucrative compensation. I thought my brother a prince during the time I had been serving my apprenticeship behind the counter at a stipend of board the first year, board and clothes the second year and \$25 per month and board the third year. I soon became a great favorite in the little village and made a number of warm friends. I was eventually placed in control of a branch house in Ravenswood, a town on the shore of Lake Huron, whence I came to Grand Rapids August 18, 1873, to spend my brother's birthday with him. One sight of Grand Rapids and the hospitality shown me by Mr. and Mrs. Benedict, then living on Bostwick street, gave me a burning desire to make Grand Rapids my future home. I advertised in the Grand Rapids Eagle for a position as experienced salesman, which was answered by the firm of J. & J. C. Kendall, then the leading milliners of Grand Rapids. I accepted a position with them at the princely salary of \$10 per week. At that time, (I remember it as though it were yesterday) Hiram Gage, brother to George W. Gage, Miss Smith, now Mrs. Jay S. Utley, Miss Lou Long, afterwards Mrs. Harrington, Miss Ada Cook, now Mrs. Dennis Rogers, and Mrs. Hodges, for many years conducting a millinery establishment of her own, were associates of mine in the establishment. The panic came on and I, being the last on the docket, was obliged to relinquish my hold upon my position and my princely salary but as Dame Fortune was smiling on me I soon found another with the firm of Donahue & Riordan, now the John Riordan Co., of Muskegon, at \$15 per week. I remained there during the winter of '73 and '74 and not liking Muskegon—it then being a pretty rough lumbering town and being obliged to sleep in the store—I returned to Grand Rapids, where I took a position with W. S. Gunn & Co. as assistant salesman in their house furnishing goods store, where I remained about fifteen months. Joseph Dixon, of Buffalo, who instituted the New York Tea Store, 51 Monroe street, took a liking to me, being next door neighbors in business. We often came in contact with each other, which led to a proposal by him for me to associate myself with him in the tea store, where I remained until 1880, when the late Orson A. Ball, of the then firm of Cody & Olney, met me on the street and asked me how I would like to travel. I replied, 'There are two houses I would like to travel for—Cody & Olney and Freeman & Hawkins.' He said Mr. Cody wanted me to travel for him and that if I concluded to take a position with them to meet Mr. Olney in the Morton House at 6 o'clock the

next evening. I was there on the minute. We made arrangements at a compensation of \$1,000 a year and I started with my little satchel on the evening of June 7, 1880, for Potoskey. I remained with that house six years until the inauguration of Bulkley, Lemon & Hoops, when Mr. Lemon made me a proposition to work the city trade at an advance of \$500 a year. I accepted that and started with the new house January 1, 1886, and remained with it until the fall of 1890, when I associated myself with the Rolla Thomas Spice Co. of New York, taking the better part of the United States as my territory, and but for the death of Mr. Thomas would probably have been with him yet. The retirement of the house from business in 1895 caused me to seek some other position, and returning from Hannibal, Mo., where I had adjusted a claim, I came in contact with the Jaques Manufacturing Co., of Chicago, with whom I associated myself and started selling I. C., now K. C. baking powder in Michigan, which I have continued to do for the last nineteen years."

Mr. White was married May 24, 1883 to Miss Louese Gibson. The marriage has proven to be an exceptionally happy one for all concerned. Two children have joined the family circle. Charles, who is now 30 years old, graduated from the Grand Rapids high school, worked five years in the office of the Grand Rapids Show Case Co. and traveled on the road five years for the same corporation and is now traveling in the West for a store fixture house of Cincinnati. Geraldine, aged 19, is still in high school and will complete her education by a college course. The family reside in their own home at 518 Paris avenue.

Mr. White is a Mason of the third degree. He was a member of the Michigan Knights of the Grip until that organization disbanded. He has no hobby but business. Although he has been known to go to a ball game and yell as loud as a Comanche Indian, this only occurs when the stores are closed or his customers are out of town or he thinks he can nail them best by going to the ball game and obtaining a seat near them. He has never killed a man — except by argument. He has never been arrested and in all his travels has never been molested. He owns real estate at Reed's Lake, carries a \$5,000 endowment policy and three accident policies. January 1, 1905, he was called into the house and told by President Jaques that his work with that corporation had been so satisfactory that the officers would like to see him identified with them as a stockholder. He thereupon purchased a substantial interest in the corporation which he still retains and which yields him very satisfactory returns.

Mr. White attributes his success to hard work and none who know him will dispute that statement. In addition to that quality, however, he is remarkably shrewd in a business way and for forty years has been regard-

ed as the soul of honor. His word is everywhere considered good and his customers have always regarded him in the light of a friend. He is one of the men who inspire such confidence in his customers that when they are not in when he calls at their places of business, they hunt him up at his hotel to renew the acquaintance and add a page or two to his order book. Mr. White is not one of those traveling men who thinks he must knock off Thursday night and keep shady all day Friday so as to show up at the house Saturday morning. Everyone knows that he begins work Monday afternoon and stays out un-

THE EUROPEAN WAR.

It May Result in Liberation of the People.

Ann Arbor, Sept. 1.—The title of the first article in the Tradesman of Aug. 19 is enough to startle any friend of Christianity. The charge as at first stated is a most serious one. Before one-half of the article is read, however, we find the charge is, after all, against "official Christianity," the "church machinery," the organized church, professed Christians, alleged Christian civilization, so-called Christian nations. The church, which is composed of wheat and tares in which the tares often rule, is on trial for failing to do what the world expects it to do.

IF!

Suppose 'twere done!
The lanyard pulled on every shotted gun;
Into the wheeling death-clutch sent
Each millioned armament,
To grapple there
On land, on sea, and under, and in air!
Suppose at last 'twere come—
Now, while each bourse and shop and mill is dumb
And arsenals and dockyards hum—
Now all complete, supreme,
That vast, Satanic dream!—

Each field were trampled, soaked,
Each stream dyed, choked,
Each leaguered city and blockaded port
Made famine's sport;
The empty wave
Made reeling dreadnaught's grave;
Cathedral, castle, gallery, smoking fell
'Neath bomb and shell;
In deathlike trance
Lay industry, finance;
Two thousand years'
Bequest, achievement, saving, disappears
In blood and tears,
In widowed woe
That slum and palace equal know,
In civilization's suicide,—
What served thereby, what satisfied?
For justice, freedom, right, what wrought?
Naught!—

Save, after the great cataclysm, perchance
On the world's shaken map
New lines, more near or far,
Binding to king or czar
In festering hate
Some newly vassal state;
And passion, lust and pride made satiate;
And just a trace
Of lingering smile on Satan's face!
Bartholomew F. Griffin in Boston News Bureau.

til the last train Saturday night. He has always insisted that Saturday is the best day of the week in which to do business and the friends he has made and the customers he has established and the success he has achieved all testify to the correctness of his theory.

Even Exchange.

"I think, William, I'll ask those people next door to take dinner with us to-night."

"What for?"

"Well, the butcher, by mistake, left their meat order here, and it seems only fair."

The collapse of Christianity is something awful to contemplate. The collapse of church organizations or the failure to accomplish what the world expects, what many sincere Christians expect or hope for, need not disturb the faith of any child of God. The founder of Christianity is the one to say what that system was designed to accomplish, and whatever that purpose is be sure it will fulfill it. "My word," said He, "shall not return unto me void. It shall accomplish that whereunto I send it."

Those who think that the time of universal peace when "nation shall not lift up sword against nation" is to come gradually by the enlightening, unfolding, broadening, deepening work of Christianity seem to have overlooked those other prophecies of this

"time of trouble," "distress of nations," and "men's hearts failing them" because of these awful occurrences which are to precede the dawn of peace. Nothing can avert it. It is a part of God's plan in the final overthrow of all earthly kingdoms. So are many of his saints appointed to die.

Some questions are raised which all should ponder: Could this European war have been averted if Christians had done their duty—if Christianity had fulfilled its legitimate work—if the church had been awake to its opportunity and its duty? Even now would it avail anything to concentrate all the influence of the church toward bringing about a close of the war by mutual agreement of the nations involved? Is it fair to say that Christian nation is warring against Christian nation when the responsibility rests on a few in each nation—when the masses have no voice in the matter—when the subject knows not that he has any right except to blindly obey his sovereign? What right has any one to be called Christian who is dominated by the war spirit, who seeks more territory by conquest, who is jealous of any advance of neighboring countries?

Monarchical power has long maintained friendly relations with the organized church for its own selfish ends. The patriotism of the people has been and is being subverted to accomplish the aims of their rulers. When will they ever awake to the fact that they have a right to life, liberty and pursuit of happiness? Will the sacrifice of 100,000 lives to capture the capital of an unoffending nation prove anything as to the paternal solicitude of a monarch?

In our own land we believe war would not be declared or, if declared, could not long continue if Christian people were against it. Armies could not be raised, men could not be forced into service, if the people generally were opposed to the war. Only in defensive warfare could this nation retain the sympathy and support of the masses. May not this European war bring about the liberation of the people much sooner than in any other way?

E. E. Whitney.



"Sunbeam"

Sheep-Lined Coats

Of course, it is unnecessary to remind you that Fall is just ahead of you, and that the farmers and drivers will be looking around for warm coats. Are you prepared to supply the demand for Sheep-lined and Blanket-lined Coats that is certain to follow?

Our stock in this department is very complete, and we are prepared to make immediate shipments.

Send for our winter catalogue to-day, before you forget it—or better still, let us make up a sample order for you.

Brown & Sehler Co.

Home of Sunbeam Goods
Grand Rapids, Mich.

ON THE RIGHT ROAD.

Making Good Farmers of Semi-Dependent Boys.

The embroilment of Europe is teaching Americans many lessons, none more valuable than that now is the acceptable time to make their own country self-sustaining in every way. What we have purchased hitherto in foreign markets, we must seek at home; and who that knows of the immense undeveloped resources of our land in vegetable and mineral shall venture to say that seeking, we shall not find? But, primarily, how shall all those employed in manufacturing, in mining, in all the industries of civilization exist without the tiller of the soil? How shall the city thrive when the farmer lacks workmen to harvest his crop? Vast stretches of fertile areas lie fallow for the want of a cultivating hand and the greatest need in America today, if she is to become not only self-supporting, but also the granary of the world, is more laborers in field and meadow, more intelligent and trained laborers.

Summer and winter our great cities are glutted with an army of unemployed; men who have never been trained in any one constructive art of civilization—and every trade is an art—never learned to do any one thing well. The man who has succeeded in conquering all the difficulties of one art, overcoming all the obstacles on the road to efficiency in one task, realizes that anything worth doing at all is worth doing well and thus lays the foundation for that higher type of character toward which America is striving. An academic knowledge of how to do things is good, but mere vanity when not applied in action. It is only the man who gets down to business and applies his knowledge in well doing who ever really discovers the mountains to be removed. The hand must be active as well as the brain for perfect accomplishment. The vision of possibilities is useless without materialization and that can come only when behind the vision is the will to do and the character that guarantees well doing.

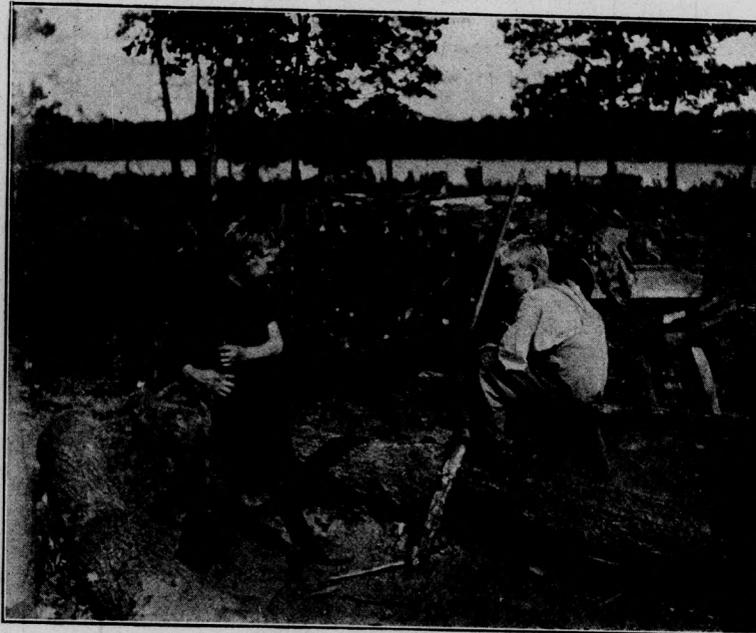
As knowledge without labor is vain, so is labor without the guidance of experience and intelligence, without the scientific knowledge garnered by generations. The man who simply works against time at unskilled labor for the pittance he may earn, without the attempt to improve in the doing, will always remain a day laborer, but the man who has had training in doing one task well will climb the ladder of success and raise the standard of whatever he undertakes. Learning to do one thing at a time and do it well, getting out of it all that it can teach—a maximum of result with a minimum of effort—is the training that makes for efficiency. This training is as much needed in farm labor as in every other constructive occupation. Once upon a time it was thought any one could be a farmer. Run a plow over some ground and chuck in some seed. Na-

ture would do all the rest of the work. Only the successful farmer knows through how many mistakes he has gained his success, how many crops failed because he did not know how to handle his seed, soil and climate. He worked hard and wondered why things turned out wrong. If he was a wise man he tried to learn and thus got his training at a time in life when he should have been applying a training gained in youth. Save the children from the mistakes of the elders; let them have the benefit of our experience.

In a little farm school in Mason county, there has been made a tiny beginning of better things for the farmer, a little acorn from which under right conditions may grow a forest of oaks. With the idea originally of taking care of semi-dependent city boys, of saving them from the deteriorating influences which prey upon the unguarded young, it has opened up a vista of possibilities not only in the achievement of its

forms his tasks in a satisfactory manner, he is promoted into the next class where his reward is 10 cents more, which starts his bank account. In the sixth or highest class, he is paid \$1.75. On entering the school, he ranks as an alien and after he has been there one week, he may apply for admission to citizenship. If his work has been well done and he has shown an honest intention to enter into the spirit of the school, the city council admits him and he takes the solemn oath: "I give my word of honor that I will do my best to do my full duty as a good citizen of Chicago Junior, to obey its laws and promote its welfare. I will do nothing that will disgrace the city or my fellow citizens or that will give the world a wrong impression regarding the school or the character of its pupils, and I will endeavor to prove true to the trust placed in me."

The charter granted to the boys by the director as the representative of the State, the trustees and parents,



primary object, but in increasing the number of intelligently trained farm laborers. The art of farming is taught as a means toward the development of character; everything that a good farmer ought to know is included in the school curriculum and only a good farmer knows how many sided he must be. The knowledge gained in theory in the school room is put into practice on the farm of 120 acres, a large part of which is now cleared and under cultivation. The school was started in June 1913, and two mature crops have rewarded the efforts of the boys.

The director, V. P. Randall, adopted the school city plan, devised by Hon. Wilson L. Gill, Supervisor of Indian Schools, with a few changes to adapt it to the needs of future citizens. A boy coming to Chicago Junior, no matter how he grades in school work, is put into the lowest efficiency class where he can earn only the \$1 a week he must contribute to his board through his own work. If he per-

gives the object of the city as a means "to fit the pupils for more efficient citizenship, to increase their happiness and to add to their general knowledge by enabling them to study and master some of the practical problems of citizenship while they are young, to learn the value of the principle which is the necessary foundation of all successful popular government, namely, that one should love his neighbor as himself and do to others as he would have them do to him; and by developing both the willingness and the ability to accept the responsibilities of public office and render honest, efficient and unselfish service, to teach them their duties as law-abiding, useful and industrious citizens." The council, consisting of the officials, the mayor and commissioners of finance, health, police, fire and life saving, meets every Sunday evening and citizens are all expected to attend while aliens are invited. The director attends as a sort of advisor, to whom

matters are referred only in extremity. His part is to consult with the boys beforehand in regard to some new law for which occasion has arisen through some occurrence. No rules are laid down for the pupils by the adults; all laws being made by the citizens themselves, the chief work of the adult being to present the positive aspect of law, namely, the way in which it protects the good citizen. Court convenes on Wednesday evening, the mayor presiding as judge. Offenders are rare, for it has been found that boys respect the laws which they make themselves. Moreover, they consider it the act of a good citizen to report any violation of the law, while to report to an adult any offense against an adult-made rule would be "snitching."

The school has its own coinage and bank. Every boy has his own bank account. The parent or guardian is not encouraged to supply the pupil with pocket money and the boys take a distinct pride in their accumulated earnings. In various ways it is made possible for them to earn extra money, especially during the summer when the farm needs a large force. The school owns a boat and rents it for two weeks at a time to the boy fortunate enough to have sufficient funds on hand. Then he, in turn, rents it out by the hour to the less fortunate citizens and puts aside a neat profit. The city asks for bids for watering the lawns, clearing the roads and other municipal tasks. These are awarded not only on the amount demanded, but on the bidder's record for good work. Thus a pupil's bank account becomes the estimate of his degree of character development. In all things, merit is what really counts, and the money in coinage is in credits.

While farming is the educational objective of the school, the regular curriculum is not neglected. As a part of the county system, the county course is followed and the school inspected by the commissioner. In addition, elementary agriculture, forestry, botany and other nature studies are pursued theoretically in the school room and practically in Nature's own domain. During the farming season, school is held for two hours in wood and meadow and work claims the boys for four hours, for which they are paid. When the winds grow chill, studies are transferred to the cosy schoolroom and the number of hours reversed.

They are learning how to grow garden truck, berries, grapes and fodder in both theory and practice; to clear land, build houses and barns, to mend tools, dig wells, make roads, cut ice, saw wood, anything and everything that the good farmer has to know. They milk cows, drive horses, set hens and feed stock. They lay floors, put in woodwork, paint and varnish. Every boy knows how to swim, paddle a canoe, row a boat, steer a raft and make one, of course. And eat! Well perhaps that goes without saying. Pale cheeks grow rosy, thin bodies sturdy and lax muscles rise to bumps. And are they

happy? Just ask one of them whether he would like to go back to the city, watch him turn a summersault in his haste to get away and hear him shout from a safe distance: "Nothing doing." Why do they love their work and the school that is also their home. Perhaps the secret is found in the fact that the active hand keeps pace with the head, and the reward of honest effort is in the material shape of a bank account. How many a farmer's boy or girl leaves home because labor is made drudgery, because it is not put on a share basis and the worker has no part in the reward; because, moreover, the boy or girl is rarely given a piece of own ground from which to produce an own crop whose proceeds go to swell a little hoard that shall some day spell independence. That is what every Chicago Junior boy has, even the six-year-old, and there he may grow what he likes and sell it to the school at market prices. As in everything else, he is allowed to exercise his human power of choice over that little spot of God-given earth and is permitted to prove that he can be faithful in developing the possibilities of that little plot so that he may some day become ruler of a greater realm.

Self-reliance, self-reverence and self-control are the fundamental elements of the character gained by these boys in learning to draw forth the fulness of the earth, to co-operate with Nature and look from Nature up to Nature's God. They are indeed "doers and not hearers only."

Some day when in the neighborhood of Branch or Walhalla, drive over the good State road or tramp through the pleasant woods to Long Lake and visit the boys. They will show you their gardens and take you over the farm and through a little forest to the ice house where they helped to store thirty tons of ice from their lake. They will show you the chicks and the ducks of their own raising; they will introduce you to Flossie and Bessie (both girl's names, aren't they? don't cows ever have boys' names? asked a little chap, city born and bred); with pardonable pride they will show you the calf and the colt, the first infants of their little city; they will lead you into their bright schoolroom where the need in equipment is still great, but the love of teacher and pupil is greater; quietly they will guide you past the superintendent's cottage lest they disturb the newest resident, too young by six years to sit at a school desk; and without any urging, they will slip into their suits and give you an exhibition of swimming and diving, of rowing and paddling, in all of which stunts they have had to pass an efficiency test set by the three best swimmers in the school. If you go in the autumn, you may find them busy sawing, chopping and piling wood; and the winter brings with it coasting and skating, indoor games and indoor work. But work and play are alike a joy because they are done in community and so there is fun in both.

A part of what it costs to keep them is paid by the parent or guardian

but the remainder, with the buildings and equipment, has been furnished by the trustees and their friends. Much is still needed before the school shall attain its aim of housing at least 100 boys and of establishing courses in horticulture, dairying, poultry raising and general farming. But the joy of sparing the next generation the mistakes of the past is sufficient reward.

Linda Prussing Azemar.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

The health board of Flint recommends a garbage incinerator for that city.

Zeeland will have a home coming celebration October 1 and 2.

Street signs and letter boxes are being installed at Gladstone, preliminary to free mail delivery.

Some of the mines have shut down in the copper country as a result of the European war and Houghton county has established an employment

pump for the waterworks was defeated at the recent election by twenty votes.

The Paper Press Co., of Wayland, has opened a branch factory at Toronto, Ont.

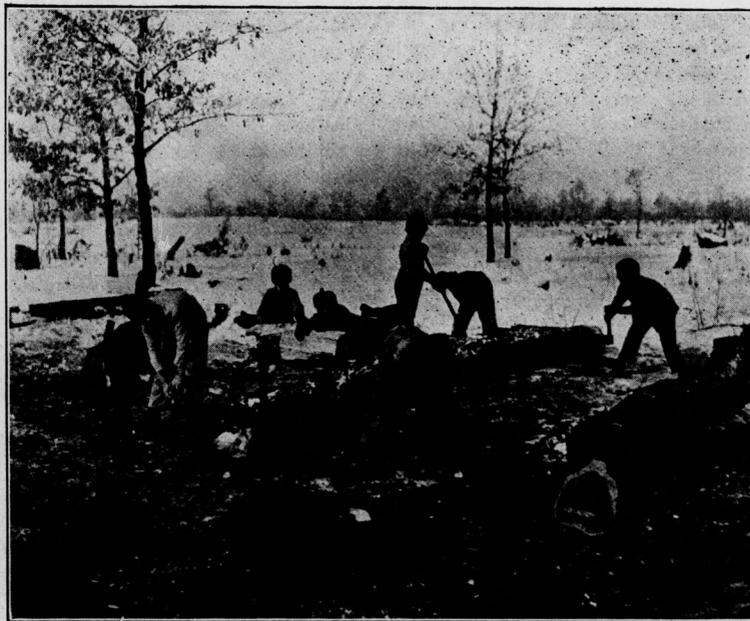
The contract has been let for building half a mile of concrete road from Spring Lake to Welch's crossing, the first link in a concrete highway from Grand Rapids to Lake Michigan.

Two dormitory buildings have been complete at the Michigan State School for the Blind, Lansing, at a cost of \$51,000.

The old municipal lighting plant at Kalamazoo has been sold as junk.

The Battle Creek Chamber of Commerce is undertaking to secure pledges to a bonus fund of \$5 a mile on all State reward roads built within a ten-mile radius of the city.

The Deal buggy factory, at Jonesville, is running full time and the Jonesville flour mill overtime, so that here is one town at least that is not suffering from the European war.



agency to provide work for the men. Albion has opened a public bath house.

A municipal greenhouse is being constructed at Kalamazoo, near the lighting plant.

Portland has ordered a centrifugal pump with a capacity of 200 gallons per minute, which will be connected with all the wells to relieve the water shortage.

Petoskey wants a canning factory.

Ann Arbor will plant shrubs on the triangles about the city and the Civic Association has already disposed of 1,500 ornamental shrubs to citizens for planting on private grounds in promotion of a city beautiful.

The Business Men's Association of Pottsville is taking steps toward establishing a bank in that town.

The eleventh annual soldiers and sailors' reunion and the first annual Newaygo county fair will be held at White Cloud September 7-12.

The proposition to bond Port Huron for \$19,000 to purchase a new

Effect of the War on the Sugar Trade.

New York, Sept. 1.—This company realizes the difficulties which have arisen by reason of the phenomenal rise in the price of sugar. It appreciates that it may be necessary for you to explain to your readers the present high price of a necessity of life, usually sold at much lower prices than now prevail.

The situation is so unusual as to occasion universal comment, but the rise is easily explained, and we desire to make to you, and through you, to such of your readers as are interested, the following statement:

In the first place, let us make it clear to you that this company sells less than 40 per cent of the refined sugar used in the United States; secondly, that it does not own an acre of sugar land and does not produce a pound of raw sugar. It is entirely dependent for its supply upon the growers of cane sugar of Porto Rico, Cuba, Hawaii, the Philippines, Java and other countries.

In normal times Europe has a beet crop producing each year about 8,000,000 tons of refined sugar. For example the European countries, including those now at war, produced during the last campaign the following amounts of sugar, computed in tons:

Germany	2,738,000
Austria	1,710,000
France	800,000
Russia	1,750,000
Belgium	230,000
Holland	230,000
Other countries	796,700

Total 8,254,700

This constitutes about 45 per cent of the world's total supply.

The war will mean a serious loss to the European crop and has brought about a tremendous advance in sugar prices in European ports and an unprecedented demand for raw and refined sugars in this country and its sources of production. We have been compelled to raise our price for refined sugar to an amount corresponding to the increased price which we have to pay for raws.

On July 28 raw sugar was sold at 3.26 cents per pound. On August 14 the price of raw sugar had risen to 6.52 cents per pound. On July 15 this company was selling granulated sugar for 4.40 cents per pound, since which time it has been compelled to raise its price to an amount corresponding to that which it has had to pay for raws.

We sincerely trust that the threatened loss of the beet crops in Europe will not be so serious as estimated and that the yield abroad may approach the normal. It is for the interest of the refiner and dealer that the consumption of sugar should be as large as possible, as high prices cause a reduction in consumption.

American Sugar Refining Co.

AS SURE AS THE SUN RISES

Voigt's
CRESCENT
FLOUR

Makes Best Bread and Pastry

A party of fifty-five Manistee merchants were guests of Milwaukee merchants recently.

Pontiac has arranged for 1,000 street signs, which will cost 8 cents apiece.

The Garden Club of Alma recently held a successful gladioli show. Mrs. Francis King, prominent in forestry and other good works in the State, is at the head of the Club.

Almond Griffen.

The Present Generation.

The old man by many years of persistent labor had built up a big business and was about to retire. Calling his son, he told him of his plans, and then asked:

"How about it, can I leave and entrust the business to you?"

"Well, Pop, here's a better plan. Suppose you work just a couple of years more and then we'll retire together."

A little flattery now and then makes customers of many men.

BIG CITY METHODS.

They Can Be Utilized in the Country Store.

Written for the Tradesman.

Just because a merchant may be located in a small town is no reason why he should conclude that he is not in a position to take advantage of the best methods of merchandising, advertising and store keeping which have been developed to their highest degree in the cities. The merchants in the smaller towns have the same kinds of people to deal with, people with the same needs and the same preferences, as has the city merchant. The only difference is that the city merchant has more people he can appeal to, although on the other hand there are more of him than there are merchants in the smaller cities and it is probable that the average store in the smaller town will cater to very nearly as many people as the average store in the city.

This goes to show that the small town store can appeal to its trade in the same way that the city store does. It can profit by attractive and inviting window displays in the same degree that the city store can; it can let the Nationally-advertising manufacturer of the wares it handles work for it just as the city store does; it can profit by the proper sort of interest on the part of its owner in his customers; it can make a practice of turning the spare time of its employes into profit; it can be given the reputation of a place where there is no price-cutting, and its owner can increase his personal popularity and even extend his credit by cultivating good cheer; devices that have succeeded in the cities have succeeded because they are good, and they can be made to do the same thing for the country town merchant.

Take the window displays in the average small town store; they do not "pull" the way they ought to. Anybody can put merchandise in a window, but it takes a man who has given the proposition some consideration to display wares so that exhibition will sell them. One of the first things to remember is that the prospective buyer wants to know a lot of things which he cannot learn merely by looking at the goods themselves. He wants to know, first of all, what a thing is for, what it will do; why he should buy it and what it will cost. Unless he is supplied with this information the buying impulse will be lacking. He may be interested, or curious, but he will have to take a number of mental steps before he reaches the point where, he says: "I want that."

See that displays of goods are accompanied by sufficient explanatory matter to give the people who look at them a chance to reach the buying stage. That is the way the successful window trimmers who draw the big salaries from the city stores plan their displays. The small town merchant who goes to the city for pointers is often bewildered by the extensiveness of the display, the wealth of materials, etc., and overlooks the

underlying principle. The principle is the same the world over. The small town merchant can carry it into execution just as profitably as the city merchant.

In this day of National distribution of numerous articles in every line when the manufacturers are doing their utmost in the way of general advertising the retailer often expects this advertising to do more than it should reasonably be expected to. In most cases that sort of advertising simply results in acquainting the public with the fact that the goods are on the market and that they have excellent qualities. This prepares the field for the retailer but he must do some work in order to reap the benefits. He must let his customers know that he is prepared to supply them with such and such an article.

For instance, suppose a dealer has a stock of underwear of a well known and advertised brand, and most mercantile stores nowadays will have such a stock. People who come in to buy underwear may never mention that particular brand and if the dealer remains silent he may assume that all the manufacturer's advertising is worthless to him. On the other hand if he will point out to the customer that he is carrying the Blank line, the customer will feel more inclined to purchase it. The very fact that it is being widely advertised indicates that it has quality, since it seldom pays to advertise a poor article, and the customer is pretty sure to recognize an old friend in the name. Publish the fact in newspaper and window advertising; it will pay.

It ought to be easier for the retailer and his sales people in the smaller towns to be interested in their customers than it appears to be, because the chances are that most of the store people will be personally acquainted with most of the store's customers. In the cities it has been found that this interest in the customer pays. The greatest difference between a poor salesman and a good one is that the latter is sincerely interested in what his customer is buying. Unless the salesman can show an interest in the wares he is showing he cannot expect his prospective customer to be. If this is true in the cities where a large proportion of the salespeople have never seen the people they wait on before, it must be much more true in the smaller towns where the salesman or saleswoman calls his customer by his or her first name.

Of course insincerity is worse than nothing at all, for if the customer detects a false note, he is sure to resent the attitude taken by the salesman. The average human being is naturally interested in other people. There is danger of letting this interest get too personal where the acquaintanceship is of too long standing, but that can be guarded against. The normal and healthy pleasure in being of assistance to those who come into the store will come easily to many salesmen and will build up business for the store.

Spare time in the retail stores of the small towns is a much greater

proportion of the year than it is in the city stores. There, when the store has something that it is "long on" and when there is a little time not being used, the sales people go to the telephone and call up people they know personally or whose names they have as recent customers. It takes but a minute to give a tip over the telephone that a certain article which the customer has been looking at has been reduced in price or that such and such a line has been reduced. The salesman would very probably have been doing nothing in that same time, telephones reach almost every house, and the store is bound to profit.

The day of "bargaining" or "trading" as some of the country folk still call it, has passed. The successful retailer lays in his stock of goods, figures his overhead charges, interest, etc., adds a reasonable profit and decides how much he is to get for it at retail. Thereafter the price is the same to all comers until the stock has got to be disposed of, when it is reduced equally to all customers. Every customer likes a bargain, but the store that gets a reputation of making a different price to every customer is headed for the receiver's court. The man who has just made a purchase and who sees another man who beat the dealer down take away a similar article for 20 per cent. less is spoiled for all time as a customer at that store, while the man who got one-fifth off the "asking" price will feel that he is paying more than any article is worth thereafter if he does

not get a similar reduction, or will feel that if he had dickered a little longer he could have got a fourth off. He, too, is spoiled. The city store with its large transient trade has found the cut price plan a bad one; how much worse must it be for the small town store which depends upon continued patronage of a limited clientele?

Some of the traveling men in a certain Middle Western center are telling of a retailer in a small town near there who gets all the credit he wants from their houses and who is getting a big trade in his community in spite of faults in his system of doing business. Why? Because he smiles. He is cheerful and people like to go into the store. The smiling contagion has extended to all his clerks and, although he is honest and hardworking and reliable, even though he has some things to learn, his smile and his good cheer are what count the most. They can be cultivated and they pay.

G. D. Crain, Jr.

The Ventilation of School Rooms Is a State Law Requirement

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

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

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

Steam and Water Heating with everything in a material line.

Correspondence solicited.

THE WEATHERLY CO.

218 Pearl Street Grand Rapids, Mich.



"The Coffee De Luxe"

—makes friends wherever it may be offered—because its superb quality is easily recognized and its perfect uniformity readily appreciated.

—never disappointed a single user; never gave any retail grocer cause for apology or trouble of any kind. It never will.

Distributed at Wholesale by

Judson Grocer Co., Grand Rapids

82 Per Cent Gain in Lily White Flour

City and state sales of Lily White for the month of July this year beat last year's record by 82 per cent.

We have had larger Julys than last year, but this July is the biggest we have ever had.

We attribute our steady increase in sales to quality, service and square dealing.

Every woman who uses Lily White knows exactly what she is going to get when she buys it.

We do not "skimp" on the quality when wheat is high nor get careless when it is cheaper.

LILY WHITE

"The Flour the Best Cooks Use"

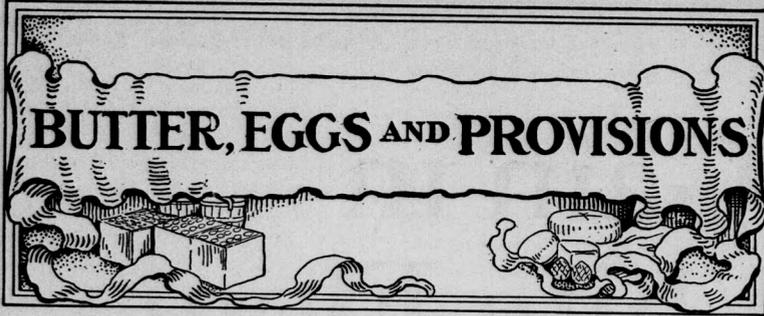
Wouldn't be used by the best cooks if they could not depend on its quality.

The best cooks have a habit of being proud of their cakes, pies, cookies, bread, etc., and they want the kind of flour that will repay them for the thought and skill they put into their work.

Men whose women folks are doing home baking for them will hand out a compliment now and then if they are wise.

And every woman who bakes anything at all is invited to buy Lily White.

VALLEY CITY MILLING COMPANY
GRAND RAPIDS, MICH.



Michigan Poultry, Butter and Egg Association.

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

Why Storage Eggs Are Higher Than Last Year.

A number of committees have recently been appointed, and certain Governmental agents instructed to investigate the causes and legitimacy of advances that have recently occurred in some kinds of food products. For the possible information of these, so far as their attention may be directed to egg market conditions, we present here the facts which have undoubtedly influenced individual operators in holding reserve egg stocks at a slightly higher price than was current at this time last year.

It should be understood at the outset that eggs are dealt in by thousands of individual dealers in all parts of the country. The production of the innumerable farmers is marketed chiefly either by sale to hucksters who drive from farm to farm in their territory, or to the storekeepers in the nearest town.

A few farmers who make a specialty of egg production market their product directly in the larger cities. In all of the larger towns and cities of the interior, in the widespread sections where eggs are produced beyond the needs of local consumption, there are packing houses where eggs are bought from the hucksters, the storekeepers, or from farmers for shipment to the larger cities, where they are handled by wholesale receivers or by jobbers directly. During the flush season of production surplus eggs are placed in cold storage for use during the season of deficient production; the incentive to do this is the opportunity for profit, and the business is freely open to any person who may wish to engage in it. Naturally, it is chiefly undertaken by dealers who are in the egg distributing business, and in fact it is done by thousand of dealers at all stages in the distribution. Farmers store some eggs; not many, but as many as they may desire; interior dealers who buy largely from hucksters, storekeepers and farmers, store considerable stock; wholesale dealers, jobbers and retailers in the large cities also engage in the business of storing. But all undertake this business individually and without combination. The patrons of the cold storage warehouses are numbered by thousands. Naturally, the factors which influence individual dealers to

store or to refrain from storage, and, having brought and stored, the factors which influence the individual to sell or to withhold from sale, are the facts or supposed facts available as to the relative production of each as to future conditions of supply and demand.

It should be borne in mind that eggs accumulated during the season of surplus production must, as a general principle, be marketed before the next season of flush production; for the difference in value between one flush season and the next is never sufficient to make a year's holding profitable considering the cost of holding and the deterioration of value in comparison with fresh production a year later. Consequently the storage of eggs is profitable to all holders only when the later conditions of supply and demand prove that the quantity carried was actually needed at a price higher than cost, and in that case it is evident that if less were carried the deficiency would be still greater. If the later conditions show that an excessive quantity was held, in relation to the demand at a profitable price, the surplus must be sold at a loss; consequently the profitable dealings of all who store must, as a whole, be dependent upon their correct judgment of the prospective conditions of public need in relation to prospective production and the supply carried.

All this may seem trite to the rank and file of readers, but it may serve to lay before investigators the principles upon which surplus eggs are withheld from sale during certain seasons, and the limitations as to profit with which operators are compelled to contend.

In estimating the general situation of the egg trade from statistics available at the present time condition should be given to the following facts:

1. The receipts from November 1, 1913, to March 1, 1914, included imports from Europe into New York equal to 91,900 American cases of thirty dozen each.

2. A mild and open winter from December, 1913, to January, 1914, inclusive, gave a larger winter egg production than usual and yet the demand was sufficient to clear the storage reserve closely by March 1, and chiefly by February 1, at relatively high prices.

3. The production of eggs from March 1 to August 1 has been less in 1914 than in 1913 as judged by the receipts as recorded, which, for that period, show a decrease of about 207,000 cases.

4. The storage holdings on August

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

Write or wire us when ever you have

POTATOES TO OFFER

LOVELAND & HINYAN CO.

236-248 Prescott St.

Grand Rapids, Mich.

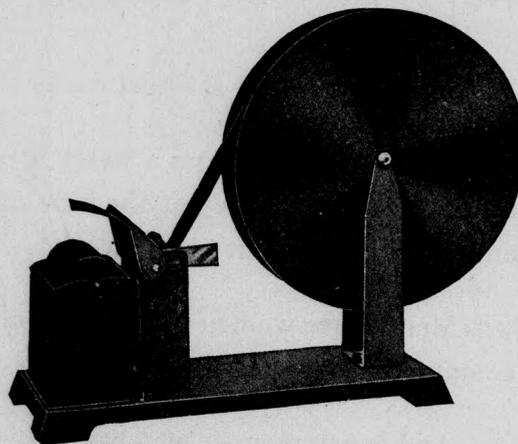
We have seed potatoes to offer in local lots

The Vinkemulder Company

Jobbers and Shippers of
Everything in

Fruits and Produce

Grand Rapids, Mich.



The only sealer that does not get your fingers sticky.

That always holds the tape firm and ready to grasp.

Saves half expense in doing up packages. Makes nicer package.

Our customers are pleased.

We ship by parcels post, both SEALERS and tapes.

Write for prices.

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

1, were less than on same date last year as judged by the reports recorded (which are supposed to cover approximately one-third of the total holdings in the United States) and which show a decrease of 137,000 cases compared with Aug. 1, 1913.

5. The war in Europe has brought into the situation a stimulating influence upon prices because it has removed the probability of any imports of eggs from that quarter and made probable more or less demand thence for a part of the reserve held in the United States.

6. Under these conditions a demand for consumption equal to that of last year after August 1 with no increase in fall and winter production, could not be supplied.

7. The natural effect of a demand at any given scale of prices in excess of the supply is to force prices to a higher level in order that the demand and supply may balance.

8. As compared with last year the prices of eggs at New York—comparing the leading grades—are now no higher for fresh gathered stock, and lower for the fanciest nearby eggs, than at same date last year; and storage eggs are about 2 cent higher, a degree of advance which would seem no more than should be expected to result naturally from the trade conditions above outlined. And very shortly after this date last year storage eggs advanced within 1 cent of present prices.

Foreign Eggs Not to Be Feared Next Winter.

Chicago, Sept. 1.—Importations of foreign eggs, which have constituted the dark horse of the local produce trade for several seasons, will cut little ice in the trade this winter, according to expressions from several leading commission men. Some of the receivers expressed an opinion that the lack of foreign eggs in this market would be aggravated by the probable demand which would come from the countries now engaged in the war. Two weeks ago, when the excitement was the highest, the writer heard in several quarters a wild story that Canadian houses were making large purchases of eggs by the carload from Western shippers with a view to exporting them to England and other foreign countries friendly to that nation. Investigation developed the fact that these stories were without ground, and that, while a few carloads had been bought by Canadian houses, the purchases were not made with the intention of exporting them. The truth of the matter seems to be that the export business, as far as Chicago is concerned, at least, will not amount to much this winter. Despite this fact there is the possibility that affairs may take such a turn that exportations of eggs will be possible for Chicago receivers. The market in this respect is being closely watched by the speculators, who think they see a chance for a big killing somewhere, but are not certain just where.

Outside of the poultry and egg business, but touching a number of dealers in these lines, is the sweeping indictment handed down last week by a Federal grand jury in connection with the Government investigation of the Western Canteloupe Exchange. The accusation was much the same as the one which was pressed against the Chicago Butter and Egg Board, namely, that the Exchange was a conspiracy in restraint of trade, which is illegal under the Sherman anti-trust law.

The indictment contains eight counts. In addition to conspiracy in restraint of trade, which is the main charge, the exchange is accused of illegal organization and of being a monopoly. Of the Chicago concerns which also handle poultry and eggs, and which are included in the indictment, C. H. Weaver & Co. is the largest. For that firm individual indictments have been returned against C. H. Weaver, C. A. Weaver, W. F. Morf, L. B. Kilbourne and I. D. Hale. When interviewed the indicted men did not express any great alarm. "I never thought there was much to this investigation in the first place," said Mr. Morf, "and now that the Government has placed us all under bonds which are purely nominal I am certain the Federal authorities were convinced, at the close of the grand jury investigation, that they had been making a mountain out of a mole-hill. Of course the indictments had to be returned to save the face of the Government. There will be no further proceedings in the case until fall. I fail to see how the grand jury ever found enough facts to return the indictment. As I believe I remarked to you when this investigation started, the Western Canteloupe Exchange does not control more than 40 per cent. of the production. With that portion, which is less than half, a monopoly is impossible. Besides, the organization was formed at the suggestion of the shippers around Brawley, Cal., and was intended to be a help to them as well as to us in marketing a perishable product at a price which will give a profit." Many prominent poultry men were questioned by the Federal grand jury during the investigation in order to get sidelights on the manner in which the canteloupe business was conducted. Great secrecy surrounded the hearings of the grand jury, and all commission men who appeared before the body were cautioned against telling what they said or what they heard on the penalty of being held in contempt of court.

One of the features of the poultry market this week, which should not be overlooked, is the large supply of springs on the market at reasonable quotations, which vary a trifle from day to day. This is unusual at this time of the year. The condition is caused by the fact that not many milk-feds are going into storage. Speculators have not been able to secure advances on the market. The result has been that a good many springs have been thrown on the market, with prices which would otherwise be much higher than they are.

Increase in Poultry.

Cassopolis, Sept. 1.—Indications are that there will be quite an increase in the poultry deal here this fall. Farmers are raising more chickens, and had a fairly good spring. As yet there is little poultry moving here. So far have bought but very few broilers, and ship all the old stuff by express. Have shipped only about six coops each week.

The egg deal looks fairly good in this section. The quality is much improved over what it was in July, and we are getting fully as many eggs as we did then. Shipping from 150 to 200 cases each week on the market, as I do not care to put away any hot weather eggs this summer.

Hardly know how the trouble in Europe will affect the poultry and egg deal here, but look for prices of same to follow along with other products. Think the storage egg deal a good one this season.

H. M. Randall Jr.

But a crank ceases to be a crank when he does you a good turn.

A mean man always measures the world by his own standard.

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 scarce and selling well at quotation.

Dairy and Creamery Butter of all 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.

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



Those Who Know the delicious uses of

Mapleine

will thank you for supplying them

Order from

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

Crescent Mfg. Co., Seattle, Wash.

Watson-Higgins Milling Co.

Merchant Millers

Grand Rapids :: Michigan

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.

Dandelion Vegetable Butter Color

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

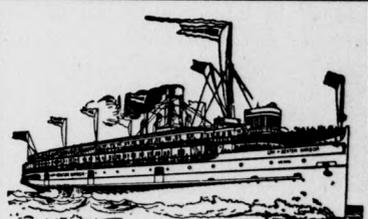
Manufactured by Wells & Richardson Co. Burlington, Vt.

Match Price List

NON-POISONOUS

Strike-Anywhere Safety Matches

	Price for 5 cases and over per case	Price for less than 5 cases per case
SAFE HOME		
No. 5 size—5 boxes to package, 20 packages, (100 boxes) to case	\$3.50	\$3.60
BIRD'S-EYE		
No. 5 size—packed 5 boxes in package, 20 packages (100 boxes) in case	3.40	3.50
BLACK DIAMOND		
No. 5 size—packed 5 boxes in package, 20 packages (100 boxes) in case	3.25	3.40
MARGUERITE		
No. 5 size—packed 12 boxes in package, 12 packages (144 boxes) in case	4.40	4.65
SEARCH LIGHT		
No. 5 size—packed 12 boxes in package, 12 packages (144 boxes) in case	4.40	4.65
BLUE BIRD		
No. 5 size—packed 1 doz. boxes in package, 12 packages (144 boxes) in case	4.10	4.35
CRESCENT		
No. 5 size—packed 12 boxes in package, 12 packages (144 boxes) in case	4.00	4.25
SWIFT & COURTNEY		
No. 5 size—packed 12 boxes in package, 12 packages (144 boxes) in case	3.85	4.10
BLACK SWAN		
No. 5 size—packed 12 boxes in package, 12 packages (144 boxes) in case	3.70	3.85
BEST AND CHEAPEST		
No. 2 size—packed 12 boxes in package, 12 packages (144 boxes) in case	1.60	1.70
RED DIAMOND		
No. 2 size—packed 12 boxes in package, 12 packages (144 boxes) in case	1.60	1.70
ANCHOR		
No. 2 size—packed 1 doz. boxes in package, 12 packages (144 boxes) in case	2.70	2.85
GLOBE		
No. 1 size—packed 12 boxes in package, 36 packages (432 boxes) in case	2.70	2.85
STRIKE ON BOX MATCHES		
RED TOP		
B Size—12 boxes to package, 60 packages (720 boxes) to case	\$2.50	\$2.75
ALUMINUM		
AL Size box—12 boxes in packages, 60 packages (720 boxes) in case. Per case	1.90	2.00
boxes) in case	1.40	1.50



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

Make Out Your Bills THE EASIEST WAY

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

Command your hand to guide the brush

Seventh of a Course of Lessons in Show Card Writing.

Written for the Tradesman.

In this lesson we take up the subject of layouts. By the word layout we mean the design of a card as to kinds and sizes of letters to be used, featuring, spacing, ornamentation, etc. In a sense the color scheme to be employed may properly be considered a part of the layout, although generally the word has reference to form rather than color.

The layout is the vital part of a show card. Important as are clean-cut, well-proportioned letters, the design of the card is even more essential. Given good wording and a good layout, a card hardly can fail to be an effective piece of advertising, even though the letters show some haste or lack of skill. But if the design is wrong the whole work goes for naught. The most exquisite lettering can do little to help a poor layout.

In making layouts, taste, originality, ingenuity—in short brains, find a field for exercise; a field which is ever new and ever varying and has almost limitless possibilities. Skill in lettering is a useful and valuable technical ability. Having once acquired it, progress in it lies largely in attaining ease and rapidity in execution, giving better finish and greater beauty to the work, and occasionally acquiring a new alphabet or a new style of ornamentation. In its nature it does not afford wide scope for the artistic and advertising faculties. These are called into play in making the design. As the number of possible good designs is infinite, opportunity for the exercise of taste and originality is limitless.

The student should now provide himself with a T square. While the practice work outlined in this lesson can all be done with a carpenter's square and a common ruler, a T square is the handiest instrument to use in getting alignment lines on to a card, and is a great convenience and timesaver. For very large work the 40-inch T square is best. For ordinary store work a shorter one may be better.

The first thing to do in learning this branch of the subject is to copy the layouts of good show cards. Find the show cards wherever you can. Examples of a few simple cards and price tickets have been given in this series. You can use these. Study any other show cards or pictures of show cards you may see, and make copies of the layouts, of course selecting for the present those of not too elaborate design.

Textbooks on card writing containing plates of well designed cards often are to be found in the public libraries. These will furnish good models.

Figure A will show you what is meant by copying a layout. With

pencil or charcoal, working on wrapping paper, the backs of advertising cards, or old newspapers, make the alignment lines properly spaced and sketch in the words, using merely skeleton letters as is shown in the cut. In your copies, for the present omit any scrolls or ornaments that you find in the originals.

For most of this copying work, do not do much measuring of the original as to the size of the letters, etc.; use your eye. With a few cards, particularly such as contain a considerable amount of reading matter, take accurate measurements and make an exact copy. If larger or smaller than the model, draw to a scale. By an exact copy I mean only as to the proportions of the design. Use the quickly made skeleton letters as before.

Having attained proficiency in copying layouts, you should next attempt some constructive work in designs. Take any suitable matter that comes to your mind and make a layout for a show card, one which will bring out this matter in the most forceful and pleasing manner you can contrive. Make a large number of such designs, choosing matter relating to

different kinds and classes of goods and which varies considerably.

In this work, as in the preceding, stop with the rough layout; you need plenty of practice of this sort before you begin making cards with finished letters. It is a good stunt to take the same matter and make two layouts, one for a "panel," that is, a card taller than it is wide, and the other for a "landscape," which is a card wider than it is tall. The student will find that some matter can be brought out more effectively in the one form, some in the other.

Figure B shows two layouts of the same matter, both panels. The student will observe the difference in featuring. No. 1 is incorrectly featured, No. 2, correctly. Generally speaking when a price is given it should be featured.

There are two methods of making a layout, with both of which the student should be familiar, for he will need to use both. One is by close calculation and the other by guess or by "cut and try," only with the experienced card writer the guesswork is remarkably sure and accurate. With either method you first divide your matter into lines and determine on

the featuring. Then if you are using the closely calculated method, you decide on the width of border you would like, what size you want to make each line of matter, and how much space is needed between the lines, also allowing space above the top line of letters and beneath the bottom line, between these and the border line. Add these various measurements and if the sum is greater or less than the height of your card, then you must diminish or increase, either right through the layout or wherever you can best spare a little or add a little. With this method, before you put on a mark you have the sum of all the lines and spaces exactly equal to the height of the card. This is the right method to use when the amount of matter is relatively large for the size of the card, so that very close economy of space is necessary; and it is also used when there are a number of lines of matter exactly equal in value and importance, and which should be brought out in the same size of letter or figure. Ten or twelve price reductions in underwear, for instance,

In actual work, the practical card writer does not make many closely calculated layouts, except for cards that, like those just spoken of, have several lines of equal matter.

For a piece of ordinary work, the card writer determines on the division of the matter into lines, which words he will feature, etc., and, using his T square to make the alignment lines, proceeds to put on the cardboard, which has been cut the required size, the layout he has formed in his mind, without doing any measuring for letter-sizes and spaces. If he runs short for room or has too much, then he changes his alignment lines; but ordinarily he gets them right the first time and sketches in the words at once, the layout being made and on in little more time than it takes to tell about it.

In the cuts shown, the guide lines and the skeleton letter are made fairly heavy, so as to come out plainly in the reproduction. In actual work, you put on the layout as lightly as you can and have it clearly visible, for the less erasing you have to do the quicker you can complete a card the neater it will look when done. On white or light cards the layout is put on either with a lead pencil or with a stick of French charcoal sharpened to an edge. If the charcoal is of proper softness and is used lightly, the mark will practically all brush off with a whisking movement of a cloth or chamois skin, and little or no erasing will be needed.

By the practice on layouts here outlined the student will begin to grasp certain fundamentals, which for clearness and deeper impression we will tabulate under convenient heads.

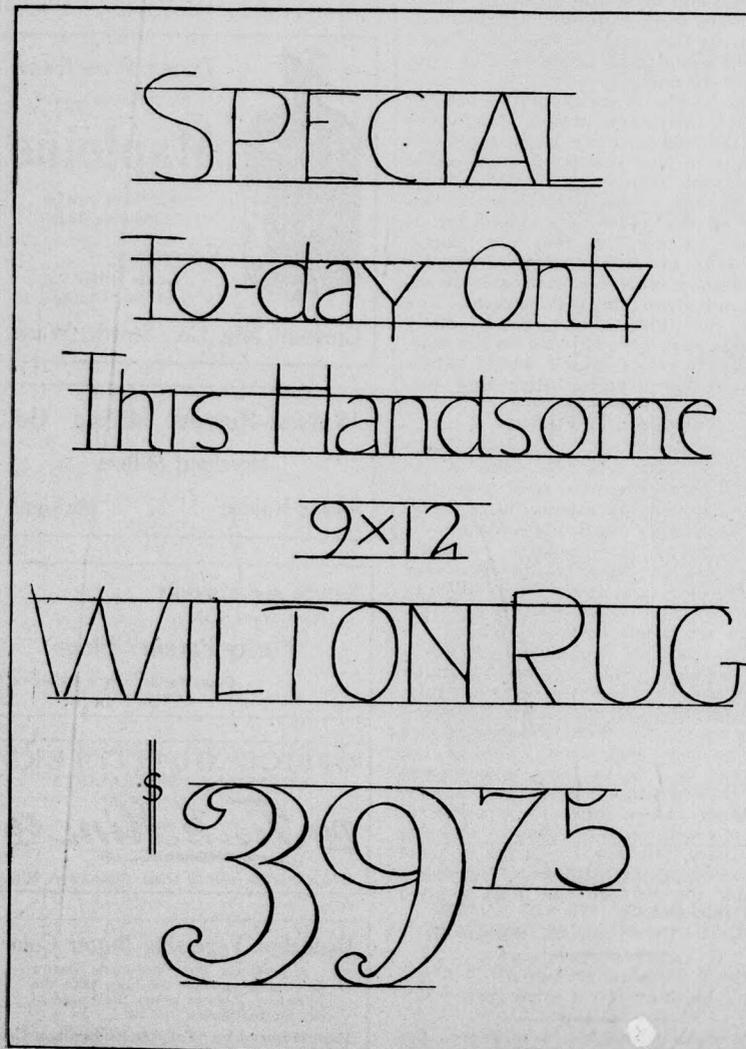


Fig. A.



Fig. B.

1. Border. It adds greatly to the appearance and effectiveness of a show card to leave space for a border. The border is separated from the central portion of the card by a line ruled with a brush. This line may be light or heavy according to the size and character of the card, style of letters, etc. For a card of medium size the border or space outside of this line should be at least from one inch to two inches in width. In your practice work it is a good plan to draw the separating line with pencil or charcoal, keeping the lettering inside. Later on the student will be told about breaking the border line when necessary. So far as practicable, keep the reading matter well inside the border line—space around the reading matter is desirable and effective.

2. The importance of space. Never crowd a show card. Medium or even small-sized letters with enough space above and below them are more effective than larger letters that lack for room. Crowding matter in the line is almost as bad as crowding the lines. As a rule the letters in a word should be placed fairly close together, but between words there always should be enough space to make a clear separation in the eye of the reader—so that there will be no confusion

nor running together of the letters of two words.

The student doubtless has observed that capital letters, being of uniform height, do not require relatively so much space above and below them as lower-case letters, since some of the latter project above and others below the guide lines. The space between lines of matter should be governed somewhat by the relation of the words, as well as by the kinds and sizes of the letters. When a line of matter is followed by another closely related in meaning, less space is required than when there is a change or break in meaning.

Be careful not to run a line of matter nearer the right edge of the card than it starts from the left edge, that is, when it is supposed to go exactly in the middle. If there is to be any difference in space, it will look better with the wider space at the right.

3. Balance. Spacing naturally brings up the topic of balance, which can only be touched upon at present. We speak of it here that the student may have it in mind as one of the points he is to observe in any show card work he may see. A show card should have balance. All the work of the upper portion should not be bold and heavy when all the work on the

lower portion is light and thin, nor vice versa. Often a layout not perfectly symmetrical as to the two sides is better and more effective than the one that is entirely symmetrical. But there should be balance between the two sides. A skillful card writer will offset a heavy word or a price in large figures on one side of a card, by a heavy word on the other side, placed somewhat further up or further down. Perfect balance sometimes has to be sacrificed to the exigencies of featuring and arrangement.

4. Featuring. Perhaps the most essential element in successful card writing is to be able to select the important word or words in the matter and feature these so as to catch the eye of the passerby. The remainder of the message should be made subordinate, although, of the subordinate matter, some parts are apt to require bringing out more plainly than others.

Featuring is another very large subject regarding which only the barest outline can be made in this lesson. Featuring is accomplished in several ways. The best method for most cards is to use large, bold, heavy letters or figures, perhaps making the featured portion still more conspicuous by special color. For in-

stance, suppose the price is the thing to be brought out most prominently. Then if you are using a white card with black letters, the price may be put in in large red figures. This brings out the point that featuring is accomplished not only by conspicuous size but by conspicuous coloring as well. Whatever is unusual or striking in size, form, color or arrangement, whatever will catch the eye and arrest the attention, features. Be always on the alert for new ideas in featuring. Ella M. Rogers.

227 Orizaba Ave., Long Beach, Cal.

His Office.

An American tells of his tipping experience at a certain hotel on the Continent. The employes, in time-honored fashioned, were lined up at the entrance. Accordingly he distributed the tips according to the schedule he had memorized from the guide book.

He was surprised though when his progress to his cab was barred by a lad in buttons.

"What do you want?" asked the American.

"A few centimes, sir," said the lad, "according to the usual custom, sir."

"Well, what did you do for me?"

"Why, monsieur," said the lad, "I saw you get into the cab."

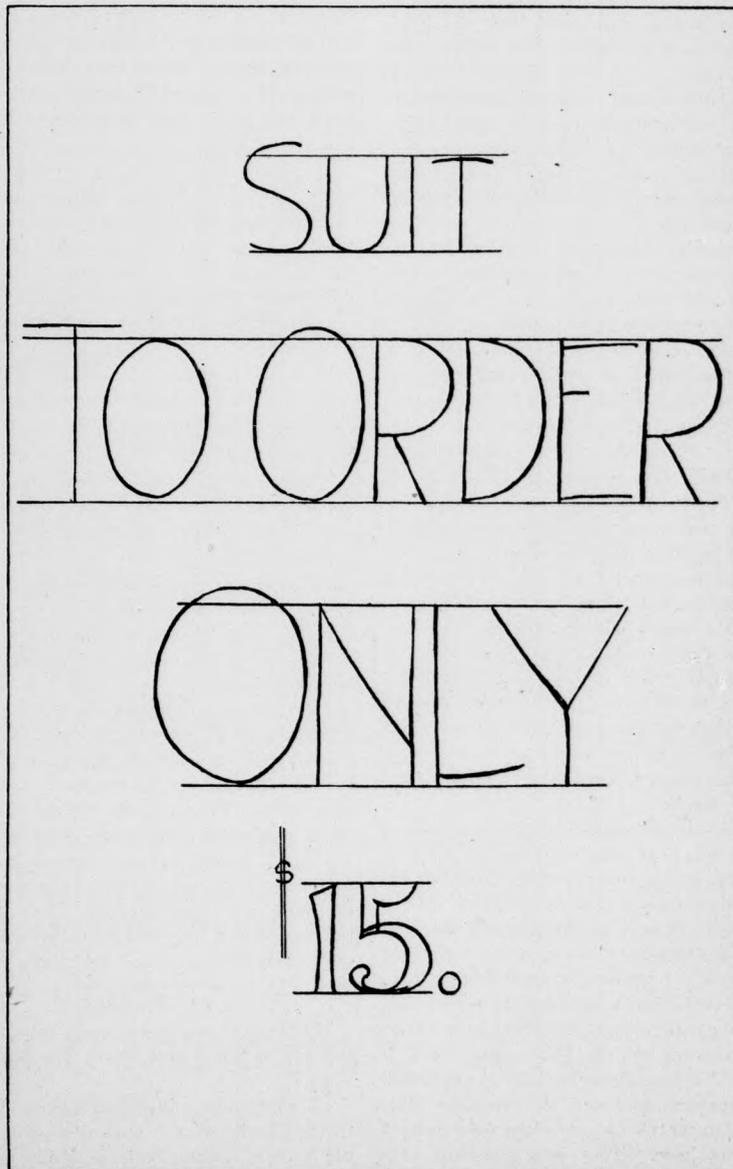


Fig. B.

THE MEAT MARKET

How Reputation Helps to Build Up "Route" Trade.

I happened to be in one of the suburbs of New York one day not long ago and, as it was getting toward noon, I looked around for a place where I could get a bite to eat. Not liking a couple of restaurants which I passed, I finally approached a policeman who looked goodnatured, and asked him where I could get a halfway decent meal in the neighborhood. The best place, he told me, was about five or six blocks down from where I was, and while it was not a fancy place, according to the policeman, it was clean, home-like, its cooking was good and the meat of the best quality. "Why," said the policeman, "they get their meat from Blank & Co., in the city." I knew these butchers and was rather surprised to hear that they did business in a section so far from their market.

Thanking him for the information, I immediately went there and got as good a meal as he had promised me.

While I was eating a young man tapped me on the shoulder, saying, "How do you do, Mr. A—." I naturally looked up, and while the young man's face was familiar to me, I could not place him. When he mentioned his name, however, I knew him at once, although I had not seen him in seven or eight years, the last time being when he was a mere boy.

"What are you doing?" I asked him. "And how are you getting along?"

"Pretty well," he replied. "I've got the route in this section for Blank & Co."

As this was the same firm whose name I had heard mentioned by the policeman, I was interested, so I encouraged my acquaintance to sit down and talk.

"I serve this place, a few saloons and about forty private customers," he went on, in reply to a question. "My business amounts to about \$400 per week.

"How do you come to do such a big business way out here? This is at least five or six miles away from your market."

"Oh, it isn't so hard," said he. "I first drove out to a few customers who used to live near Blank & Co., and who we continued to serve, although they live away out here. One recommended the other, and, besides that, I occasionally ask a customer to recommend me to someone else. I also watch to see when new people come here. This is a growing section and there are some nice families

living here. It isn't hard to work up a good-sized trade, because Blank & Co. have a good reputation and are well known for the quality of the meat they handle and the reliability of their service."

"How long did it take you to build up this route?" I asked.

"About a year and a half," he replied.

"How do they pay you on this proposition?"

"I get \$12 a week and 2 per cent. on anything over \$200 per week business. It doesn't make any difference whether it is my order or not, I get the credit if I deliver the order. This works out well with me, especially around the holidays, as there are a great many people around here who do not trade with us regularly, but who, when they are in the neighborhood of the store, and knowing that we deliver out here, stop in and buy their meat. I have \$400 worth of orders; that gives me 2 per cent. on \$200, and so I make \$16—never less and often more.

"I make only one trip a day up here, and my customers give me their orders a day ahead of time. So when I deliver an order I get the order for the next day. Sometimes they telephone or send a postal card, as my wagon doesn't leave until the first mail is in.

"I have nothing to do except to take care of this route. I get the rig from the stable about 7 a. m., load up and leave by 7:30. By 2 or 3 o'clock

I am through and get back to the store about 4 p. m. I then turn in my money and orders and I am through for the day.

"There isn't much trusting on this route, either. Some are C. O. D., the rest are weekly, but only those who either own property or are highly recommended get any credit at all. All slow payers are put on the C. O. D. list, and if they do not pay what they owe in a week the boss gets his lawyer after them before the account gets stale. That usually makes them settle up. As a rule, we lose their C. O. D. trade, but we are satisfied to let the butchers around here wrestle with the slow payers. They get the beats and we look for the good ones only."—Butchers' Advocate.

To Be Identified.

"Presently you may come into the parlor, Waldo, and meet the company."

"Well, for goodness sake, ma, tell them plainly who I am. I'm sick of old ladies asking 'Whose little man are you?'"

Cheap Eggs in China.

Julian H. Arnold, American Consul at Chefoo, China, gives the following information of prices for eggs in Shantung, a province on the west shore of the Yellow Sea:

"During recent years, since the completion of adequate transportation facilities for Central Shantung, large quantities of eggs, fresh and in powdered form, have been shipped abroad. This trade has been made possible by the running of refrigerator ships to England, and I understand efforts are being made to run refrigerator ships across the Pacific to carry Shantung eggs and beef to America. The International Cold Storage Company of Great Britain has been buying fresh eggs this past spring in Shantung for shipment to England at 360 eggs for \$1 United States currency. Fifteen years ago one could buy 900 eggs for this sum. But 360 for \$1 is considered the lowest price at which eggs can now be secured.

"The Shantung eggs weigh ten to a pound and seem to be rather dark in color. It is intimated that upward of a million eggs a day are shipped from Shantung during the season; that is, during the spring, early summer and fall. For shipping purposes they are packed in boxes, 500 to the box, with straw filling. They are shipped in carload lots, 580 boxes to the carload, and repacked at Pukow or Tsingtau for transportation abroad.

"A factory at Tsingtau also buys eggs for separating the whites from the yolks for making albumen and dried yolks for shipment to Germany.

"Considerable poultry is also shipped from Shantung for transportation to England under cold storage. The Shantung chicken is small and poorly fed; dressed it weighs on the average of one and one-half pounds, and sells for 10 cents U. S. currency in the Southern part of the province. Goodly numbers of eggs or chickens cannot be secured from any one producer, as there are no such things as poultry farms in China, each farmer or household raising a few chickens and eggs for market purposes, the aggregate making a huge sum total, as the number of farms and households is very large. Purchases of these products, as well as of other farm products, are generally made in the market towns on market days, when people from the surrounding country take their produce to the market and hold it there for general sale."

Canadian Egg Improvement.

Agents of the Live Stock Branch of the Canadian Department of Agriculture have devoted much thought and serious effort to improving the conditions prevailing in the egg industry with a view to lessening the waste arising from improper handling and marketing. The character of this work is indicated by several bulletins, issued by the Department during the early months of the current year, an examination of which shows the defects in the present system and the principles upon which it

is aimed to correct them, to be identical with those in the United States.

The Canadian investigators and instructors have found, just as has been found here, that the chief bar to improvement in egg qualities lies in the general habit of buying mixed qualities of eggs, including some that are worthless, at a uniform or "case count" price. This phase of the problem is dealt with particularly in a bulletin issued last April by W. A. Brown, J. H. Hare and W. H. Ault, entitled "The Payment for Eggs According to Quality." In this pamphlet the authors show the "case count" system of buying eggs from producers to be unfair; and that such a system, by placing no premium on high quality eggs, really creates an incentive to careless methods.

The investigators have found a difficulty in encouraging a reform, in a failure on the part of wholesalers to make a proper discrimination in price for quality; and it is said in the bulletin that efforts to induce a system of "quality payment" had been well received by the distributing trade, although a lack of recognized standardization had made it difficult to carry into effect the advanced system. It appears that thus far the reform, when effected at all, has gone little beyond the mere payment for eggs on a "loss off" basis and has not yet resulted in any general or adequate discrimination in the prices paid for different qualities of merchantable eggs.

The authors show the absolute necessity of "candling" eggs sold at interior points and offer to furnish, through their department, a simple egg candling device, made of cardboard and designed for use with either a kerosene lamp or electric light.

Other interesting bulletins issued by the same authors deal with the method of candling eggs, and the judgment of quality from the appearance of the egg before the light, with the suggestions for the care of eggs by producers, with suggestions for egg circle members and with the importance of removing the male birds from the poultry flocks during hot weather. A more extensive bulletin by W. A. Brown deals with the organization of co-operative egg circles and gives the favorable results obtained by members who have taken advantage of this system of co-operative effort.

Bay City is raising a fund to secure the removal of the Fulton Mfg. Co. from Chicago to that city.

Most of the golden opportunities offered you will not stand acid test.

MAAS BROTHERS Wholesale Fish Dealers



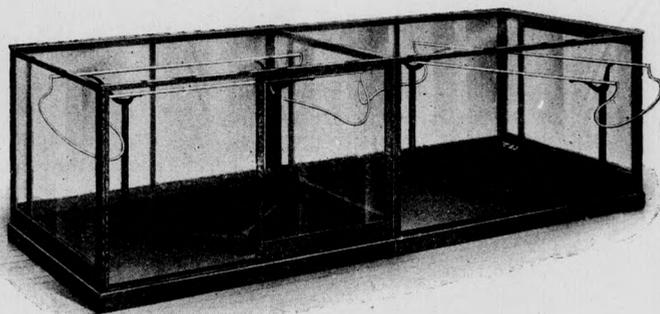
Sea Foods and Lake Fish of All Kinds

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

New Store Fixtures At Bargain Prices

(For Michigan Merchants Only)

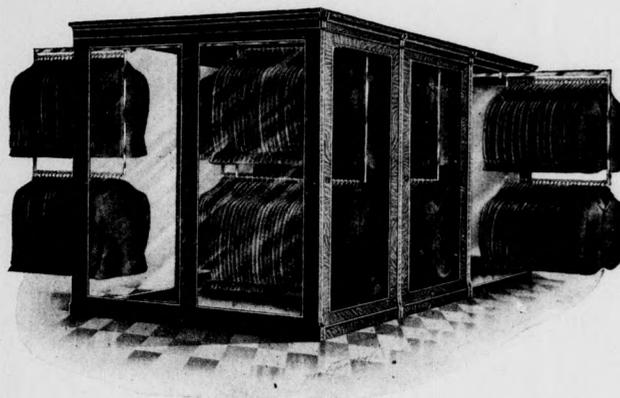
A SHORT time ago we made a few improvements in our wardrobes and cabinets; changes in the nature of "refinements" and not affecting the fundamental ideas in our cases. Our policy is to push the very latest make in our wardrobes and cabinets, and the small number of "old style" cases which we have on hand we will sell (in Michigan only) at very attractive prices. These cases are absolutely new and perfect. They are backed by our full guarantee, and the purchasers will get our complete service. These cases are as serviceable and durable as our latest styles; we will gladly tell you just what the changes have been. The number of these cases are limited, and they will be sold quickly. Any Michigan dealer who is interested should get in touch with us *at once*. Tell us what you can use and if we have what you need we will give you full particulars and quote prices.



THESE Welch Revolving Wardrobes are in the finest of stores all over the country, and will be in service for many years to come. They were purchased because they were the best fixtures on the market for selling ready-to-wear apparel. You can now buy these same wardrobes, in Michigan only, at a big reduction—while they last. We have them in both the floor type (as shown) and in the wall type. There are enough of these for only a few stores. If you intend to buy revolving wardrobes you should investigate this offering now—it will pay you to come to Grand Rapids to see them.

THE WELCH SYSTEM

WE also have a few of the telescope slide cabinets, of the type shown in the cut. These are new, perfect cabinets and fully guaranteed. The merchant that can use them can get an exceptional bargain. These cabinets are a vast improvement over racks, and at the attractive prices we will quote enough merchants should want to improve their stores with these fixtures to quickly dispose of the few we have to offer. We also have a few "odd" show cases (new) and a few second-hand show cases, picked up when installing new equipment, and these are for sale at very low prices. Full particulars on request.



TO those merchants who may be interested in new store fixtures we will gladly send our catalogues covering everything needed by department, dry goods, apparel or general stores in the way of equipment. These will show the very latest ideas in fixtures. When in Grand Rapids, whether you are "in the market" or not, call at our showrooms and let us show you our full line.

Welch Manufacturing Co.
Grand Rapids, Michigan

BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

Grand Rapids, Aug. 11—In the matter of William Dieters & Sons, bankrupt, Holland, the first meeting of creditors was held this day. Claims were allowed. Creditors failing to elect, the referee appointed Austin Harrington, of Holland, as trustee and fixed his bond at \$500; the trustee has qualified by the filing of his bond. W. J. Carol, Isaac Marsilje and Isaac Kouw, all of Holland, have been appointed as appraisers. The assets, if any, in this matter will be very small and it is doubtful if any dividend to general creditors will be paid.

In the matter of E. C. B. Judd, Inc., Muskegon, the adjourned special meeting of creditors was held this date. All claims filed to date have been disposed of with two exceptions and the referee made an order for the payment of certain administration expenses and the first dividend of 8 per cent. in the matter. This dividend will be paid at once. There are considerable assets still outstanding in the shape of notes and securities and another dividend in the neighborhood of 10 per cent. can safely be expected by general creditors.

In the matter of Lura Gardner, bankrupt, Grand Rapids, a hearing on the petition of Carl Knott & Co., Ltd., praying that the funds in commercial checking account of the bankrupt be determined to be covered by the petitioner's chattel mortgage, has been held. The referee has filed his findings in substance that the terms of the chattel mortgage were not broad enough to cover funds in a commercial checking account. The petitioner has taken an appeal to the District Court. The question is one of importance, inasmuch as many mortgages are drawn with this provision.

In the matter of John A. Innis, bankrupt, Grand Rapids, the adjourned final meeting of creditors and hearing on the petition for the allowance of claim of Bessie R. Innis, was held this day. The claimant and the bankrupt were sworn and examined and the final meeting was further adjourned to Sept. 11.

Aug. 12—In the matter of George P. Dowling, bankrupt, Grand Rapids, an order has this day been entered confirming the sale of certain of the assets of the bankrupt to F. S. Elston, Grand Rapids, for the sum of \$210. This estate is very small, the balance of the assets being uncertain and the dividend, if any, to general creditors will be a very small one.

Aug. 14—In the matter of Homer E. Ranes, bankrupt, Eaton Rapids, an order has this day been entered refusing the offer of A. A. Houghtalling, of Charlotte, for the assets. The offer amounted to \$175.

In the matter of Lewis J. McNaughton, doing business as the Champion Quick Repair Co., Lowell, the trustee has this day been given a general order for the sale of the assets, which consist of shoe and rubber stock and repair machinery. The sale has been fixed for Sept. 2, at Lowell, and will be a public sale. The total appraised value of the assets is in the neighborhood of \$1,000.

Aug. 18—In the matter of Holland Rod Co., Holland, the following have been appointed as appraisers: David Leenhouts, Irwin W. Allen and Con De Pree. The inventory has not yet been filed.

Aug. 19—James S. Reed, Grand Rapids, has this day filed a voluntary petition in bankruptcy, the adjudication has been made and the matter referred to Referee Wicks for administration. The first meeting of creditors has not yet been called. The schedules on file at this office show assets listed at \$925.00 and liabilities are listed at \$1,997.25. The following are shown as creditors of the bankrupt:

Alfred Hunter, Grand Rapids	70.00
John Miller, Grand Rapids	53.53
Martha Staffner, Grand Rapids	728.00
Johnson Bros., Grand Rapids	55.85
B. T. Pierce, Grand Rapids	25.98
Yuille-Miller Co., Grand Rapids	5.90
Petterson & Co., Grand Rapids	4.25
Mr. Meyer, Grand Rapids	7.50
P. Steketee & Sons, Grand Rapids	19.00
W. Murray & Sons, Detroit	6.50
Mary Marquaski, Jackson	265.00
Dr. Sumerlin, Grand Rapids	82.50
A. Watkins, Grand Rapids	5.30
Am. Window Cleaning Co., Grand Rapids	3.00
R. Watkins & Co., Grand Rapids	2.40
Carroll & Huyge Co., Grand Rapids	24.10
Sanitary Milk Co., Grand Rapids	104.06
G. R. Savings Bank	286.66
Collins Ice Co., Grand Rapids	59.61
Hydraulic Co., Grand Rapids	25.50
Foster, Stevens Co., Grand Rapids	7.00
Peoples Milling Co., Muskegon	18.80
Peoples Supply Co., Grand Rapids	11.10
Home Fuel Co., Grand Rapids	36.70
Johnson Cigar Co., Grand Rapids	24.10
Holland Cigar Co., Grand Rapids	42.60
C. W. Dierdorf, Grand Rapids	17.00
George Seymour, Grand Rapids	4.80
Barnett & Scully, Ionia	6.80
Kuppenheimer Cigar Co., Grand Rapids	14.75
Grand Rapids Cigar Co.	9.90
Grand Rapids Paper Co.	6.03
H. Leonard & Sons, Grand Rapids	13.00
C. H. Nagel, Grand Rapids	680.00

H. Daane, Grand Rapids	12.92
Michigan State Telephone Co.	9.80
Rudell Creamery Co., Grand Rapids	7.50
Muskegon Power Co., Grand Rapids	10.10
Lewis Electric Co., Grand Rapids	2.13
Valley City Supply Co., Grand Rapids	3.75
Allenized Water Co., Grand Rapids	16.13
Cadillac Cigar Co., Detroit	14.00
Holland Mutual Aid Society	12.00

The assets are nearly all claimed as exempt by the bankrupt and it is doubtful if the dividend will be a very large one.

Aug. 20—In the matter of G. W. Stevens & Sons, bankrupt, Greenville, the trustee has filed his final report and account and the final meeting of creditors will be called for within the next few days. The account shows the following: Cash on hand as per second report, \$4,234.98; additional receipt since the filing of second report, \$44.41, total, \$4,279.39; disbursements for administration expenses, preferred claims and second dividend of 20 per cent., \$2,881.03; balance on hand, \$1,398.36. The estate will pay a further dividend of about 10 per cent. Two dividends aggregating 30 per cent. have been heretofore paid in this matter and the estate has been continued for a long time, pending litigation in the Supreme Court of this State which has only recently been settled.

Aug. 21—In the matter of Holland Rod Co., bankrupt, Holland, the first meeting of creditors has this day been held. The claims filed were allowed or referred to the trustee to investigate and report. Creditors failing to elect, the referee appointed Henry J. Luidens, of Holland, as trustee and fixed his bond at \$5,000. Mr. Luidens was the receiver for this estate prior to the appointment of the trustee. The receiver has been directed to file his final account. The first meeting has been adjourned to Aug. 28, and the officers of the bankrupt ordered to appear for examination. It is understood that a composition with creditors is to be offered by the bankrupt at this adjourned meeting.

Aug. 24—In the matter of Richard W. Elwood, bankrupt, Bellevue, the final meeting of creditors was held this date. Claims were allowed and the matter held open pending the trustee's report on certain matters and for declaration of final dividend, if any, and closing. The dividend, if any, will be a very small one.

In the matter of the White Lake Transportation Co., Hart, the trustee has filed his final report and account and the final meeting of creditors will be called at once. The account shows total receipts of \$224.05 and disbursements for administration expenses of \$33.16 and a balance on hand of \$190.89.

Practical Joke Played on Napoleon by Bismarck.

The late Carl Schurz once narrated to me and a few other friends a conversation he had had with Prince Bismarck concerning the causes and consequences of the Franco-Prussian War of 1870. Bismarck said that the war was inevitable. It had to come because France considered herself the first Power in Europe, and was alarmed, after the battle of Sadowa, lest that place should be taken by the new North German Confederation. The question which of the two Powers should be foremost had to be decided, and the only question was which should strike first.

Bismarck had not yet told the world how, at the dinner table with Von Moltke and Roon, he had "edited" King William's telegram from Ems, describing his last interview with Ambassador Benedetti—how he (Bismarck) had asked Moltke whether he was sure that he could win in a war with France, and how he then gave a tone of insolence to Benedetti's talk and a tone of defiance to the King's rejoinder (both false), and by publishing the edited copy had touched the match which had led to the unification of Germany. In this way he provoked France to strike first, and led all the world to believe that Louis Napoleon and not himself was primarily to blame for the war. In other words, he deliberately used France as an anvil on which to weld

the German empire together, and deceived the other nations while the process was going on, and until he himself disclosed the damning secret.

Now we are told again that France is responsible because the German Emperor and his advisers knew that France would fight some time in order to recover the provinces that had been taken from her by Bismarck in the other inevitable war, and that she would probably take the opportunity when Germany had another enemy on her hands. Hence this war is defensive from the German standpoint. It reminds us of old Cato's words, *delenda est Carthago*. Carthage must be destroyed because she has reasons for fighting us at some future time, and will probably do so when we are engaged elsewhere.

Three years ago I visited the Niederwald on the anniversary of the declaration of war between France and Germany. I first went to Ems, and after taking luncheon at the railway restaurant I sought the tablet which marks the spot where King William and Benedetti had their last interview. The stone and the inscription were easily found, and I expected to meet a good many enthusiastic people there. To my surprise I was the only person who seemed to take any interest in this German Fourth of July. Nobody else came near the patriotic memorial while I was there. I then pursued my journey to the statue of Germania which was erected to commemorate the German victory in that war. Here I found no celebration, no flowers, no speech-making, no soldiers, not even a military brass band—only the usual number of tourists, mostly foreigners. I thought that perhaps the German people were not very proud now of the practical joke played by Bismarck on Louis Napoleon forty-four years ago. Horace White.

Reading Trade Papers a Credit Asset.

"No man in business can afford to neglect the periodical of his trade; a live trade paper presents every week or month a fund of information on business conditions and methods which may save the readers from making costly experiments. Papers for the retail trade tell about methods of selling, of keeping cost accounts, of how to get rid of time-worn merchandise, how to create a spirit of loyalty and co-operation among clerks and general employes.

"It is for the credit grantor to get his customers to read consistently one or two papers bearing upon their trade. Generally speaking, the man who gets nothing out of his trade paper is a back number or is soon going to be."—Bulletin of the National Association of Credit Men.

Lansing will continue its part time school and factory courses this year, giving students theory and shop practice alternately.

The Flint Board of Commerce is asking the Grand Trunk for better Pullman service to Chicago.

If you don't want people to like you criticise what they do.

World's Biggest Dye Plant.

The reason for the world's dependence upon Germany for its supply of dyes is explained by the remarkable growth and expansion of such pioneer companies as the Badische-Anilin & Soda-Fabrik of Germany. By using high grade native talent in solving chemical problems unthought of a few decades ago, and by fostering a spirit of thoroughness among factory workers through maintenance of numerous benefits, this company has welded its huge plant into a unit of unexcelled efficiency with \$70,000,000 of gross sales annually.

The German plant has a frontage of a mile and a half on the Rhine. A bird's eye view of the property presents an array of factory chimneys which suggests the industrial center of a city rather than the headquarters of a single concern. The plant is in fact the largest of its kind in the world.

Some idea of its size may be gained from considering that 158 boilers, 13 dynamos generating 7083 kilowatts, and a local waterworks, gas works, and ice factory are operated. There are 411 telephone sub-stations, 539 fire hydrants, and the company maintains its own fire department, including 25 steam engines.

The number of workmen until recently was 8,000, and besides 918 officials in the commercial department, there is a staff of 217 chemists and 142 civil engineers. There are branch factories in France and Russia.

The company was founded in 1865, and introduced its products in this country in 1871. Products comprise the entire range of artificial organic coloring matters—*aniline*, *alizarine*, *naphthol*, *resorcine*, *gallic acid dyes*, and *synthetic indigo*.

The entire industry has sprung up from the production of dyes derived from coal tar. This tar is a by-product of the manufacture of gas and coke. The Badische Co. also makes its heavy chemical re-agents which are used to convert the initial materials into dyes.

The company maintains sanitary dwellings for its workmen, pays premiums for long service, and maintains a private hospital and a workmen's club for insurance against sickness. There are funds for the support of the disabled and their dependents and for old-age pensions. The welfare department extends to the maintenance of baths for women, a lying-in hospital, a house-keeping school, a library, and a workmen's savings bank. Similar club and pension benefits are maintained for officials.

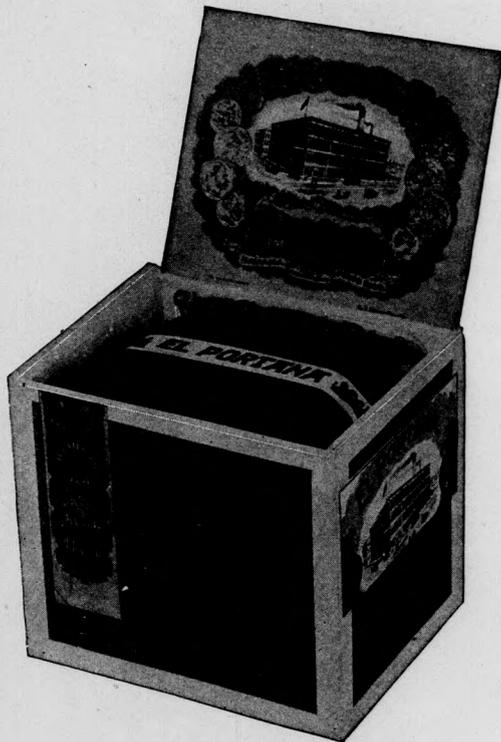
Suspicious.

"So your husband kept house and cooked his own meals while you were away. Did he enjoy it?"

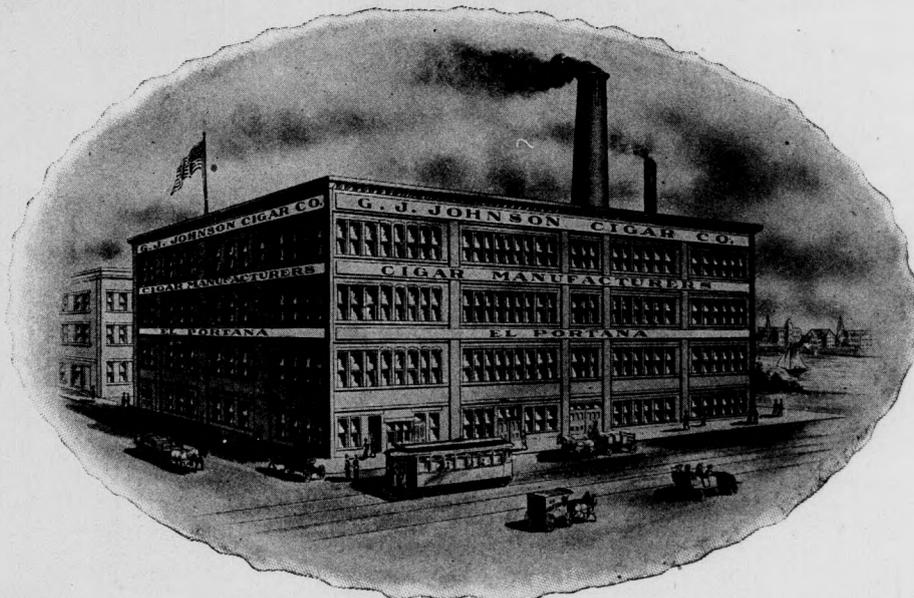
"He says he did; but I notice the parrot has learned to swear during my absence."

The U. S. weather bureau station at Muskegon has been removed to the Lake Michigan waterworks.

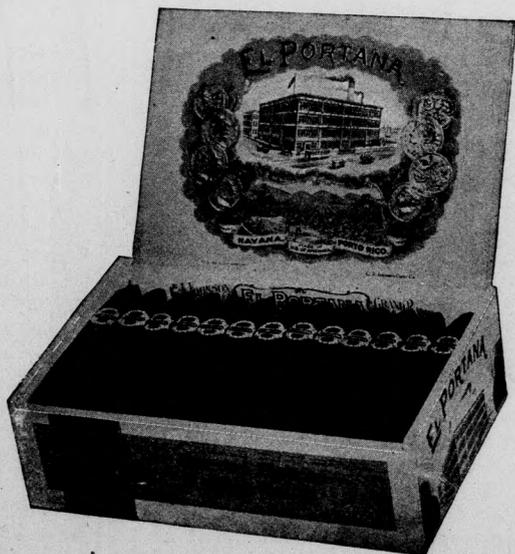
EL PORTANA 5c CIGAR



“In a
Class by
Itself”



Manufactured
Under
Sanitary
Conditions



Made in
Eight Sizes

**G. J. Johnson
Cigar Co.**

Makers

Grand Rapids, Mich.



OFFICERS AND TRAVELING FORCE OF G. J. JOHNSON CIGAR CO.



TOP ROW: Guy W. Caverly, Orville Billings, Bert Kelley, W. E. Gray, W. D. Beach.
MIDDLE ROW: Geo. Hickox, F. B. Marrin, G. J. Johnson, H. F. McIntyre, Jno. Dietrich, F. B. Aniba.
BOTTOM ROW: J. H. Brown, F. N. McIntyre, T. J. Johnson.

How Prices Emphasize Worth of Sugar Substitute.

The tremendous boost in the price of sugar has emphasized the value of having available sugar substitutes, especially glucose and saccharine, although the attitude of the Federal authorities on the latter product is seriously hampering its usefulness at this time. If saccharine were given its rights in accordance with the finding of the Referee Board of Chemists, it would probably come into very general use now, when sugar is so high. Glucose is already making itself felt as a practical commodity to displace sugar.

But glucose, like saccharine, has been seriously saddled with burdens of prejudice at the hands of food officials; burdens which it has taken time to eliminate by a campaign of education. The manufacturers of saccharine are disposed to adopt similar measures to clear away the public misapprehension as to its nature, and there is some reason to believe that they may ultimately succeed. Here is the way Food Commissioner Lucius P. Brown, of Kentucky, helps along the cause of sugar substitutes in his daily educational bulletins to the consumers of his State:

"The ordinary sugar of commerce is known to chemists as sucrose and is obtained, as is well known, from many plants, chiefly from cane sugar and beets. The sugar from cane and beets is identically the same thing and neither one is any purer or better than the other, contrary to popular ideas on the subject. Some other plants which yield sugar are ordinary sorghum, the maple tree, the sugar palm, etc., and watermelons are full of it.

"But the only kind of sugar which competes commercially with sugar from the cane and beet is not the same thing at all, but is made from starch and is known ordinarily as glucose. It is made by mixing raw starch, usually from corn, with water, so as to make a milk, a very small amount of acid, such as muriatic or sulphuric, and is then added and this is run into converters where steam, under pressure, changes the starch into a mixture of glucose and dextrine (or gum). The acid is then neutralized and the glucose whitened by suitable means and evaporated in vacuum pans.

"Glucose is found on the market both in the solid and semi-solid or syrup form. It is a wholesome product, when properly made, and the popular prejudice against it is entirely unwarranted. It probably arose from the fact that glucose was largely used before the passage of the food and drugs act to adulterate materials requiring to be sweetened. It is, however, only about half as sweet as cane sugar, and as usually sold contains a considerable amount of dextrine, the latter having no sweetening power.

"Glucose got such a bad reputation at one time that the makers now usually sell it to the consumers under the name of 'corn syrup' and various

fanciful names, which it is unnecessary to mention here. Since a syrup is the evaporated juice of a sugar-bearing plant, and since glucose is made by an entirely different process, the name 'corn syrup' for the product, although sanctioned in 1908 by the Secretaries of the Treasury, Agriculture and Commerce and Labor of the United States, would appear to be a misnomer. The consumer, therefore, ought to fully understand what 'corn syrup' means when he buys it or eats it."

Difference Between Storekeeper and Merchant.

There are many points of difference, but they resolve themselves into this one, great difference:

The storekeeper is first and foremost a buyer and, therefore puts his chief effort on the buying of his stock; in fact puts little or no effort on the selling end of his business.

The merchant is a good buyer. He must be, or he would not succeed. But his principal study and his harvest work is in the selling of the merchandise he has bought so well. He realizes that—no matter how advantageously he may have bought his goods he will not be able to realize any profit, until he has sold them. He also realizes that within his class there is very little advantage to be secured in the matter of price when he buys, and that therefore his chief effort in buying must be made in the selection of his wares, rather than in trying to obtain them at lower price.

That is why these real merchants stick to the house which renders them an efficient service—in the way of carefully selected stocks from which to fill their wants between seasons. That is why these successful merchants seldom "shop around." They keep posted, of course, but the great majority of their purchases are made from a very small number of houses. They know, from experience, that by doing this they create for themselves a standing with their sources of supply which in the long run will make up for any shading of price which they might have secured by splitting their patronage, and that whenever any of their houses has anything especially good to offer they will have first call.

The proposition, thus, works both ways: The retailer gets better service; the wholesaler or manufacturer from whom he buys has a better and more profitable customer.

Isn't it worth while for the wholesaler and manufacturer to make a steady, consistent, persistent, intelligent effort to make merchants out of his customers—instead of allowing them to remain in the rut of storekeeping?

But the effort must be kept up. It must be persistent. It must be consistent. It must be along intelligent lines. A spurt is all right if the race is a short one, but merchandising success is not a matter of short distance racing. It involves a great deal of continuous study, a great deal of continuous work, and so whatever the wholesaler and manufacturer undertakes to do in order to make merchants instead of storekeepers out of his customers must necessarily call for consistent, persistent and intelligent thought and labor.

In a Class by Itself



The wise grocer will not offer any substitute for

Shredded Wheat

because he knows there is no substitute for it. Shredded Wheat is in a class by itself. It stands alone, unique and incomparable. The nutritive value of this food is due to the shredded process—and the process is covered by many patents. We are educating thousands of persons to eat it every year. You are our distributor. May we ask your co-operation in getting it to the customers in a fresh and appetizing way?



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

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

MADE ONLY BY

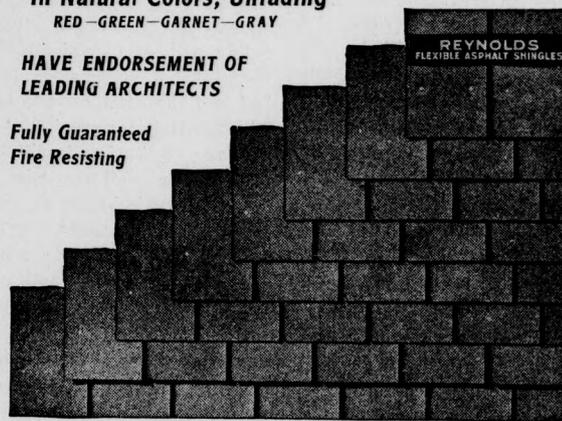
The Shredded Wheat Company
NIAGARA FALLS, N. Y.

Reynolds Flexible Asphalt Shingles

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

HAVE ENDORSEMENT OF
LEADING ARCHITECTS

Fully Guaranteed
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10
Years
Test

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

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

IMPERIAL BRAND

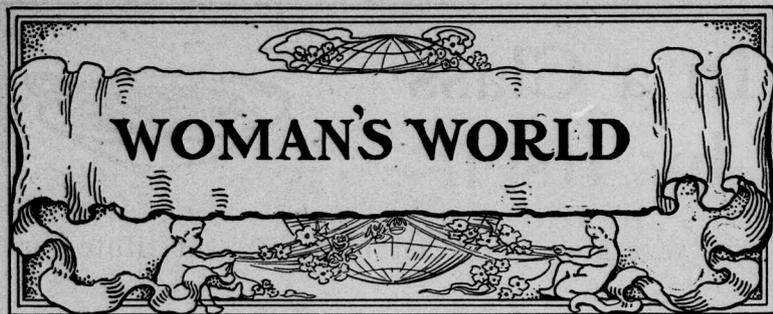
Spraying
Largest Line



Compounds
Superior Quality

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

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



Fate's Choicest Gift to a Woman.

Written for the Tradesman.

Fate has her favorites. She is kind or cruel as is her whim. When she is making up the equipment which she will bestow on a baby girl, if she has a fond and tender feeling toward her passive little recipient, she implants in the diminutive brain a certain peculiar kind of very gray matter or a bump—as the old phrenologists would call it—that for lack of a better name we will call the instinct for dress. The capricious old lady may seemingly be very heedless of what else she puts into the outfit, may even skimp somewhat on other gifts that we call mighty good, such as beauty, general mental acumen, money, blood and the like; but when she puts in this instinct for dress in liberal amount you may be sure Fate is very well disposed toward her little beneficiary, and intends to keep a protecting eye on her through all the perils of her earthly journey.

When Fate takes a dislike to a girl child and wants to cause the hapless and helpless little one to go blundering and stumbling through life, an absurd and ridiculous figure, a humiliation to her friends and a laughing stock to her enemies—then the malicious old fiend, in arranging her parcel of gifts, is careful to omit the instinct for dress. Very likely she will throw in lavishly of other seemingly more important largesses, in order that her unjust and heartless discrimination may escape detection. For Destiny well knows that the favored tiny woman on whom she bestows her apparently trifling yet really priceless gift, will as time rolls along be able by means of that to secure for herself about all else she may care for. She has the open sesame that will unlock before her neat and tastefully shot feet whatever doors, social, matrimonial, professional, she may care to enter.

And as to that other, on whom she places her malediction, Destiny knows that those other specious boundies, thrown in with such careless generosity, are a mere blind. They will turn to Dead Sea apples in the hands of the unfortunate victim of Fate's disfavor, for she lacks the great essential to womanly preferment.

All which is but another way of saying that in order to arrive a woman must know how to dress. And some do and others, alas! do not.

Some know it without having to learn. "Gift," you say? That's precisely what I have been telling you. There are tiny girls that know all about the styles and work them out

in their dollies' wardrobes, long before they are able to read and write. To them the whole vast and intricate subject of modes, fabrics, draperies, garnitures, color combinations, is an open volume almost from infancy; and this when their mentality in other respects is very ordinary. There are women who have so sure a sense of what is the proper thing to wear, that if cast on an island in the sea with no communication with the outer world and compelled to remain there ten years wearing their old clothes, once they got ashore they could walk into a modiste's shop and pick out the latest and most correct and most becoming styles for a new wardrobe without taking five minutes to post up.

"What will clothes do for a woman?" What won't they do? Correct dressing acts as the great supplement for shortages in brains, looks, birth and education. Sometimes it seems to answer as a fairly satisfactory substitute when there is almost or complete lack in one or more of those other great departments. Good dressing commands the respect and admiration of her own, the entire devotion of the opposite sex.

Men are strangely inconsistent. The prevailing style in women's dress always is a target for shafts of masculine wit and ridicule. They advocate what is sensible and economical and then fall for the latest mode. The sensibly dressed girl never has a beau. A husband will be Lucifer-proud of a well-groomed wife, even if she doesn't know so much as the multiplication table, and heartily ashamed of a college graduate spouse who doesn't understand getting herself up.

Alas, there are women, the grown-ups from the babies already described who are the derelicts of Destiny, women who lack the instinct for dress! To such a one a description of a pattern is a labyrinthal puzzle, a fashion plate is an inexplicable mystery. Such women are the despair of the dressmakers. When left to their own devices and the strategies of unscrupulous salespeople, they invariably buy the wrong things, which they wear in blissful unconsciousness of the outrage they are committing against aesthetic eyes.

Augusta for example. My spirit fairly groans within me when I think of Augusta in connection with the subject of dress. Now Augusta is what all of her friends—and I deem it an honor to be classed as one of them—what all of her friends call "just a splendid girl." I might fill up

the entire limits of this article with qualifying adjectives, cramming them in closely one after another, and still not do full justice to her noble traits. She is intellectual, she is broad-minded, she is learned; she is unselfish, considerate and gentle; she is shrewd, tactful and practical, equally at home in the realm of ideas and in the world of work. But—it pains me to say it—she is strangely careless as to her appearance, is in truth a genuine dowdy.

While she was working her way through college, performing miracles in making one dollar do the work of five, besides ranking every other student in her class, we didn't wonder that she often went shabby. There was excuse for it—she had to. But we all thought that when she got into easier circumstances she would dress more tastefully.

But prosperity has failed to work the change we hoped for. Augusta has been out of school a number of years now and earning steadily. Recently she secured a fine position as head librarian at S—, with a liberal salary. We are all so anxious she shall succeed, and just one thing, or rather the lack of just one thing, stands in her way, that one thing being what is included in the comprehensive word clothes. Augusta is not at all ill-looking and has a fine, distinguished presence. Well dressed she would be very impressive. But who feels any awe for a woman in a rumpled collar and a passe hat?

I called on Augusta lately. Clad

in a faded corduroy dress that certainly never was beautiful and which must have seen its best days some time ago, she sat at her desk, which was piled high with volumes of science and philosophy. She murmured something to the effect that in her position it is important to keep up.

I met a number of her assistants and was chagrined to note that while she easily rises head and shoulders above them intellectually, they were every one better and more becomingly attired than she. I agree with her that it is important that a person in her position should keep up—in other things as well as in book learning. What she needs now is not more knowledge but a better appearance. Would it do to speak to Augusta, or would it only wound her without effecting any improvement? I fear the latter, for evidently she is one of the victims of Fate's disfavor, destined to go through life lacking the instinct of dress, making her toilsome way unaided by the mighty power of good clothes. Quillo.

A Little Verse for the Day.

To every man there openeth
A way, and ways, and a way,
And the high soul climbs the high way
And the low soul gropes the low;
And in between, on the misty flats,
The rest drift to and fro.
But to every man there openeth
A high way and a low,
And every man decideth
The way his soul shall go.

John Oxenham.

Theodore Borst, general dealer, Decatur, writes: "The Tradesman is just as necessary as a good scale."

Coast College of Lettering

Germain Building

LOS ANGELES, CALIFORNIA

We teach the following branches by mail:

Show Card Writing

Business Writing Engrossing
Ornamental Writing Pen Drawing Round Hand
Automatic Pen Lettering
Pen Lettering Flourishing

Show Card Writers' Supplies

The Famous Eberhard Brushes
Cost Brand of Dry Adhesive Colors
(To be mixed with water)
Coast Manual. A Text Book for the Sign and
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Send for Catalogue of School and Supplies



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

**CORN
PUFFS**

**“The
Witching
Food”**

The Quaker Oats Company

CHICAGO

Stock Corn Puffs Now

The Third Puffed Grain

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

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

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

Advertised price 15c per package

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

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



Arrange Your Stock to Increase Your Sales.

Written for the Tradesman.

Consider your store and stock as a large amount of advertising space for which you are paying good money and from which you should be receiving substantial returns. Your store building serves you, or should serve you, in two ways. First, it furnishes shelter and storage for your stock, room where customers may come and examine your goods, make purchases, etc.—in short, a place to do business. Second, by the opportunity which it offers for the display and arrangement of goods, it furnishes, when this opportunity is properly utilized, an immense and ever-increasing means of gaining more business.

The principle is simple. A lady comes in to get some article she has in mind. So far as that particular item is concerned, it is only a question of pleasing her as to kind and price. But if, while obtaining that article, she sees other things—perhaps something in an entirely new line that attracts her greatly and creates a want where none existed—or if she is reminded to get articles she is needing but which had “slipped her mind,” and you sell three or four items besides the one for which she came in—then the business-gaining power of your store and stock is being to just that extent utilized.

This business-gaining power is something that belongs to you. You pay for it when you pay your rent, purchase furniture and fixtures, buy your goods, etc. But inasmuch as it is somewhat intangible and not the thing you have in mind when you draw your check to your landlord or remit to your wholesaler, like many other precious by-products or what might be precious by-products, it often is allowed to go largely to waste. In your efforts to increase efficiency, wouldn't it be well to utilize the highest possible percentage of this advertising, business-gaining power? If you are getting only 40 or 50 per cent, you are suffering a loss just as serious as if you were paying for expensive newspaper space and furnishing poor copy for the advertisements.

Is your stock logically arranged? Could you give the reason why you have the silks, or the wash goods, or the notions just where they are? If you can not, if you haven't given hard thought and a great deal of it to this very matter, then the chances are that the arrangement of your stock is far below 100 per cent. efficient.

The nature of the goods should govern largely what place shall be assigned them in the store. Some lines should be given just as slightly a position as possible. Others should be somewhat secluded. Very many women will shun a corset counter that is near the main entrance or otherwise conspicuously located. If you have a corset fitting room, the stock should be convenient to it. Naturally this will be somewhat to the rear or possibly on the second floor, or, in a very large store, even above. See to it that you have some corset display in the windows or in some other prominent place. Also that the corset department is plainly marked and that there are leaders placed here and there showing just how to reach it.

Use all the brains you have in determining what lines shall occupy the best portions of your main floor space. Then by a little clever strategy extend the domain of conspicuous and telling display to other parts of the store.

Make it a strong point to place goods you are anxious to sell where they can not help being seen by customers whose main purpose is to buy some special offering in another line. Suppose for instance you are showing a great big bona fide bargain in blankets. You had a chance to get a specially good value, bought a liberal amount, are offering them at a low margin and are advertising them effectively—are in fact creating quite a sensation. See to it that the effort you are making on that line of blankets sells a lot of other goods as well. Don't give them a place near a main entrance. If you do, many customers will come in, secure the bargain in blankets and go, without purchasing another item. You are too long-headed to encourage that kind of thing. Better put those blankets well to the rear. Customers will walk the length of the store to secure so rare a bargain. Then arrange other goods, specially attractive items of various kinds, along the line of march. Have you never noticed how some women in quest of a particular article will stop a half dozen times to examine other goods on their way to get that? Profit by this tendency. Study the various routes through your store with a view to their advertising possibilities.

Lines of goods that have to be handled on a low margin, that are trade-drawers rather than profit-yielders, should not as a rule be given the most valuable locations in the

BLANKETS



Season Is Now On

Increase your sale by showing a good variety in the different styles and qualities. It will be to your interest to look at our line, because it is one of the most complete in Michigan. Cotton, Wool and Woolnaps in Tans, Greys, Whites and a beautiful assortment of Plaids. Also Crib and Bathrobe Blankets in many different patterns.

PAUL STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.

P. S.—While attending the Fair, be sure and make us a call.



Write for the Latest "Buffalo" Catalogue

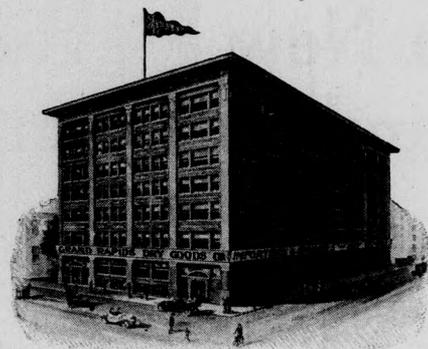
It illustrates the finest line of popular-priced Trunks, Suit Cases and Traveling Bags on the market.

Buffalo Trunk Mfg. Co.

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

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

THE
SOLID CONSTRUCTION
LINE



Gloves and Mittens

Are a Profitable Line in
Every Dry Goods and
General Store Stock

WE are in a position to offer some exceptional values for men's, women's and children's wear—fact is we believe our assortment this year to be the best we have ever had. Samples are being shown by our traveling salesmen. They will be pleased to figure with you.

Grand Rapids Dry Goods Co.

Exclusively Wholesale
Grand Rapids, Michigan

store. There should be a card or other notice posted in a conspicuous place, calling attention to the fact that you have such and such goods and where they are to be found. Then make shoppers walk past other displays to reach them.

If you have a rest room—and even the small country store needs one—its maintenance brings you no direct returns. Get advertising out of it by making displays that customers can not help but notice on their way to and from the rest room.

This advertising idea should not be carried to the extent of conflicting unduly with other fundamental principles that should govern interior arrangement. How far a customer will go cheerfully to see a given line depends on the kind of goods. No sensible person objects to going to the second floor to see suits and wraps, provided there is an elevator. Notions, on the contrary, should be placed where they can be reached quite handily.

The natural and convenient association of allied lines of goods should not be disregarded, nor such arrangement as will facilitate the taking care of the trade by the salespeople.

Seasonableness should be considered in assigning your most valuable and important space. Umbrellas must be featured on rainy days but may be relegated to the rear in snowy weather in the winter. Almost constant changes are necessary to bring different lines into prominence at the most favorable time. Changes are desirable anyway, in order that the stock always may present some new phase to the most frequent visitor.

The aesthetic must never be lost sight of. Beautiful, stylish goods have an inherent advertising power. They not only sell themselves if rightly displayed, they add to the tone of the store. Good taste in arrangement brings out the excellent points of all such to the best advantage, and will also make of very plain and commonplace items pleasing and attractive displays.

To place and arrange your stock so that it will look the best possible, so that the goods will practically sell themselves and at the same time be conveniently accessible to customers, and so that the work of the store can be done without needless waste of steps on the part of your helpers—this is your problem of arrangement, a problem by no means easy. Much of your success depends upon the correctness of your solution.

Fabrix.

Advantages of the Credit System.

Written for the Tradesman.

First, from the customer's standpoint: It saves carrying a purse or a check book every time a visit is made to the store. It saves making change with the deliveryman when goods are ordered by telephone. It saves staying at home to pay for goods which may be left with a servant, a child, a neighbor, deposited on the porch or set into the kitchen.

It saves keeping money in the house to meet daily expenses, which is undesirable when roomers, boarders and

others have the freedom of the hall, parlor or sitting room, and the housewife would feel that her money was not safe except under lock and key. And then it is so much trouble at times to find the key.

By not keeping much money on hand people escape the temptation to use it for some other purpose than to pay for necessities and be short of funds when goods must be paid for. Even when shopping, credit buying saves one from making loans to a friend.

An account at the store enables many a man to settle his bills promptly at pay day and know that his money has gone for necessities, when otherwise much of it would be frittered away unwisely. The paid store bill shows just how much has been expended weekly or monthly or during the intervals between pay days without the debtor having to keep an account. It shows for what money has been paid and enables one to economize in future if possible.

The credit system enables people to be fed, clothed, warmed and housed while earning the money for such purposes. In this respect it puts one on an equal footing for work or business with others, without which they would not be able to hold their jobs or secure business patronage.

These are some of the advantages of the credit system, and it should be noted that they are all for the benefit of the debtor. It costs the merchant much to extend these accommodations, to give his patrons these advantages.

He must obtain compensation in some way. People who are benefited in the ways specified expect that he knows enough to look out for his own interests, and that he does not work without pay.

Every merchant ought to be brave enough to openly make concessions to the cash customer, and he ought to be honest enough to admit that he cannot meet every competition and sell goods on credit.

E. E. Whitney.

Exterminate the Rat.

An adult rat will on the average produce young six times yearly and from six to twelve young in each litter.

There have been known cases where a full grown female littered twelve times in one year.

A rat can reproduce when three months old.

This remarkable fecundity, together with the instinctive secretive habits of the rat, which being an animal of nocturnal habits, lies hidden during the day and is active at night while his human foe is asleep, readily accounts for the large rat population in any locality and emphasizes the difficulty of rat destruction.

Rats can be destroyed by trapping, poisoning, and by using natural enemies, as certain breeds of cats and dogs.

To insure success by these measures it will be necessary to curtail the supply of food for the rat by properly disposing of garbage and table refuse and by preventing rats from gaining access to such food as is contained

in pantries, groceries, markets, stables, etc.

To merely keep premises clean and free from rubbish will be but little benefit, as rodents generally, even when abundant rubbish is available, prefer more secure covert, as that beneath floors and within double walls and ceilings.

So along with other measures for the destruction of rats, all buildings, chicken yards, garbage receptacles, sidewalks and planked areas must be built or repaired to prevent rat harborage.

The rat proofing of buildings is generally secured by elevation of the structure with the underpinning open and free or by marginal rat proof walls of concrete or stone or brick laid in cement mortar, sunk two feet into the ground, fitting flush the floor above.

There are several important points about placing traps. They should be placed wherever rats have been accustomed to frequent for feeding purposes.

Traps should be more or less concealed—the small snap traps by scattering flour dust or cornmeal on and about them and the cage traps by placing pieces of straw, sacking or rubbish over them, leaving only the opening free.

Other things being equal, highly savory articles, such as bacon toasted or cheese, will more quickly attract rodents than will foods without odor.

R. H. Creel.

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

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

Trade Stimulators For Price Advertising

Our monthly catalogue of General Merchandise abounds with these.

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

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago
St. Louis Minneapolis
Dallas

MACAULEY SAID

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

USE THE BELL

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

AT ONCE

Your personality is miles away.

Every Bell Telephone is
a long distance station.



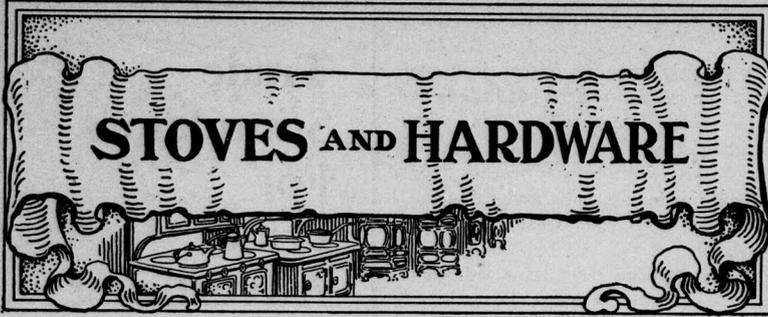
The New Telephone Directory

is about to go to press

Are you listed with the
13,000 Citizens Subscribers in Grand
Rapids?

Call Contract Dept. 4416

CITIZENS TELEPHONE COMPANY



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.

Necessity of Timeliness in Hardware Windows.

Written for the Tradesman.

The importance of the window display as a business getter is realized by all aggressive hardware dealers. "I can trace more direct sales to my window displays than any other factor in business" is the comment of one merchant who makes a practice of studying every detail of his business.

For what it costs, the window should produce results. It is location that governs the rental charged, and that makes all the difference between the big rental on Main street and the very moderate figure charged for a store of the same class in a suburban district. The value of location depends upon the number and class of passers-by. And the merchant's chances of pulling trade from the passers-by, in turn depend upon what use he makes of his window. When the merchant stops to think that at least four-fifths of his rental alone is paid, not for store, but for storefront, he will be all the keener to secure returns by making his store front fairly shine with striking, attractive and business getting displays.

In the hardware display, novelty is always in order. It is the novel display which grips the attention, and causes the hurrying crowd to come to a dead halt. So that the first object of the window dressed should be to provide something arresting.

A traveler who was noted for his success on the road was once asked to give away the secret. "I just get a line on my customer," he explained. "I find out what interests him most. And then I talk to him about that thing. If he's interested in bull pups, I go to him loaded up on bull pups; and if he's a temperance man, I have some information stored away in my noddle regarding the progress of prohibition; and if he raises chickens I find out the variety and go armed accordingly—and if he's the kind of fellow who makes a hobby of time saving, why, I start right in to talk business from the word go. Whatever my man's interested in, I open up with; I get him interested; once interested, it's up to me to sell things."

The window dresser, however, cannot devise a separate window display for each of the thousands of passers-by; but he can devise a window display that will grip the interest of all

by taking, as its outstanding theme, some subject that is interesting everybody at the moment. Thus it is that window displays springing from current events—apt allusions to things that are in everybody's mouth—are always sure to grip the attention.

The other day, glancing down street, I saw a crowd collected before two store windows. In one a newspaper was displaying war bulletins. In another a confectioner had a map of Europe, done in candy of various colors. People going up and down the street might glance passingly at other displays, but before these they halted and stood for many moments. Geographically, the confectioner's map wasn't worth five cents; but it was a novelty, and—it just hit the subject that was uppermost in the minds of pretty nearly everybody going up and down that street. Hence, it divided attention with the war bulletins, and secured just as careful scrutiny.

A number of years ago the aeroplane was attracting a lot of attention. Wilbur Wright and his brother were then coming to the forefront of the aviation world. An ingenious hardware window trimmer got up a display representing an aeroplane in full flight. The flying machine was duplicated by hardwaremen far and wide. It attracted attention—which is the first essential in every window display. The window trimmer took advantage of the widespread advertising which newspapers and magazines were giving the aeroplane, and the fact that everybody at that moment was more or less interested in the flying machines. Consequently, the merchant reaped the benefit of a lot of continent wide advertising which cost him not a single cent. All that was required of him was to connect up by means of a single window display that struck the timely chord.

The other day I saw a paint display representing a Dreadnaught made of paint cans and accessories, afloat in a sea of paper shavings. That display gripped the attention of everyone who passed by. Not a person who went up and down the street but carried away with him the name of that particular brand of paint, and assimilated the advice contained in the accompanying show cards and streamers.

Nor need displays be limited to events of world wide interest; often local events bulk so large in the public mind that they can be similarly utilized. Thus, for an Old Boys Reunion,

a hardware dealer showed a locomotive and train made up of hardware articles. Often an election contest can be handled tactfully in window display; or the climax of a baseball or football series, the latter fitting admirably into a display of sporting goods. There are many opportunities of utilizing a local event which is being widely discussed as a peg whereon to hang an attractive and arresting display of hardware.

For, be it remembered, the display, although it grips the attention by featuring some subject that is being widely discussed, must ultimately and intimately concern hardware, or goods handled in some department of the hardware store. The central, timely feature of the display must be linked up with goods which the merchant wants to sell. Too often such timely displays fail through not being linked up with the goods; they represent merely an ingenious idea, and fail to present any argument that would help to convince the man in the street of the wisdom of buying the goods.

The hardware dealer who has an ingenious and timely idea for a display must remember, that while the display in the first instance must grip the attention, in the second and last instance it must produce results. Hence, the paint Dreadnaught must be linked up, by show cards and otherwise, with the idea that the paint handled dreads no competition. The hardware locomotive on Old Home Week must emphasize the statement that the homecomers are largely at-

tracted by the splendid offerings shown in that particular window. The war map—for the hardwareman can put on a map if he wants to—must be linked up with the war on prices which marks the cleaning out of the remnants of the summer stock. Linking the display with the goods you want to sell is absolutely necessary if you want the display to pull business. And that is eminently what you do want. William Edward Park.

Even the fool remarks of a millionaire can pass for wisdom.

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.

GEO. H. DAVIDSON
 Consulting Contractor and Builder
 Estimates and Superintendence Furnished
 on Short Notice
 319 Fourth National Bank Bldg.
 Citz. Phone 2931 Grand Rapids, Mich.

United States Nobby Tread
Goodyear & Goodrich Tires
 Kan't Blo Reliners
STANDARD TIRE REPAIR CO.
 15 Library St. Rear Majestic Theatre
 Grand Rapids, Mich.

Foster, Stevens & Co.

Wholesale Hardware

157-159 Monroe Ave. :: 151 to 161 Louis N. W.
 Grand Rapids, Mich.

Michigan Hardware Company

Exclusively Wholesale

Corner Oakes St. and
 Ellsworth Ave.

Grand Rapids, Mich.

WOMEN AND WAR.

They have gone from the shop and field,
From city and fruitful plain,
The hammer and chisel are laid aside,
The sharp scythe rusts in the grain.
Peasant and artisan,
In the game of war mere pawns,
At the word of monarch no more than man
They march where red hell yawns.

In the door of a vine-clad cot,
On a hill that slopes to the sun,
On the curb of the street where its rays beat hot
The same grim thing is done—
Beneath the brave, set lips,
Beneath hysteric cheers,
A woman's heart feels fear that grips
And drips her blood in tears

Hapsburg and Romanoff
And the Hohenzollern throne,
What are these names but words that scoff
As they rob her of her own?
A child is clinched to her breast,
And a child is held by the hand;
One sleeps while the other cheers with zest—
They can not understand.

But before the woman's eyes
Is a vision ghastly red
Of flames that leap to smoke-hung skies,
And war-plowed fields of dead.
She can see—oh, poignant clear—
The form of one in the heap,
The man to her pain-racked heart most near,
Shell-kissed to endless sleep.

His eyes at least are blind,
His ears are deaf to the strife,
But, Mother of God, for her and her kind
What is there left in life?
The music dies in the air,
The cheers are silenced, and then
They turn, these women, to face their care,
And cry to God for their men.

For there is the child at her breast,
And there is the child at her hand,
And the heart that breaks can find no rest—
And they will not understand.
For life gives no release,
And tho' her heart be dead,
The cries of children will not cease
If she fail to find them bread.

So, yon in the vine-clad cot,
On a hill that slopes to the sun,
She must toil lest the grapes in the vineyard rot
And young life be undone;
And here is the city, gray,
Where the sun beats hot on the street,
Her woman's wit must find a way
For little stumbling feet.

The day shall come when she
Will bow her head no more,
But facing her God with unbent knees
Will curse the crime called war.
And curse the men called kings
Who seek their shining goals
On a pathway paved with bleeding things
That once housed living souls.

S. J. Duncan-Clark.

The Michigan Trust Co.

The following coupons will be due and payable at this office on and after September 1st, 1914:

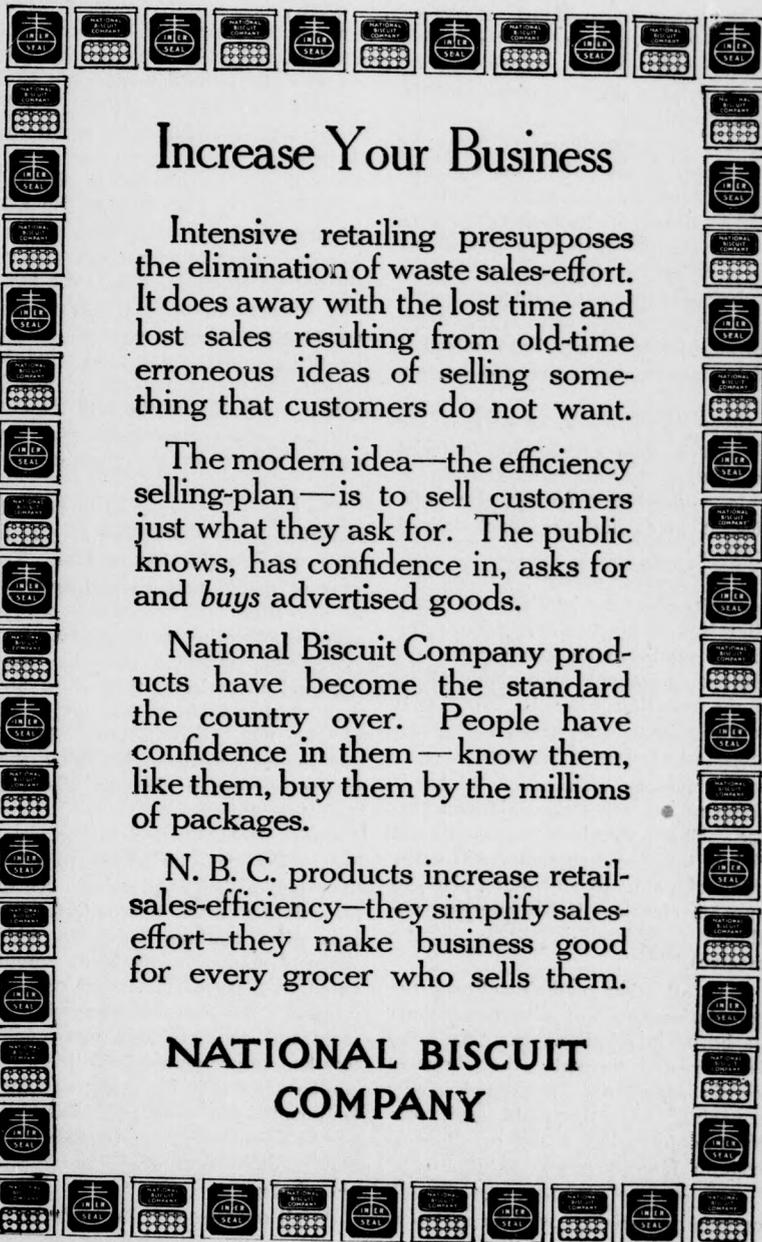
BIG RAPIDS GAS COMPANY	5's
CADILLAC WATER & LIGHT COMPANY	5's
FALLS CITY LUMBER COMPANY	6's
FOSBURGH LUMBER COMPANY	6's
FURNITURE EXHIBITION BUILDING COMPANY	5's
GOGEBIC LUMBER COMPANY	6's
GRAND RAPIDS FURNITURE TEMPLE	5's
HOLLAND CITY GAS COMPANY	5's
MICHIGAN TRUST COMPANY BUILDING	4½'s
NORTHERN ALABAMA 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



Increase Your Business

Intensive retailing presupposes the elimination of waste sales-effort. It does away with the lost time and lost sales resulting from old-time erroneous ideas of selling something that customers do not want.

The modern idea—the efficiency selling-plan—is to sell customers just what they ask for. The public knows, has confidence in, asks for and *buys* advertised goods.

National Biscuit Company products have become the standard the country over. People have confidence in them—know them, like them, buy them by the millions of packages.

N. B. C. products increase retail-sales-efficiency—they simplify sales-effort—they make business good for every grocer who sells them.

NATIONAL BISCUIT COMPANY

Use Tradesman Coupons



CLOTHING

The Fall Opening as a Trade Bringer.

The seasons in their order should be made to serve the clothier and furnish him with an unlimited number of selling arguments. Mother Nature puts on a new dress every season; men do likewise, and this gives the clothier many opportunities to secure the attention of old as well as new customers.

The live dealer with originality is on the lookout for some new plan through which to meet and overcome the ever-growing competition, and is constantly seeking some attractive manner in which to present the merits of his goods, and the advantages of his store as a mart in which to buy wares in his line.

His competitors have as many, if not more, goods than he, and are selling them at the same familiar prices. Buyers who belong to certain classes of customers pay about the same prices; this is so well known in the trade that entire stocks of suits are sold at a single price. Therefore, the clothier is in hard lines indeed if he has naught but a price to sell his goods.

When there are good reasons for his prices, such as superior material or fabrics, make, workmanship or style, coupled with correct store service, it gives him the much-desired prestige.

A fall opening presents a timely opportunity for the clothier to place himself and his business before the buying public of his community in a distinctive manner, and, above all, it is the occasion when he can most naturally launch the habit, in the customer, of coming to his store.

The average man never thinks of going to any other than his own barber. The properly impressed and rightly influenced customer will never think of going to any other place to buy his clothing, if his interests are always considered in the service he receives.

Like all other publicity efforts, the cumulative effect of advertising must be borne in mind. A customer who is interested through the "reason why" arguments presented in the "opening" advertisement, will perhaps come to buy a suit or an overcoat in January.

The clothier should make his fall opening a social as well as an event of personal interest to all the people of his community; exclusiveness in business rarely pays; it is the democratic spirit which appeals to every man, and this should be created in trade through numbers. To this end, scatter the invitations broadcast; let

them go into every home in the community.

A dressmaker may have a relative or friend whom she influences in his buying. The milliner meets many mothers to whom her advice is regarded as valuable, even though it extends to suits for the young son or an overcoat for the husband.

Seek to have the literature carry a personal note to each reader; this is done not by the quantity but in the quality of the attractions named, and through the suggestion of personal interest. Be definite. Claim attention, on the ground of the fitness of the merchandise for the time and season, as well as the demand. No generalizing, but specific claims, should be the distinguishing tone of all the advertising.

A call to "everybody" is directed to "nobody," and for that reason will not interest any particular person. "We have suits to please everybody" will not be so effective as, "We have suits selected to meet the taste and requirements of—the outdoor man, the professional man, the indoor worker, the young man who demands style in every line of the suit, the elderly man who requires comfort," giving the reason for the price in each case.

The reader is pleased when he finds understandable indications of the interest the clothier has in him. Ten lines of the human interest spirit in an advertisement are better than a page of glittering generalities.

This idea is made plain by many National advertisers; they show how their clothes look on you, or a man of your type, class or kind. This is the suggestion through which they arouse interest in the men who read their literature.

Many clothiers specialize in catering to the class of people to whom their personality is pleasing. An ex-prize-fighter made a wonderful success of a clothing store, in which sporting men of many kinds congregated to discuss matters of common interest. Another clothier with the taste and instincts of a man of letters had so pronounced a following of similar men that his store was jocularly called the "College." But it will not be found necessary to neglect one class if it be profitable, but go after everybody.

A fall opening may be made an occasion when souvenirs can be given away to the best trade-bringing advantage; more particularly when the article has some feature of utility.

Whisk brooms, with a little cleaning pad on the top for removing spots, make a practical souvenir. They will

be used at a time when the necessity for a new suit will be in the mind of the customer. A cloth brush, with the name of the firm on the back, is a good souvenir.

A cigar lighter will be acceptable to a smoker. A match box is slightly more general in its use. A railroad man would like a key chain. A farmer would appreciate a pocket knife, an office man a letter opener. An attractive calendar is always acceptable, and has the advantage of being constantly consulted. Get something peculiarly suitable for your trade and your community. Think it over, and make a decision before the samples are inspected, to avoid being talked into something which will not bring you the desired results.

The folder or booklet sent out by the manufacturer of the best line of clothing you carry can be used for an opening with excellent effect. An insert, short, plainly worded and to the point, with "reasons why" the customer should look at your goods, carries a personal message.

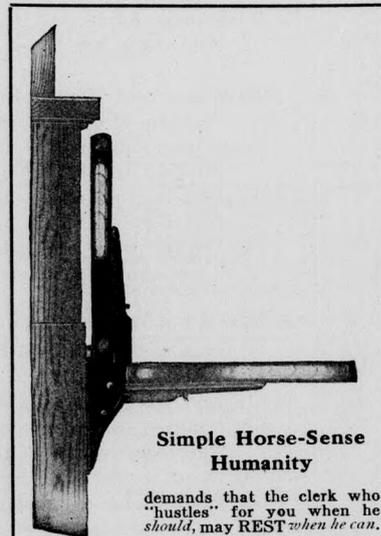
To emphasize the personal interest the invitations to the opening may carry cards having consecutive numbers, entitling the holder to a souvenir. These cards are to be signed by the persons receiving the souvenir, and this will give a splendid mailing list, as well as a key to the response to the letters. It would be a courteous distinction to give a man a souvenir who had no card, and he would become a friend for all time, if it were plain to him that he was an exception.

To decorate the store for an opening, use autumn foliage for seasonable fitness and psychological suggestion. The season should be marked with nature's colorings. This is something that all clothiers know, but do not always do, because it is more or less troublesome; it takes less thought to spend money for advertising, and if that does not bring the people it is accredited to the fault of the advertising medium.

One of the most satisfactory and

beautiful decorations for a fall opening, costing but very little money, was made with natural oak leaves, using the short, thick branches of the tree. These branches were nailed all around the room above the cases. Several large palms, rented from the florist, lined each side of the central aisle. On each of the four central cases were small artificial palms, and the wall cases were similarly decorated. The tops of the side cases were decorated with shirts, ties, suspenders, hats and caps, interspersed with small potted palms. All overhead displays were removed to give size to the room and to let the wall decorations show to the best advantage.

On each of the six center show-cases displays of men's, boys' and children's suits were arranged on



Simple Horse-Sense Humanity

demands that the clerk who "hustles" for you when he should, may REST when he can.

Here is a perfect little CLERK'S STOOL No. 409 MT. Shuts up like a jack knife as soon as the weight is removed. Can be screwed to any 2-inch surface, takes up no valuable room, is beautifully finished in Golden Oak or Birch Mahogany, with metal parts, Black Satin Lacquer or Antique Bronze.

This perfect "Godsend" to any selling force, will cost you only \$10.80 per dozen, and now PONDERS THIS A BIT. We'll send any responsible merchant as many as he needs. And if at the end of thirty days, he would sooner LET US have them than remit, he may return them at our cost—that's decent, eh? Mention this journal when you write us.

CHICAGO HARDWARE FOUNDRY CO.
NORTH CHICAGO, ILL.

Newland Hat Company

164-166-168 Jefferson Avenue
DETROIT

Wholesale Hats, Caps, Gloves Mittens and Umbrellas

Our fall line, including all the latest novelties in Hats, is now ready. Special styles and values in Caps for fall and winter wear are being shown. A complete line of Gloves and Mittens in both dress and working goods are ready for immediate shipment.

Special attention is given to mail orders. Prompt deliveries.

We solicit your patronage.

Newland Hat Company

home-made stands twenty-four and thirty inches high, showing two children's, two boys' and one man's suit. The windows were trimmed with branches of oak leaves.

Many were the exclamations of approval by the feminine visitors, who admired this simple but beautiful color scheme.

A feature of this opening was "that no goods were to be sold the first day to visitors, and no one was asked or permitted to buy a thing." This fact was strongly featured in the advertising and was one reason the big crowd came to the store that day. A carnation was the souvenir given to each lady visitor. The salesmen were thoroughly instructed how to entertain the guests. Every feature was carefully planned and carried out to the letter, and no opening could have been more successful. It was estimated that 10 per cent. of the entire population of the city, of 15,000 people, attended the opening the first day.

The displays were not taken down for a week, and many people who did not come to the opening came to the store to see them when they were told about their attractiveness by their neighbors.

In discussing the attractions for the opening a band of music was suggested, but rejected on the ground that any noise would detract from the concentration of attention and thought. As the opening was for the purpose of having the visitors see the goods and think about them, anything which would divert their attention was to be avoided.

Much time and thought was spent on the advertising in order to avoid creating undue expectations or false impressions. Some dealers, while not exactly telling untruths, exaggerate so that visitors expect too much; it is better to understate than overstate facts in your publicity.

The advertisements in the newspapers were changed every day, each following the other with logical and sequential manner to interest the reader. "Yarns" only spin out threads which will not be strong enough to draw the crowd, or, if they do draw, will not hold the customer.

Is your store located so that you can reach the entire community? Or is it where you should confine your efforts to attract neighborhood trade? In any case, let your advertising be first class, especially the circular letters. Take a thorough, unprejudiced view of your store, your community and yourself. Think it all over, weigh the features which will count the most in a fall opening, and advertise accordingly.—Apparel Gazette.

Repartee.

A perspicacious young man, passing where an old colored man was busy setting fire to the dead grass in a meadow, accosted him thus:

"Don't do that, Uncle Eb, don't do that!"

"Why so, sah, why so?"

"You will make that meadow as black as you are."

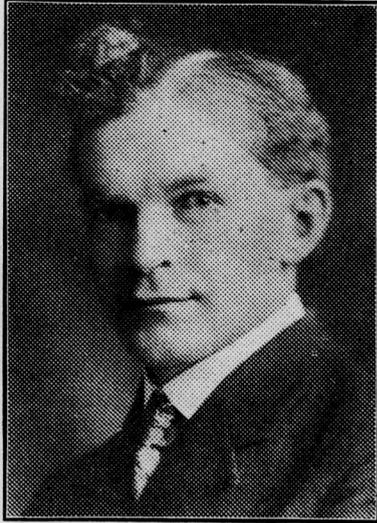
"Never mind dat, sah, never mind dat! Dat grass will all grow out an' be as green as you is."

Mr. Johnson Goes to the Practical Advertising Co.

Des Moines, Iowa, Sept. 1.—The Practical Advertising Co., of Springfield, Illinois, has secured the services of Mr. Allen J. Johnson of this city. For several years Mr. Johnson has been connected with the Merchants Trade Journal of this city as Advertising Counsellor.

The Springfield firm has made Mr. Johnson Vice-President and Publicity Manager.

During the time that Mr. Johnson has been connected with the Mer-



ALLEN J. JOHNSON

chants Trade Journal he has developed several large National advertising accounts. Several of these run advertising matter in the large National weeklies.

In his new capacity he will have charge of the publicity and promotion work of his new connection. The greater part of the work of this firm is that of conducting "Booster Club Campaigns" for retail merchants. They operate in twenty-three states at the present time.

Mr. Johnson has not been closely identified with the local advertising club because most of his time has been devoted to large accounts outside of the State. While he lives in the city, his time here has been very limited.

His plan for "Advertising and Selling Cottage Breakfast Foods," submitted to the \$1,000 prize contest at Toronto was considered one of the very best and of prize winning qualities by many of the leading advertising men of the convention.

In actual practice this plan has proven a tremendous success and has accomplished the purpose for which it was developed.

Brubaker Claims He Is a Busy Man.

Mears, Sept. 1.—I am in receipt of your letter of recent date, requesting me to continue sending you weakly dope letters from the greatest fruit region in the world. In reply, I would say that, like yourself, I am a pretty busy man. For instance, I bought the entire peach crop of two large orchards here and have fruit from all directions coming in daily. I have a car of flour to unload and sell this week. This is my busiest season. I am under contract to furnish a page of dope weekly for our local paper (if you could see the size of our weekly, you would not think this is much of a contract). I am also President of our local Mears Booster Club and I am on the different committees for the Golden Fair that is to be held in Mears September 11 and 12. My working days are 5:30 a. m. to 11:30 p. m., except Sundays, when I knock off work at noon. Do not find any leisure time to sandwich in anything for the Tradesman, even if you need it, as you seem to think? Now you

devote so much time, thought and interest to the Michigan Tradesman (and that is what has put it where it is) that you imagine that my dope is helpful. Possibly, my stuff helps to fill in, but give some one else a chance. Do you realize that in the January 1 issue of the Tradesman I wrote of my fifty-two Xmas presents—a box of cigars, one of stationery and a book of stamps. Well, as long as the stamps and stationery lasted I wrote to your paper. Alas, my stamps are gone, so is the stationery. I am smoking the last cigar, my time is more than occupied and I am forced to bid you farewell for a short time. Rest easy the clamorings and murmurings will soon die out and cease. The people don't need more Brubaker any more than they do Ellis. Ellis imagined that the community needed lots of Ellis, and you seem to think the people want more of the C. K. In that one respect, you and Ellis are alike. Time will prove to you—what Ellis has already found out—that you are mistaken. In friendship let me advise you not to kill a good sensible paper with dope. Au Revoir until the fruit season is over—and you send me a new supply of stamps. Ches. Brubaker.

Mighty Madcaps From Muskegon.

Muskegon, Sept. 1.—We were wondering why Muskegon lost two games to Manistee, and while we were thinking about it, up bobbed E. P. Monroe.

The Acme Hotel, at Grand Junction, has changed hands. C. E. Meyers is the new proprietor and is showing a vast improvement. Anyone who tries to treat the boys right should have encouragement, so patronize the Myers hotel.

Mr. Conaway, father of the Conaway sisters, who conduct a grocery store at Hartford, is very ill from a stroke of paralysis. We hope for a speedy recovery.

Harold Foote presented Lib Root

with a letter to attend a meeting one week after the same was held.

The West Michigan Pike and the Trans-state road are both good for Muskegon. So boost a good thing along.

The Rosen Bros. store is one of the finest men's furnishing goods stores in Western Michigan. Isaac and Sam Rosen started a small tailor shop here years ago. Isaac Rosen has had the pleasure of seeing this grow into the fine establishment it is to-day. Sam Rosen was called away by untimely death and was mourned by the entire town. Upon Sam Rosen's death, his brother, Abe Rosen, took the reins in hand and has done credit to the Rosen name. A. Rosen is quite a writer and recently wrote an article which was published in the Men's Furnishing Review. The article is good and would give a few pointers to people who are not in that line of business. Harold Rosen, of Detroit, is spending a few days visiting his father, Isaac Rosen.

These war times help to make Jim Goldstein's good times remarks a reality.

We notice a good many of the Muskegon merchants are now running their own autos.

Hans Johnson motored to Bangor and reports a fine trip.

It is a shame that Carnegie spent so much money for international peace and no one is paying any attention to it.

What wouldn't we give to see Ches. Brubaker's phunny page in this yellow covered journal?

If flour is the staff of life, what is gold? Milton Steindler.

Many an expert mathematician is unable to work out the sum of human happiness to his own satisfaction.

Many a man who has that tired feeling did not acquire it legitimately.

CHANGING conditions and stronger competition are slowly eliminating the incompetent merchant. Those that remain—those that will do the business in the future—are the ones that appreciate the importance of adequate store equipment. They are found in the big city and the small town. They buy equipment specially adapted to their particular class of trade.

THE Wilmarth LINE

THE CASE WITH A CONSCIENCE

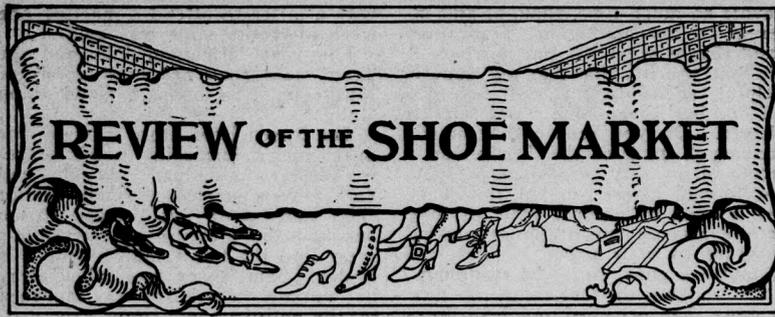
The merchant buying new equipment to-day should do so only after investigating the latest ideas in "sectional construction." If you do not know about the Wilmarth "unit system" you are not thoroughly posted. To be sure that you are buying to your best advantage compare what we have to offer with what others have to offer; doing so places you under no obligation. Visit one of our show rooms, or write for a catalogue.

WILMARTH SHOW CASE CO.

1542 Jefferson Avenue
GRAND RAPIDS, MICH.

New York—20 W. 30th St.
Boston—21 Columbus St.
Pittsburgh—House Bldg.
Chicago—233 W. Jackson Blvd.
St. Louis—1118 Washington Ave.
San Francisco—515 Market St.





Studies of the Shoe and Grocery Trades.

Why has Harvard University undertaken to study the shoe trade and the grocery trade? Doubtless each of you has asked yourself that question. With many it was perhaps the first question to arise in your minds. The answer is brief. Our object is to gather precise and reliable information about business to aid us in our teaching. But we gladly share the results of our study with business men who aid us by giving information. In carrying out our own object we hope also to be of service to the business world at large.

The Harvard Graduate School of Business Administration was established in 1908 and is just entering upon its seventh year. It is a graduate department of the University and aims to give a professional training for business, just as the Law School and the Medical School, for example, prepare students for their respective professions. The course of instruction in the Business School includes accounting, railroading, banking, insurance, chamber of commerce work, printing and publishing and the more general subjects of commercial law, foreign trade, business statistics, business policy, factory management and marketing. This year a new course in lumbering has been added to be given in co-operation with the School of Forestry. The establishment of the Harvard Graduate School of Business Administration was a recognition of the professional character of business and our experience up to this time has strengthened our confidence in the practicability of giving a training in the principles of business administration. The Bureau of Business Research is an integral part of the Business School.

In 1911 the school came to the conclusion that, in order to gain a broader knowledge of business methods and policies and of the principles underlying business practice, a comprehensive plan of research was necessary. For the great subject of market distribution, in particular, there was and still is a dearth of accessible information. Merchandising has been studied less closely than manufacturing, railroading, banking, or insurance. The large insurance companies not only have their own statistical records extending over many years, but they also have more or less elaborate Government records of mortality rates. Their risks can be figured with mathematical accuracy. Banking has long been a subject of intensive study and for it many reports and records

are available. Railroad companies issue detailed reports. These have been supplemented during the last twenty-five years by the publications of the Interstate Commerce Commission. And, as a result of Federal legislation, all interstate railroads in the country are now compelled to use a uniform system of accounting. This has made their reports even more valuable. Aside from the railroads, where the uniform accounting system was imposed from above, the only industry in which accounting methods have been standardized is printing. The printers, through their association, the United Typothetae, worked out a standard accounting system which is now widely used in that trade. Manufacturers have tended to standardize their processes and have spent large sums in costly experiments in order to secure fractional reductions in cost. But market distribution, on the other hand, has been studied less scientifically and remains less standardized and less tangible.

Market distribution, nevertheless, is of prime importance. Merchandise is produced to be sold, and it is hardly necessary for me to remind you that the cost of distributing the finished product often equals or exceeds the total cost of manufacturing plus the cost of the raw material. In other words, one-half or more of the price paid by the consumer not infrequently goes to cover the expense of marketing the product. This does not imply that wholesalers and retailers are getting an unfairly large reward for their necessary services. On the contrary, the wholesale and retail trades are not, as a rule, sources of great fortunes and in them business failures are numerous. Hence this high expense of distribution, which cannot be waived aside by any simple process of middleman elimination, deserves careful attention. The momentous changes which are now taking place in the merchandising field, through the adoption of new policies by manufacturers and wholesalers, and particularly through the development of department stores, chain stores, mail order houses, and co-operative buying associations, make the subject of market distributions doubly interesting and important. It was decided, therefore, to begin our research in that field.

The subjects for research within this vast, unexplored field were numerous. In order to concentrate our efforts for thorough and practical results, some single point of attack had to be chosen. It was decided, consequently, to make an intensive study of all the methods of distributing one



It takes a good argument to sell a substitute for

Rouge Rex Shoes

to the man who has once worn them—he knows what he wants.

They look good on the surface, and time determines their superior values.

Are you ready for the fall demand?

No. 486 makes a friend of every purchaser. It is made from our black "walrus" stock, as nearly waterproof as leather can be made. The top is 12 inches high, full bellows tongue, double sole, price \$3.75. Also made in 6, 8 and 10 inch heights.

HIRTH-KRAUSE COMPANY

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

Goodbye Summer and Summer Footwear



Boys' Fall and Winter Shoe

With the closing of summer the fall season comes on with a rush. Schools are about to open, and your school-shoe trade will soon begin.

What class of merchandise are you going to sell your customers? Are your shoes of the R. K. L. kind? Do they give our kind of *satisfaction*? If not, now is the time to try them for what they are worth.

Above cut represents No. 342 Boys' Blucher. 9 inch Oregon Calf upper. One buckle, lined. Half double sole. Standard screw fastened. Goodyear fair stitched. Last No. 49. Price, \$2.25.

Rindge, Kalmbach, Logie Company

Half Century Shoe Manufacturers

Grand Rapids, Mich.

commodity from producer to consumer and to learn the respective costs of those methods in different parts of the country under varying conditions. The commodity selected was shoes. There is diversity of product within the shoe trade and there are also serious problems of style risk. But, as compared with drugs, hardware, or groceries, the shoe business is simple. Furthermore, it illustrates practically all of the main channels of distribution. Shoes are sold through wholesalers to retailers and to retailers direct from manufacturers. In the retail trade shoes are sold by independent specialty shoe stores, general stores, chain stores, department stores, and mail order houses, and also direct to consumers through manufacturers' own stores. It was to the retail end that the Bureau first directed its attention.

To carry out the objects of this research it was necessary for us to go to the retailers themselves for information. The chemist has his laboratory. The lawyer has a voluminous record of cases. For the farmer agricultural colleges provide experiment stations. But the business man, hitherto, has had no similar clearing house of facts and ideas. Hence the task set for the Bureau was to obtain complete and accurate figures for operating costs from a large number of stores, and to tabulate and summarize those facts in usable form.

In the summer of 1911 agents of the Bureau visited numerous shoe retailers in Ohio and Wisconsin, and they found that many of the retailers were willing to help. This assistance, however, could not be fully utilized because of the wide variations in book-keeping methods. In some cases the rent of the store owned by a retailer was charged to the business. In others it was not charged. Some proprietors charged the business with salaries for themselves. Others did not take it into account. And there were nearly as many definitions of selling expense as there were stores visited. Some reckoned profits upon cost and others upon selling price. Some figured their stock-turn by dividing their inventory into their sales and others by dividing it into the cost of the goods sold. This experience convinced us of the need of a uniform system of accounts for shoe retailers in order to establish a common basis for comparison. In no other way could the items of profit and expense be properly compared. Each account must be given an exact meaning.

The Harvard System of Accounts for Shoe Retailers was the result. This was drawn up by a committee of accountants and successful shoe dealers and was offered to the trade in 1912. During the summer and fall of that year agents visited retailers in the East and Central West, and in the Pacific Coast States. In 1913 more agents were sent out. The accounting system has now been adopted by several hundred stores, some of which already had good system, and upon it as a basis we have obtained detailed information from over 700 stores in twenty-six states and Canada. We

also have one co-operator in Peru and we have had enquiries from shoe dealers in England and Austria, in the Philippines and New Zealand. This system of accounts is now becoming standard in the shoe trade.

The great results of its studies were published by the Bureau in May, 1913. In that preliminary bulletin the figures for 130 stores were summarized. All of the figures used in the tabulations were taken from the books of retailers by agents of the Bureau and were adjusted exactly to the Harvard System of Accounts for Shoe Retailers. The conclusions there drawn have been little modified by the results of our later study. The common method of comparison used is percentage to net sales. The summary table of percentage gives for gross profit, for total operating expense, and for several individual items of expense, such as salesforce, delivery, and rent, the lowest percentage found, the highest percentage, the standard percentage, and the percentage which has been attained by a sufficient number of stores to indicate a realizable standard. Standards for stock-turn and for average sales per salesperson are also given. These standards are what we desired for our purposes. They are also the part of our work which is of the most value to our co-operators.

Any good accounting system will show a retailer where he stands, but only some comparative study like this will show him where he ought to stand. Let me give you a specific instance. A shoe store in one of our large cities had an accounting system which showed that the store was not very profitable, but it was not until it compared its own results with the standards which had been established by our study that it could put its finger upon the sore spot. Previously it had no way of knowing that the average sales per salesperson in a store operating under its conditions should be \$10,000 per year, whereas the average in this store was only \$7,000. It did not know that the common standard for salesforce expense was 8 per cent of net sales and that 7 per cent was attainable; its salesforce expense was 10 per cent. Since learning these facts through our investigation this store has reduced its salesforce expense to 9 per cent and expects to bring it still lower. It now has something definite at which to aim. In this way the results of our work can be utilized by retailers to effect a saving of dollars and cents. It is always to be remembered, however, that our success has been dependent upon the co-operation of retailers in furnishing us with accurate figures to be used in determining these standards.

In addition to our enquiry concerning costs, we also have been investigating problems of buying, selling, and stock-handling in the shoe trade. The results of this part of our study will be published later. One of the specific subjects of this enquiry is stock-keeping methods. Perhaps the greatest single source of loss in shoe stores, in general, is a slow turn-over. We have found stock turns ranging

Stock Up Now for Fall on the H. B. Hard Pan Shoe

The Sturdy, Strong Shoe for Men Designed to Withstand the Hardest Kind of Service

H. B. HARD PAN shoes have been made and so well so long that every FARMER, MECHANIC or RAILROAD MAN is satisfied with the goods shown him if they bear this name.

Year after year we have refused to substitute cheaper material and the name H. B. HARD PAN is a protection for them against inferior leather and poor workmanship.

Think what the sale of this line will mean to you in protection and profit. Send for samples or salesman. A card will bring either without obligation to you.

Built for Service---Wear Like Iron

Herold-Bertsch Shoe Co.

Manufacturers Serviceable
Footwear
Grand Rapids, Mich.



To get a good
**High Cut
Blucher?**

That's the question.
War is secondary.

Concentrate on
your actual
needs for those
"men who work."

Your community
is full of men
who will need a
shoe like this one
this Fall.

Here is an 11 in.
Blucher
D. S. St. Sc.
that will wear
like steel.

5% discount for
"prompt payment."

The brown is
No. T 2772.

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

from one per year to 3.6 and a few even higher. The standard commonly reached is 1.8. Enough stores, however, turn their stock two and one-half times per year to indicate that as an attainable standard. Suppose that the majority of shoe stores, let us say, could increase their stock-turn to 2.5. That would mean the release of larger amounts of capital to earn profits elsewhere and the avoidance of heavy losses through the accumulation of odds and ends which must be sacrificed at clearance sales or kept upon the shelves to depreciate still more. To aid the shoe dealers in following their stock we are preparing a stock-keeping system, based upon the best practice in the trade, which will be given to our co-operators this fall. A bulletin upon the subject of depreciation in shoe stores is also nearly ready for publication.

The accounting system, the bulletins in which the results of our studies are published, and the stock keeping system are furnished to our co-operators without any charge whatsoever. Our reward is the information which we receive and which we could obtain in no other way. All of the information from individual stores is, of course, kept strictly confidential. No name appears upon any schedule, only a number. And the key to these numbers is kept in separate confidential file. In our publications only the averages for large groups of stores are given.

We have had to overcome prejudice and suspicion, but confidence in our work has been constantly spreading and is now well established. The University is in a particularly strategic position for carrying on such an investigation. It is a trusted, permanent, and non-competing third party with only an impersonal, scientific interest in the work. It has no partisan interest and will not indulge in "muck-raking" criticism. It merely wishes to learn the facts from the business men's point of view. There is only one other institution which could undertake such a study with hope of success, and that is the Federal Government, which is already planning a study of the retail clothing trade upon lines very similar to ours and with an accounting system which corresponds closely to the Harvard System of Accounts for Shoe Retailers.

The favorable attitude of shoe retailers toward this work is shown not only by the increasing readiness of their response but by their own statements. One prominent shoe dealer in Philadelphia has said publicly that the Harvard System of Accounts for Shoe Retailers is worth \$500 to any shoe dealer. A few months ago we received an appreciative letter from a co-operator in Canada, in which he said: "I hope my next report will be more complete. Certainly since taking up your system I have got a firmer grasp of business affairs and the work is far more interesting."

We have not yet completed our study of the shoe trade. This summer agents are in the field collecting additional information, and we are

now extending the study to the marketing of shoes by manufacturers and wholesalers.

Our second big study, the retail grocery trade, was begun two months ago. During the last year preliminary investigations were made of several trades, and as a result we concluded that the next subject of research on a Nation-wide scale should be the grocery business. The grocery business is of intimate interest to many people. It apparently offers many chances for improvement. And in its competition of the different retailing methods is intense. We have published, within the last three weeks, a uniform system of accounts for retail grocers and also a schedule of questions concerning methods and problems of buying, selling and stock handling in grocery stores.

One question asks for the percentage of purchases of each line of goods from manufacturers, wholesalers, commission merchants, and co-operative buying associations. That will show the tendencies in buying methods. Other buying questions refer to private brands, Nationally advertised goods, price maintenance, and quantity discounts. Under stock handling we ask about the frequency of stock-turn in seventeen lines of goods and also concerning stock keeping methods.

The question of selling refers to number of salespersons, methods of payment, sales records, order taking, delivering, advertising, and the average percentage of profit on each of twenty-one articles. These sample questions indicate the scope of this part of our study.

In the preparation of the accounting system the cumulative experience of the Bureau in its study of the shoe trade, its preliminary investigations of the marketing of other commodities, and its local study of the grocery trade was utilized. Expert accountants and successful grocers also gave us the benefit of their advice.

The Harvard System of Accounts for Retail Grocers is similar to the Harvard System of Accounts for Shoe Retailers. Modification of definition were necessitated by the difference in the two trades. The accounts for "P. M.'s" and for repairing and hosiery were dropped out and separate accounts for telephone and for ice and cold storage were added. The delivery account, which is a single item in the shoe system is divided into "Wages of Delivery Force" and "Other Delivery Expense" in the grocery system. The same system, with a few modifications, we expect to apply to the hardware trade when we take that up as a subject of investigation. We have found that it is similarly applicable to the drug trade and a large manufacturer has adopted it to the jewelry trade. At the present moment we are interested in discovering what changes, if any, are needed to adapt it to the use of commissary stores.

The general plan of the system is simple. The first section, the Merchandise Statement, through its accounts for sales, inventory, and purchases, establishes the amount of

gross profit which has been made during the period. The Expense Statement shows the cost of running the business. The final section shows how the net profit, which remains after paying all expense, is used for interest, dividends, and surplus.

Examining the Profit and Loss Statement in detail, we shall see, I think, that its fundamental accounts apply to commissary stores. From Gross Sales (1) Returns and Allowances (2) are deducted to get Net Sales (3). It is important to keep track of Returns and Allowances since they may involve serious loss. Net Sales is the item out of which all bills are made, all expenses met, and all profits received; hence it is the item on which all percentages are based, and is designated as 100 per cent.

To Inventory of Merchandise at Beginning of Period (4) are added Purchases of Merchandise at Billed Cost (5) and Freight, Express and Cartage on Purchases of Merchandise (6) to get the Total Merchandise Cost (7). You will note that transportation charges on incoming merchandise is a merchandise account and not an expense. From Inventory of Merchandise at End of Period (8), which is taken at billed cost, the sum of Discounts on Inventory of Merchandise (9) and Depreciation of Merchandise (10) is deducted to obtain Net Inventory of Merchandise at End of Period (11).

Subtracting this last item from Total Merchandise Cost (7) we get the Net Cost of Merchandise Sold (12) and by subtracting that item from Net Sales (3) the Profit on Merchandise (13) is found. Cash Discounts Taken on Purchases of Merchandise (14) which is really a deduction from cost but which is here treated as extra profit in order to conform to retail trade practice, is added to the Profit on Merchandise (13) to give Gross Profit on Merchandise (15).

From Gross Profit on Merchandise the total of the expense statement (16-41) is subtracted to find the Net Profit (or loss) from Merchandise Operation (42). And the application of this net profit, to which Other Profits and Losses (43) is added or subtracted, is shown in the concluding section (45-49). Interest on capital, both owned and borrowed, is treated under Net Profit and not under Expense.

The expense statement, the second main division of the Profit and Loss Statement, is probably of particular interest to you. The basis for charging each expense is functional, the purpose for which the expense is incurred. The divisions of the expense account are: Buying, Selling, Delivery, Management, Fixed Charges and Up-keep, Miscellaneous Expense, and Losses from Bad Debts. This classification enables each of these items to be followed closely and facilitates instructive comparisons. If all expense is thrown into a single account, as is so often the case in retail stores, there is a danger that some items may be overlooked. I have heard of one keeper of a general store who asserted vigorously that it did not cost

him a cent to do business. He owned the building and his team and he and his family did all the work, hence he had no expense.

One of the members of this Association has written to me: "A great many retailers, who think that they are fixing prices right, are puzzling over their failure to find the profit they expected. The cost of doing business is, of course, just the same whether a merchant includes all of the items or only a few in his expense account. The only difference is that he deludes himself into thinking that the cost of doing business is only 15 per cent. when, in reality, it probably is 20 or 25 per cent. I was in the same boat years ago when I was in business for myself. It cost me fifteen years' experience and \$30,000 in money and property to learn that lesson. When we guess in the difference between cost and selling price we guess at our profit. When we gamble on expense we are gambling on our business life. We should know to a certainty our exact cost."

To that statement I would add that you should also know exactly how your costs compare with the costs of other stores in the same line of business.

My suggestion would be that you keep your accounts in accordance with our system, making any minor modifications which are necessary. And if a sufficient number of your members will send us their figures kept in that way, we will tabulate them and work out standards for each item of expense in commissary stores, just as we are doing for the shoe trade and for the grocery trade.

The Harvard System of Accounts is simple and substantial. It requires some study, but an accounting system which did not require study would be of little service. It does not include any account which the average retailer ought not to follow. It is no more complicated than the retail business. If any of the accounts were to be lumped together vital facts would be obscured. But if properly kept this system will show the vital facts about a business. With less than that no merchant can be content.

Melvin T. Copeland.

In Charge of Grocery Research.

One of a boy's ambitions is to get all the pie he can eat.

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.**

WE SHOULD BE READY.

Force, Not Friendship, Rules in Human Affairs.

The war in Europe demonstrates that the idealists who have been looking for a warless mankind are far ahead of their times or that they are living outside of the atmosphere of humanity. Eight Christian and one non-Christian power are engaged in the greatest conflict of arms in history, with implements and methods which show the result of a minute study of the art of killing, the most thorough and successful student of that art being Germany, perhaps the most highly civilized nation in the world. These are facts. The principles of the champions of peace are dreams. It is facts, not dreams or superstitions, that the modern nation must recognize if it would hold its place in human affairs. If we are dogs, let us admit it and not pretend to be angels.

Americans on the average are probably no better than Europeans on the average. We are fortunate only in our location and in the fact that we have no desire to take away the lands of other people inasmuch as we have abundant lands of our own. Being like others, we must subject ourselves to the same logic that has brought this terrible catastrophe on Europe. We must remember that somebody may want us if we do not want somebody.

One of the most hurtful habits of thought that have grown up in this country as a result of our fortunate situation is that of ignoring force as an element in human life. It is beautiful to speak of the love of God to man and the love of men to one another. It is elevating to dream of the time when all human beings shall be brothers in perfect harmony of thought and purpose, but too much of this dreaming we have had and too little appreciation of the greed in man's heart, of the necessity of crowded countries to find a vent for their populations, of the ambitions and falsities of royalty, and finally of the fact that force and not friendship rules in human affairs. We would not think of ignoring the natural force which holds man to the earth, the power of wind, of sun, of water, or of any of the natural phenomena with which we are familiar, but in our dreaminess we are constantly forgetting that among men force of muscle and force of intellect rule.

It is time for Americans to wake up to principles of human life of which Europeans have had a strong grasp time out of mind. We as a nation do not covet our neighbor's property. That is not saying that we might not covet it if we were greatly crowded or if we submitted to the dictation of ambitious leaders. We cannot set ourselves up as superior in virtue to others. But we do have certain distinct political and social purposes. We wish to develop our great domain, we wish to increase our wealth, we wish to advance in the arts and sciences, we wish to make every inhabitant of the country prosperous

and happy. Let us, then, proceeding on these lines and recognizing the danger of this country from those people in the more crowded portions of the earth who desire more territory, place ourselves in a position where we can resist any incursion on our domain and maintain the integrity of our Nation.

Against a trained army like that of Germany any body of soldiers that we could rally within a reasonable period of time would be a mob. Our trust is largely in the two oceans protecting our shores. Along those shores should be defenses ample against all probable needs—forts, guns and a navy of great power. Back of this should be a body of citizens all versed in the handling of arms and all ready when the alarm shall be given to stand for the defense of our soil.

To this end there should be an elaborate system of training for our youth. Every male of 15 years and upward, not physically too weak, in every school, to the last person in a post graduate course of a university, should receive a military training, should be taught everything that a soldier has to do from the pitching of a tent to the sighting of a great gun. All this should be made an essential part of every school course, be the school one under the system of public instruction, a parochial school, a private school, college, or university. Such a course of instruction need not detract from the energy given to other studies. A short portion of each day would be adequate and would furnish healthful exercise and lead to a good physical development. In addition there should be some provision for the training of boys and men not attending school after the age of 15. Every citizen capable of bearing arms should know how to handle arms and should know what they are for. Here then would be, in case of need, an army of 10,000,000 men which the most powerful nation would hesitate to attack.

If other nations should ask why we were doing this, we should say: For the protection of our country against possible attack and not for aggression.—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.	105	108
Am. Public Utilities, Com.	40	45
Am. Public Utilities, Pfd.	65	70
Cities Service Co., Com.	50	55
Cities Service Co., Pfd.	50	55
Comw'th Pr. Ry. & Lt., Com.	55	60
Comw'th Pr. Ry. & Lt., Pfd.	74	79
Comw'th 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	13
Tennessee Ry. Lt. & Pr., Pfd.	60	64
United Light & Rys., Com.	58	61
United Light & Rys., Pfd.	68	72
United Lt. & Ry. new 2nd Pfd.	62	67
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	140
Globe Knitting Works, Pfd.	97	100
G. R. Brewing Co.	120	125
Commercial Savings Bank	216	220
Fourth National Bank	215	220
G. R. National City Bank	174	177
G. R. Savings Bank	255	
Kent State Bank	250	260
Old National Bank	195	200
Peoples Savings Bank	250	

If a man is truly great he lives to forget about it.

BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

St. Joseph, Aug. 25—In the matter of James Ingersoll Day, bankrupt, of Hamilton township, Van Buren county, all testimony has been taken and briefs filed on the objections of certain creditors to the secured claim of Morris Wallbrun for \$1,500 and the matter is now up to the referee. If the claim is disallowed unsecured creditors will receive a dividend of about 15 per cent. and if allowed less than 5 per cent.

Aug. 27—In the matter of the Kalamazoo Oil Co., bankrupt with offices at Kalamazoo and Traverse City, the first meeting of creditors was held at the former place, and claims to the amount of \$8,000 allowed. Roscoe G. Goebel, of Kalamazoo, was elected trustee, his bond being fixed at \$2,000. William Goode, Otto Kyselka, of Traverse City, and Stephen Marsh, of Kalamazoo, were appointed appraisers. Dr. James B. Martin, President of the bankrupt, of Traverse City was sworn and examined as to the condition of the bankrupt estate. Creditors requested that the plants at Kalamazoo and Traverse City be sold separate and without delay. The custodian reported cash on hand of \$1,100 and property of the estimated value of \$8,000, and that the estate would pay dividends of at least 60 per cent. The meeting was adjourned for thirty days at the referee's office.

Aug. 27—William Dannenberg, who for the past several years has been engaged in the agricultural implement business at Allegan filed a voluntary petition, whereupon he was adjudged bankrupt and the matter referred to Referee Banyon, who was also appointed receiver. The referee has entered an order appointing Elasco Reese, of Allegan, custodian. The schedules of the bankrupt show the following liabilities and assets:

First National Bank, Allegan, mortgage	\$3,500.70
First National Bank, Allegan, mortgage	3,000.00
City of Allegan, taxes	68.51
Martin McApline, Allegan, labor	39.50
Lillian Whitbeck, Allegan, labor	63.00
John Reynolds, Allegan, labor	26.00
Johnson Harvester Co., Lansing	1.30
Gould Mfg. Co., Chicago	36.44
Merrill Co., Toledo	18.70
Michigan Manufacturing Co., Lansing	7.50
F. B. Adams & Son, Racine	55.17
Page Woven Wire Fence, Adrian	421.79
Ann Arbor Machine Co., Ann Arbor	12.69
Atlas Oil Co.	3.55
A. L. Allen Co., Philadelphia	77.22
South Bend Chilled Plow Co., South Bend	9.03

Whitacre Manufacturing Co., Chicago	66.75
Thomas Manufacturing Co., Chicago	1.63
Bucher & Gibbs Plow Works Co., Canton	105.72
Roderick Lien Manufacturing Co., Mansfield	5.00
American Seeding Machine Co., Springfield	81.28
Cook Kneeland Co., Springfield	15.04
White Sewing Machine Co., Cleveland	176.00
Fairbanks Morse & Co., Chicago	15.55
H. C. Randolph, Jonesville	32.00
Akron Cultivator Co., Akron	181.73
J. E. Porter Co., Ottawa	257.99
Johndeers Plow Co., Lansing	31.11
M. I. Wilcox Co., Toledo	112.45
Goshen Church & Ladder Co., Goshen	27.00
Great Western Oil Co., Grand Rapids	3.75
Standard Oil Co., Grand Rapids	12.62
Wiard Plow Co., Batavia, N. Y.	20.94
Clare Hoffman, Allegan	
Oliver Chilled Plow Works Co., South Bend	1,563.25
Brown & Sehler Co., Grand Rapids	185.78
Delaval Cream Separator Co., N. Y.	473.46
United Engine Co., Lansing	120.80
M. Braudy & Sons, Grand Rapids	5.18
Dentler Bagger Co., Vicksburg	50.00
International Harvester Co., Chicago	1,560.66
International Harvester Co., Chicago	4,060.96
Prouty & Glass Carriage Co., Fort Wayne	572.29
Page Woven Wire Fence Co., Adrian	344.06
Durant-Dort Carriage Co., Flint	494.00
Fred McOmber, Allegan	740.15
First National Bank, Allegan	1,758.43
Total liabilities	\$17,804.98
Assets.	
Real estate	\$4,500.00
Stock in trade	1,091.20
Debts due on open account	1,871.79
Other personal property	35.60
Property claimed exempt	580.00
Total assets	\$8,078.59

A bully is a man who is always wanting to fight some other man half his size.

**Horse Blankets---Plush and Fur Robes
Automobile Robes**

We bought our stock before the war and have not advanced our price. You are invited to look over our line.

SHERWOOD HALL CO., LTD.
Ionia Ave. and Louis St. Grand Rapids, Michigan

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.



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

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

Make a New Start Every Day.

Old Bill was the village drunkard at Ocean Point, where I lived as a boy. Don't worry. This isn't a temperance talk. But I want to use old Bill as an illustration to make a point in regard to selling goods—and other matters.

I can see Old Bill now in my mind's eye—red nose, bleary eyes, vacant face and all—laden to the guards with his cargo of liquor, rolling and plunging down the town street like a battered derelict in a heavy sea, or a slow going New England coaster vainly trying to beat up against the wind to a landing place. Old Bill had more trouble in navigating than any craft that was ever launched in our ship building town. His tattered clothes forever fluttered the signal of distress, but excited no sympathy. For Bill was the Town Joke.

As an unthinking boy I shared the popular conception that Bill was a humorous object. I used to think him funny when he was jovially or tragically drunk, and I thought him funniest of all when he "turned over a new leaf."

This annual rite of Bill's was as regularly looked forward to by Ocean Point folk as the advent of candy canes and Christmas trees at about the same time of year, or the emergence of the ground hog with his traditional shadow in the spring.

For fifty weeks of the year Old Bill existed in an embalmed state—body and soul fairly pickled in Red Eye whiskey and Old Tom gin. Every year there were fifty weeks of absolute eclipse for Bill—eleven months and more of frozen torpor and arctic darkness in the thing Bill called his mind, with the sun of Ambition sunk far behind the horizon line.

And then, regularly between Christmas and New Year's some mysterious influence would begin to work inside his deadened bulk of a body—the sap of former instincts of manhood would revive—the tide of self-respect which had ebbed far out would return—and the soul of Old Bill would stir and murmur and half-rouse itself to life. There would be a premonitory lapse or two in his long period of unbroken drunkenness, and then some fine morning he would suddenly appear on the street, all sobered up and solemn and respectable as a church.

Moving from group to group of village folk, unmindful of humorous greetings, he would deliver himself of a public announcement concerning his intentions for the future in regard to the drink habit. The burden of his song was the old familiar refrain: "Never Again." As he passed onward, titanic laughter followed in his wake. But laughter, pitying smiles and blunt-pointed jokes had no effect on Old Bill. He had made a fresh start. He had sworn off drinking forever. He had a brand new set of resolutions, and this time he was going to keep them.

And keep them he did—for a week. For six or seven days Old Bill was a respectable citizen, and hope painted a primrose colored dawn-shaft in his sky. And then, some unlucky morning, as suddenly as a ship on the ways slides into water, Old Bill's resolutions would lose their grip on him—and slip! slide! splash!—Old Bill would plunge down the ways and float far out into the sodden sea of drink once more—to be nine-tenths submerged for another year. And unthinking village folk, long accustomed to this outcome, would laugh and say, "Same old story!"

Old Bill put a damper on the faith in good resolutions in our town. He was the one most conspicuous, awful example of the folly of swearing off.

There are so many Old Bills of one kind and another in the world—we have seen so many men make pledges of one kind or another and break them for so many years—we have watched so many men climbing up the Hill of High Resolves, uttering the familiar slogan, "Never, never, never again," only to lose their grip and crash down the slope ignominiously to the foot—we have done this so often ourselves that there is a general feeling abroad that men who make good resolutions are fools. We boast at New Year's that we haven't been jackasses enough to turn over any new leaves.

And in doing this we prove our-

selves jackasses more conclusively than we could do in any other single way that mortal mind ever conceived of. In laughing at Old Bill's annually renewed resolutions, and refusing to take them seriously, Ocean Point folk were obeying a little, trumpery, measly human custom or fashion—the smart Aleck fashion of cynicism and unbelief—while Old Bill's ability to rouse out of moral coma once a year, and take a fresh start, and have unshaken faith in each new beginning, and to do his best to live up to his good intentions for a time at least, was all in accordance with one of the noblest of primal laws.

All that Old Bill's neighbors were able to perceive in his resolutions and his backsliding a week later was a cause for humor. But if they had had minds that could think they would have witnessed his annual resurrection from the condition of a beast to that of a man with feelings of deepest awe—the awe of men permitted to be present at a miracle. They would have seen in it marvelous proof of the heaven-born tenacity with which hope refuses to desert a human being—the dauntless courage with which she refuses to give him up even when he is 99 per cent lost—the marvelous persistence with which she returns again and again to the task of pulling him out of the mire where he is stuck, setting him once more on his feet, turning his face toward the light of her own radiant personality and giving him a fresh start.

Ocean Point folk thought Old Bill didn't get any good out of those annual resolutions to brace up, just because he promptly and invariably busted them within a week. Didn't he, though? You bet he did! Each recurrence of the impulse was a link in the chain which was all that suspended him above the very depths—kept him from tumbling into the bottomless Pit. A grovelling animal for over eleven months of the year, he was, for those six or seven days at least, a man. To be resurrected, if only for a week—if only for a day or an hour—if only long enough for one deep, satisfying breath of air, or for one single righteous smash at his familiar degrading enemy, might seem well worth while to a man who had spent a year in the tomb.

The fault in Old Bill's case wasn't with his resolutions—or even with his failure to keep them. His trouble was that he didn't make them often enough. If he'd made them every six months instead of only once a year, he'd have enjoyed two periods of feeling himself alive for a purpose instead of only one. And, if, undismayed by the frequency of his falls, he had had the grit to turn over a new leaf every month, he might have enjoyed walking upright on his feet like a man twelve times a year. Nothing but fear and unbelief on his part stood in the way of his getting his return to self-mastery on a weekly basis—and once there, what human soul could stand up and proclaim in the face of the Almighty that there was no hope for Bill Peters and that

his body and soul might as well be thrown into the scrap heap as useless rubbish?

Hats off to the man who makes new resolutions and fresh starts! That's my idea. He may fall off his high horse some time after he is mounted, but the high horse is not to be sneered at for that reason. And the crucial question is not whether the rider falls off, but whether he picks himself up when he hits the ground, or lies prone on his face, muttering "What's the use?" The courage and grit and divine gumption that it takes to put foot in stirrup and leap to the saddle again after so many previous tumbles ought to command the deepest respect—not cynical laughter.

It is this law of making new starts, and beginning right over again as soon as one of them fails, that keeps creation from withering up into one vast Sahara desert. Man in his works only imitates Nature in this respect. He learned the secret from her in watching the wonders she openly performs before his astonished eyes—and again in spying on her delicate marvels through the microscope.

Take your own body for evidence. You break a bone and Nature goes to work to knit it together. Break it again and she makes a new start in the knitting process. And she will keep on tackling this same knitting job as often as that bone is broken and needs to be made whole.

Cut your flesh and the wound heals directly. Cut it again, and Nature will set to work to heal it a second time. She doesn't ask, "What's the use?" even if you call on her to start the healing process a half dozen times over—or ten—or twenty.

You may have an over-fondness for pie, or some other indigestible eatable or some tough customer of a drinkable that your stomach hates to wrestle with. Despite its expressed dislike, you keep shipping consignments of the unwelcome material down to it. Does your stomach say, "I knocked out that bottle of Old Rye yesterday after a hard fight; I got the better of that mince pie this noon; I finally managed to digest that Welsh rarebit that arrived early in the evening—but now I'm going to strike. I refuse henceforth and forever to make myself ridiculous by any more fresh starts to keep this fellow a-going?" Never. Your hard working digestive apparatus says: "I'm the keeper of this man's strength, and it's my business to see that everything he sends me is digested, no matter how discouraging it is to receive such an excess of pie, Welsh rarebit, or Old Rye whiskey. So here goes a new start."

(Continued next week.)

The woman who doubts an honest bargain advertisement will believe every word a 10 cent fortune teller tells her.

EAGLE HOTEL
 EUROPEAN
 GRAND RAPIDS, MICHIGAN
 \$1.00 PER DAY—BATH DETACHED
 Excellent Restaurant—Moderate Prices

Gabby Gleanings From Grand Rapids.

Grand Rapids, Sept. 1.—B. A. Hudson, whose headquarters are now in Chicago, spent Sunday with his family in Grand Rapids. Mrs. Hudson accompanied him back to Chicago for a short visit.

Mobilization of Absal Guild, A. M. of B., will occur at Herald hall, Saturday evening, September 12. Every member is requested to answer this call. Business of interest to all will be transacted on this occasion.

Walter Lawton, accompanied by his daughter, Miss Bertha Lawton, attended the State Pharmaceutical convention in Detroit last week. Upon their return Miss Bertha left at once for an additional week's outing at Lake Harbor.

William Lovelace and John Schumacher were Chicago visitors last week. They both went over to pay the house a visit.

Harry Harwood, when asked for news for this column, said he had been so busy predicting the time in the near future when a Hebrew brigade would be seen marching up the street Unter Den Linden in Berlin to the tune of "Onward, Christian Soldiers," played by an England grenadier band, that he hadn't much time to gather news items.

C. E. Myers is the new proprietor of the Hotel Acme, at Grand Junction. When Mr. Myers took this property over, it was in a very run down condition because of poor management and was about the poorest excuse for a \$2 per day hotel in Western Michigan. Mr. Myers has renovated the place, however, and is furnishing the boys with nice clean beds and first-class meals. He has instituted the individual towel service and does everything possible to make his place comfortable and home like for the boys and appreciates their patronage.

John D. Martin took first prize in a melon contest in Benton Harbor last Friday night, prior to his taking the boat to Chicago. As melons are a rather treacherous food for sailors, we hope for the benefit of Mrs. Martin, who was with her husband, that the trip across the lake was a smooth one.

D. F. Helmer, at the head of the coffee department of the Worden Grocer Co. has the largest and best equipped house boat on Grand River, in which he gives some very delightful week-end parties occasionally. Last week he invited some of his friends up and all report having had a most enjoyable time, with lots of fish to eat on the boat and more to bring home.

Speaking of fishing, Ed Bottje, Ed Wykkel and Fred L. Grote brought home eight fine black bass the other day. When asked the name of the lake where they fished they were all strangely forgetful. Not one of them could remember the name of the lake.

J. H. Colby, Secretary and credit man for the Brown & Sehler Co., has recently returned from a visit with his son, Prof. Colby, of the University of Michigan.

C. E. Harris, who devotes a considerable portion of his time expounding the virtues of Excello and Sani-to davenport, when he isn't playing cribbage, has recently moved into temporary quarters at 1426 Sherman street. Mr. Harris expects to build a new home in the spring, having recently sold a nice home at 1302 Franklin street. Harry says if he ever gets anchored again it will take a bigger bank check than one represented by four figures to pry him loose.

War Extra.

Field Marshal F. De Graff has issued orders for a mobilization of U. C. T. forces at the Greater Michigan Fair, commercial men's day, Saturday, September 5, and, aided by Generals Walter Lawton and William Bosman, expects to accomplish an-

other bloodless triumph of boosting the home town.

Loyal Scouts have been working all lines of communication for several weeks and will have all the advance agents of peace ready to receive the many delights of the big show at Comstock Park. War for the day will be forgotten by Council 131.

The First Gun—ball game—Grand Rapids vs. Kalamazoo at 10 a. m. sharp, followed by a continual round of pleasure during the remainder of the day.

Don't forget the regular U. C. T. Council meeting Saturday night, September 5.

William Bosman and wife spent the week-end at Spring Lake.

Eugene Scott and family have gone to Grand Ledge to visit friends.

The White Hotel, at Beulah, might well have been called the house of all nations this summer, as there are employed about the place some Japanese, Filipinos and Africans. In connections with this, it is related that a well-known traveling man from Saginaw recently tipped a Filipino waiter quite lavishly and afterwards found that said waiter was the son of a millionaire and received a remittance each month much larger than said traveling man's salary. This salesman is now very much in favor of the anti-tipping law.

William Ingersoll and Homer Bradford are both taking a vacation this week. The Woodhouse Co. probably allowed these two popular salesmen to absent themselves for a week in order to give the shipping clerks a much needed rest.

Judging from the lambasting that a certain politician has been getting in the columns of this journal, he must regard running for State office in much the same terms as Sherman used in defining war.

Mrs. Will E. Sawyer and children, Florence and Howard, are visiting relatives in Allegan this week.

John W. Thorn, Deputy Hotel Inspector, of Owosso, has returned from Central Lake, where he spent his fortnight's vacation on the farm of his son. He was in the city Saturday.

Fred W. Oesterle (Rindge, Kalm-bach, Logie & Co.) bundled his wife and children into his big Cadillac last week and hied away up the lake shore as far as Frankfort and Benzonia. He was gone from early Monday morning until the following Sun—Saturday night late. He says he found good roads most of the way up and back. The only real bad road was in Benzonia county, which had stalled every other car along that route for several days, but which he succeeded in navigating because he knew how to handle his car under such circumstances. The report that Fred masqueraded as a Frenchman on the trip lacks confirmation.

Archie Upton is covering the territory of James B. Shaughnessy this week. H. W. Spindler, President of the Michigan Hardware Co., covered his territory last week. Reports from St. Mary's hospital are to the effect that Mr. Shaughnessy is strutting around the hospital like a German after a victory over the French, and eating everything in sight. If he follows his usual bent, he will be selling the good Sisters who have nursed him back to health and strength a complete hardware outfit before his convalescence is complete.

Burrell Tripp, successful business man of Allegan, President of the Gas Co., Mayor of the city, and who conducts one of the largest up-to-date department stores in Western Michigan, received the nomination for State Senator for his district in the primaries August 25. This nomination must be very gratifying to Mr. Tripp, as he received it in competition with Edwy C. Reid, who is a very able man and successful in the newspaper business. In case Mr. Tripp is elected, we predict that he will use the

same good business judgment in helping to run the affairs of the State that has characterized him in building up his private business.

Will E. Sawyer.

The Boys Behind the Counter.

Charlotte—Roy Spears, who has been in the employ of the Houghtaling bazaar store has taken a position with the Bullen & Richey Dry Goods Co.

Big Rapids—W. R. Whitacre is no longer connected with the grocery department of the Bertrau, Almroth Co. His place has been taken by Edward Miller.

Pontiac—L. E. Thompson has taken a position with the Chicago Clothing Co. as manager. He has been connected with the People's Bargain store for the past six months and before that was manager of the Menter Co.

Charlotte—Chas. Lentz has resigned his position in the Lamb & Spencer store and will acquire an interest in a grocery stock at Vermontville. Mr. Lentz has been in the employ of the Lamb & Spencer Co. for the past two years, and formerly conducted a grocery store at that place.

Ionia—Arthur L. Case has taken the position at Geo. E. Curtis & Son's which has been filled by Alden Sessions for the past two years. Mr. Sessions will enter Oberlin College, at Oberlin, Ohio.

Retires With a Good Record.

Frank P. Cleveland, who has been a persistent and consistent patron of the advertising department of the Michigan Tradesman for several years, has sold his real estate and business opportunity business at Chicago to John B. Wright, who will continue the business at the same location.

Mr. Cleveland has handled a large business and has acquired a comfortable fortune. The Tradesman believes that he has treated every one with whom he has had business dealings honestly and justly. Few men can conduct a business of such magnitude without causing criticism, but no word has ever reached the Tradesman derogatory to Mr. Cleveland or his methods. Considering the magnitude of his business and the extent of his operations, this is a remarkable tribute to his fairness.

The Tradesman congratulates Mr. Cleveland on the record he has made and the legacy he is able to hand down to his successor.

Community Spirit in the Celery City

Kalamazoo, Sept. 1.—Plans for the assisting of Charles B. Hays, who recently purchased the buildings and

real estate of the defunct Michigan Buggy Company, in securing factories to fill up the mammoth floor space at the plant, have been formulated by the Industrial Committee of the Commercial Club, which is to have complete charge of the bidding for and securing of new factories and industries for Kalamazoo. The Committee has as its head, James Grant, former President of the Club. In purchasing the plant of the Michigan Buggy Company, Mr. Hays took the first step in re-organizing and instilling more life in manufacturing enterprises in Kalamazoo. Through Mr. Hays' personal interests in the commercial and business welfare of Kalamazoo, the plant was purchased through the courts with the idea of bringing to this city a large number of smaller concerns which may take up quarters in the building until their business increases or or odd increase in business and growth will warrant transfer to plants of their own.

Kellogg's New Product.

The Kellogg Toasted Corn Flake Co. has started a new product on its travels through the country, "Toasted Wheat Flakes." The wheat flake is a new product, much like corn flakes in preparation, but having the virtues of wheat rather than of corn. For introductory purposes, it is understood that the company means to try out the jobber as an introductory force and in each package of the regular goods a number of samples are packed, which the retailer is supposed to use among his customers. The goods are designed to sell for \$1.50 a case to jobbers (two dozen cartons), \$1.70 to retailers and \$2.40 to consumers.

Oscar F. Conklin, for many years engaged in general trade and the banking business at Ravenna under the style of O. F. & W. P. Conklin, now the owner of extensive farming interests in Illinois and real estate holdings in Los Angeles, is in the city for a few days. He was called here to attend the funeral of his sister-in-law, Mrs. William P. Conklin.

Holland—The Thompson Manufacturing Co., manufacturer of modern mission library furniture, has taken steps to double the capacity of its plant by increasing its capital stock from \$50,000 to \$100,000. Another story will be added to the factory and new dry kilns with a capacity of 75,000 feet of lumber will also be erected.

HOTEL CODY

EUROPEAN
GRAND RAPIDS, MICH.

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

"Kalamazoo" Customers always "come back"



Our oldest customers are our best customers. The longer a concern uses Kalamazoo equipment the harder it is for our competitors to

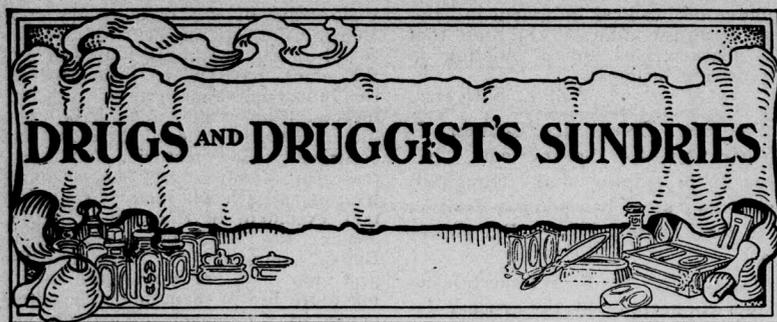
break in. Kalamazoo equipment "grows" on a business man. Bookkeepers who have become used to the simple, easily operated Kalamazoo devices dislike to change to any other system. And the boss who foots the bills—notes with satisfaction that he buys less Kalamazoo equipment—because what he does buy lasts longer.

Kalamazoo Loose Leaf Binder Company

Manufacturers of the Famous

Kalamazoo
LOOSE LEAF BINDERS

Kalamazoo, Michigan



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—Grant Stevens, Detroit.
 Secretary—D. D. Alton, Fremont.
 Treasurer—Ed. C. Varnum, Jonesville.

Michigan Pharmaceutical Travelers' Association.
 President—John J. Dooley, Grand Rapids.
 Secretary and 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.

Druggists Start War on Itinerant Medicine Vendor.

Members of the Michigan Pharmaceutical Association intend to press the campaign in the next Legislature to obtain a law prohibiting itinerant vendors of medicine from operating in this State. A resolution to this effect was passed at the meeting of the Association in Detroit Wednesday, and members of the American Pharmaceutical Association from other states who have the same conditions to meet expressed themselves in sympathy with the movement.

The pharmacists plan to wipe out the vendors of cheap medicines who conduct vaudeville entertainments in conjunction with their enterprises and make many glowing statements as to the worth of their wares.

The delegates also indorsed the Stevens bill, now before Congress, which will prohibit price cutting, and congratulated President Wilson on his stand against unfair competition.

It was reported that the Prescott Memorial fund to aid poor students in the Department of Pharmacy at the University of Michigan now amounts to \$1,100. On the recommendation of the Dean of the Department eighteen students have been assisted.

Prizes were awarded to E. E. Miller, of Traverse City, who came from the farthest point in the State to the convention; Earl de Kruij, 24 years old, Grand Rapids, youngest member; E. T. Webb, 65 years old, Jackson, oldest member; Ed Austin, Midland, largest member; Peter Vellema, Grand Rapids, smallest member.

Officers were elected as follows:

President—Grant Stevens, Detroit.
 Vice-President—J. A. Skinner, Cedar Springs.
 Secretary—D. D. Alton, Fremont.
 Treasurer—E. C. Varnum, Jonesville.

Executive Committee — Edward Austin, Midland; A. I. Huizenga, Holland; J. A. Webster, Detroit.

The most important paper Wednesday at the meeting of the scientific section of the American Pharmaceutical Association was that of Dr. W. W. Stockberger, of the bureau of plant industry Department of Agriculture, who exposed numerous frauds perpetrated on the American public by men who have advertised about fortunes to be made in growing weeds and herbs for medicine.

During the day the members of the National Association of Boards of Pharmacy adopted resolutions recommending the enactment of laws by states legislatures to curb many evils. Laws are proposed to give state boards full power to suspend pharmacists' certificates, to register apprentices and to fix a minimum of \$10 a day and traveling expenses for members of state boards.

In the education and legislation section Dr. Hugh Craig, of Chicago, recommended further legislation on the sale of narcotics. Dr. Craig thinks that physicians and veterinarians should be restricted in prescribing these drugs.

There were luncheons at noon in various hotels at which the alumni of the Massachusetts, Brooklyn and other institutions attended in force. Demonstrations of practical pharmacy and dispensing were made in the section bearing the same name.

Frederick Stearns & Co. tendered a Dutch spread, vaudeville and cabaret performance to the men of the convention in the evening at Wayne Gardens, while the ladies visited the Temple theater. S. C. Stearns, Sam D. Stearns, R. E. Bell, W. Ohliger and other officials of Frederick Stearns & Co. were personally on the job, and about 1,000 visitors sat down to the spread. While the supper was in progress, there were various vaudeville stunts and the fun lasted until midnight.

Dead Easy.

"Here's one for you," said Tom to Carl, his playmate. "A dog was tied to a rope ten feet long. Twenty feet away was a fat, juicy bone. How did the dog get the bone?"

"Oh, that is an old one," said Carl. "You want me to say, 'I give it up,' and you will say, 'That is what the other cur did.'"

"No, you're wrong, for the dog got the meat."

"Well, how did he do it?"

"Why, the other end of the rope was not tied."

How Soda Foams Are Made.

Foams, so-called, or substances added to syrups to cause the soda to foam more profusely or to hold the foam on the water longer, may be made from gum arabic, white of egg, Irish moss, gelatin, etc. Of all substances yet tried, old soda dispensers, almost without exception, give the preference to egg-albumen. It does the work required of it in first-class style, and seems to suit the taste of customers better than anything else. To prepare it, add the white of one egg to eight ounces of water, stir well, let stand for half an hour and strain off. To this add eight ounces of simple syrup, and mix by stirring. This suffices for a gallon of syrup. It should be prepared fresh every day.

Irish moss may be prepared as follows: Wash the moss with cold water to cleanse it of impurities; then to every ounce of moss (from two to four ounces suffice for a gallon of syrup, according to the amount of foaming desired) add one pint of hot water. If you are in a hurry, you may dissolve by bringing the mixture to a boil for four or five minutes, but if not so hurried, set aside in a cool place, with an occasional stirring, for twenty-four hours, or until dissolved. Filter through a muslin strainer, or through absorbent cotton.

Simple mucilage of gum arabic (eight ounces of gum to the pint of water) is excellent. From three to four ounces of the mucilage to the gallon gives a fine foam. In addition to the substances named, quillaya

has also been recommended, either the tincture alone or in combination with some of the substances already named. A compound quillaya foam is made as follows:

Quillaya Bark 8 ozs.
 Sarsaparilla Bark 8 ozs.
 Alcohol, 50 per cent. 4 pts.

Prepare by percolation. Two ounces of this is quite sufficient to the gallon of syrup.

Finally, here are a couple of formulae for "Schaumerzeugungs-Praeparate," which are declared to be "excellent and entirely harmless." Digest together for eight days, 10 parts of quillaya bark, 40 parts of water and 10 parts of 90 per cent. alcohol. At the end of this time decant the liquid with gentle pressure and filter. A large teaspoonful (1¼ fluidrachms) added to a gallon of syrup produces a splendid (prachtiges) and homogeneous foam on drinks in which syrup is used. The second formula, the product of which is called "Spumatalin," is as follows: Boil, on the water-bath, for one hour 200 parts of quillaya bark and a sufficiency (say 800 to 900 parts) of distilled water; then decant and press off the liquid. Add 100 parts of 95 per cent. alcohol, filter and bring the total up to 1,000 parts by the addition of distilled water.

Common sense should tell you when to start anything, but it takes good judgment to know when to stop.

If you pay as you go you seldom exceed the need limit.

1 9 1 4 Holiday Goods

OUR sample line of holiday goods is now displayed in our show room at headquarters and ready for visiting buyers. There are many new features and we can show our visiting customers the most extensive and best assorted line that we have ever brought to the attention of the buying public. Our stock and our contracts for the season are such that we can give the trade first class service. We urge early visits as we must necessarily handle our orders in the rotation in which they are received. Dates for engagements with our salesmen can be arranged by telephone, by letter or by person. 🍀 🍀 🍀 🍀 🍀

Hazeltine & Perkins Drug Co.
 Grand Rapids, Michigan

Proper Margin of Profit in Selling Drugs.

The price of an article is one of the first elements to be taken into consideration. After that comes the closer inspection of kind, quality, workmanship and material. The American public is now educated to the point where they fully understand the importance to be placed upon the price of an article and to look for reasons why such should be the price as given. The newspapers almost daily give half price sales due to bankruptcy, fire, shop wear, moving, and various other reasons. It may be true that in some cases these reasons are only imaginary, but there the intelligent public is again alert, for it knows the standing of the different firms and whether to believe their statements or not. There is really but little chance for the dishonest merchant to fool all the people all the time. A good reputation and value received for the money expended is the better nucleus for successful advertising whether it be at straight or cut prices.

In placing a new article on the market, a manufacturer or sale dealer has a better opportunity at price making. In such a case the initial price should be the full value of the article—all it is worth to the user. Such a price allows a fall in price when the article comes into common use and other makes enter into competition. Instances of this kind may easily be brought to mind. Fifteen years ago safety bicycles sold for \$100, seldom less. Now just as good wheels may be bought for \$50 or less. The automobile is being reduced in price every year. The \$50 typewriter of to-day is better in many ways than the \$100 machine of ten years ago.

But the dealer must be careful not to overstep the limit in arranging prices, and not make the price so exorbitant as to injure the sale. The margin of profit should be reasonable, but not too large, for the advice of the Chinaman is sensible after all, "Muchee little beats little muchee!" In every line of trade, one of the most important things to figure upon is the margin of profit which you are going to make from a certain investment or from the stock which you are handling. This matter is not one to be settled on the spur of the moment or without previous calculation, but will perhaps require both time and experience to determine.

Consider first the class of people to whom your goods will be most apt to appeal and determine whether that class is living in affluence or belong to the poorer class. In the first case advertising which would dwell upon the merits of your goods would be apt to produce results without regard to price, unless, of course, it should be so high as to be prohibitory. In the second case the value of the low price must be brought out clearly in comparison and the customer should be shown where he can save money by buying your goods. In such cases your margin of profit must of a necessity be small as you are talking to a large class of people and a good start will mean continuous sales.

Very few goods can be sold on a large margin of profit unless it be either imported goods, or newly invented appliances or necessities from which no opposition is likely to arise immediately. In such cases a profit of 100 per cent. on the cost of manufacture may easily be realized without making the cost to the consumer prohibitory.

It is always wise, however, to make prices perfectly fair on a basis of the value given.

Above all, be careful of cutting prices in such a way as to make the apparent value of your goods appear less in the eyes of the customer.

Buffalo Moths.

This insect which is generally spoken of as the "buffalo moth," "carpet beetle" and "carpet bug," is in reality not a moth, but a beetle belonging to the order coleoptera, while true moths, such as the ordinary clothes moths, belong to the order lepidoptera.

Tobacco, pepper, camphor, carbolic acid and oil of turpentine have all been recommended for destroying or driving them off, but none of these remedies seem to be of much avail.

It is the larva of the insect that works the damage to woollens. When in this condition it is about three-sixteenths of an inch long, and is covered by a shaggy coat of black hair, from which the term buffalo moth probably originated. It eventually develops into a beetle about an eighth of an inch in length, and marked with black, scarlet and white.

Benzine, kerosene and good insect powder appear to be the most efficacious substances with which to combat this pest. Carpets which are infested may be soaked in gasoline, which, if of good quality, will leave no odor or stain. When the carpets are taken up it is a good plan to pack all the cracks in the floor with cotton, which should then be saturated with gasoline. When the larvae are found to be injuring furs or clothes hung in the closet, it would be best to use insect powder.

It is stated that the insects in carpets can be destroyed by laying a wet sheet on top of the carpet and passing hot flatirons over it, the steam thus produced destroying the grub. In recommending the employment of gasoline the dangerously inflammable nature of the liquid should always be called to the attention of the user and the necessary precautions suggested.

The Medicinal Herb Garden.

Any druggist having a few square feet of land may have a medicinal herb garden if he so desires. In every section of this country there are many medicinal plants. Some of them like stramonium are found in all parts of the country, while other plants like serpentaria have a more restricted habitat.

The local flora plants should receive first attention because these plants are frequently found at your very door.

In fact, at your door is the place to begin to look for plants. Then gradually extend your observations

to the path and the roadside. When time permits, explore the meadows, the banks of streams, the rock ledges, and the woods. In each locality you will find different kinds of plants. All plants must have a certain amount of water in order to live. The amount of water required by plants varies greatly with different plants. The plant growing on a dry hill top requires much less water than the plant growing on the moist bank of a stream and less than a plant growing directly in the water. These facts should be borne in mind when collecting plants for your garden. You should always make a note of the exact conditions under which the plant is growing and then try to duplicate these conditions as far as possible when transplanting them.

Dig up only a few plants at a time as you can then give them the required attention. In removing the plant from the ground be careful not to disturb the roots and adhering dirt, and be sure to take up some of the surrounding soil.

Several enthusiastic members of last year's botanizing parties started a wild flower garden. On each outing they collected a few plants and transplanted them in their gardens. The results proved most satisfactory for few of the plants died. This year the flowers are, in most cases, as brilliantly colored as the wood forms.

Don't wait until next year to start your wild flower garden. Begin now.

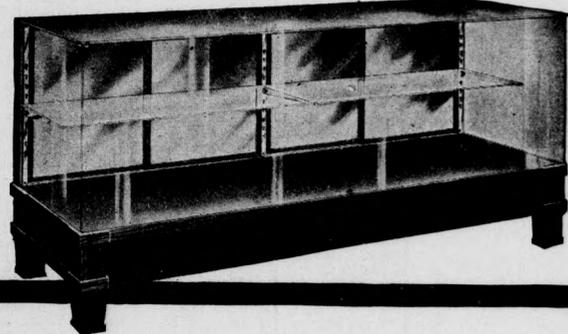
Biggest Humbug the World Has Ever Known.

For centuries men and women have permitted themselves to be grossly swindled by the biggest humbug the world has ever known—that money and possessions have power to purchase happiness. Money and possessions have no such power. Unless there is something within them independent of them they are absolutely worthless. Whatever they may contribute to happiness is from and because of that other element in them which they themselves are not. Although Solomon possessed every source which whole kingdoms could supply for the purchase of pleasure and enjoyment he, too, voices that almost universal lamentation, "All is vanity and vexation of spirit."

We need to be keenly alive to this fact—that possessions never operate to change the laws in the mind. Happiness is not from anything we may have in hand. A man may succeed in acquiring the wealth of the whole world, but that alone will not make him happy, for the bitter waters of his heart may overflow and hide it from his sight. What a profound truth Luther speaks: "Riches are the pettiest and meanest gifts God can bestow upon men. Therefore, he so commonly gives them to persons to whom he can give nothing else."

No, you will never find your happiness in what you may have, never in the things with which you may seek to surround yourself. If you find it at all it will be in what you are, in the things you have within yourself.

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
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They prevent disputes.
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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

DECLINED

- Confectionery
Cream Tartar
Flour
Rolled Oats

Index to Markets

By Columns

Table listing various grocery items and their prices, organized by columns A through Y.

Main table of grocery prices, organized into columns 1 and 2, listing items like Ammonia, Axle Grease, Baked Beans, etc.

Table listing prices for Cheese, Chewing Gum, Chicory, Chocolate, Clothes Line, Cocoa, and Cocoanut.

Table listing prices for Mocha, Bogota, Confectionery, and various specialties.

Table listing prices for Cocoanuts, Crackers, and various other products.

6

7

8

9

10

11

Graham Crackers Red Label, 10c size 1.00
 Kaiser Jumbles 1.00
 Lemon Snaps 50
 Mallomars 1.00
 Oysterettes 50
 Premium Sodas 1.00
 Royal Toast 1.00
 Saratoga Flakes 1.50
 Social Tea Biscuit 1.00
 Uneda Biscuit 50
 Uneda Ginger Wafer 1.00
 Vanilla Wafers 1.00
 Water Thin Biscuit 1.00
 Zu Zu Ginger Snaps 50
 Zwieback 1.00

Other Package Goods
 Barnum's Animals 50
 Chocolate Tokens 2.50
 Butter Crackers NBC Family Package 2.50
 Soda Crackers NBC Family Package 2.50
 Fruit Cake 3.00

In Special Tin Packages
 Adora, 10c size 1.00
 Festino 2.50
 Nabisco, 10c 1.00
 Nabisco, in bulk, per tin 1.75
 Festino 1.50
 Bent's Water Crackers 1.40

CREAM TARTAR
 Barrels or Drum 69
 Boxes 70
 Square Cans 72
 Fancy Caddies 77

DRIED FRUITS
Apples
 Evaporated Choice blk 10 1/2
 Evaporated Fancy pkg.
Apricots
 California 15@17
Citron
 Corsican 18
Currants
 Imported 1 lb. pkg. 10 1/2
 Imported, bulk 10 1/2
Peaches
 Muirs—Choice, 25lb. 7 1/2
 Muirs—Fancy, 25lb. 8 1/2
 Fancy, Peeled, 25lb. 15
Peel
 Lemon, American 14
 Orange, American 14
Raisins
 Cluster, 20 cartons 2.25
 Loose Muscatels, 4 Cr. 7 1/2
 Loose Muscatels, 3 Cr. 7 1/2
 L. M. Seeded, 1 lb. 8 1/2 @ 9

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

FARINACEOUS GOODS
Beans
 California Limas 9
 Med. Hand Picked 3.25
 Brown Holland 2.40
Farina
 25 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 1/4
Sago
 East India 5
 German, sacks 5
 German, broken pkg.
Tapoca
 Flake, 100 lb sacks 5
 Pearl, 100 lb sacks 5
 Pearl, 36 pkgs. 2.25
 Minute, 36 pkgs. 2.75

FISHING TACKLE
 1/4 to 1 in. 6
 1/4 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 1/2 oz. 35
 No. 2, F box, 1 1/4 oz. 1.20
 No. 4, F box, 2 1/4 oz. 2.00
 No. 3, 2 1/4 oz. Taper 2.00
 No. 2, 1 1/4 oz. flat 1.75

FLOUR AND FEED
 Grand Rapids Grain & Milling Co.
Winter Wheat
 Purity Patent 5.60
 Sunburst 6.00
 Wizard Flour 5.30
 Wizard Graham 5.30
 Matchless 5.40
 Wizard, Gran. Meal 4.80
 Wizard Buckwht cwt 3.40
 Rye 4.40
 Valley City Milling Co.
 Lily White 6.25
 Light Loaf 5.75
 Graham 5.75
 Granena Health 2.65
 Gran. Meal 2.15
 Bolted Med. 2.05
 Voigt Milling Co.
 Voigt's Crescent 6.25
 Voigt's Royal 6.65
 Voigt's Flourigist 6.25
 Voigt's Hygienic Graham 5.50
 Watson-Higgins Milling Co.
 Perfection Buckwheat
 Flour 6.50
 Perfection Flour 6.00
 Tip Top Flour 5.50
 Golden Sheaf Flour 5.15
 Marshall's Best Flour 6.50
 Worden Grocer Co.
 Quaker, paper 5.30
 Quaker, cloth 5.40
 Kansas Hard Wheat
 Voigt Milling Co.
 Calla Lily 6.20
 Worden Grocer Co.
 American Eagle, 1/8 s 6.20
 American Eagle, 1/4 s 6.10
 American Eagle, 1/2 s 6.00
 Spring Wheat
 Roy Baker.
 Mazetta 6.30
 Golden Horn, bakers 6.20
 Wisconsin Rye 5.20
 Bohemian Rye 5.50
 Judson Grocer Co.
 Ceresota, 1/2 s 6.50
 Ceresota, 1/4 s 6.60
 Ceresota, 1/8 s 6.70
 Voigt Milling Co.
 Columbian 6.85
 Worden Grocer Co.
 Wingold, 1/4 s cloth 7.00
 Wingold, 1/2 s cloth 6.90
 Wingold, 1/4 s paper 6.80
 Wingold, 1/2 s paper 6.80
 Wingold, 1/4 s paper 6.80
Meal
 Bolted 4.60
 Golden Granulated 4.80
wheat
 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 Acid'd doz. 1.25
 Nelson's 1.50
 Oxford 75
 Plymouth Rock, Phos. 1.25
 Plymouth Rock, Plain 90

GRAIN BAGS
 Broad Gauge 18
 Amoskeag 19
Herbs
 Sage 15
 Hops 15
 Laurel Leaves 15
 Senna Leaves 25
HIDES AND PELTS
Hides
 Green, No. 1 12
 Green, No. 2 11
 Cured, No. 1 13 1/2
 Cured, No. 2 12 1/2

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
Lard
 Pure in tierces 11 1/2 @ 12
 Compound Lard 9 @ 9 1/2
 80 lb. tubs advance 1 1/2
 60 lb. tubs advance 1 1/4
 50 lb. tubs advance 1 1/4
 20 lb. pails advance 3/4
 10 lb. pails advance 3/4
 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 Bolted Hams 19 1/2 @ 20
 Boiled Hams 30 @ 30 1/2
 Minced Ham 14 @ 14 1/2
 Bacon 18 @ 24

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 @ 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
 1/2 pt. in bbls., per doz. 15
 1/2 pt. in bbls., per doz. 16
 8 oz. capped in bbls. per doz. 18
MAPLEINE
 2 oz. bottles, per doz. 3.00
 1 oz. bottles, per doz. 1.75
MINCE MEAT
 Per case 2.85
MOLASSES
New Orleans
 Fancy Open Kettle 42
 Choice 35
 Good 22
 Fair 20
 Half barrels 2c extra
 Red Hen, No. 2 1/2 1.75
 Red Hen, No. 5 1.75
 Red Hen, No. 10 1.65
MUSTARD
 1/2 lb. 6 lb. box 16
OLIVES
 Bulk, 1 gal. kegs 1.00 @ 1.10
 Bulk, 2 gal. kegs 95 @ 1.05
 Bulk, 5 gal. kegs 90 @ 1.00
 Stuffed, 5 oz. 90
 Stuffed, 8 oz. 1.25
 Stuffed, 14 oz. 2.25
 Pitted (not stuffed) 14 oz. 2.25
 Manzanilla, 8 oz. 90
 Lunch, 10 oz. 1.35
 Lunch, 16 oz. 2.25
 Queen, Mammoth, 19 oz. 4.25
 Queen, Mammoth, 28 oz. 5.75
 Olive Chow, 2 doz. cs. per doz. 2.25
PICKLES
 Medium
 Barrels, 1,200 count 7.75
 Half bbls., 600 count 4.38
 5 gallon kegs 1.90
Small
 Barrels 9.50
 Half barrels 5.25
 5 gallon kegs 2.25
Gherkins
 Barrels 14.00
 Half barrels 6.50
 5 gallon kegs 2.50
Sweet Small
 Barrels 17.00
 Half barrels 9.25
 5 gallon kegs 3.50
PIPES
 Clay, No. 216, per box 1.75
 Clay, T. D. full count 60
 Cob 90
PLAYING CARDS
 No. 90, Steamboat 75
 No. 15, Rival assorted 1.25
 No. 20, Rover, enam'd 1.50
 No. 572, Special 1.75
 No. 98 Golf. satin fin. 2.00
 No. 808, Bicycle 2.00
 No. 632 Tourn't whist 2.25
 Babbitt's, 2 doz. 1.75

SAUSAGES
 Bologna 12 @ 12 1/2
 Liver 9 1/2 @ 10
 Frankfort 13 @ 13 1/2
 Pork 13 @ 14
 Veal 11
 Tongue 11
 Headcheese 10
Beef
 Boneless 20.00 @ 20.50
 Rump, new 24.50 @ 25.00
Pig's Feet
 1/2 bbls. 1.05
 3/4 bbls., 40 lbs. 2.10
 1/2 bbls. 4.25
 1 bbl. 8.50
Tripe
 Kits, 15 lbs. 90
 1/4 bbls., 40 lbs. 1.60
 3/4 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 Butterine
 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, 1/4 s 55
 Potted Meat, Ham
 Flavor, 1/2 s 95
 Deviled Meat, Ham
 Flavor, 1/4 s 55
 Deviled Meat, Ham
 Flavor, 1/2 s 95
 Potted Tongue, 1/4 s 55
 Potted Tongue, 1/2 s 95
RICE
 Fancy 7 @ 7 1/2
 Japan Style 5 @ 5 1/2
 Broken 3 @ 4 1/4
ROLLED OATS
 Rolled Avenna, bbls. 6.00
 Steel Cut, 100 lb. sks. 3.00
 Monarch, bbls. 5.75
 Monarch, 90 lb. sks. 2.75
 Quaker, 18 Regular 1.45
 Quaker, 20 Family 4.40
SALAD DRESSING
 Columbia, 1/2 pt. 2.25
 Columbia, 1 pint 4.00
 Durkee's, large 1 doz. 4.50
 Durkee's, small, 2 doz. 5.25
 Snider's, large, 1 doz. 2.35
 Snider's, small, 2 doz. 1.35
SALERATUS
 Packed 60 lbs. in box
 Arm and Hammer 3.00
 Wyandotte, 100 3/4 s 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
 55 lb. sacks 40
 28 lb. sacks 20
Warsaw
 56 lb. sacks 26
 28 lb. dairy in drill bags 20
Solar Rock
 56 lb. sacks 26
Common
 Granulated, Fine 1.05
 Medium, Fine 1.10
SALT FISH
Cod
 Large, whole @ 8
 Small, whole @ 7 1/2
 Strips or bricks 9 @ 13
 Pollock @ 5 1/2
Smoked Salmon
 Strips 9
Halibut
 Strips 18
 Chunks 19
Holland Herring
 Y. M. wh. hoop bbls. 10.50
 Y. M. wh. hoop 1/2 bbls 5.50
 Y. M. wh. hoop kegs 65
 Y. M. wh. hoop Milchers kegs 65
 Standard, bbls. 8.75
 Standard, 1/2 bbls. 4.63
 Standard, kegs 54
Trout
 No. 1, 100 lbs. 7.50
 No. 1, 40 lbs. 2.25
 No. 1, 10 lbs. 90
 No. 1, 2 lbs. 75
Mackerel
 Mess, 100 lbs. 15.00
 Mess, 40 lbs. 6.50
 Mess, 10 lbs. 1.70
 Mess, 8 lbs. 1.45
 No. 1, 100 lbs. 14.00
 No. 1, 40 lbs. 6.10
 No. 1, 10 lbs. 1.60
Lake Herring
 100 lbs. 4.25
 40 lbs. 2.10
 10 lbs. .62
 8 lbs. .64

SEEDS
 Anise 14
 Canary, Smyrna 15
 Caraway 20
 Cardamom, Malabar 1.20
 Celery 50
 Hemp, Russian 60
 Mixed Bird 9
 Mustard, white 12
 Poppy 16
 Rape 10
SHOE BLACKING
 Handy Box, large 3 dz. 3.50
 Handy Box, small 1.25
 Bixby's Royal Polish 85
 Miller's Crown Polish 85
SNUFF
 Scotch, in bladders 37
 Maccaboy, in jars 35
 French Rapple in jars 43
SODA
 Boxes 5 1/2
 Kegs, English 4 1/4
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, Cochin @ 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 @ 23
 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 1/4
 Muzzy, 20 1lb. pkgs. 5 1/4
 Silver Gloss, 40 lb. 7 1/2
 Muzzy, 40 lb. pkgs. 5
Gloss
 Argo, 24 5c pkgs. 90
 Silver Gloss, 16 3lbs. 6 1/2
 Silver Gloss, 12 6lbs. 8 1/4
Muzzy
 48 lb. packages 5
 16 3lb. packages 4 1/2
 12 6lb. packages 6
 50lb. Boxes 3 1/4
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 @ 50
 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
 Hlawatha, 16 oz. 60
 Hlawatha, 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 foll. 1.98
 Sterling, L & D 5c 5.76
 Sweet Cuba, canister 9.16
 Sweet Cuba, 5c 5.76
 Sweet Cuba, 10c 9.55
 Sweet Cuba, 1 lb. tin 4.50
 Sweet Cuba, 1/2 lb. foll 2.25
 Sweet Burley, 5c L&D 5.76
 Sweet Burley, 8 oz. 2.45
 Sweet Burley, 16 oz. 4.90
 Sweet Mist, 1/2 gro. 5.70
 Sweet Mist, 8 oz. 11.10
 Telegram, 5c 5.76
 Tiger, 5c 6.00
 Tiger, 25c cans 2.40
 Uncle Daniel, 1 lb. 60
 Uncle Daniel, 1 oz. 5.22

Plug
 Am. Navy, 16 oz. 32
 Apple, 10 lb. butt 38
 Drummond Nat. Leaf, 2 and 5 lb. 60
 Drummond Nat. Leaf per doz. 96
 Battle Ax 32
 Bracer, 6 and 12 lb. 30
 Big Four, 6 and 12 lb. 32
 Boot Jack, 2 lb. 90
 Boot Jack, per doz. 96
 Bullion, 16 oz. 48
 Climax Golden Twins 46
 Climax, 14 1/2 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. 40
 Keystone Twist, 6 lb. 45
 Kismet, 6 lb. 48
 Maple Dip, 20 oz. 28
 Merry Widow, 12 lb. 32
 Nobby Spun Roll 6 & 3 58
 Parrot, 12 lb. 92
 Patterson's Nat. Leaf 33
 Peachey, 6-12 & 24 lb. 41
 Picnic Twist, 5 lb. 45
 Piper Heldstick, 4 & 7 lb. 69
 Piper Heldstick, per doz. 96
 Polo, 3 doz., per doz. 48
 Redcut, 1 1/2 oz. 38
 Scapple, 2 & 4 doz. 48
 Sherry Cobbler, 8 oz. 32
 Spear Head, 12 oz. 44
 Spear Head, 14 1/2 oz. 44
 Spear Head, 7 oz. 47
 Sq. Deal, 7, 14 & 28 lb. 30
 Star, 6, 12 & 24 lb. 43
 Standard Navy, 7 1/2, 15 & 30 lb. 34

Scrap
 All Red, 5c 5.76
 Am. Union Scrap 5.40
 Bag Pipe, 5c 5.88
 BB, 7 oz. 12.00
 BB, 14 oz. 24.00
 Bagdad, 10c tins 11.52
 Badger, 3 oz. 5.04
 Badger, 7 oz. 11.52
 Banner, 5c 5.76
 Banner, 20c 1.60
 Banner, 40c 3.20
 Belwood, Mixture, 10c 94
 Big Chief, 2 1/2 oz. 6.00
 Big Chief, 16 oz. 30

Am. Navy, 16 oz. 32
Apple, 10 lb. butt 38
Drummond Nat. Leaf, 2 and 5 lb. 60
Drummond Nat. Leaf per doz. 96
Battle Ax 32
Bracer, 6 and 12 lb. 30
Big Four, 6 and 12 lb. 32
Boot Jack, 2 lb. 90
Boot Jack, per doz. 96
Bullion, 16 oz. 48
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Climax, 14 1/2 oz. 44
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Nobby Spun Roll 6 & 3 58
Parrot, 12 lb. 92
Patterson's Nat. Leaf 33
Peachey, 6-12 & 24 lb. 41
Picnic Twist, 5 lb. 45
Piper Heldstick, 4 & 7 lb. 69
Piper Heldstick, per doz. 96
Polo, 3 doz., per doz. 48
Redcut, 1 1/2 oz. 38
Scapple, 2 & 4 doz. 48
Sherry Cobbler, 8 oz. 32
Spear Head, 12 oz. 44
Spear Head, 14 1/2 oz. 44
Spear Head, 7 oz. 47
Sq. Deal, 7, 14 & 28 lb. 30
Star, 6, 12 & 24 lb. 43
Standard Navy, 7 1/2, 15 & 30 lb. 34

Am. Navy, 16 oz. 32
Apple, 10 lb. butt 38
Drummond Nat. Leaf, 2 and 5 lb. 60
Drummond Nat. Leaf per doz. 96
Battle Ax 32
Bracer, 6 and 12 lb. 30
Big Four,

SPECIAL PRICE CURRENT

15

16

17

Table with 2 columns: Item Name and Price. Includes categories like Smoking, Cigar Cuttings, and various tobacco products.

Table with 2 columns: Item Name and Price. Includes categories like Pilot, Soldier Boy, and various types of cigars.

Table with 2 columns: Item Name and Price. Includes categories like Faucets, Mop Sticks, Traps, and various hardware items.

BAKING POWDER K. C. Doz. 10 oz., 4 doz. in case 85. Includes an image of a White House Coffee tin and a Royal Garden Tea tin.

Roasted Dwinell-Wright Co's B'ds. Includes an image of a White House Coffee tin and a Royal Garden Tea tin.

German Mottled, 25 b. 3 95. Includes an image of a Lutz Naphtha tin and a Metcher's Cleanser tin.

OLD MASTER COFFEE. Includes an image of a coffee tin.

SOAP Lautz Bros. & Co. Includes an image of a soap box.

The only 5c Cleanser. Includes an image of a cleanser tin.

Public Seating for all Purposes. American Steel Sanitary Desks. Motion Picture Theatre Seating. Lodge Furniture. American Seating Company.

CHARCOAL. Car lots or local shipments, bulk or sacked in paper or jute. Includes an image of a charcoal tin.

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.

For Sale or Exchange—800 acres of land only 57 miles from Grand Rapids, 1 1/4 miles from station. For full description write M. E. Harkins, R. F. D. 4, Grand Rapids, Michigan. 514

For Sale—Fine dry goods business, 35 miles from Cleveland. Stock about \$8,000. Good room; low rent. Investigate this one. Address Rogers & Bill, Wellington, Ohio. 515

For Sale—Two National cash registers, three drawer machines, used only short time. Enquire Dick Brink Co., Grand Rapids, Michigan. 516

For Sale—Poultry, egg, cream and produce business and property established twenty years, good business, located in Central Michigan in city of about 4,000, two railroads, in very rich productive farming section. Write L. D. P., care Tradesman. 517

Large catalogue Farms and Business Chances, or \$50 selling proposition free. Pardee, Traverse City, Michigan. 519

For Sale—A good clean stock of dry goods and ladies' ready-to-wear garments, in a town of 10,000 located in heart of fruit belt, established ten years, inventory about \$10,000. Doing good business. Want to retire to take charge of farm. Good proposition if you mean business. Address No. 520, care Tradesman. 520

For Sale—A Laundry, on account of health; machinery and laundry business \$3,500, or building and laundry \$6,000. F. J. Mundigel, Grand Rapids, Minn. 521

For Trade—My equity in 80-acre farm for stock of goods not exceeding \$3,000; give location, kind of goods and size of stock. Address S. E. Johnston, No. Vernon, Indiana. 522

The Globe Dept. Store of Traverse City, wants a bright capable young man with general clothing, gents' furnishings and shoe experience who is looking for an opportunity with a live growing concern where there is chance for advancement. State age, qualification and salary expected and references. The Globe Dept. Store. 523

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

Will sell my stock of general merchandise to the party making me the best offer on or before Sept. 10, 1914. Telephone Citz. 5. C. W. Long, Saranac. 511

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—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—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

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

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

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—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—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—Business Men—N. B. Something new. The Morning Bracer, a great nerve remedy. No mineral or drastic drugs. Put up in tablet form, 30 drinks \$1. Send for trial 50c bottle. Postage stamps O. K. Address Mountain Herb Drug Co., 322-323 Widdicombe Bldg., Grand Rapids, Mich. 473

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

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

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

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

Only bazaar stock in town of 1,000 inhabitants. Will invoice about \$1,600. Reason for selling, ill health. Address 355, care Tradesman. 355

For Rent—Store building. Good location for clothing or department store, in a live Michigan town. Address No. 328, care Tradesman. 328

Variety Stock—Best deal in Western Michigan for the money. Invoice about \$4,000. Will sell at once for \$2,700. Address No. 276, care Tradesman. 276

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

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

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

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

If you are interested in selling or buying a grocery or general stock, call or write E. Krulsenga, c-o Musselman Grocer Company, Grand Rapids, Michigan. 154

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, 23 W. Jackson Blvd., Chicago. 448

HELP WANTED.

Wanted—Salesman calling upon dry goods and department stores to sell the new Perfect Counter Yard Measure. Complies with the Weight and Measure laws. Good money maker. National Measure Co., Newark, N. J. 518

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

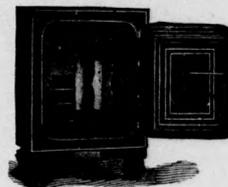
SITUATIONS WANTED.

Manager of local store wishes position as traveling representative with reliable manufacturing concern. Can give best of references. Address No. 513, care Tradesman. 513

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

The double harness of business partnership is never strong enough to hold together unless there is a bridle on both tongues.

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

ENGRAVING & WOOD

For many subjects of a mechanical nature wood engravings are not only better for printing and for making electrotypes but are cheaper than halftones. Both are made by

TRADESMAN COMPANY

GRAND RAPIDS, MICHIGAN.

Position of the Tradesman on Germany.

Sebewaing, Sept. 1.—In the Michigan Tradesman of August 26, page 2, we find, "Forget the war news and read the Tradesman," but on page 1 you head the first column with "People vs. Kaiser" and go on telling about those "awful Germans." We could go into a lengthy argument on the subject, but your attitude, as shown, is evidently entirely one-sided, antagonistic and based only on French and English reports.

You even assume the fatherly position of warning your readers (among whom you will find hundreds of good Germans) against placing any confidence in Berlin dispatches. Therefore, we deem it our sacred duty to warn you against placing any confidence in London, Paris or St. Petersburg cables which have already been shown up as fakes.

I would ask you to study the editorial in the Chicago Herald of August 3, entitled "Sit down—you're rocking the boat," which, if you are an American and respect American neutrality, would quiet down your fear of the Germans.

Arthur J. Rummel.

The editor of the Tradesman is one-quarter German, his Teutonic blood coming from his maternal grandmother. Because of his descent from people of German birth, he believes he is fully justified in speaking authoritatively for the German people, who, he believes, are not and never will be in favor of war. The German people are naturally people of peace and progress. They excel as chemists, thinkers, poets, musicians, philosophers and world traders. They are not soldiers from choice, but because they are forced to bear arms by the most arbitrary military monarch the world has ever seen. With a wise and far-seeing leader, they could rule the world, intellectually and commercially. They cannot accomplish as much with the sword as they can by the arts of peace. Furthermore, a military despotism like that of the Kaiser will not be tolerated much longer in this day and age of the world. Bismarck was universally acclaimed as an empire builder, because he—by his diplomacy and Moltke by his sword—made modern Germany possible, but his diplomacy was only another name for treachery, because he did not play fair. Any structure erected on such a foundation must ultimately fall because it is not founded on the everlasting rock of truth and justice. I do not believe that the Kaiser is a good German or that he correctly interprets the spirit and sentiment of the German people, some of whom may have been temporarily taken off their feet by the glamour of war and the possibility of a repetition of the Franco-Prussian victory. Personal letters from German friends in Berlin and elsewhere in the Fatherland indicate that the majority of German people are not in sympathy with the present war and are coerced into supporting the war only under penalty of death for refusal. The Kaiser has forfeited his right to rule by usurping authority he should not possess and declaring war without consulting his parliament or ascertaining the sentiment of his people and it is only a question of years—perhaps months—when he and usurpers of this type will be con-

signed to the scrap heap and the German people will become free men instead of serfs; governing themselves, instead of bleeding under the iron heel of the most cruel military despotism the world has ever tolerated.

The German people are, as a rule, truthful and reliable. They believe in keeping their word good and their name above reproach. The Kaiser, on the contrary, has wickedly repudiated treaties and obligations and violated every law, human and divine. He violated a solemn treaty when he declared war against England. He violated the rules of war and the fundamental principles on which civilization rests when he invaded Belgium. He wrote himself down as a barbarian when he sanctioned the wanton destruction of Louvain. His action in enforcing an indemnity of \$40,000,000 from Brussels places him in a class with pirates and freebooters. I do not believe that any honest German will long countenance conduct on the part of a monarch which would cause an ordinary individual to be regarded with scorn and contempt and ostracise him from the companionship of decent people everywhere.

I am fully cognizant of the fact that the passions engendered by the war have prevented some men of German birth from acquiring a correct perspective in discriminating between the Kaiser and the German people, but when the war is over and the intense excitement has finally subsided, so that men can look at these things in the dispassionate light of the historian, I believe that right thinking men everywhere will commend the Tradesman for its independence of thought and freedom of expression.

There is a considerable percentage of people of German descent in this country who assume to champion the cause of the Kaiser. God forgive them, for they know not what they do! In the nature of things, such people cannot be good Americans, because in supporting the Kaiser in his unholy war to uphold autocracy and military despotism, they are making a mockery of democracy and writing themselves down as enemies of self government and personal and political freedom.

E. A. Stowe.

Manufacturing Matters.

Kalamazoo—Capitalists of Kalamazoo have organized the Safety First Motor Car Co. to manufacture pleasure cars and trucks on a patent obtained by Frank Dentler, of Vicksburg. F. A. Young is President, W. P. Haines Vice-President, and George J. Haines Secretary and Treasurer.

Lyons—Geo. H. Rector has begun suit in garnishment against Anna Lund, owner of the bakery burned here in the fire of August 5. He alleges debts amounting to \$300 and says that he has suffered \$500 through failure to pay. He makes the National Fire Insurance Company of Hartford, Conn., garnishee defendant for \$176.38.

Battle Creek—The Johnson Automatic Sealer Co. is to be made the defendant in one of the largest patent

infringement cases of the year, one that will affect concerns all over the United States which are using heat sealing to preserve breakfast foods, candy and bread. The suit has been brought by the Package Machine Co., a \$5,000,000 New York City concern. It claims exclusive rights to manufacture such machines. The New York company asks a perpetual injunction restraining the Johnson company from using or selling heat-sealing apparatus. The Johnson defense will be that the package company did not invent the process but obtained it from Price & Platt, of Chicago.

Daggert—Perrizo & Sons, lumbermen here, are arranging for liquidation of their business and have voluntarily solicited the appointment of a trustee. The statement of the firm, which has been in existence thirty years and is the oldest firm here, shows a substantial net worth over its liabilities. However, the firm desires to pay its creditors now while it is able and before being involved so that it cannot pay. Business has been bad and the company has suffered losses. This provides material for deep thought on the part of the man who decries business honesty and it should also prove a powerful moral example for one who, placing his ultimate hope on the bankruptcy court, unhesitatingly involves his creditors as deeply as he can.

Come Back at Their Official Critics.

The proneness of food commissioners and market reformers to issue "Don't" to the consumer has stirred a New Haven grocer to come out with a counter list of "Don'ts" which he has printed in one of the local papers as follows:

To the Housekeepers of New Haven:

You purchase the supplies for your families in the various stores in your several localities because you know the proprietors to be honorable men and do the best possible to serve you.

Don't suspect them of defrauding you.

Don't carry around with you a disposition to distrust every one who serves you, it makes for your moral undoing and makes you unhappy.

Don't suspect the scales of your market man or his honesty. Your interests and his are identical.

Don't hesitate to send your children to market. No grocer or market man will take advantage of a child.

Don't believe that the retailer raises his prices except as a last resort, to protect himself and pay his bills.

Don't believe that the high cost of living is chargeable to the retailer, his percentage of profit is smaller than ever before.

Don't ask your grocer to go a mile or two to deliver some small article you have forgotten. It adds to the cost.

Dried Fruits—California peaches are higher. The reason for the stronger market on the Coast is said to be a determination on the part of growers to allow their crops to rot rather than cure them at such low figures as have been obtainable, and which represent an actual loss to the

producer. The trade here appears to be skeptical that growers will abandon their fruit, and are making little effort to buy. California prunes are in very small compass, especially on the large sizes, but as usual at this time of the year the consuming demand is light, and while the feeling is strong, prices are without quotable change. Forward shipments out of 1914 crop are not being urged for sale. Prices show a rather wide range as to seller, but the undertone of the Coast market is strong. Opening prices on new crop California seeded Muscatel raisins are looked for next week, and are expected to be at least a quarter of a cent a pound higher than the initial figures of last year. The withdrawal of prices on seedless varieties by the Associated Company forces Eastern buyers who have not covered their wants to seek supplies from the independent packers. The latter are said to have little to sell, and are getting full Associated prices on what they can deliver. Currants are strong under limited spot stocks. The embargo on shipments of Persian dates from London having been lifted, local dealers are again putting out quotations on bulk and carton goods. They are on a somewhat lower level than previously quoted prices. Stocks of Fards here are reported to be very much lighter than a year ago. The outlook for fig shipments is still very uncertain, and is becoming more so because of the increasing possibility that Turkey will be drawn into the war. There has been about the usual advance buying by American distributors, but there is no certainty that they will get their goods on time for distribution in the fall and winter season. Citron and peel are in a very strong position. Supplies of raw material are said to be much below normal and with the recent large advance in sugar the cost of production has been greatly enhanced. It is reported that an embargo has been placed on shipments from Holland. Unless conditions change soon foreign shipments, it is feared, will be entirely cut off. The spot market is strong and higher.

William P. Conklin (East End Fuel & Feed Co.) has the sympathy of numerous friends in the death of his wife, which occurred last Saturday. The funeral was held at the family residence, 144 Auburn avenue, Tuesday afternoon. Deceased was a woman of sterling qualities of head and heart, whose death will long be mourned by her many friends.

Some men don't need money in order to spend it.

BUSINESS CHANCES.

Successful young merchant leaving retail business, desires position with wholesale house, preferably traveling. Thoroughly familiar with general merchandise and trade conditions generally. Address No. 525, care Tradesman. 525

Owing to ill health, will sell stock of general goods. Average stock \$8,000. Lively town. Annual volume \$15,000. Cash or bankable paper. Address Lock Box 3, New Lothrop, Shiawassee Co., Michigan. 524

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

GOLD DUST



GOLD DUST is the great *cleansing machine* that saves hard work for the housewife. GOLD DUST advertising is the great *selling machine* that saves hard work for the grocer, by sending sales to him. Keep GOLD DUST prominently displayed and get the benefit of our work on the consumer.

THE N.K. FAIRBANK COMPANY

ASK YOUR JOBBER FOR

Hart Brand Canned Foods

HIGHEST QUALITY

Our products are packed at five plants in Michigan, in the finest fruit and vegetable belts in the Union, grown on lands close to the various plants; packed fresh from the fields and orchards, under highest sanitary conditions. Flavor, Texture, Color Superior.

Quality Guaranteed

The HART BRANDS are Trade Winners and Trade Makers

Vegetables:—Peas, Corn, Succotash, Stringless Beans, Pork and Beans, Pumpkin, Red Kidney Beans, Tomatoes, Spinach, Beets.

Fruits:—Cherries, Strawberries, Red Raspberries, Black Raspberries, Plums, Pears, Peaches.

W. R. ROACH & CO., HART, MICH.

Factories at

HART, KENT CITY, LEXINGTON, EDMORE, SCOTTVILLE.



When You Want Something Particularly Nice—
 You can always depend upon K C not to disappoint you. The double raise makes doubly certain—nothing is left to "luck." If the batter is a little thin, K C will raise it light and feathery and it will be all the better. Jam the stove or turning the pan around makes no difference—K C sustains the raise until you bake, or refreshments for reception to provide, take no chances—
Use K C

65

Purity Guaranteed
 under all State and National Pure Food Laws. You can pay a higher price, but you cannot get a baking powder that will raise nicer, lighter biscuits, cakes and pastry, or that is any more healthful.
 Your money back if K C fails to please you. Try a can at our risk.



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Truthful Advertising

of

K C BAKING POWDER

is constantly making business for thousands of dealers, who, by selling and recommending K C are gaining the everlasting gratitude of the housewife who appreciates the *better value* to be had in this brand.

YOU profit by this advertising, Mr. Grocer, in the larger margin of profit for yourself—and your customer profits in the guaranteed satisfaction you offer. It will pay you—you will get *your* value from this advertising—by recommending K C as the

"Best At Any Price"



This Baking Powder Keeps Its Strength
 The large can of K C lasts longer than 25 cents worth of other baking powders but no matter how long it takes the user to get to the bottom the last spoonful is guaranteed to give perfect satisfaction. K C raises the nicest, lightest biscuits, cakes and pastry you ever ate, and it is guaranteed pure and wholesome.
 For goodness sake, use K C.

64

The Best at Any Price

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

Then Why Pay More?

