

It Isn't Your Town: It's You!

If you want to live in the kind of a town
Like the kind of a town you like,
You needn't slip your clothes in a grip
And start on a long, long hike.
You'll only find what you left behind,
For there's nothing that's really new.
It's a knock at yourself when you knock your town.
It isn't the town—it's you.

Real towns are not made by men afraid
Lest somebody else gets ahead.
When everyone works and nobody shirks
You can raise a town from the dead.
And if while you make your personal stake
Your neighbors can make one, too,
Your town will be what you want to see.
It isn't the town—it's you.

Gold

Gold! gold! gold! gold!
Bright and yellow, hard and cold,
Molten, graven, hammered and rolled;
Heavy to get and light to hold;
Hoarded, bartered, bought and sold;
Stolen, borrowed, squandered, doled;
Spurned by the young, but hugged by the old
To the very verge of the churchyard mould;
Price of many a crime untold;
Gold! gold! gold! gold!

DELIVERY WAGONS

\$47.00, \$48.00, \$50.00, \$55.00, \$60.00, \$70.00,
\$75.00, \$85.00, \$90.00

Our line of delivery wagons are built extra strong and give good satisfaction

SHERWOOD HALL CO., LTD.

30-32 Ionia Avenue

Grand Rapids, Mich.



TANGLEFOOT

The Non-Poisonous Fly Destroyer

46 cases of poisoning of children by fly poisons were reported in the press of
15 States from July to November, 1914.

We Have Manufactured and Sold

Boston Breakfast Blend



Coffee

Twenty-five Years

Extra Good Value and Moderate in Price

The Sales Have Increased Every Year. This is the
Best Recommend We Can Give It.

Never Sold in Bulk

JUDSON GROCER CO.

The Pure Foods House

Grand Rapids, Mich.

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.



FRANKLIN DAINTY LUMPS

Small Cubes of Sugar

Your customers like Franklin Dainty Lumps
better than old style lump sugar because of
their convenience—just the right size to avoid
waste or over-sweetening. Like all Franklin
Carton Sugar, Dainty Lumps are guaranteed
full weight and made from sugar cane. Push
their sale. 



EASY TO SELL



A Real Naphtha Soap Powder

For a limited time, subject to withdrawal without advance notice, we offer
LAUTZ NAPHTHA SOAP POWDER, 60 PKGS.—5 CENT SIZE
through the jobber—to Retail Grocers:

| | |
|------------|---------------------|
| 25 boxes @ | \$2.30—5 boxes FREE |
| 10 " @ | 2.30—2 boxes FREE |
| 5 " @ | 2.35—1 box FREE |
| 2½ " @ | 2.40—½ box FREE |

F. O. B. Buffalo: Freight prepaid to your R. R. Station in lots of 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.
Yours very truly,

Deal No. 1501
BUFFALO, N. Y.

Lautz Bros. & Co.

MICHIGAN TRADESMAN

Thirty-Second Year

GRAND RAPIDS, WEDNESDAY, JUNE 2, 1915

Number 1654

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DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, June 1.—Learn one thing each week about Detroit: Two waste traps complete every minute of the day is the record of a Detroit factory. The Grand Council meeting of the United Commercial Travelers will be held in Lansing on Thursday, Friday and Saturday of this week. The meeting is of special interest to Detroiters, owing to the fact that one of its prominent citizens is a candidate for office in the organization. No doubt his recognized ability will be acknowledged by his election, at least, such is the earnest hope of the writer. That C. C. Starkweather will, if elected, prove one of the most efficient officers who has ever held Grand Lodge honors is a foregone conclusion by the hosts of friends who know him. The Detroit Tourist and Convention Bureau is also anxious to add the 1916 U. C. T. convention to the list of the others which have chosen Detroit as their meeting place for the next year. Detroit, owing to its many attractions and wonderful growth during the past decade, would undoubtedly prove a great drawing card for the members of the organization to attend the convention, should the final decision be in favor of its being held here.

I. Cohen, general manager of the Banner Garment Manufacturing Co. (A. Krolk & Co.) was re-elected chairman of the board of directors and Frank R. Hamburger, Secretary of the Detroit Association of Credit Men, was re-elected Secretary of the National Association of Garment Manufacturers, at the convention held in Chicago by that organization last week.

Count that day lost whose low descending sun does not find five crushed strawberries placed upon a bun.

The White Star line of steamers has adopted Eastern time for its schedule. The Toledo line of boats belong to the company.

Apropos the adoption of Eastern time by some cities, it is about time that something was done to regulate and keep regulated, either one kind of time or other, throughout the State. One town may be using Eastern and another Central time, much to the annoyance and discomfort of persons who have occasion to travel through them. Railroads are all using Central Standard time. It is almost impossible for some traveling men to keep appointments, as in many cases

the party with whom the appointment is made will be using one kind of time, while the traveling man will be using another kind of time. Here should be an opportunity for the U. C. T. while in session at Lansing this week to pass resolutions calling on the Legislature for relief.

[Fudge! The Legislature will not be in session again for more than eighteen months. Besides, the Legislature legalized Central Standard time by special enactment some years ago. No city or corporation can deviate from the enactment without violating the law. In forcing Eastern time on the people of Detroit, the city stands in the position of a law breaker—defying the State. Detroit tried the experiment some years ago, but soon abandoned the fad in disgust. In all probability, she will abolish the Eastern foolishness again as soon as she comes to her sober senses.—Editor Tradesman.]

The Detroit Pressed Steel Co. has let contracts for a one-story steel frame addition, 56 x 130 feet, to its factory, and a one-story office addition.

Once upon a time we had many friends—now they own automobiles.

Miss Marie Tedke has opened an up-to-date dry goods and furnishing goods store at 1135 Maxwell street.

Mr. Comstock, of the Comstock Dry Goods Co., Ypsilanti, accompanied by his wife, was a business visitor in the city last week.

Among the unnecessary services that a traveling man receives in a hotel is for an attendant to hand him a towel in a washroom.

Joseph C. Grant, of Jackson, for a number of years representative for Marshall Field & Co., severed his connections with that house June 1 and on the same date assumed his duties as a member of the Toeller-Dolling Co., of Battle Creek, succeeding Wm. J. Dolling, who has retired. The name of the firm will be changed to Toeller-Grant Co., at a later date. Joe Grant, as he is familiarly known throughout the Southern part of the State, has many friends in Detroit who will be pleased to hear of his advancement in the mercantile world, the house he is now affiliated with being one of the largest department stores in Southern Michigan. Mr. Grant covered the main line of the Michigan Central between Detroit and Chicago and was one of the most popular traveling men on the territory. It was not his popularity alone, however, that caused Mr. Toeller to single him out as a most promising young man with a future. Joe is well endowed with brains and has many progressive ideas which, coupled with his well known reputation as a hustler, bodes well for his future. Several years ago he represented Edson, Moore & Co., of this city. His younger days were spent in the retail business.

J. C. Musser, general merchant of Bennington, was in Detroit on a business trip last week.

That Detroit is not in the throes of a business depression is evidenced by the reports issued last week stating that April building permits were surpassed by one month only in the history of the city.

"Several experts," writes a correspondent, "say the war is a draw." The taxpayers will probably go the experts one better and say the war is a drain.

Overheard in a hotel this week: "One of the petty grafts practiced by some hotels which are well paid for service rendered is that of charging traveling men 5 cents for a penny newspaper. The Cody at Grand Rapids and Statler of Detroit recognize that newspapers are a part of the service and furnish their patrons with a morning paper free of charge. Why should a traveling man pay 5 cents for a paper in a hotel when he can step out of the door and buy a paper for one or two pennies?" "I see," remarked another, "that the owner of the Dresden, at Flint, has purchased an interest in the Otsego, at Jackson. If he institutes the same overcharging methods that are used in Flint the Dalton had better have plans prepared for a ten-story addition."

Charles M. Look, dry goods and furnishing goods, 1771 Gratiot avenue, has moved into his beautiful new store recently finished for him, two doors north of his former location.

"I can't see," remarked the grouchy traveling man the other day, after he had been quietly observing some traveling men eat a meal at an American plan hotel, "why in tophet some men seem to delight in making their stomachs feel like a department store." Most everyone will immediately jump at the conclusion, when we mention a grouchy traveling man, that we refer to George McConnell, of Grand Rapids. It was not George, neither was it Ed Sovereign, of A. Krolk & Co.

The Wayne County Home and Savings Bank has purchased the property at the northwest corner of Woodward avenue and West Grand boulevard and will erect a fine branch bank building on the site.

The Detroit Screw Works will build an addition to its plant on Atwater street.

William Alden Smith has purchased the Kalamazoo Telegraph-Press. Henceforth there will be an urgent demand from Kazoo that William Alden become a candidate for President.

All's well that rhymes well. Mr. Miller, of the firm of Miller & Biller, at Crosswell, was a business visitor in Detroit last week.

Harvey Auger (Murray W. Sales Co.) is confined to his home by illness. Probably due to the biography I published of him last week.

To advertise Detroit as a summer resort, the Detroit Tourist and Convention Bureau is sending out over 50,000 beautifully illustrated booklets addressed to residents of Michigan and the surrounding states. Detroit business men will also be asked to place stickers on their letter heads, setting forth the water and land beauties of the city during the summer. J. Lee Barrett, the hustling secretary of the Bureau, says 40,000,000 people live within a night's ride of Detroit, but thousands of them fail to appreciate Detroit's advantages to the summer traveler.

The Master Carburetor Corporation has moved from its location at Woodward and Hancock avenues to its new factory at 1523-31 West Fort, where the general offices of the company will also be located.

The local branch of the Federal A. E. Chevier, representative for the Buhl Sons Co., with headquarters in Bay City, was a visitor in our midst on the previous week. One used to

be able to slip one over on "Amy," but not any more.

Rubber Manufacturing Co. has moved from its location at 846 Woodward avenue to 247 Jefferson avenue, which will give the company much needed additional space.

With the trained troupe of !—? (—) Order of Dagbad in line in the U. C. T. parade next Saturday it is expected that the members of the U. C. T. will stand no chance of capturing any prizes offered for uniform appearance, appearance of uniform and general physiological beauty. We have one satisfaction, however, our wife's sister is better looking than any durn member of uninformed rank of the Order of Dagbad.

The four-story building at 136-138 Larned street, occupied by the Walker Manufacturing and Supply Co., has been purchased by K. M. Bour, of the Royal Coffee Co.

W. I. Brown, formerly connected with the Studebaker Corporation and one of the best known automobile salesmen in this section of the country, has been appointed supervisor of districts for Dodge Brothers. During the past year Mr. Brown has acted as assistant to General Sales Manager Philip.

W. Smuczynski, furniture dealer at 1196 Chene street, has had plans drawn for a fine new building, 60 x 75 feet, two stories high, to be built of solid brick. The building will be erected on the site of 1196-1198 Chene street, and when completed will make one of the finest furniture display rooms in the city.

Five members of the United Commercial Travelers were lost when the Lusitania was sent to the bottom by a torpedo from a German submarine. All were following their peaceful beat in the search of business when the sudden end came.

F. E. Wadsworth, of the Michigan Steel Boat Co., has purchased a factory site on Jefferson avenue and will erect a factory for the manufacture of automobile bodies, employing 1,000 men.

Such is fame! Last week the Muskegon correspondent characterized us as "the king of them all." When we arrived home at the end of the week our larger half asked is we had seen what Steindler mentioned in the Tradesman. "What was it?" she was asked. "Oh," she said, looking at us proudly and admiringly, "he said you were the king of pins." Even at that we were thankful she didn't mention the top of the pin.

Paul Smith, formerly of the Studebaker Corporation and the Lozier Motor Car Co., has been appointed salesmanager of the Chalmers organization to succeed Percy Owen, who has been promoted to the position of general sales manager, a newly created office. Mr. Smith will have charge of the domestic sales of the company, while a part of Mr. Owen's new position gives him charge of the foreign sales.

Harry Ford, of H. & G. Ford, of North Branch, was in Detroit last week looking after the interests of the company's general store.

Grand Rapids does a turn at entertaining this week. The Elks' State convention is being held there on the 3, 4 and 5. The visiting Elks will know they have been to some place.

We'll be one of 'em.

James M. Goldstein.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, May 31.—The Gamble-Robinson-Shaw Co. has commenced digging the foundation for its new warehouse which is to be located on the belt line of the Northern Power Co.'s terminal, a short distance from the Cornwell Beef Company's cold storage plant.

The Rudyard Dairying Association at Rudyard, has commenced operations again for the season and Mr. Roe, Secretary and Manager, is very well pleased with the outlook. Their buttermaker is considered one of the best in the State, turning out a fine product. The output is being increased daily and a large portion of the shipments are going into Canada at the present time. The pasture in the U. P. is exceptionally good and the stockholders in the Rudyard Creamery Association are very much pleased over the outlook.

Dave DeMunn, the new proprietor of the Superior Hotel, appreciated the write-up in the Tradesman last week, but either through lack of space or an oversight the item was not complete. What Dave especially wanted emphasized was that he would like to have the traveling fraternity whom he counts as his friends, call on him when in the Soo, as he has thrown the latch key in the well. "Come on boys," says Dave, "and get acquainted with the new hotel."

Ralph Rains, general manager for the Central Grocery Co., has returned from a lake trip with his family and reports having spent a very enjoyable week.

The many friends of H. Agans, our popular scribe for the Tradesman at Petoskey, will be pained to learn that he has been on the sick list of late, but hope to hear of his speedy recovery, so that we may continue to enjoy his interesting write-ups once more.

At the present time there is much building activity in the Soo. C. J. Bryns, general manager for the Soo Lumber Co., has found it necessary to put on more men in the mill to take care of the rush orders which are piling up at a marked rate and the mill is now working to its fullest capacity and it will be necessary to enlarge the building in order to keep up with the growing business. This is only one of the many other industries here which have a similar experience.

The first case of the ford car industry interfering with the doctors was reported last week when the wife of one of our leading citizens who has been ailing for the past year was advised by her family physician that in order to effect a cure an operation was necessary which would cost between \$400 and \$500. The patient, having a great desire for motoring, talked the matter over with her husband and not being able to buy a car and have the operation, the wife decided to buy the car instead and try thereby to take the Christian Science cure and enjoy life at the same time. Their many friends are watching the case with much interest, which if successful, will no doubt, be appreciated by Mr. Ford as well as John D. Both will profit by the success.

William Shoals, prosperous lumbermen at Johnsonburg, was a business visitor here last week. He reports having had a very favorable winter in his line, having sold most all of his stock and is at present contemplating doubling his output.

Isaac De Your, one of Uncle Sam's chief engineers at the Locks, and also one of our best known young men in the city, was the happiest man in Cloverland last week, the stork having visited him with a big baby boy. The couple are receiving the congratulations of their many friends.

The executive officers of the Sault Business Men's Association held a

long session at the Soo Club rooms last week, laying out the work for the future and completing arrangements for an active campaign to make a better Soo, and from the interest manifested by the officers we have every reason to believe that progressiveness can be assured. With the cheap water power now available and Lake Superior back of us, there is nothing can stop us growing. The next thing to take up at the Soo will be the getting in readiness for another mammoth Fourth of July celebration, such as made the Soo famous last year. Full details will be given later.

We are informed that some St. Ignace citizens are going into the rat enterprise on a large scale, as there is an ample supply of the rodents. While the rat law does begin to be effective until some time in August, there is no time specified by the Legislature as to when the rodents must be killed. St. Ignace is one of the towns that believes in "doing it now" and the old saying that the early bird catches the worm will show up on the State records.

What threatened to be a serious fire occurred at St. Ignace last week when the car checker's office was destroyed, but the fire department, assisted by the steamer Mackinac, succeeded in checking the fire before further damage was done, so that traffic across the straits will not be delayed in consequence.

The Lyman Hotel, at Gould City, is receiving a thorough overhauling. Every room is being decorated and papered and new furniture is being installed throughout. When completed, Gould City will boast of one of the best hotels of its size in the Upper Peninsula, which will be greatly appreciated by the traveling fraternity.

John Freeman, of the Freeman Lumber Co., tried to climb a tree with his auto last week with a party of friends. After going up part of the way it refused to proceed further and backed down, crippling the car in such a manner that the Gould City garage people will be kept busy for a while.

The Gould City business men are up in arms discriminating against the temporary hat shops that are making displays at the hotels, which they think is altogether wrong, as they contend that the dealers should not be allowed to come in and do business of this nature without paying any license or taxes, while the merchants who are on the ground all the time to accommodate the public do not get a square deal. Numerous suggestions are being offered to remedy the matter.

Joe Wenzel, popular clerk for the Mackinaw Transportation Co., on the car ferry Chief Wawatam, was a business visitor in Detroit last week.

The work of repairing the telegraph service between St. Ignace and Mackinac Island was completed last Monday and service is reported now in the best condition again.

It is understood that the management of the D. S. S. & A. are figuring on making some changes in their passenger service and from what we can learn the change will make it inconvenient to reach some of the smaller towns along the line between St. Ignace and Soo Junction.

Some of the enterprising business men of Engadine have started a movement to secure a half holiday during the summer months, giving the employees an opportunity to enjoy recreation, which will be a good stunt and should be encouraged when ever possible by the other towns and villages.

J. D. Erskine, one of Allenville's hustling merchants, was a Soo visitor last week, purchasing a ford for one of his customers.

J. W. Gilligan, one of Rexton's leading business men, is building a new livery barn which will be in com-

mission in the near future and fulfill a long felt want. Mr. Gilligan is one of the hustlers who believes in doing things to keep pace with the times, and there will be no excuse for not stopping over at Rexton for want of stable accommodations.

Mr. Crego, one of Trout Lake's leading business men, is clearing a large tract of land at the lake front, where he intends to erect a large number of summer cottages. This will attract a number of tourists, as it is one of the beauty spots on the lake. Much credit is due Mr. Crego for his enterprise, which will, undoubtedly be successful.

The new hotel at Trout Lake is getting to be one of the cosiest looking places along the line and Mr. Smith, the enterprising proprietor, is installing porch sets and swings so that there will be a continual round of pleasure and comfort about the new hotel.

We are informed that up to the present time no arrangements have been made for letting the new Mackin Hotel, at Cedarville. This is an exceptional opportunity for an experienced hotel man, being located in the heart of the Snows and the headquarters for fishing parties from the Soo, which usually figure on going to the Snows for a Sunday dinner. There are no better fishing grounds to be found and the inducements offered for a wide awake hotel man would be hard to beat.

The Lake Side Hotel, at the Snows, is being overhauled and put in readiness for the opening of the season. Mrs. McBain, proprietress, will arrive some time in June to take over the management, so as to be ready for the formal opening about July 1.

The new Hessel sawmill, at Hessel, started operations last week. No logs have been cut by this mill since it was destroyed by fire, and the reopening of the mill will mean much to the village of Hessel, as the employment of labor will be a great help to the community. The merchants are feeling highly elated over the good news.

The trunk line road is now staked from the city limits to Rosedale crossing and the highway department has been here for the past week making plans for the construction of the first section of the Chippewa County Trunk Road. The work is being done at the expense of the State. The roadway will be fourteen feet in width, with crushed stone to a depth of seven inches in five and two inch layers. The grade will not be less than twenty-one feet and twenty-four feet where practicable. It is estimated that the material and construction will cost from \$2,500 to \$4,000 per mile. This class of construction, which is "Class E" stone roads according to State specifications, will be entitled to an award of \$2,400 per mile from the State.

Fred B. Raymond, the well-known proprietor of the Raymond Furniture Co., one of the largest in the Upper Peninsula, has completed his summer bungalow, near the Country Club, on the Soo River. Mrs. Raymond entertained the Women's Reading Club as an opening event last week. This is considered one of the cosiest bungalows in the Upper Peninsula and nothing has been omitted to make it complete and up-to-date, telephone connections, electric lights, hot and cold water, baths, pool and billiard tables and a large screen porch with a swimming pool at the river bank. It is about one mile from the commodious summer home of former Senator Mark Hanna. Mr. Raymond is chairman of the entertainment committee for the Sault Business Men's Association and will have ample opportunity to show the numerous visitors something that will make them take notice.

The Elk's benefit entertainment at the Temple theater last week netted the local lodge a handsome return,

which is to be utilized in making an attempt to land the 1916 convention. The B. P. O. E. have been working over time here to complete arrangements and nothing is being overlooked to make the venture a success. William G. Tapert.

Grocery Dead-Beats Must Pay.

Jackson, June 1.—Thorns are to be strewn in the paths of the professional dead-beat in Jackson.

The Retail Grocers' Association is going to make extremely hard the way of the man who won't and doesn't want to pay his bills.

A system which has been devised and is now being put in operation is hailed by the grocers as a sure cure for that rapidly growing and profit-sapping evil, the unpaid bill. The grocers of the city are well organized in the retail association. All of the larger stores and practically every one of the smaller stores are in the Association and all have fully bound themselves to the new plan and have agreed to co-operate in the most serious effort ever made in Jackson to make failure to pay grocery bills an unpleasant practice.

All of the "hard" bills of the members of the Association are to be given to a local collection agency. Representatives of this agency will call on the men and women who owe these bills and ask them to settle. If they show a disposition to settle the matter will go no further and only the grocer, the debtor and the collector will know about the account. If, however, the debtor refuses to settle and shows no inclination to pay anything on his account all the grocers of the city will know it. The refusal will be reported at the next meeting of the Retail Grocers' Association.

Further than this report a letter will be mailed to each member of the Association saying, insubstance, "collector called on John Doe on the first, fifteenth and thirtieth of the month and could not secure one cent on account. Debtor showed no disposition to pay. Recommend he be denied credit." A sort of a dead beat list will be kept and the next time John Doe comes into a grocery store and attempts to start an account he will be told he is barred from the privilege of receiving credit.

The system is to be carried out even to outlaw accounts and Jackson grocers are now busy digging up accounts seven, eight and ten years old. The collection agency will present these accounts and if the debtor says "why, that's no good, you can't make me pay that and I'm not going to," he will be reported and all members will be bound to refuse him credit.

"You have no idea of the terrible drain made on the business by bad accounts," said a north side grocer recently. "If we can put a stop to this loss it is going to mean, eventually, lower prices to the man who pays cash and pays his bills. The loss on grocery accounts is tremendous and it will be the salvation of the business if our new credit system works and it is sure to work as we are bound together in a manner which makes success sure. It has been the practice of some people to run an account until it gets so big they are refused more credit and then start trading at another store and getting credit after they get acquainted and then skipping this account and moving to some other part of town and victimizing two or three more. Our new system stops this as a dead beat is to be known in all stores. It will be up to the people to show a disposition to pay when they are at work and can pay and the ultimate result will be better for the man who runs a bill, the man who pays cash and the grocer."

Many an artist wedded to his art depends upon his relatives for support.

Latin Hand and Heart.

Italy, which has punctuated human life with more events of the first importance and has embellished it with more great men than any other country, is now well into the European war.

If one is looking for a picturesque feature of this infernal conflict, here it is. The history of 2,600 years marches with these men, a history that has in war Caesar and Napoleon; in statesmanship, Cicero and Cavour; in literature, Virgil and Dante; in discovery Columbus, who made the United States possible; in commerce, a wonderful cluster of republics; in religion, a prophet of God from whose word there is, to millions of people the world over, no appeal; in music, a position second only to that of Germany; in art, second to none; in science, respectable.

By comparison with Italy, England is an upstart, France an amateur, Germany and Russia barbarians, Austria a mongrel. Yet in its present form we are accustomed to look on Italy as something that not is but may be. We tolerantly give it a chance to become a power and are glad to see it improving, but have our doubts. The world has not gone past the point of considering that country as a lot of provinces sutured together with some skill, but not certainly a strong structure. Even after that brilliant and patriotic adventurer, Garibaldi, had roused the national spirit and overcome the claims of provincialism, it required the help of a neighbor to consolidate the coun-

try, to oust the Austrian foe and to draw a definite line between the Vatican and the quirkal. Without the help of France the achievements of Garibaldi would have been a flash in the pan like those of Rienzi. In more modern times Italy has been handsomely whipped by the Abyssinians, and the taking over of Tripoli was only by grace of other European powers, while the affair with Turkey was the victory of health over sickness.

What are we to expect now? Probably greater things than Italy has shown in and of herself in the past half century. The country has become a unit and this is the people's war. Hate of the Austrians loads the cannon, the ache of these many years over those lost provinces. The king and his entourage would very likely have accepted the bribe to stay out, for seemingly they have studied the question in the most cold-blooded way.

But at the best Italy has no easy task. The triangle, Germany-Austria-Italy, is broken, but the hypotenuse is still dangerous. It is really the wonderful power of Germany that Italy must meet.

One cannot help hoping that, whatever else may happen as a result of the war, the Latin temperament will not be stamped out. The world needs it more than it needs Great Britain's administrative genius, Germany's force or Russia's mass. We cannot spare the fine touch of the French, the idealism of Italy or any of the humanizing influences that made their

entry into Europe with the renaissance.

Fitting it is that Italy, releasing herself from the absurd alliance with her old enemy, becomes an ally with France, which gave Italy to Italy at Solferino, which shares with it the Latin blood and temperament and, under the republic, has set up for itself the ideals of peace.—Economist.

The Last Call.

Grand Rapids, June 1.—Druggists, the place is Grand Rapids. The days are Wednesday, Thursday and Friday, June 9, 10 and 11. This is the last call to the druggists' convention, the M. S. P. A., which will be held in Grand Rapids, the best town in Michigan.

Come one, come all, and help make this convention the best one ever.

We need your attendance, as it is just this that makes us feel and know that our efforts are appreciated. The arrangements for the entertainment of the guests, both ladies and gentlemen, are about completed. Nothing will be left undone to make you welcome and render your visit pleasant. We have promises from the weather bureau department that they will be good to the pill men on this occasion, so they can leave home with promise of good weather.

In conclusion, we ask you finally to come to your big meet this year. You and yours will have a good time and we will greet and welcome you.

J. J. Dooley.

President M. P. T. A.

One Thing Women Don't Do.

"It takes a woman to do fool things.

"It certainly does. But I never saw one buy a bottle of hair restorer from a bald-headed barber."

Location of Industry is Ideal.

Perrington, June 1.—Perhaps you would be interested in the item of news concerning the Wolverine Condensed Milk Co. regarding the commencement of business by it in this village. This company first began taking in milk on Monday, May 10, without having paid much attention to working up milk routes, but the supply of milk has been rapidly increasing and it is believed that the full capacity of the plant will be reached before the end of the summer. Besides the condensing feature, the plant is equipped for making butter and manufacturing cheese. The location of the industry is ideal, owing to its proximity to Pine Creek, which solves the drainage problem and to the already partial development of dairying in the section of country surrounding Perrington.

W. H. Davis.

To Kill.

Teuton, Russian, Serb, and Frank,
In murderous guise, in serried rank,
All pray to Him of Galilee:
O, Help us, Lord, to kill,
To kill!

The stoled priests the wafers lay
On tongues that take new faith, and pray
To that meek One of Galilee:
O, Help us, Lord, to kill,
To kill!

The sounding pulpit preaches zeal
To bending forms that suppliant kneel
And pray to Him of Galilee:
O, Help us, Lord, to kill,
To kill!

The victors from the bloody field
Where lie the dead who would not yield,
Give thanks to Him of Galilee,
Who gave them strength
To kill!

O Man of Sorrows, Prince of Peace,
Who came in love that war might cease—
Behold Thy children!

Bow Thy head,
A second cross is Thine.
The ploughshare has become the sword,
The sanguined earth hears but one word,
Kill!

Tell Your Customers How to Make More Money And You Will Make More Money, Too

Your Dairymen Customers will get more money for their butter, if it is colored
with DANDELION BRAND BUTTER COLOR.

YOU will make the satisfactory profits that result from the sale
of DANDELION BRAND.

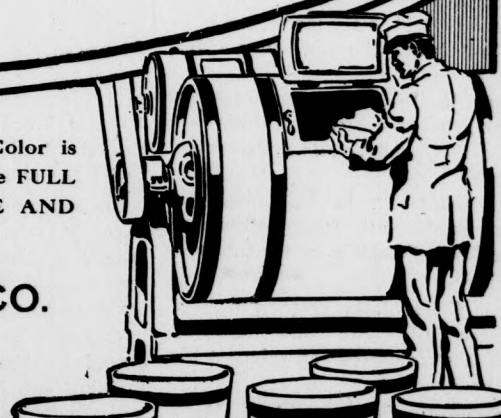


We guarantee that Dandelion Brand Butter Color is
PURELY VEGETABLE and that it meets the FULL
REQUIREMENTS OF ALL FOOD LAWS, STATE AND
NATIONAL.

WELLS & RICHARDSON CO.

BURLINGTON, VERMONT

Manufacturers of Dandelion Brand Butter Color



Dandelion Brand



Butter Color

The color with

the golden shade



Movements of Merchants.

Paw Paw—Cooley & Co. succeed E. Dickerhoof in the grocery business.

Bancroft—W. H. Chaffee, recently of Lansing, has opened a bakery here.

Jasper—The Jasper Grain Co. has increased its stock from \$5,000 to \$20,000.

Metz—N. E. Whetstone succeeds Henry Veital in the general store business.

Benton Harbor—Osborn & Son have opened a grocery store at 169 Pipestone street.

Paw Paw—Eaton & Mosier succeed Geo. W. Tyler & Co. in the grocery business.

Saginaw—J. H. Druckhamer opened his grocery store at Point Look-out June 1.

Alba—F. W. Collard, grocer, is building a two story addition, 20 x 28, to his store building.

Detroit—Lambert & Lowman are building an addition for their wholesale drug department.

Battle Creek—Miss Hazel Rocho has opened a men's and children's hat store in the Ward building.

Jackson—Chris Dalton & Son have engaged in the grocery and meat business at 224 Francis street.

Owosso—A. B. & E. D. Horne are closing out their stock of groceries and will retire from business.

Detroit—Frederick J. Needham has opened a new pharmacy at the corner Vermont and Lafayette boulevard.

Custer—Deward Beadle has engaged in the meat business in the store building he has just completed.

Harvey—George H. Tousignant is closing out his stock of general merchandise and will remove to Pound, Wis.

Rome Center (Adrian P. O.)—H. F. Nokes has sold his general stock to W. H. Dickens, who will continue the business.

Nashville—W. J. Simeon, recently of Laingsburg, succeeds J. Lentz & Sons in the furniture and undertaking business.

Ann Arbor—Dr. M. K. Guinan, of Dexter, purchased the stock and fixtures of the Mack Drug Co. at sheriff's sale for \$1,191.

Battle Creek—I. L. Webb, grocer at the corner of Claire and Marshall streets, has remodeled and enlarged his store building.

Onaway—Burglars entered the Mark Thompson grocery store and carried away the contents of the cash drawer and some stock.

Berrien Springs—W. F. Lyon has sold his furniture and undertaking stock to George Minster, recently of Three Rivers, who has taken possession.

Muskegon—Martin F. Carlson has purchased the O. A. Peterson grocery stock and will continue the business at the same location, 277 West Clay avenue.

Detroit—Myers Bros., pharmacists at Pontiac, have purchased the Oatman's pharmacy, Sixth and Howard streets, and will conduct it as a branch store.

Harbor Springs—Alonzo Powers and son Leo, of Charlevoix, have engaged in the plumbing and plumbing supply business under the style of the Best Plumbing Co.

St. Joseph—Edward Wilcox has leased the store building at 807 Main street and will occupy it with a stock of confectionery and canned goods about June 10.

Eaton Rapids—C. M. Hunt & Son, agricultural implement dealers, are erecting a store building which they will occupy with their stock about September 1.

Detroit—Ed. Oatman, formerly located at the corner of Sixth and Howard street has opened a high grade drug store at the corner of Mack and Gratiot avenues.

Plainwell—Ben Oppenheim, who conducts a millinery store at Kalamazoo has opened a branch store here under the management of Mrs. W. F. Osewald.

Carson City—C. C. Culver and D. E. Forten, of Evart, have formed a copartnership under the style of Culver & Forten and engaged in the grocery business.

Vickeryville—Frank Heacox, druggist and grocer, has sold his grocery stock to I. C. DeHart, who will continue the business in connection with his meat market.

Lamont—John Kramer, dealer in dry goods and groceries, was married May 20 to Miss Flora Polderman, of Grand Rapids, at the Alpine avenue Christian Reformed church.

Holland—Simon Etterbeck has sold his interest in the Wolverine Tea Co. stock to George Ten Haar and the business will be continued under the same style.

Cheboygan—Arthur R. Gerow has purchased the store building at the corner of Court street and Western avenue and will occupy it with a stock of groceries June 15.

Eaton Rapids—Charles Henry, of Grand Rapids, has leased a store building on Main street which he will occupy with a stock of confectionery and fruit about June 15.

Mackinaw—James S. Desy has sold his restaurant and ice cream parlor and formed a copartnership with Mr. Henry and engaged in the grocery business under the style of Desy & Henry.

Ishpeming—John W. Goudge, who

conducts a bazaar store at Negaunee, has opened a branch store here in the McEncroe building under the management of Miss Irene Datson.

Battle Creek—L. C. Frickey has sold his grocery stock to Homer Love and Carl Schneppe, who have formed a copartnership and will continue the business at the same location, 50 Grove street.

Newaygo—Louis Saplan, who conducts general stores at Baldwin and Bannister, has purchased the R. B. Minogue stock of shoes and men's furnishing goods and will close it out at special sale.

Battle Creek—William Judd and Charles Johnson have formed a copartnership and engaged in business at 33 Tompkins street, upholstering automobiles and carriages and making all sorts of cushions.

St. Johns—J. T. Millman, who has conducted a drug store here for the past twenty-nine years, has sold his stock to John Curtis and Edward Corkin, who took possession June 1 and will continue the business under the style of Curtis & Corkin.

Caro—Alvin G. Schultz and William A. Johnson have formed a copartnership and purchased the R. J. Putman grocery stock and will continue the business at the same location. Mr. Putman will devote his entire attention to his farm.

Detroit—The Caghey & Carron Co. has merged its business into a stock company under the style of the Caghey-Jossman Co., with an authorized capital stock of \$100,000, of which amount \$75,000 has been subscribed and paid in in cash.

Ionia—Thomas Frost, who at one time conducted a store at Collins, and who has been employed at Lauster's grocery, in this place most of the time since leaving the little hamlet, departed for Seattle, Wash., a few days ago, to engage in the brokerage business.

Battle Creek—Landen & Joyce, corsets and accessories, 3 Arcade, have dissolved partnership, Mrs. James J. Larmour, formerly Miss Joyce, selling her interest to her partner, Mrs. Hattie Landen. Mrs. Larmour will open a new store as the Glove Shop, 6 Arcade.

Cass City—The Farm Produce Co. has received a check for \$3,640 from the Grand Trunk Railway Co., in payment of a claim for two cars of beans. These beans were shipped three years ago—one car to Minneapolis and one car to Cedar Rapids, Iowa. The beans were delivered without the surrender of the bills of lading. When the consignees would not pay the local shippers for the beans, the Farm Produce Co. brought suit against the railway company for the amount, claiming that they were responsible owing to the irregularity in delivery of the transportation company. The claim was settled out of court.

Saginaw—A. D. Phillipe, who has conducted a department store here for the past fifteen years, has sold the grocery stock to R. C. Baldwin, who has been manager of the department for the past fourteen years, Mr.

Baldwin will remove the stock to the store building he has erected at 1004 Madison street.

Manufacturing Matters.

Reading—The Acme Chair Co. is considering removal to Kalamazoo.

Kalamazoo—The Kalamazoo Tank & Silo Co. is erecting a \$15,000 warehouse on Harrison street.

Detroit—The Federal Motor Truck Co. has increased its capital stock from \$200,000 to \$500,000.

Port Huron—The Independent Motors Co. has increased its capital stock from \$60,000 to \$120,000.

Detroit—The Mazer Cigar Manufacturing Co. has increased its capital stock from \$50,000 to \$75,000.

Detroit—The Schermack Company, manufacturer of vending machines and office accessories, has increased its capital stock from \$150,000 to \$300,000.

Elberta—The Elberta Milling Co. has been organized with an authorized capital stock of \$3,500, of which amount \$1,800 has been subscribed and paid in in cash.

Detroit—The Asco Cigar Co. has been organized with an authorized capital stock of \$15,000, of which amount \$10,000 has been subscribed and paid in in cash.

North Star—The North Star Dairy Products Co. has been incorporated with an authorized capital stock of \$1,000, of which amount \$500 has been subscribed and \$250 paid in in cash.

Detroit—The Kornmann Pessink Co. has been organized to manufacture men's and boys' clothing, hats, caps, etc., with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

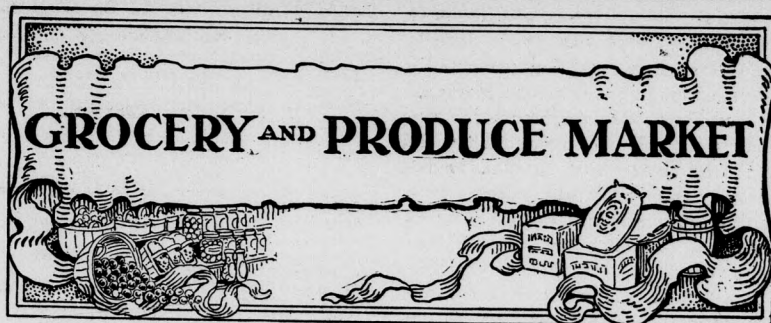
Detroit—The Detroit Bronze Casting Co. has been organized to manufacture bronze and aluminum castings, with an authorized capital stock of \$2,000, of which amount \$1,000 has been subscribed and paid in in property.

Detroit—Blackmore & Stellwagen have organized to manufacture and deal in machined parts and drawn sheet metal, with an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed and paid in in cash.

Detroit—The Blue Ribbon Antiseptine Co. has been organized to manufacture and sell at wholesale and retail toilet preparations, with an authorized capital stock of \$5,000, of which amount \$2,540 has been subscribed, \$30 paid in in cash and \$2,510 in property.

Traverse City—The Clapp & Son Baking Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$15,000 common and \$5,000 preferred of which amount \$11,500 common and \$1,500 preferred has been subscribed, \$1,800 common and \$1,500 preferred paid in in cash and \$9,700 common in property.

Blissfield—The Blissfield Milling Co.'s flour mill is being dismantled. The machinery has been purchased by L. F. Davoll, of Ft. Payne, Ala., and will be shipped there to again be used in manufacturing flour.



Review of the Grand Rapids Produce Market.

Apples—Roman Beauties and Wine-saps command \$2.75 per box.

Asparagus—\$1.50 per box of 2 doz. Bananas—Medium, \$1.25; Jumbo, \$1.75; Extra Jumbo, \$2; Extreme Extra Jumbo, \$2.25.

Beets—50c per doz.

Butter—The consumptive demand is increasing as the season advances and the make is also showing steady increase. The quality of butter now being made is up to the average for the season and the market is steady at prices which show practically no change over last week. If the make continues to increase, as it probably will, slightly lower prices are not unlikely. Fancy creamery is quoted at 27@28c in tubs, 28@29c in prints. Local dealers pay 21c for No. 1 dairy, 18c for packing stock.

Cabbage—Mobile in 100 lb. crates, \$2.25.

Carrots—75c per doz.

Celery—75c per bunch for California stock.

Cocoanuts—\$4 per sack containing 100.

Cucumbers—90c per dozen for hot house.

Eggs—Receipts are falling off to some extent and the market is firm and unchanged from a week ago. The quality of the eggs now arriving is fair and the general situation is healthy. If there is any change in price it probably will be a slight advance. Local dealers pay 17½c.

Garlic—20c per lb.

Grape Fruit—\$5 per box.

Green Onions—Silver Skins, 12c per doz.

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

Lemons—Californias and Verdellis, \$3.50@4.50.

Lettuce—Home grown head, 75c per bu.; leaf 7c.

Nuts—Almonds, 18c per lb.; filberts 13c per lb.; pecans, 15c per lb.; walnuts 18c for Grenoble and California, 17c for Naples.

Onions—Texas Bermudas, \$1.25 per crate for white and \$1.10 for yellow.

Oranges—Valencias, \$3.60@3.90; Mediterranean Sweets, \$3.25@3.50.

Peppers—60c per basket for South-ern.

Pieplant—75c per 40 lb. box.

Pineapples—Cubans command \$2.15 for 43s; \$2.33 for 36s, \$2.50 for 30s and \$2.75 for 24s.

Plants—Tomato and cabbage, 65c per box of 200; pepper and aster, 90c; pansy and egg plant, \$1; geranium, \$1.15; salvia, \$1.25.

Pop Corn—\$1.75 per bu. for ear, 4c per lb. for shelled.

Potatoes—Old are in small demand

at 38@40c per bu.; new Bermudas, \$2.25 per bu.; new Floridas \$2.25 per bu.

Poultry—Local dealers pay 15c for fowls; 10c for old roosters; 10c for geese; 14c for ducks, 14@15c for No. 1 turkeys and 10c for old toms. These prices are 2c a pound more than live weight.

Radishes—10c for round and 15c for long.

Strawberries—24 quart crate range from \$3@3.25. Receipts are now coming from Kentucky, Missouri and Arkansas.

Tomatoes—The price has declined to 50c per 5 lb. basket; 6 basket crate, \$2.50.

Turnips—50c per doz.

Veal—Buyers pay 7@11c according to quality.

Wax Beans—\$1.75 per hamper.

The Grocery Market.

Sugar—The market on refined was marked up 10 points Tuesday and further advances may be expected from now on during the season of greatest consumption. The Tradesman would not be surprised to see the price advance fully ½c before the end of June—perhaps even more. Those merchants who are not already well supplied with sugar should buy at once as heavily as their circumstances justify. The strength of raws, with refiners buying July at 4c cost and freight, suggests that this figure may soon be recorded for June as well. Behind the bullish feeling is the prospect of a poor crop. Cuba is closing down because of the rain and will fall below last year by several hundred thousand tons. Licht says that the European beet crop will be 1,500,000 tons less. To cap the climax, rains in Java are also doing damage, at least in delaying receipts. Consumption keeps up well abroad and even in this country must be about normal, so that statistically the situation favors firm prices during the remainder of the war.

Tea—Cables from Japan report a slightly higher market and a scarcity is feared in the finer and more desirable teas. India-Ceylon teas are on a rampage and with the great scarcity in medium and low grades and the extraordinary demands from Russia and other European countries, the advances in medium grades are fully 50 per cent. and in low grades 75 per cent. over a year ago. Government standards are 10c a pound higher than last year. The higher grades are proportionately cheaper. Shanghai cables report Congous, under heavy Russian buying, fully 75 per cent. higher. The scarcity in Ceylons is forcing heavy China buying. Formosas continue to advance and

higher prices will be the rule of the season.

Coffee—Both Rio and Santos grades are weaker and lower. Lack of demand in this country and unsettled conditions abroad, together with some speculation, are the reasons for the decline, which comes in spite of the fact that conditions in Brazil are somewhat firmer than they were a short time ago. Mild coffees are weaker in sympathy with Brazils, the only exceptions being a few grades of fine roasting quality, which command their price. Java is firm at unchanged prices, and Mocha is also slightly higher at the moment, due to scarcity on the spot. Receipts are expected within the next few days, however, and if they come, Mocha should ease off.

Canned Fruits—All varieties of California fruits are easy, with lemon cling peaches showing decided weakness. Prices have declined materially of late, with the result that there has been some cleaning up of holdings, which, however, for the most part meant merely the changing of stock from one jobber to another. Apples have been getting a little attention, but the market is far from active and prices remain on a low level. Hawaiian pineapple also is meeting with a better demand, which comes mainly from the bakers' supply trade.

Canned Vegetables—The distribution of the various staples is normal for the season, but is reflected in the jobbing end only by purchases caused by the necessity of keeping stocks intact. Of these, cheap peas have sold most freely. Desirable stock in this grade which a while back was being forced at around 60c f. o. b. factory is now said to be difficult to locate at anything under 65c f. o. b. shipping point. The stronger tendency in the spot tomato market is due more to disinclination of packers to accept previously quoted prices than to any pronounced improvement in the demand and has not yet resulted in an advance. Spot Maine style Maryland corn has a steady sale, but only in such quantities as are needed for present consumption. The market is firm, with prices unchanged. In other lines business is largely on the hand-to-mouth order, but the general tone of the market is steady.

Canned Fish—Locally the demand for salmon is slow, but reports coming from other markets indicate a fair movement, especially in the cheaper grade. The tone is steady. Domestic sardines have a steady demand in a small way, and as the run of fish continues light with little prospect of early improvement prices are maintained. A fair business in imported sardines is reported.

Dried Fruits—California prunes for future delivery are unsettled, but not notably lower. The spot market remains firm on the larger sizes, which are not plentiful here, but the lesser counts are dull and nominal. Oregon Italian prunes are not offered freely for future shipment. In fact, most of the packers have withdrawn offerings for the present. Continued weak-

ness is shown in the market for peaches and it has been accentuated by the very low prices at which chain stores are advertising to consumers. The Coast market appears to be demoralized and growers are holding meetings in conjunction with their financial backers to determine ways and means to checking the downward trend of the market. The closing of the export outlet is the most serious matter for consideration and as there seems to be little hope of enlarging the home outlet ways are being sought to reawaken the interest of foreign buyers. Apricots also are dull and easy for future shipment and nominal on the spot. There is little doing in California raisins, but apart from an easy feeling in spot seeded stock due to light demand the tone is steady, as the guarantee of the Associated Company gives confidence. The seedless varieties being in small supply on the spot and closely controlled are firmly held. In currants no fresh developments were reported yesterday. On the spot the market is dull, but advices from Greece reflect a steady feeling on the part of shippers.

Rice—The feeling in local circles is cheerful despite the admitted dullness in most quarters. This is due to the advices from the South, where the mills are in control of the situation owing to the moderate supplies. There is some improvement in the exports of foreign rice to South America.

Cheese—The market is firm and unchanged with a light consumptive demand, but a continued large export demand. The make of cheese is much larger than usual, owing to the high prices for export. The outlook is for a continuation of the present prices, at least as long as the export demand continues.

Provisions—All cuts of smoked meats are steady at an advance of ¼c. The consumptive demand is increasing as the season advances. Both pure and compound lard are steady and unchanged, with a normal consumptive demand. Barreled pork is firm at an advance of 25 cents per barrel. Canned meats and dried beef are unchanged and in increased demand, but canned meats are firm.

Salt Fish—Norway mackerel continue strong on the higher basis reported last week, this being due to scarcity of good Norways in this country and also continuation of unfavorable news from abroad as to fishing. Cod, hake and haddock are all unchanged and dull.

Mr. William Judson, President of the Judson Grocer Company, is warm in praise of the hospitality accorded the members of the National Wholesale Grocers' Association on the occasion of its recent annual convention in San Francisco.

Mr. Guy W. Rouse, President of the Worden Grocer Company, underwent an operation for appendicitis at U. B. A. hospital last Saturday evening. He rallied promptly and is, apparently, recovering rapidly.

THE STARS AND STRIPES.

What They Mean to the True Patriot.
Written for the Tradesman.

In mid June comes the anniversary of the flag.

What meaning has this for the American citizen? Everything.

The flag represents the liberty of the citizen of the greatest republic on earth. It typifies everything worth having in the lives and homes of the true American, home born or naturalized.

"The Star Spangled Banner!"

What thrills come to the American heart at mention of that flag, the beautiful emblem of freedom coined from the best blood of our people shed from Bunker Hill to Yorktown. It required seven years of battle to establish that flag among the National emblems of the world. It stood the blasts of four years of fratricidal warfare in the sixties, assuring liberty, fraternity and justice to every man, woman and child, from the Lakes to the Gulf, in this broad land of ours.

What does this bit of bunting stand for?

Go ask the man who struggled at Malvern Hill, at the bloody angle in the Wilderness, on the reddened sod of Shiloh and on the fields of Georgia when Sherman marched from Atlanta to the sea.

Once, in the olden time, when the country was one half slave, the other half free, a scurrilous doggerel was printed calling on the people to "tear down that flaunting lie!" It may have seemed a flaunting lie to the old abolitionists of the John Brown era, but the blood of four years' war washed out the disgrace of slavery and the Nation has had a new birth of freedom which knows no north, no south, no east, no west, only a strong, undivided Nation, from the Lakes to the Gulf.

And the flag we celebrate this June flies over all.

Betsy Ross builded better than she knew when she fashioned the first flag which was to represent the birth of a new nation upon the earth.

The Nation represented by the Stars and Stripes has won its right to stand proudly among the governments of earth, the representative of a free and happy people. Baptized in blood, that flag has won a place that no foreign foe may destroy, no anarchist make afraid. All the nations of the earth have contributed to our citizenship, and we are still a land where the poor and oppressed may find an abiding place, secure in every human right as represented in the flag.

There are some who affect to sneer at this feeling for the bit of striped bunting as sentimental nonsense. Don't tell the veteran of Chickamauga and Gettysburg that. You would insult his manhood and bring a flush of shame to his cheek, for it is to him inconceivable that a man, born and bred under the flag of Betsy Ross, should hold such sentiments.

I call to mind an incident of the civil war days that might be mentioned here.

The pupils of a certain school that blossomed in the pine woods of Michigan were to hold an exhibition on the evening of the last day of school. It was in the early part of the war when patriotic songs and tri-color emblems were everywhere in evidence.

The teacher, a young fellow from Indiana, in order to stimulate his boys to do their best, offered a prize for the one who would speak the best piece. The decision was to be left to the audience, and each boy resolved to do his level best.

You may be sure that the contest was a sharp although friendly one.

dullard of the school. "I'm going to try for that prize anyhow."

Eph's announcement was met with a jeering laugh from his companions. Of course nobody imagined for a moment that the school dunce would stand the least show to win. I remember the exhibition night well. Ben got off a very fine oration. Others competed, but all conceded that Ben would win.

Dunce Eph Hobart came last, moving awkwardly up to the front of the stage. At his right hung a big American flag. It was war time you remember, and everything contributed to patriotic display.

THE LUSITANIA.

For that proud ship we do not weep—
From out the womb of future years
Ten thousand ships will dare the deep,
Her peers, and more than peers.

We do not weep for those who died,
Nor question of the sullen sea
Why in her dark and awful tide
A thousand needless graves should be.

Yet we are solemn with the dread
Of those to whom the tocsin comes
Loud with the story of their dead
To wake the throb of sleeping drums.

In riven steel and murdered men
Lies not the measure of our loss—
Look, there a nation lifts again
A bloody Figure on a cross!

How shall we guard us from her hand,
How guard from her the ancient law?
Her maddened brain heeds no command
Save that which keeps the brute in awe!

How bar the portals of the past
And block the gateway to her goal,
How keep the faith until at last
We save our honor and her soul?

No riot cry for vengeance blinds
Our passion for a righteous world;
With bitter hearts but steady minds
We stand with battle banners furled.

Not craven heart nor palsied tongue
Keeps back our fingers from the sword—
The courage men have left unsung
Still waits in service to the Lord.

Yet by the heritage we guard
More than the cost of present lives
Shall we be judged who watch and ward
Within a world where God survives!

Harold T. Pulsifer in Outlook.

There were some level-headed youngsters among the pupils, some who afterward distinguished themselves in halls of legislation, and two at least who fell on a Southern field fighting for the flag first brought into being by the deft fingers of Betsy Ross.

It was easy to see who would carry off the palm.

"What's the use?" grumbled one boy. "Teacher knew Ben Wilby'd git the prize; he's allus at the head in his class."

And Ben Wilby himself thought as much. He was the brightest scholar in the school; always had his lessons, never flunked, was in fact rather a pet of the master's.

"I don't know about that, Sam," grinnigly remarked Eph Hobart, the

Turning, swinging his arm toward the flag, Eph began:

To fence in the Union without any bars
Old Abe is at work by the light of the stars,
And when he is done, and when he is through,
He'll paint it all over with the Red, White and Blue.

That was enough. Eph grinned, the crowd went wild. The cheers shook that little backwoods school-house from sill to rooftop, and we all knew that the school dunce had won the prize.

You may call it sentiment or what not, but this feeling that brings a man or boy to the tips of his toes to cheer when the flag goes by, is one that insures perpetuity to our Nation and her free institutions.

Old Timer.

Coming Conventions To Be Held In Michigan.

June.

Elks Grand Lodge, Grand Rapids, 3-4.
Grand Council, U. C. T., Lansing, 4-5.
Michigan State Pharmaceutical Association, Grand Rapids, 9-11.
Michigan Pharmaceutical Travelers' Association, Grand Rapids, 9-11.

July.

Grand Commandery of the Knights Templar (Colored), Detroit.
Michigan Retail Jewelers' Association, Kalamazoo.
Michigan State Association of Stationery Engineers, Jackson.
Michigan State Firemen's Association, Petoskey, 13-15.
Polish National Falcons, Saginaw.

August.

Michigan State Association of Local Fire Insurance Agents, Jackson.

September.

Michigan State Medical Society, Grand Rapids, 7-9. This is the fiftieth anniversary of the organization and an attendance of not less than 1,200 delegates is expected. Additional information may be secured from Dr. F. C. Warnshuis, Sec'y Grand Rapids.
Michigan State Association of Methodist Churches, Hastings.
Michigan State Association of County Superintendents, Ludington.
Michigan Federation of Labor, Traverse City.
Michigan Rural Letter Carriers, Saginaw.
West Michigan State Fair, Grand Rapids, 20-24.
Michigan State Teachers' Association, Saginaw, 28-29.

October.

Michigan Association for the Prevention and Relief of Tuberculosis, Grand Rapids.
Michigan State Association of Osteopaths, Grand Rapids.
Michigan Presbyterian Synod, Sault Ste. Marie.

December.

Michigan Bee Keepers' Association, Grand Rapids.
State Bricklayers and Masons' Union, Grand Rapids.
Michigan State Potato Association, Kalamazoo, 4-5.
Michigan State Grange, Battle Creek.
Michigan State Horticultural Society, Grand Rapids, 7-9.
Michigan Association of Commercial Secretaries, Ann Arbor, 19.
National Furniture Manufacturers Association, Grand Rapids.

January.

Michigan Tax Association, Detroit.
Michigan Engineering Society, Grand Rapids, 18-20.

February.

Michigan Retail Hardware Association, Grand Rapids.

May.

State Encampment I. O. O. F., Grand Rapids.
Michigan State Laundry Association, Grand Rapids.
Western Drawing and Manual Training Teachers Association, Grand Rapids.

Quotations on Local Stocks and Bonds.
Public Utilities.

| | Bid | Asked |
|------------------------------------|-----|-------|
| Am. Light & Trac. Co., Com. | 318 | 323 |
| Am. Light & Trac. Co., Pfd. | 107 | 110 |
| Am. Public Utilities, Pfd. | 61 | 65 |
| Am. Public Utilities, Com. | 29 | 32 |
| Cities Service Co., Com. | 45 | 50 |
| Cities Service Co., Pfd. | 55 | 60 |
| Comw'th Pr. Ry. & Lt., Com. | 49 | 52 |
| Comw'th Pr. Ry. & Lt., Pfd. | 79 | 82 |
| Comw'th 6% 5 year bond | 98 | 100 |
| Holland St. Louis Sugar | 4 | 5 |
| Michigan Sugar | 62 | 65 |
| Pacific Gas & Elec. Co., Com. | 44 | 48 |
| Tennessee Ry. Lt. & Pr., Pfd. | 29 | 33 |
| United Light & Rys., Com. | 42½ | 45 |
| United Light & Rys., 2d Pfd. | 68 | 71 |
| United Light & Rys. 1st Pfd. | 69 | 72 |
| United Light & Rys. 1st Pfd. | 70 | 73 |
| United Light 1st and Ref. 5% bonds | 82 | 85 |

Industrial and Bank Stocks.

| | | |
|----------------------------|-----|-----|
| Dennis Canadian Co. | 80 | 90 |
| Furniture City Brewing Co. | 40 | 50 |
| Globe Knitting Works, Com. | 130 | 140 |
| Globe Knitting Works, Pfd. | 98 | 100 |
| G. R. Brewing Co. | 90 | 100 |
| Commercial Savings Bank | 220 | |
| Fourth National Bank | 220 | |
| G. R. National City Bank | 169 | 175 |
| G. R. Savings Bank | 255 | |
| Kent State Bank | 245 | 250 |
| Old National Bank | 189 | 195 |
| Peoples Savings Bank | 250 | |

June 2, 1915.

Hot Air Heating Contract

Sealed proposals for heating the Elk Rapids Town Hall with hot air will be accepted by the Township Board up to 12 o'clock noon of July 15, 1915. Plan on bids to be submitted at the clerk's office.

The Board reserves the right to accept any or reject any or all bids.

F. H. MARRIOTT, Township Clerk.

THE QUEEN OF MONTHS.

The Most Perfect Season of All the Year.

Written for the Tradesman.

Now she is with us in all of her fresh charm and radiant beauty—June, the queen of months, June, the radiant, the splendid, the most perfect month of all the year.

No wonder the poets have gone into raptures over June and vied with one another in their efforts of praise and appreciation! June days, in our country and climate, are as nearly perfect as days ever get to be.

The tapestry of earth and the foliage of trees are so soft and fresh and rich in tone, and there is a soulfulness in the air that is positively tonicful! There is a luxuriance of bloom, a profusion of melody and a wealth of activity everywhere in the great out-of-door world that must inevitably appeal to anybody whose spirit retains any shreds of its youthful responsiveness and appreciation.

Blase is the spirit or crassly material and wooden or hopelessly preoccupied by mundane pursuits or warped and coarsened by the inequalities and excesses of life who does not react upon this enveloping deluge of deliciousness, known and phrased among men as June.

Other months are too hot or too cold, but June is the month of the golden mean of temperature. In early spring there's a sort of lingering tang in the air corresponding to lingering traces of frost in the earth; but not so in June. In earlier months there's an abundant fall of rain; and all the streams from the little rills to the mighty rivers, are filled—often to capacity, and sometimes beyond—madly rushing, earth-tinted water. But in June the streams slow down to their normal flow, clear up and send forth their clear liquid notes.

And June is the month most loved by all the little people of the great out of doors—the denizens of the meadows and the pastures, the forests and the woodlands, the streams and the lakes and the water-ways. And if you have cultivated the capacity for discovering and appreciating these little people—our birds and animals and water-folk—June is indeed an occasion for splendid fellowship.

In our congested city ways, with our thronging crowds and the smoke

and din and grind incident to our mode of city life, the glories of June shine but dimly, if at all; but when we fare forth into the open country, where the comforting warmth of the sun can really get at and embrace our bodies; where the balm of the breezes may brush our faces with their fingers and fill our lungs with their life-giving currents—there may we keep our tryst with June and renew our zest of life in her fellowship.

Man is fundamentally acquisitive and many things doth he seek. But where can he find anything more invigorating and fortifying than the fresh air of June! Let him, therefore, fling open the windows of his bed chamber and oxygenate his blood with the uncontaminated air of June! And if, in the morning, he will permit himself the luxury of rising somewhat earlier than usual, he may delight himself in listening to the morning concert of the little masters of melody, who sing for the sheer gladness of life and without any thought of applause or remuneration.

This is a busy, material age, they tell us; and it is true. But doubtless every succeeding age has supposed itself to be just that. As we look back over the articulate record of the ages, we find that all of them seem to have been "cumbered about many affairs." There are evidences of works, both small and great, and multitudinous activities of many sorts, and of most absorbing demands.

But always there have been poets and apostles of the quiet, contemplative, appreciative life. And these are the real philosophers—these advocates of poise and purposefulness, these impassioned propagandists of the symmetrical life. They have besought us to take time to live. Perhaps that to-day is our greatest fault; we are trying to live so fast, we are really failing to live at all.

Now, there'll be business here when you and I are gone. Plenty of it. Big business, too. Bigger business, perhaps, than we know to-day. But we'll not be here to share in the profits of it. Our work will then be over. With all our striving, we cannot get it all; and even if we had the bulk of it in our little day, the chances are it would be less satisfying in the possessing than it appeared in prospect.

The basic franchise after all is the

capacity for enjoyment. My neighbor owns his lawn, he thinks—and far be it from me to undeceive him. He has a deed to it; and he pays the expert who looks after it. But from my window I view it for hours while he is toiling in his city office with his thought on other matters. As a matter of fact, he sees very little of his beautiful lawn. Most of the evenings he is out or otherwise engaged; and from morning until night he is away. Even if he were home more, I doubt if he would get very much actual pleasure out of the beautiful strip of external nature, the deed to which he has deposited somewhere in a strong-box. But the lawn is actually mine by virtue of appreciation. The robins and the Baltimore orioles that dwell there are my friends and neighbors. He pays taxes on it and gets no pleasure out of it. I pay no taxes thereon, but it yields me dividends in pleasure. Isn't it, therefore, really my lawn?

It is unfortunate for anybody when he gets so thoroughly absorbed and preoccupied by the affairs of life that he has no time for life itself. It is an American habit into which we are plunging headlong. By and by, let us hope, there'll be a reaction.

But in the meantime, let us at least get a taste of real life during this glorious season of the year when the currents of real life are at high tide. Let us take time to get away from the store, the office, the factory, the shop or whatever the nature of the commercial or industrial prisonhouse that confines us—and let us appreciate and enjoy this month as normal, whole-souled, red-blooded men and women should enjoy nature's choicest gifts. Charles L. Garrison.

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

Buffalo, June 2.—Creamery butter, fresh, 25@28½c; dairy, 20@ 25c; poor to common, all kinds, 17@20c.

Cheese—Dull; new fancy, 15½@ 16c; new choice, 15@15½c; held fancy, 16@16½c.

Eggs—Choice fresh, 19@20c.

Poultry (live)—Broilers per lb. 25 @30c; cox, 12c; fowls, 16@18c; geese, 11@12c; turkeys, 14@16c; ducks, 16 @17c.

Beans—Medium, new, \$3.40; pea, \$3.30; Red Kidney, \$3.60@3.65; White Kidney, \$3.75@3.90; Marrow, \$3.75@ 4.00.

Potatoes—40c per bu.

Rea & Witzig.

Predicting What Kind of Weather Is Coming.

D. T. Wilson, Battle Creek, a coal and feed dealer, has a new one.

Corns, rheumatism and various other human barometers have always been popular guides in weather predictions, but Mr. Wilson says that by means of the shadows thrown by electric lights, he is able to predict rain, snow, lower temperature, fair weather and many other styles and brands from twenty-four to forty-eight hours before they make themselves visible to the public eye. His skill is the result of fifteen years of practical observation. Mr. Wilson states that although he has proven it to be true by experience there is a scientific fact that explains it. Light refractions, he states, are governed by the humidity of the air. Before the storm, the air is heavy and full of moisture and the electric light shadows are deep and extended far into the air. Therefore, he is able to predict storms accurately.

In fair weather, the air is comparatively dry and light and therefore the shadows, if there are any at all, are very short. This applies to shadows in the air, not on the ground. As to low temperature, he says he is able to predict that, because it is the result of rain or snow. Mr. Wilson says he has never known this method to fail. He has predicted certain unusual storms which have occurred in advance of the storm. The rising or lowering of temperature is his most accurate claims. He says he will be using his method after all the other popular methods have failed.

H. A. Gish.

The Cool of Night.

The summer night is stirring languidly;

The lazy crescent moon is pillowed deep

In clouds, while candle stars go glimmering; from out

The West a gentle wind is come to fan

Away the smell of sun-steamed fields, and lay

A cooling hand upon the fevered pulse Of earth. The drowsy grasses nod their heads;

The great trees stretch their aching limbs, and sigh

In deep content.

WINGOLD FLOUR

BLOOMS BEST IN KITCHENS

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo

THE PROMPT SHIPPERS

MICHIGAN TRADESMAN

(Unlike any other paper.)

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E. A. STOWE, Editor.

June 2, 1915.

LOOKING AHEAD.

Notwithstanding the pledge in the Baltimore platform on which President Wilson was elected, it is pretty thoroughly understood and generally expressed that Mr. Wilson will be renominated for the Presidency by the Democrats. The element of uncertainty and hence of greatest interest in connection with him is whether or not he can be elected. This will depend very largely upon two conditions as they exist a year from next summer and fall. One is the extent of the influence of recently passed hard times with the voters and the other the extent to which the Progressives will return to the Republican party. That the times are already improving, slowly, everybody appreciates and most people concede. It is barely possible that a year from now the situation will be such as can be called prosperous, in the enjoyment of which voters may forget their experiences and their hardships in 1914 and vote for Wilson because they believe him an honest man and because they think, the foreign complications taken into account, continuity of policy is desirable. Of course should the times be as dull and depressing in the summer of 1916 as they were two years before, the Democrats would not stand a ghost of a chance, but such depression is far from probable.

Should the Progressives flock by themselves, even in numbers as large as their vote of 1912, it would be sufficient to secure the defeat of the Republicans under ordinary circumstances. It must always be remembered that while Mr. Wilson has been criticised more or less during his administration, it is conceded on all sides that he is able and that he is honest. He is a poor judge of men and has surrounded himself with bad advisers and unscrupulous representatives. He has tried to overcome this handicap by working long hours and doing many things which should have been undertaken by subordinates. The idea that his opponents can nominate "any old ticket" and defeat him is not at all warranted by the probabilities.

Various names are mentioned as Republican Presidential possibilities. The two which meet with most favor

are those of Root and Hughes, and each speaking for himself emphatically states he is not a candidate. Senator Root will be 72 years old in 1916 and he says that is too advanced an age to undertake such responsibility, but people generally will not agree with him, because he is to-day the ablest statesman in the world and the best equipped man for the Presidency of any man in the United States.

Justice Hughes declares that he does not think the Supreme Court of the United States should be made a stepping stone in politics and he positively refuses to authorize the use of his name in that connection. Both of these men would command the support of many if not most of the Progressives, but, with these eliminated, the field from which to choose is not as attractive as it might be. It will not do to nominate a man of the Uncle Joe Cannon type or of the Penrose stamp. Despite their exceeding confidence, it would be a very easy matter for the Republicans to invite defeat by putting up a poor ticket in 1916.

Following any great catastrophe is sure to come a flood of recommendations and suggestions as to how this or that might have been done better or avoided. The sinking of the Lusitania was brought about intentionally by German torpedoes, but even so, it was quite possible the loss of life might have been lessened had every passenger and member of the crew been mindful of every opportunity for self-protection. One of the pieces of advice offered in this connection is that by Ossip Gabrilowitsch to the effect that passengers of every ocean liner ought to be drilled on the first day or two of the journey so that they may know just how to act and what to do. He says that, for instance, very few know how to put on a life preserver and there ought to be some systematic way of telling them and that there are other things they ought to know in order to observe the injunction safety first. The life preservers are supposed to be numerous enough for every passenger and within easy reach. While putting one on is not a very complicated process, if any one does not know how, there are plenty who would tell for the asking. The point of greatest value at such a time is calmness and it is doubtful if that can be taught by drill.

There are many Italian workers in the steel mills, and if there should be a general exodus of these men back to Italy there would be an actual shortage of labor in some parts of the iron industry. The Iron Age announces that the rate of production at the largest steel plants has been maintained and in some cases slightly increased. Several orders have been placed for rails, and the developments in the bar market are interesting. Foreign ship yards are full of naval work and the outlook is for full employment of American shipbuilders for the next three years.

Success seldom comes to a man who is too lazy to meet it half way.

OSAGE ORANGE A RARE DYE.

What the osage orange tree is as prolific in properties necessary for manufacture of dyes for leather as fustic, the wood imported from the East Indies at great expense, was the assertion made before the convention of the American Leather Chemists' Association by F. W. Kressman, a Government chemist.

Federal experts have found that the osage orange has the same dye-producing qualities as the much more rare East Indian growth. Disruption of the trade routes by the war and the cutting off of fustic imports hastened experiments at Washington.

Figures were produced at the convention to show that osage orange can be shipped from Texas and Oklahoma to Middle Atlantic ports for \$10 to \$14 a ton, whereas the minimum market price for fustic prior to the war was \$18 to \$20, figures which have been doubled. Federal chemists at Washington hold that the dye obtainable from the American substitute is as good in every respect as that brought from abroad.

If an American were asked to name, say, half a dozen of the most remarkable spots in his country, the chances are very small that he would include Rochester, Minn., in the list. And yet that little town might make out a very good claim to the distinction, if either uniqueness or beneficence of achievement were taken as the test. The surgical work of the brothers Mayo has been of amazing quality, and the great institution which they have built up without the aid of any endowment has, we believe, not another like it anywhere in the world. And now comes the statement that these brilliant but unostentatious workers, who have combined in so rare a way the genius for surgery and the genius for organization, are about to devote the large sum of two million dollars, fruit of their life-long labors and extraordinary success, to the endowment of a great institute of medicine which is to form part of the University of Minnesota. To have made the name of an obscure little Northwestern town a familiar word among the great lights of medicine and surgery in London and Paris and Berlin, to have been the means of saving thousands of lives and of averting an untold amount of pain and anguish by their own labors and that of their assistants—this was ground for satisfaction such as is granted to few men; and now to all this is added the knowledge that, through a wise and generous disposition of the pecuniary reward that has come to them, similar benefits will be conferred on their fellowmen in generation after generation. Is it not worth while to dwell for a moment on so splendid a result of human effort?

Complaints by Germans and others that Chancellor von Bethmann-Hollweg is a man of small ability are fully confirmed by his recent utterances. He has a perfect genius—for saying foolish things. His speech on the invasion of Belgium was a ter-

rible official give-away, but it is rivaled by his address to the Reichstag on the "perfidy" of Italy. It makes the impression throughout of being one long whine, relieved only by amazing indiscretions and absurd charges. His declaration that the decision of Italy was imposed upon her government by the "mob," and that, in all probability, "English gold" was used to corrupt her statesmen, comes pretty near touching bottom. Behind all his inept words stands the tacit confession that German diplomacy had been completely beaten. Despite the fact that Germany had "required" Austria to offer to give up territory, Italy had declined because, as she alleged, Germany "could not be trusted." Upon this fact the Chancellor commented in a plaintive tone which shows that, whatever other qualities he possesses, he has not a glimmer of a sense of humor.

Owing to disturbed and unsettled conditions among the European nations the United States diplomat in consular service is called on for an exceptionally large amount of work and the entrance of Italy into the conflict will add to it. At various places already United States representatives are looking after the interests of Austria, Germany, Turkey, Belgium, Serbia, Great Britain, France, Russia and Japan. These belligerents, of course, recalled their diplomatic and consular agents where the rule required, but considerable business was left which needed attention and most of it has been turned over to the Americans. They take no account on which side of the fight the country stands, but are doing this work as a courtesy and doing it faithfully and acceptably. It is fortunate for the several governments that there is one neutral nation which they can trust and upon whose intelligent and honest offices they can rely.

The Dunkards have decided that automobiles are too new fangled for them. They made this decision at their National conference in Dayton, Ohio, where 4,000 were present, unanimously voting that they should not buy cars. This is a disappointment to automobile dealers, for the Dunkards are well supplied with this world's goods and the agents expected to reap a rich harvest if the annual conference went on record as favoring motor vehicles. Foot washing among members was strictly observed at the conference and the old customs are kept up while the new inventions are kept out.

Moth balls may become a luxury that only millionaires can afford to indulge in. The odor of these pungent balls may become a distinguishing mark of wealth. If this state of affairs comes to pass the war must bear the blame. England used to send to the United States most of the naphthalene of which moth balls are made. Since last August, it is said, no shipments have been made, and the price of moth balls has risen so that one pound costs as much as two pounds cost a year ago.

THE GROCERY IN JUNE.

With warm weather setting in, it will be timely for the grocery department to push the sale of ready-to-eat cereals. They are light food, such as most people demand in hot weather; they can be prepared with a minimum of effort; and should one variety pall upon the appetite, it is an easy matter to simply shift to another.

If possible, the window display should embody some novel design. Often the manufacturers furnish display material which can be used to good advantage. A jumbled pile of packages is, however, not sufficient to make a good display; ingenuity is required to grip and hold the attention of the passer-by.

A tasty display can often be made by showing the loose cereal in porridge dishes or large bowls. This, of course, will necessitate the opening of packages; but the result is an attractive and suggestive window. In connection with any displays, show cards should be used liberally, and they should point the moral very clearly.

"What About To-morrow's Breakfast?" is a question that will arrest the attention of a good many people. "Buy To-day for To-morrow's Breakfast" is a good form of the direct command. Any ingenious clerk can think up variations to these slogans, involving references to the ease of preparation, labor saving qualities of the ready-to-eat foods, and so forth.

Naturally, the same tendency will influence the demand for other food-stuffs. People will want foods as nearly as possible "ready-to-eat"—although this tendency will not be so evident in June as toward midsummer. On the principle of giving the people what they want when they want it, the grocer will feature the lines which are in seasonable demand. There should be a good and growing demand for cooked meats and other lines handled in the provision department; while fresh fruits will grow in timeliness and popularity as the summer advances.

June is essentially a fruit month and particularly a strawberry month. Toward the latter part of the month, the lower prices of strawberries will mark the commencement of the canning and preserving season. High sugar prices may influence this trade. The preserving season for pineapples of course commenced in May; but with strawberries there begins a steady demand for home grown fruits.

Already grocers are arranging to cater to this demand. Arrangements for a steady supply of locally-grown fruits should, of course, be made as early in the season as possible. This done, the merchant can turn his attention to his prospective customers. A number of merchants this year are soliciting orders for home grown berries for delivery at the current prices, whatever they may be, when the crop comes in. Advanced orders secured on this basis remove a great deal of the uncertainty otherwise involved in the handling of fresh fruits; and far-sighted housewives are usually glad

to be sure of a supply, and are willing to rely upon the straightforward merchant to furnish the fruits when the time comes on the most favorable terms.

The month is one when, to counteract the possible falling off in business through good customers moving to their summer cottages, the merchant will find it worth while to start an energetic campaign for new business. In June, more than in any other month, new homes spring into existence; and the time is an opportune one to go after new customers. For this reason the June window displays should have an especial appeal to the June bride, and newspaper and other advertising should follow the same line.

The latter part of June is marked in most places by an exodus of families to summer resorts, to the shore and to the country. Where the popular summer resorts are not too far distant, and there is easy communication the grocer can often follow his old customers and keep in touch with them throughout the season. Failing this, it is at least possible to get after them before they leave and provision them for a good share of the camping out period.

Occasionally a profitable line of business can be developed in soft drinks, with, in some instances, an ice cream parlor as a side line. The ice cream and soda business is, of course, something distinct from the grocery and outside its regular scope; and the grocer who undertakes it without especial knowledge of how to handle it properly is taking long chances. Nevertheless, in localities where competition is not already keen the soda department will be found a paying line, provided the merchant takes time to study and understand it. Like any other business, it must be learned to be carried on successfully.

Quite often, where a grocer does not feel justified in tackling the soda fountain proposition in its entirety, he can nevertheless build up a substantial profitable trade in bottled drinks. This line is a particularly good one where there is a tourist trade of any size.

Catering to picnickers and excursionists is also a timely line of business, particularly toward the latter part of June. One merchant makes a specialty of this business; he has any number of suggestions to make to picnickers as to what to take along, and he can tell a mother with a large family, or a bunch of college girls, or a Sunday school class, just what to take along. The average picnic lunch is limited; this merchant aims to infuse variety into his suggested "picnic menus." Not merely does he sell the material, but he prepares the lunch and packs the hamper, if need be. A service of this sort helps to advertise a store; it is an attraction which has a stimulating effect on ordinary business.

"Clean up and keep clean" is a timely watchword. Cleanliness should extend throughout the entire store service. For instance, if the delivery rig hasn't yet been brightened up,

now is the time to attend to it. A new coat of paint will help to advertise the fact that its owner is a "live wire;" soap and a little harness oil will make the harness look infinitely more attractive. And this is just typical of the little odd jobs that need to be done about the store. The cellar should be cleaned out, if that hasn't been done already. And careful precautions should be taken against dust and flies.

Many stores make a practice of showing green stuff—fresh fruits and vegetables—outside, exposed to the dust of the street. Some communities have passed ordinances forbidding this practice. Undoubtedly, food-stuffs thus exposed to dust are bound to suffer; and, whether or not the danger to health from this source is as great as certain health authorities claim, the depreciation in the goods is a matter to be considered. Experienced grocers have found that it pays to keep fresh vegetables where they will retain their freshness and crispness as long as possible, and that wilted green stuff speedily loses its pulling power.

If it is considered desirable to display goods outside the store, it is an easy matter to construct long boxes with wooden frames, fitted with glass. Facilities are needed for the free circulation of air through these boxes, but the inlet and outlet should be carefully guarded against dust. In this way foodstuffs can be shown outside the door without exposing them to the dust, and dirt.

As a safeguard against the fly nuisance, screen doors and windows should be carefully examined, to see that there are no small and unnoticed holes through which flies could enter. It may be impossible to entirely exclude the fly; but it assuredly is possible, with care, to reduce the fly nuisance very considerably. A further precaution against flies is the hanging of netting over the goods exposed to view. The fly is not popular, in this age of cleanliness; and customers are quick to notice and appreciate any intelligent precautions taken by merchants to keep him in his proper place.

SELF RELIANCE COUNTS.

The man who achieves is the man who learns to depend upon himself. This is true in business. The merchant must deal with other people; he must study and adapt his business to local and general conditions; he is affected by circumstances over whose inception he has no control—but, always, the showing he makes depends upon him, not upon external conditions.

To try, and to keep on trying, is one of the leading axioms of achievement.

Too many people are looking for excuses and find excuses too readily. That weather conditions are unfavorable, that crops are here and there a failure, that money is sometimes tight, that a store is poorly located—these may be excuses for failure to achieve, but they are not excuses for failure to try. For failure to do your best under any and all circumstances there can be no excuse whatever.

The merchant nowadays can't afford to wait for trade. He must go after it. More than that, he must keep after it, if he wants to hold his own and to keep on growing in business stature. To rely solely upon the natural flow of consumption would be fatal to any business. The merchant must endeavor by every means in his power to stimulate demand.

For instance, spring may be backward; and, as a result, the seasonable trade lags. One merchant will say, "Well, the weather's bad and the season's so backward, there's no use of trying to do anything. I'll just have to wait and go after the summer trade strong." His competitor, under adverse circumstances, just keeps pegging away, undiscouraged by the failure of the anticipated results to show themselves. Better still, adapting his selling campaign to the immediate conditions, he makes his appeal along some new line.

More than that, when times do pick up, the man who under adverse circumstance has kept on pushing, has a firmer grip upon his trade than the chap who just let go and allowed things to slide. There is a lot of hard work done in this world that seems at the immediate moment resultless; but in the long run, it tells. There are results waiting, somewhere, for the man who works on and on. No effort honestly put forth in a good cause is ever wasted.

It is when times are slack that effort is most needed; when the pulling is hard is the opportune moment to put on more steam. The merchant who persistently thrusts his wares forward, who by ingenious and appealing displays tickles the appetites of his customers, who diligently scatters the seed of advertising on the apparently barren and unresponsive ground, will, in the final showing, counteract in a marked degree the effect of outward conditions. If other men go back, he at least holds his own; if others merely hold their own, he is the one who scores an advance. He may not do the amount of trade which would have come to him had conditions been helpful in every respect; but he leaves far behind the man who, discouraged by adverse circumstances, lets things go.

Whether the skies are bright or overcast, we are here; and it is our duty to make the most of the day. And while fear and weakness imagine a sky overhung with clouds where there is only a hint of gray on the horizon, courage, industry and resourcefulness will brighten the darkest hours of night and secure the first glimpse of the promised and certain dawn.

America right now is on the threshold of the greatest era in the history of this continent. The development has been presaged, as eras of great development always are, by a measure of storm and stress. These serve their useful purpose in preparing us to make the most of opportunities when they come. The immediate need is, not capital, but confidence and courage, based upon the certainty of the future.

Opportunities for New Business in June.

Written for the Tradesman.

June is full of opportunities for developing new business in the grocery department.

More than that, it is necessary to develop new business to counteract the falling off occasioned in most places by the departure of numerous families for the summer holidays.

The outstanding opportunity lies, of course, in the securing of business from new households. June, the month of brides, is signalized by the springing into existence in every community of new homes.

The merchant is apt, however, as a result of the prominence given to June as "the month of weddings" to disregard the fact that similar opportunities for developing new trade are springing into existence all the year round, and that the difference is only one of degree. June has no monopoly of the creation of new homes; although it does account for a goodly proportion of them.

For this reason, June is a good time for the merchant to launch his new and improved scheme for getting after new business. It should be part and parcel of a scheme to be carried on, winter and summer, spring and fall, all the year round.

A first essential is to get the names of brides and grooms, and their prospective street addresses. These should go into the merchant's mailing list. Some merchants have a systematic follow-up campaign for securing new business; involving the sending out every month to a regular prospect list of circular letters and advertising literature relative to timely lines.

More effective still, because more direct, is tactful personal solicitation.

This may take various forms. Here and there a merchant makes it a point personally to introduce himself to the newcomers—husband or wife—and to proffer his services as a caterer to the family table. In other instances this task is entrusted to the regular order taker, who simply adds the new household to his list of "calls" and hustles for the business more or less tactfully. One retailer has the clerk most intimately acquainted with one or other of the contracting parties call to extend congratulations and informally and more or less casually proffer the services of the store. Tactful personal solicitation is probably the most effective of all business getters.

It is usually the husband who gives the first few grocery orders; but thereafter the wife, as a rule, governs the larder. Hence to secure a foothold it will, as a rule, be good business to shake hands with the husband; and as soon as possible thereafter to make the acquaintance of the wife. A retailer who makes a practice of getting after this class of business energetically, invariably delivers the first order personally. In a large city, of course, this would be impracticable; but in a small place it is often a good stunt.

Any bride will appreciate help and advice in assuming her culinary tasks.

A store which, instead of a personal call, sends printed congratulations by mail to the newly weds, sends also a list of suggestions for easily made summer meals. Many of the household magazines publish regular menus for the summer months; these will often prove helpful to the merchant in compiling a list of printed suggestions to offer the bride.

One store furnished each household with a list printed on a thin piece of wood, about six by eight inches. Opposite each article in the list is a small hole; and with the "card" goes a supply of wooden pegs. When the housewife finds that the coffee can is nearly empty, she pegs "coffee" on her list—and so on, the pegged items guiding her when it comes time to make up her next grocery order. A fresh supply of pegs is furnished by the merchant when required. Such a device is a real convenience; it saves the necessity of hunting a pencil whenever the housewife wants to note down some "need" and it means larger orders for the merchant.

A variation of this device is a printed card which can be pinned on the kitchen wall and checked as the needs are noticed; a fresh card is furnished with every delivery. In the long run, the peg device is less expensive and at the outset it is probably more appealing.

Incidentally, it is advisable to feature telephone orders. Quite often the bride is timid when it comes to giving her first grocery orders personally. It is a different matter to order over the telephone. The added promise of prompt delivery, thorough satisfaction, and "as good a service as if you came in person" will help to clinch trade.

June naturally affords better opportunities for special displays appealing to the bride than any other month; and the merchant's newspaper advertising can be given the same special appeal. Into the displays, various ingenious effects can be introduced. One window trimmer grips the attention by the use of pictures of brides, carefully clipped from the covers of magazines and pasted on cards. "The New Dinner Table"—set for two, and showing the wide variety of ready-to-eat foodstuffs handled in the grocery department, is also suggestive and appealing. June menus can be clipped from the household magazines and pasted to the windows. In fact, ingenuity can devise a wide variety of attractions which will draw the attention of those most interested, and their friends, to the window display.

Demonstrations of food products "specially held for June brides" will also prove attractive. Invitations to these events can be sent to the parties most interested, as well as to older customers and prospects generally.

Of course, every wide awake merchant does his best to secure new business from all classes of people, and all the year round. His campaign to secure trade from the June newly weds will, in most particulars, be equally serviceable in reaching those married in any other month;

and many of the suggestions are applicable to the merchant's efforts to obtain the trade of newcomers to the community.

Personal acquaintance is always an important factor in securing new business. The stranger in a strange city will, in buying groceries, naturally show a preference for the grocer who first takes a friendly interest in him. Hence, it is good business for the merchant to "get a line on" all newcomers, and to meet them more than half way.

The same friendly attitude should characterize the entire staff. The merchant who does not enlist the active co-operation of his salespeople in his campaign for new trade is missing a great opportunity. It is worth while to encourage the clerks in this work, not merely by words of approval, but in a more substantial way. One retailer pays one dollar spot cash to the clerk bringing in a first cash order of that amount or more from a new customer. Naturally, this means a dead loss on the initial order; but careful service is given, the first order is followed up by further systematic solicitation, and the repeat orders speedily show a profit. Such a bonus scheme may be abused; but kept within careful limits, it often stimulates to a marked degree the enthusiasm of the salespeople.

William Edward Park.

Appreciates the Value of the Tradesman.

Grand Rapids, June 1.—I requested the Jaques Manufacturing Co., to use the columns of the Michigan Tradesman to bring the facts about K C Baking Powder and the "Albumin fraud" before the Michigan merchants. I assured them that they would receive more benefit, by using this publication, than they would receive from any other source.

In view of the fact that I was interested in seeing the Jaques Manufacturing Co. get proper returns for their money, I took special interest in asking the merchants if they had been reading our advertisements in the Tradesman, and I am pleased to state that a large percentage of them told me they had. They would often times tell me that they had been watching our advertisements and that they had learned about the white of egg fraud through reading them.

I find the merchants in general consider everything seriously that they see in the Michigan Tradesman. They seem to know Mr. E. A. Stowe. They know that if they see it in the Michigan Tradesman, they can take stock in it.

You can take not a little satisfaction when you realize that hundreds of merchants have learned through your paper that they have been paying for something that they did not get. They had been paying the long price for baking powder that contained egg albumin, because they were deceived through the fake water glass test into believing that it was worth more.

No merchant need to permit his customer to be deceived as regards baking powder. He can have no excuse to-day to be a party to the albumin fraud. I am sure the readers of the Michigan Tradesman will tell the truth to their customers and save them from paying an inflated price for their baking powder.

I appreciate the value of the Michigan Tradesman, not only as an advertising medium, but as a paper full, from cover to cover, of helpful, instructive and interesting things for the merchant.

Fred R. Collar.

SWAT THE ROOSTER.

June 7 to 12 Recommended as Rooster Week.

Lansing June 1.—The beneficial results of the Rooster Day last year were so great and so much satisfaction was gained in the improved quality of the farm egg, that the farmers are most strenuously urged to lend their further co-operation in a second annual campaign against the male members of the flock.

"Swat the Rooster" was part of a slogan adopted by the Michigan Poultry and Egg Shippers' Association and the members expressed hearty favor of paying additional prices and giving the farmers material aid in disposing of the males this year.

"Rooster Week" will be observed this year in place of one day and most of the buyers will pay as much for roosters during that week as for hens, so as to make an added inducement for selling at that time.

If it seems advisable to hold over a few choice males for breeding stock the following season, no particular objection will be made, provided they are kept in pens or parks separate from the laying birds.

When an egg becomes fertile any heat may cause a growth of the embryo and in instances when this growth is checked the death and decay cause a condition in the egg just the same as spoiled and rotted meat. The quality of eggs does not improve by holding and since it seems impossible for many farmers to market the eggs oftener than once or twice each week, there are many chances for spoiling or deteriorating before reaching the consumer.

If there is no fertility in the egg there can be no embryo growth and if there is no animal matter present the spoiling process cannot occur as easily, and the eggs being in so much better condition, the quality will demand better prices. Most of the members of the Michigan Poultry and Egg Shippers' Association will buy on grade or according to quality this season so it will be well worth while for farmers to take the little extra pains necessary to produce the superior article.

The hens will lay fully as well without the rooster in the flock and some saving can be made in the feed and labor expense of caring for the extra fowls.

Eggs may continue to be fertile several days after the removal of the rooster and as the best chicks will be hatched the last of May, it has been decided to set aside in Michigan the second week in June as Rooster Week, and it is recommended that all males be killed, sold, confined, or in any case separated from the laying hens and since there is no desire to handicap the farmers as regards the next season's breeding stock, many of the buyers will make special efforts to arrange for the selection and keeping of some of the best stock, which can be distributed in the winter or spring, when they are needed and when the weather conditions are not such as to heat and spoil the millions of dozens of summer eggs.

Much can be done toward improving the quality and securing better prices for market eggs if all will co-operate and observe "Rooster Week and Swat the Rooster."

Suggestions to Farmers.

Keep pure bred fowls. Remove males at close of breeding season. Provide at least one nest for each five or six hens. Keep nests clean. Supply plenty of fresh clean water. Keep fowls free from lice. Keep coops free from mites. Furnish shade. Take a little time to care for the poultry. Make the poultry more profitable.

C. J. Chandler,
J. O. Linton,

Educational Committee, Mich.
Poultry and Egg Shippers' Ass'n.

Put the Mail Order House Out of Business.

Have the retail mail order houses just about reached the limit of their growth and development? Many thinking people are asking themselves this question after a careful study of the situation.

Professor Paul Neystrom of the Department of Economics in the University of Minnesota gives expression to the very interesting theory that the merchants of the country are waking up to such an extent that the retail mail order people are not going to grow much larger.

Perhaps the professor may be called overly optimistic. But it surely is more healthful to talk this way than to be continually harping on somebody's pet idea that the small town is doomed and the retail store soon will have to shut up shop. The Neystrom theory is extreme. But so is the other. And whatever else you say, it cannot be denied that the horse sense and the logic are on the professor's side. For anybody to say that the average small town is doomed and that the retail business of the future will center in a few great houses is, to our mind, nothing but nonsense.

The people who are expounding this doleful theory belong to one of three classes. Either they are friends of retail mail order for pecuniary considerations; or they don't know what they are talking about; or they are scared merchants who are ready to lie down and die before making a fight for life.

Whether the retail mail order houses grow, whether they remain stationary or whether they are put out of business is for the merchants of this country to decide.

This may seem a rather wild statement but it is made advisedly. We really believe it.

Retail mail order can be defeated. It is being defeated. Whenever a live merchant takes it into his mind that retail mail order trade has gone far enough in his town and starts out in an intelligent and courageous way to check it, it is checked. Chris Hansen, of Fort Atkinson, Wis., has no fear of retail mail order. Neither has H. Leslie Wildey, of Graettinger, Ia. Neither has many another live merchant we can name.

And how did these men gain their independence? Is their lack of fear merely a state of mind into which they have managed to persuade themselves? Nothing of the kind. They saw they were menaced and they deliberately set out to discover the retail catalogue people's weaknesses. They found them. And what is more, they found they were strong where catalogue houses were weak. They discovered they could meet retail mail order prices without loss. There would be an occasional loss, but in the aggregate they could make a profit.

One of these men in conversation with the editor of the Butler Way not long ago said: "Give me 500 or more merchants who will go after this thing like I am doing. Let us get together and spread our propa-

ganda over the country, and in five years we could put the biggest retail mail order house out of business."

The man who said this is no dreamer. He is no book theorist. He is a red blooded, hard headed, general merchant. He has fought his way up to the ownership of a big business. A large part of his success came from defeating retail mail order in his community by using the very plans that he declares can put it out of business. What he says is entitled to consideration because he really has done things along the line mentioned.

But you are not called upon to worry over the country's problems in retail mail order. What you are interested in is your own town. Get other merchants to go in with you if you can. Go it yourself if you can't interest them. With the situation in each town cared for, the National problem would solve itself.

A certain merchant tried to interest his fellow merchants right after he himself had waked up on the retail mail order question. He gave a furniture man an order for furniture which he had persuaded one of his customers to give him rather than send it to the retail mail order house. He told the customer that he would fill the order at the retail mail order price and pay half the freight. But would the furniture man take the order? He would not. He said he would not because he could not make any money on the transaction! Then the merchant sent his order to market, had it filled and came out even on the deal.

Similar propositions were put up to others with no results. The outcome has been that the "fighty," enterprising merchant is now running a big department store and competing with some of the slower ones—competition they have absolutely brought upon themselves.

When we see the way some merchants overcome retail mail order, when we note the calm certainty in which they go about their business we are almost tempted to say it is easy. But this would not be wholly true. There is a hard part to it. This is the study and the experimenting and the fighting necessary to bring a merchant in thorough touch with retail mail order and all its workings. When he learns this he can go swiftly ahead without fear.

To you Mr. Merchant, we do say: Know the retail mail order man. Study his catalogue. Test his values by sending in orders for some goods if necessary. Draw the deadly parallel in your advertising showing a comparison of his values and yours. Talk the thing in your printed advertising and personally. Tell the people you can meet or beat the retail mail order prices in the aggregate—which you can. In short, start something.—Butler Way.

They Had to Be.

Maud—Don't you think there are just as good fish in the sea as ever were caught?

Marie—I don't know. But they are smarter, anyway.

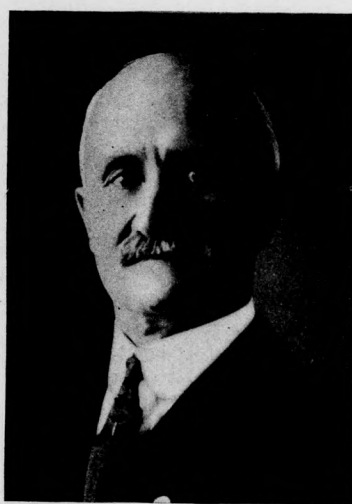
Boomlets From Bay City.

Bay City, May 31.—Judging by the statements made by members of the Councils throughout our State, William T. Ballamy is the popular candidate for Grand Sentinel.

Tom is so eminently fitted for any office in the Grand Council and is so well and favorably known by members of the fraternity covering Michigan territory that the members of Bay Council anticipated that he would receive the hearty support of the other councils, but the endorsement given is much stronger than was expected.

In point of service, Mr. Ballamy is one of the oldest salesmen in Michigan, as he has been a traveling salesman more than twenty-five years.

He was in the employ of James W. Fales & Co., wholesale paper and stationery, Detroit, eleven years. He resigned his position with this house to enter the service of the Central City Soap Co., Jackson, and remained with that company and its suc-



Wm. T. Ballamy, Bay City's Candidate for Grand Sentinel.

cessor, Proctor & Gamble, Cincinnati, several years. When Past Grand Counselor Frank Scutt, with the Saginaw Milling Co., resigned Mr. Ballamy became his successor and is still in the employ of this house.

As a U. C. T., Mr. Ballamy is recognized as the most enthusiastic of all enthusiasts. In 1912 he was elected Senior Counselor of Bay Council and during his term of office he personally secured more applications for membership than any other member and our Council had a phenomenal growth. The successful preparation for the Grand Council meeting held in Bay City was, in a great measure, due to the untiring efforts and business methods of Mr. Ballamy. He has never been absent from a meeting of our Council, either

regular or special, since he became a member.

In addition to his other qualifications for the office of Grand Sentinel, Mr. Ballamy is, first of all, a man.

I. Josephson, of Gustin, has sold his general stock of merchandise to McRae Bros., of Harrisville. Mr. Josephson will move to Detroit and will probably engage in business there.

U. Cross & Co., formerly of Caro, who recently purchased the Hull property, at Maple Ridge, have made extensive repairs to the store building. The building has been repainted, inside and out, which has greatly improved its general appearance. Their stock of dry goods, groceries and shoes is new and complete, which places them in a position to serve their patrons with up-to-date goods.

Bay Council held a special meeting Saturday afternoon for the purpose of initiating two candidates, George Ferguson, with Symons Bros. & Co., Saginaw, and Arthur C. Gibbons, with the Jennison Hardware Co., Bay City.

Charlotte Estella, the one year old daughter of Glen H. Harris, died Saturday morning following a few days illness with pneumonia. The members of Bay Council extend their sincere sympathy to Mr. and Mrs. Harris in their great affliction.

The Hotel Huron, at Elkton, burned last week, which virtually leaves the town without a commercial hotel. We understand there is a project on foot to erect a modern hotel. We all hope this rumor is true.

J. H. Belknap.

Berry Men Feel Easier.

The ruling of the Federal Department of Agriculture that all strawberry containers shipped in interstate commerce should be marked according to contents, under the net weight amendment to the Food and Drugs act of the United States, has given growers, shippers and dealers cause for uneasiness. Since last August the Western Fruit Jobbers' Association has been in constant communication with the Department, and the following telegram is the result:

"Pending determination whether or not berries in pint and quart boxes are (food) in package form, until November 1, 1915, unless earlier public notice of not less than two months be given, the Department will recommend no procedure solely because such boxes are not marked with quantity of contents."

To act independent with a customer is to give the impression that you don't care whether he buys or not. In such a case he usually will not.

WHY

Michigan People should use
Michigan Flour made from
Michigan Wheat

- 1—It excels all other flours in flavor.
- 2—It excels all other flours in color (whiteness.)
- 3—It excels all other flours for bread making.
- 4—It excels all other flours for pastry making.
- 5—It requires less shortening and sweetening than any other flour.
- 6—It fills every household requirement.
- 7—Michigan merchants should sell, and Michigan people should buy Michigan flour made from Michigan wheat for every reason that can be advanced from a reciprocity standpoint.



Use Common Sense When Goods Come Back.

Written for the Tradesman.

There is no better test of the soundness of the policy of a store, no surer indication of whether that policy is shrewd, far-sighted, and building for the future as well as for the present, or the reverse, than the treatment that is given the customer who brings back goods taken out on approval.

It is natural for the salesperson and the proprietor or manager and in fact every one concerned on the part of the store, to feel a little put out. Particularly is this the case of the article is of considerable value and a good deal of time and trouble has been taken in showing goods, and finding, in the whole stock, just the item best suited to the customer's requirements.

Very likely it is a whimsical objection from the husband or from some ultrafastidious friend that has knocked the sale. If the article in question is really all right and suits the customer, and she lacks the stamina and independence to follow her own judgment, but is swayed by the least adverse comment of her acquaintances, the situation becomes doubly irritating. Of course if a successful exchange can be effected the matter is not serious, but when the money has to be paid back, and to disappointment there is added the discomforting thought that probably some competitor gets the sale, it is only human to feel and act a little grouchy.

Now bring philosophy and common sense to bear on the subject. Of course sales that stick are what you want. This very patent fact must never be lost sight of. Paying back the money for returned goods does not help the balance sheet at the end of the year. This is undeniable. But when you lose a sale, why, by your own act, lose more than that one sale? Why lose your chance to make other sales in the future?

That is precisely what you do when you treat impolitely or with coldness the customer who decides to return a purchase. She is sure to resent it, and to resolve to avoid your store in the future.

Strive to become broad-minded enough not to take it as a personal slight that an old patron of yours sometimes may see a garment or some other article in the shop of your competitor, and like it better than what you are offering in the same line. The other fellow is bound to win part of the time. When it is your turn to lose, be a good loser.

And when you have to pay back

money that you very much want to keep, do it with so good a grace that the shopper, when she wishes to make another purchase, will be sure to come and see what your store is showing.

The mail order people all are smart enough to advertise full return privileges. On many lines they have to in order to get a chance to sell at all. And when the customer two or three hundred miles away returns a purchase by parcels post or by express, she encounters no sullen and disagreeable mood by so doing. Not the least of the reasons why people send to the mail order houses for their goods, or go to the large city to buy instead of seeing what the home merchant has to offer, is that many feel sensitive about going to a dealer whom they know well and giving an article consideration, when they may determine not to take it. It is business nowadays to receive a rejection cheerfully, and to foster the feeling on the part of one's customers of perfect freedom to take or let alone as they may see fit.

Reasonable restrictions of the return privilege are essential to the interests of the merchant, and not in the least disadvantageous to the customer. Some stores are limiting the time during which goods may be returned to five days. This is just as good for the customer as five weeks or five months, and certainly is much better for the merchant. A further restriction to forty-eight hours on such lines as suits and millinery is not in the least unreasonable. All fair-minded customers easily can be shown the necessity for such limitations. A little extension of time may be granted to out-of-town customers, but not longer than the exigencies of the case demand. The tendency in up-to-date stores is to call a halt on allowing return of goods after an undue time or in unsalable condition. This is all right and will prevent many needless and annoying losses. But when the customer complies with all the rules and brings back an approval article just as fresh and neat as when it left the store, it is only just to her and in accordance with sound business principles to pay back her money graciously. Some stores do so, and those are the places she is ready to try again.

Look at the matter from her point of view. She wants to be suited. If, after she takes the garment or whatever the article is, home, looks at it in the light of her own living room with all the pressure of persuasive salesmanship removed, places beside it the things that must go with it—if after this careful consideration she

decides she doesn't want it, it is her right and privilege to take it back. Nor should the dealer or his assistants make it harder for her to perform what is at best an unpleasant task.

For as a rule she greatly dislikes to do it. If a considerate person—and most customers are more considerate than merchants and salespeople are willing to allow—she is genuinely sorry to have caused bother with no resulting sale. Besides, after having taken all the time she has and been to all the trouble, she often must start on another weary search for something that will answer better. It is safe to assume that if she felt she could, she would keep the goods she is returning.

Remember this too, that it is better, far better, from the most strictly business point of view, to lose a sale, than that a customer should keep goods that are unsatisfactory. The larger and more important the purchase, the more does this principle apply. When a customer decides, within the proper time, that she really prefers not to keep an article sent out on approval, her dealer should regard it as a favor that she bring it back.

Fabrix.

He is an exceptional man who knows more than he thinks he knows.

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.

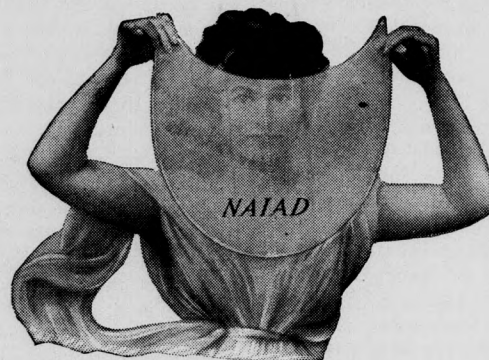


Rain Coats

Exceptional Good Line
Men's and Boys'
\$2.50 up to \$7.50 each

Paul Steketee & Sons
Wholesale Dry Goods
Grand Rapids :: Michigan

"The Crowning Attribute of Lovely Woman is Cleanliness"



NAIAD Dress Shields

add the final assurance of cleanliness.

FREE FROM RUBBER

Can be quickly sterilized in boiling water. All styles and sizes to fit every requirement.

Regular, Full Dress, Shirtwaists are made in flesh color. Guarantee with every pair.

Naiad Waterproof Sheeting
for the nursery and hospital

The C. E. CONOVER CO., Mfrs.
101 Franklin St. New York

THE CHAIN STORE MENACE

Can Be Met Successfully by Eliminating Deliveries.

Cleveland, Ohio, June 1.—One of the important questions under consideration by the progressive retailer at the present time is, "Which policy is best from a standpoint of getting the most out of the business for myself and also giving to the customer the most possible for his money and thereby meeting some of the criticism of the public press?" There seems to be an evolution taking place and our plans must be changed to meet conditions arising.

Having worked in the grocery business ever since I was old enough to work anywhere, under the credit system I knew all about that side of the business. When the A. & P. and other chain store propositions made their appearance in Cleveland I watched their progress and methods. I wondered why the regular grocer could not keep this business and what it was that was so enticing about the chain stores and proving so attractive.

I soon found that it was the saving in the matter of delivering goods. I found that it cost me \$6,000 to cater to 40 per cent. of my trade, and the other 60 per cent. of my trade paid 60 per cent. of this expense; in other words, \$3,600. If all of my trade had to have solicitor and delivery service it would have cost me \$15,000 instead of \$6,000, and this did not include rent, light or heat which I had to have in both systems.

For my new venture I found a location in a good community of American people where every one said the cash system would fail and opened in March, 1912. The first day we took in only \$11, which was rather discouraging. If I had opened up in my old stand I would have had a \$60 a day cash. Half of my credit customers I would have converted to the new plan. It was fully a month before my new store paid expenses.

I took a wage the first week and paid a woman clerk. When I was there four months I opened up my second store. People said I picked out a bad section for my second store because of one of the chain stores. I said the second store will be more successful than the first. It was and it is yet.

My system is cash, no free delivery, no premiums. I run my stores on the principle of "equal rights to all, special privileges to none." My third store in on Wade Park, one-quarter of a mile in another direction. There is three-quarters of a mile between the three stores. All of my stores are money makers.

If the grocers are going to hold their place in the commercial world they will have to change their system. Ninety per cent. are not making money.

Grocers who have been in business fifteen or twenty years may have money, but if they put aside \$15 a week for the wife's salary—and she is worth a good deal more than any clerk—they would not have made money, even if the family did. Every one in my store is on a salary.

One of our neighbor grocers is following our plan somewhat by selling for cash and no stamps, but he delivers. We charge 10c for delivery. In 1913 at the No. 2 store we had twenty-four orders delivered, two a month. In 1914 at the same store we delivered forty-nine orders, less than one a week. One trade is 99½ per cent. English speaking.

Some of the large manufacturing companies are putting in grocery departments. What chance has a grocer if these big manufacturing establishments are buying for employees? What can we do?

The grocer can do something by trying to ease the prices by eliminating service. Half of the people pay

cash and carry their goods, still they are paying for service to the other half.

Figuring it out on the basis of what it costs an individual grocer to give this solicitor-delivery service to a family it amounts to \$3,000,000 for the city of Cleveland for a year. One-half of the people do not take advantage of it, but pay for the service others get.

In my old store I had one horse and wagon and at times I had all I could do to deliver to the 40 per cent. If the remainder had wanted that service I would have had to have two horses and wagons. I consider delivery the most costly in the grocery. In my "old plan" store my credit losses were only \$325 in four and a half years and my business in the four and a half years was over \$120,000. So you see my credit losses were not much over one-quarter of one per cent. That is why I say that delivery is the most costly. Most cash stores are trying to give delivery. I work on the plan pay for service or take it home yourself.

My expense is about 11 per cent. Last year it was 11.065 per cent. It should not be over 10 per cent., but last year I opened up a new store and so my expense was greater.

We handle no meats, either smoked, salted or fresh, but we do handle lard. I have a customer who insists upon buying lard in a pail. She pays \$1.50 for an 8-pound 10-ounce pail when she could buy 10 pounds of loose lard for \$1.40.

I try to mark all goods with very few exceptions 16½ per cent. up, figured on the selling price or 20 per cent. on the cost. That takes care of the goods you get no profit on. I work on a little larger profit for teas and coffees. Selling goods on 16½ per cent. and taking into consideration what I lose on butter, eggs, cheese and flour it should make the average 15 per cent. My expense should not be over 10 per cent., and that would leave me net 5 per cent.

I took inventory after operating one month on this plan to see how my theory was working out. The profits were a little bit better than I expected. I forgot to figure in my cash discounts.

Cash discount is not figured in when I figure out the selling price for my goods. Discount takes care of shrinkage on butter, etc. I never figure in discounts.

I have not near as much worry as when I had my credit store. American people will carry their goods if you make it an object for them by selling them minus this extravagant expense that only a certain percentage demand but the rank and file pay for. I claim it was the grocer who brought on these conditions of excessive delivery, credit stamps. It is up to him to try and remedy them.

W. A. Hoskey.

Approved.

A manufacturer in Hamburg, who had been tremendously busy from the very beginning of the war putting on the market all sorts of possible and impossible contrivances for the use of the active defenders of the Fatherland, lately sent to the proper military experts in Berlin a model of a bullet-proof waistcoat, out of which he hoped to make a fortune.

The war office's department of tests returned the model with the following communication:

"Your alleged bullet-proof waistcoat was submitted to proof under musketry fire. We recommend that you use your best efforts to place a supply of these waistcoats abroad in one or more of the countries now at war with Germany."

Obedied Orders.

A certain captain, who shall be nameless, having been ordered on foreign service, gave a farewell dinner to his regiment.

Addressing the men before they commenced to eat, he said:

"Now lads, treat this dinner as you would an enemy."

After dinner he discovered Private Robinson stowing bottles of champagne away in a bag. Highly incensed, the captain asked him what he meant by such conduct.

"Why, sir," said Robinson, "I'm only obeying orders."

"Obeying orders?" roared the captain. "What do you mean?"

"Yes, sir," was the answer. "You told us to treat the dinner like an enemy, and you know, sir, when we meet an enemy those we don't kill we take prisoners."

PURITAN INSTITUTE

78 SHELDON AVENUE
GRAND RAPIDS, MICHIGAN

Puritan Plaster Method
FOR EXTERNAL
CANCER REMOVAL

PURIDERMA

A Vigorously Active Skin-Germ Exterminator for

Eczema, Sore Scalp,
Salt Rheum, Pimples.

Patients Don't Pay Until Satisfactory
Results are Obtained

Puriderma for Home Use on Same Terms

"Sunbeam" Luggage



TRUNKS, SUIT CASES AND BAGS

RIGHT NOW is the time to stock up on these excellent values, with the spring and summer travel just ahead of you.

"Sunbeam" Luggage will withstand hard service—"they are made to wear." They will build up a foundation for a bigger and better business for you. Your order will be shipped promptly and you will find the goods just as represented.

Our new catalogue not only shows you "what's what" in the Luggage line, but it actually places them within your reach at prices that will surprise you. If you haven't a copy, send for it to-day—NOW.

Brown & Sehler Co.

Home of Sunbeam Goods
Grand Rapids, Michigan



OFFICE OUTFITTERS LOOSE LEAF SPECIALISTS

The Tisch-Hine Co.

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

Bathing Suits

Be prepared for the hot weather by placing an order now. Here are some good values:

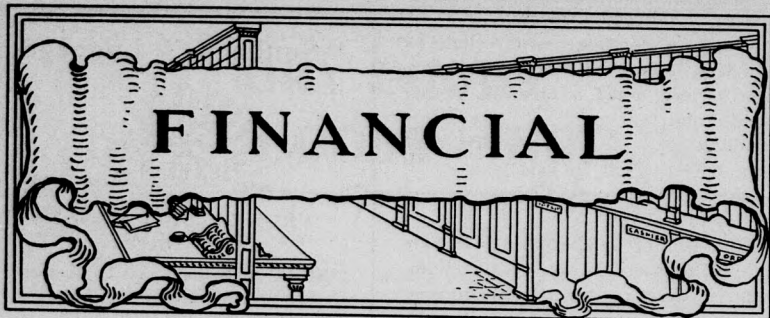
| | |
|--|--------|
| No. 2090—Boys' navy with white trim, per dozen | \$2.25 |
| No. 2091—Boys' navy, per dozen | 4.50 |
| No. 2092—Boys' navy with white trim, per dozen | 8.50 |
| No. 2095—Men's navy with white trim, per dozen | 4.50 |
| No. 2097—Men's navy, per dozen | 8.50 |
| No. 2098—Men's navy with white trim, per dozen | 12.00 |

All are made in one piece style with skirt except No. 2090. Our salesmen are showing samples.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan



Charles E. Gray has been appointed manager of the branch office of the Dime Savings Bank (Detroit) on Woodward and Willis avenues, succeeding C. H. Ketcham, who resigned. Mr. Gray has been connected with the Dime Savings Bank in various capacities for nearly ten years. He leaves the position of Teller in the main office to take the management of the branch.

George E. Lawson has been elected President of the Peoples State Bank of Detroit to fill the vacancy existing since the death of George H. Russel, May 17. Mr. Lawson has been a Vice-President of the Peoples State Bank since it was created in 1907 by consolidation of the Peoples Savings Bank and the State Savings Bank. His selection as successor to Mr. Russel had been anticipated and is warmly commended by other Detroit bankers, among whom Mr. Lawson is recognized as a banker of great ability and broad experience. The first connection of Mr. Lawson with the banking business in Detroit took place in 1881, when as a student of the Michigan Agricultural College, class of '82, he came to Detroit and entered the service of the Peoples Savings Bank as a book-keeper. In 1890, Mr. Lawson became Cashier of the Peoples Savings Bank, as successor to S. B. Coleman. When the consolidation of the Peoples and State Savings Banks was effected in 1907, he was made a Vice-President of the Peoples State Bank. During recent years he relieved Mr. Russel of many details of the bank work. Mr. Lawson's genial personality and high ability won him the high esteem and confidence not only of the late M. W. O'Brien, former President of the Peoples Savings Bank, under whom he gained his first experience, but of Mr. Russel as well.

The Central State Bank of Jackson is advertising for bids for removing the buildings on its recently purchased property, corner Francis street and Michigan avenue, the work to be completed by June 20. This indicates that it intends to erect a bank building on the site at an earlier date than contemplated or announced at the time the purchase of the property was made.

Further proceedings growing out of the extensive factional litigation arising in Lennon over bank and other affairs, have come to the attention of Governor Ferris, who has been petitioned by H. A. Collins, of Lennon,

to revoke the commission of Attorney Peter Lennon, as notary public. Lennon, who is one of the attorneys in much litigation now pending, is alleged to have taken affidavits of people who actually did not appear before him. Collins' petition is based on affidavits to this effect made by Alonzo Dodge and others living in Lennon and vicinity. Furthermore, a \$5,000 attachment suit has been brought in the Circuit Court by Charles E. Sutton, Bert Collins, William Wooley, Ernest Dieck, and Frank W. Moore, against George W. Haffner, former Cashier of the Lennon Bank who figures in much of the litigation previously instituted. The attachment is sought on property Haffner owns in Lennon and 70 acres elsewhere. In connection with this suit proceedings have been started to garnishee a Durand bank, Peter Lennon, and a Mrs. Marble, both of Lennon, to reach any resources of Haffner's they may have under their control. The attachment action is based on alleged irregularities while Haffner was Cashier of the Lennon Bank. His examination on a charge of forgery of a note handled by the Bank, recently was begun at Dowagiac, where E. Bert Jenney, the complainant and former owner of the Lennon Bank, resides.

J. C. Purdy, President of the State Savings Bank of Unionville, died recently at his home in that village, aged 47. He had been ill for three years, unable to walk for a year and a half, and confined to his bed during the last three months. The services of the best specialists in Battle Creek and Detroit were of little avail, a paralytic condition overcoming his vigorous constitution. Deceased was as eminent type of the successful business man. He attended the Caro schools and Fenton commercial college and engaged in the banking business at Unionville in 1891, first as Cashier and later as President, and enjoyed the confidence of his many friends and neighbors.

The First National Bank of Richmond, successor to W. H. Acker's private bank, opened its doors for business May 27 with a capital of \$25,000.

The Commercial Savings Bank's new building, in Marshall, has been completed at a cost of \$35,000, and Marshall now has one of the best banking houses in the State for a city of its size.

Milton W. Harrison, of New York,

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

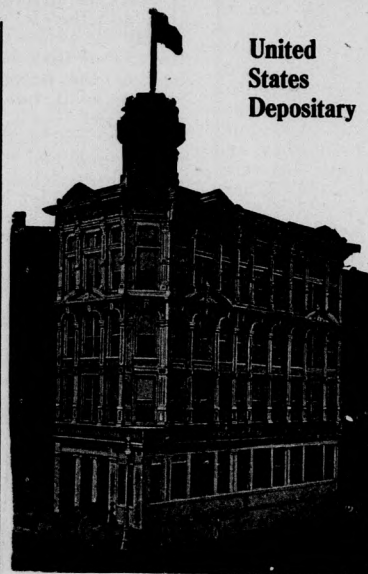
United
States
Depositary

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.

ADVERTISING PEN HOLDERS

AT \$12.50 PER 1,000

JOHN E. PENNINGTON & CO. "THE PENCIL PEOPLE"
Charlotte, Michigan



Service does not consist in the offering of specific information or accommodation—rather in the constant willingness and the perfect ability to meet another's needs—usual and unusual—skillfully. It is this sort of usefulness that is the mark of the service you receive at these banks.

Grand Rapids National City Bank
City Trust and Savings Bank
Grand Rapids, Michigan

has been appointed Secretary of the Savings Bank Section of the American Bankers' Association, much to the satisfaction of his many friends all over the country. Prior to his savings bank experience of over six years, during which time he was connected with the Brooklyn Savings Bank, Mr. Harrison graduated from the St. Lawrence University School of Law. He has taken several courses in the New York University School of Commerce and during the past two seasons has given a series of lectures on commercial law before New York Chapter, American Institute of Banking. He is a governor of New York Chapter, served as a Second Vice-President, 1914-15, and was in charge of its educational programme.

The Michigan Bankers' Association has issued a bulletin urging its members to support the Michigan Bean Jobbers' Association and the Michigan Bean Growers' Association in a campaign to encourage the growing of beans. This State furnishes 75 per cent. of the Nation's bean crop, the bulletin says.

Manufacturer and merchandiser to belligerents is a new thing in history, and perhaps it is a little odd that the function has been given to the youngest of the great peoples, but we have accepted it with a sweet resignation to the duty of accepting profits therefrom. Any of the fighters may come and get almost anything they want from private individuals but the Government maintains its neutrality, and indications now are that it will not be involved in the conflict. The entry of Italy does not make so much difference as one might suppose at a casual glance for that country has been "in" these many months to the extent of making large purchases of war munitions, and it appears to be well supplied. There should not be so much difficulty in getting these war supplies to Italy as to Germany or even to Great Britain and France, for it is unlikely that Germany's submarine service is big enough to cover the shores of Western Europe and at the same time deal with requirements in Mediterranean water. Trade between the United States and Italy will be restricted by the regulations in regard to contraband, both countries suffering thereby but Italy much more than we. Austria and Germany will be tied up closer than ever. Indeed, it would seem almost as if the foreign commerce of Europe would be stopped except the movement of food and munitions to the combatants. Fortunately for our own trade there are some other parts of the world not in the grip of war—Asia, Africa, South American and portions of the North American continent not under our control. The great source of international trade is cut off. The labor market in this country will be somewhat affected, for some Italians will go across to join the colors. This movement is not likely to be large however, and we can conveniently spare a good many laborers now in view of the slackness of our domestic trade.

The demand for things that are good for killing men is so great as to have advanced prices enormously. Some of the chemicals have gone up several hundred per cent., and even so common a thing as a military rifle is now contracted for at \$27.50 against \$15 to \$18 before the war, while almost any price can be put on shells. Little Mexico is in the pit bidding furiously for war supplies for immediate delivery. One might wish that that country would postpone further slaughter until after the more enlightened nations are through, but Mexican blood is thicker than mud, and you cannot suppress the patriot of that part of the world. Even so peaceable nation as Holland is buying, its officers in this country declaring that the munitions are wanted for the East Indian service, a statement which may be received with considerable allowance. The Dutch are having two hydro-aeroplanes constructed at Los Angeles to be finished not later than July 15. As to the ordinary run of orders of American manufacturers only the comprehensive statement need be made that they are in full tilt and one can figure perhaps on three-quarters of the total amount which has been set forth in current reports on the subject. Bethlehem Steel no doubt has an aggregate of nearly \$100,000,000. That the DuPont Powder Company is adding 5,000 men to one of its plants tells the story as to ammunition. The demand for foodstuffs, except wheat, is perhaps even greater than heretofore. A Boston concern is reported to have orders for canned goods amounting to \$20,000,000, the American Can Company providing the cans. Sugar is a prime item in the list. On one day last week negotiations are said to have been closed for the purchase in this country of 67,200,000 pounds of raw sugar for the United Kingdom and for 27,000,000 pounds of granulated for France. This trade is running at the rate of several million dollars a week.—Economist.

Kent State Bank

Main Office Fountain St.
Facing Monroe

Grand Rapids, Mich.

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

Resources Over
8 Million Dollars

3½ Per Cent.

Paid on Certificates

Largest State and Savings Bank
in Western Michigan

Ask for our Coupon Certificates of Deposit

Assets over \$4,500,000

GRAND RAPIDS SAVINGS BANK

SERVICE AND SAFETY

THE most important feature bearing upon the safety of a financial institution is the character and responsibility of its management. Our clients get the benefit of the combined experience and expert advice of our directors and officers, all men of well known ability and high standing in the business world.

OFFICERS

LEWIS H. WITHEY, President
WILLARD BARNHART, Vice President
HENRY IDEMA, 2d Vice President
F. A. GORHAM, 3d Vice President
GEORGE HEFFERAN, 4th Vice President
CLAUDE HAMILTON, Secretary
JOHN H. SCHOUTEN, Assistant Secretary
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| | |
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| E. GOLDEN FILER, Manistee | R. E. OLDS, Lansing |
| WILLIAM H. GAY | WILLIAM SAVIDGE, Spring Lake |
| FREDERICK A. GORHAM | J. BOYD PANTLINO |
| M. S. KEELER | WM. ALDEN SMITH |
| THOMAS HUME, Muskegon | DUDLEY E. WATERS |
| HENRY IDEMA | T. STEWART WHITE |
| WILLIAM JUDSON | LEWIS H. WITHEY |
| JAMES D. LACEY, Chicago | JAMES R. WYLIE |

Send for blank form of will and booklet on
descent and distribution of property

THE MICHIGAN TRUST CO.
of Grand Rapids

We offer

**High Grade
First Mortgage 6% Gold Bonds**

Tax Exempt in Michian

Detailed Information Furnished
Upon Request

GRAND RAPIDS TRUST COMPANY

Ottawa Ave. and Fountain St.

Grand Rapids, Mich.

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.

THE REAL GERMANY

Not to Blame for Piracy and Barbarism.

Detroit, June 1.—The time has come for those who know and admire Germany to speak out. What I shall say is in the minds of many, but it is not said. In Germany it may not be said with impunity. Perhaps even in America men fear to say it. I call on all friends of Germany, and in particular on Americans born in Germany—but not on so-called German-Americans—to vouch for the truth of what I say, and to second it.

Recent events have led to harsh criticism of Germany as a whole. It is said that the nation is degenerating to barbarism and to piracy. The opinion of many Americans concerning Germany is now being formed, and it is general enough to be almost public opinion. If allowed to form fully, it will hurt Germany fearfully, and it will last for generations. Those misguided friends of Germany who defend what they know to be false and who justify acts they know are contrary to real German ideals are helping to warp American opinion against Germany and to defame her.

What do we mean when we refer to Germany? What constitutes the German nation in the public mind? When I use the word Germany, I refer to the great mass of intelligent German people. When I speak of a defense of Germany, I intend not to defend those outrages upon civilization which have shocked the world, but rather to defend from unjust criticism this people which more than any other is disgraced and defamed and injured by these acts.

In what fashion is Germany responsible for what her officials have done? In how far does Germany now approve these acts? What effect will they have on German ideals and on German character?

It would be amusing if it were not desperate to note the puerile faith which English and some American papers display in the reports and editorials published in German newspapers. Thousands in America know by keen experience just how much reliance is to be placed upon these German newspaper utterances as a true reflection of German opinion. Suppose, if you can, that an intelligent German were to express in cold words in a German newspaper his real opinion of the invasion of Belgium or of the sinking of the Lusitania! It is really amusing in spite of its desperateness, is it not? I speak here to those who know.

To those who do not know, I may add that a friend of mine, a German-born American who holds a position of honor and prominence, has received within a week a letter from his brother in Germany begging him not to believe what the German papers are printing about the conditions and the opinions in Germany. I would expand upon this except that I can not give the evidence, since that would throw the writer of the letter into serious danger. That such letters are written in spite of the known risks is evidence enough of the strength of the suppressed opinions. This one letter is by no means the only one of which I have heard.

In England, the Times and other papers have recently printed drastic criticisms of their government's conduct of this war; in America even now voices are raised through conviction or through political knavery in real or pretended criticism of our own Government. To us then nothing is more natural than to suppose that any one who felt that the German government had erred might publish broadcast throughout Germany his actual views. What a travesty on reality such a belief denotes! Why do not those who know the reality emphasize the present help-

lessness of German opinion? Why do the friends of Germany allow men to think that Germans approve conduct which the world calls infamous?

It is true that some Germans do approve. It is true that some Germans are infatuated beyond belief in the royal and imperial rule. These are only fanatics whose powers of thought are inhibited whenever royalty is concerned. Still another type of German who approves all the recent acts is the official who is himself in and of the government. We can scarcely expect this class to express or to feel disapproval.

Is Germany lacking in high ideals? Has she no lofty morality? Is she truly barbarian? To just the same extent that all of us are savages when the thin veneer of civilization yields to the horrid strains of war, Germany is now so. And so are all the combatants; so would we be, and have been. That is why war is hell.

In any usual sense, the humanitarianism of Germany is really extraordinary. I know and admire hundreds of Germans. They are a very lovable people. Brutality, cruelty, misanthropy are quite a little less common there than here. In the main, they are a quiet, peaceable, peace-loving, domestic sort; and by no means so excitable, so violent, so

Real Germans as well as Alsations voiced protests that were as dangerous as they were futile against the arbitrary acts of German military officers in Alsace.

Yet the government which stands in reality not for the Kaiser so much as for the whole bureaucracy of Berlin and Prussia, has been retained. In defense of Germany, be it said that any real alteration would not be so easy a matter as in England or in America. We need merely vote against the existing Government and return a majority of Congress unfavorable to it. If anything, the corresponding action in England is swifter than in America. While revolution would not be strictly necessary in Germany, it is true that serious changes in the organic law would be necessary before even an unfavorable majority would secure any effective change of policy, or any such change in the real rulers as happens regularly in England.

Personally, I owe much to Germany and I have many friends there. My own name is of German origin, although my ancestry is highly mixed through 200 years of American descent. Many of my relatives are of German origin or descent, and none are French, Belgian, Russian, or directly English. My last and highest

erature and German character. It is not far-sighted for any thinking friend of Germany to make the other choice.

Let us not despise Germany nor condemn her. These acts that are called piracy and barbarism are not her doing. They injure and afflict Germany more than they do us or any other nation. These and other acts of her government are exposing her to shame and to the possibility of harsher and more ruinous terms of peace that will spell misery to all Germans after the inconceivable horrors of this war. Pity rather than condemn her, for it is pity that the real Germany now needs and deserves. We may well pity her; it would be either deep ignorance or exquisite cruelty to add our condemnation to her staggering burden.

And when you speak of Germany, do not confuse Germany with the Imperial German government. Among the enemies of Germany, name that government first. E. R. Hedrick.

The Mail Order Ten Commandments.

The following ten commandments are offered for the guidance of catalogue house patrons:

1. You shall sell your farm products for cash whenever you can, but not to us. We do not buy from you.

2. You shall believe our statements and buy all you need from us, because we want to be good to you, although we are not personally acquainted with.

3. You shall send the money in advance to give us a change to get the goods from the factory with your money; meanwhile you will have to wait patiently for weeks, as that is our business methods.

4. You shall apply to your nearest city to aid you in building good roads so that you can conveniently get the goods from the depot, for we do not build country roads.

5. You shall buy church bells and church fixtures from us and forward the money in advance for this is our business method, and you shall collect from the business men in your city as much money as you can for the benefit of the churches, for it is against our rules to donate any money for country churches.

6. You shall buy your tools from us and be your own mechanic in order to drive the mechanics from your vicinity, for we wish it so.

7. You shall induce your neighbor to buy everything from us, as we have room for more money—the less money you have in your community the sooner we can put your local merchant out of business and charge you any price we please.

8. You shall look often at the beautiful pictures in our catalogues so that your wishes will increase and so you will send in big orders although you are not in immediate need of the goods, otherwise you might have some money left to buy some necessary goods from your local merchant.

9. You shall have the merchants who repair the goods you buy from us book the bills so you can send the money for his labor to us for new goods, otherwise he will not notice our influence.

10. You shall in case of sickness or need apply to your local dealer for aid and credit, as we do not know you, nor care to.

WHY SHE TRADES AT HOME.

Up to the retail merchant came a farmer's wife one day
Bringing in her rolls of butter wrapped with new mown hay.
Singing songs of rain and sunshine and prosperity as well,
For when she trades with Sears-Roebuck her butter she can't sell.

"It's a long way to Chicago, it's a long way to go
It's a long way to Sears-Roebuck and there I'll not go.
Good-bye, Sears-Roebuck, for them I do not care,
It's a long way to Chicago, but my heart's not there.

"I am going to write an order to Sears-Roebuck far away,
We have got no money, but we will pay some other day.
We want more shoes and stockings and more groceries as well,
We owe a meat bill to our butcher, but that we will not tell."

Sears-Roebuck answered promptly, saying "We received the order so,
But before we ship the goods we sure must have the dough,
If you are out of money do your trading at home,
Don't tell us about it, we have troubles of our own."

H. H. Bennett.

Levering, Mich.

dangerous, as we are. They are a little stolid, perhaps, but they are not vicious. This stolidity should not be confused with stupidity, for they are anything but stupid. Rather, the quality seems to be an effect of that harsh repression which they fondly imagine all governments exert upon their citizens.

This stolidity, and the fatuous faith in the supposed divine ordination of all powers that be, are their real sins. On that account Germany is now reaping a harvest of world-wide condemnation and disdain for the presumed acquiescence in and constructive commission of deeds of which the real Germany is as innocent as are you and I.

Are they responsible in the same sense that we might be for the acts of our Government? They are, indeed, insofar as they have permitted that government to continue in the face of their own grave suspicions, but in no other sense.

It was a German, and by no means an Englishman, who forced the German government to announce in the Reichstag long before the war that under no conceivable circumstances would the German army invade Belgium if other powers did not.

It was a German who exposed the rottenness of a clique who disgraced German court circles a few years ago.

schooling was in a German university, and what inspiration I have is due in large part to the kind, sympathetic, and entirely humane professors under whom I sat there.

This is no studied attack on anything Germans should cherish. It is in reality a defense of Germany. I claim that Germany has had little to say about her government, that she has been highly suspicious of that government, and that she is responsible for the recent acts of which we disapprove only in that she has not yet exerted herself to alter that government. I claim that no reasonable opportunity now exists for reliable expression of German opinion, and that the real Germany is as humane, as trustworthy, and as honorable as is any nation. Those who are leading men to think otherwise are enemies of Germany, whether they frankly avow it or whether they stand for and seek the favor of the present government of Germany.

I admire and honor and defend the imperishable Germany of Kant and Schiller and Goethe and Wagner and Heine and Reuter and Gauss and Helmholtz and Sudermann and their kind. I have no reason to defend a particular government which happens to be in power when a defense of it would mean the defamation of the real Germany and the denial of ideals which have made German lit-

Have You Noticed the Increased Call for Pettijohn's?

A few months ago we made Pettijohn's much richer in Bran.

Bran is Nature's Laxative.

Now these soft wheat flakes contain 25 per cent bran.

We are advertising this food in a big way to customers and physicians. Everybody knows the need of it--every doctor advises it.

The increased business has overtaxed our capacity, but NOW WE CAN SUPPLY ALL PARTS OF THE COUNTRY.

If you have been unable to get Pettijohn's (the whole wheat with the bran) drop us a card. We will arrange to supply you.

The Quaker Oats Company

CHICAGO



Building a Four Million Dollar Retail Clothing Business.

I started in the retail clothing trade when I was not quite 17 years of age. I had a position as book-keeper with a wholesale clothing firm whose entire business then was about \$350,000 a year. I was only getting \$8 a week salary. It was during the Civil War, big prices were being paid for help of all kinds and a retailer was willing to give me \$25 a week to go to St. Louis. I had an opportunity of accepting two positions at \$25 a week, one in California and one in St. Louis. On account of having a brother in the latter place I decided to go to St. Louis, where I took a position as a book-keeper and also helped to sell goods. It was there that I first became pretty well acquainted with the retail clothing business.

In those days we sold mainly to the soldiers, and the rule then was to get all you could from them, irrespective of the value they received for their money. They were then returning from the war with back pay for a year or two in their pockets, \$100, \$150, and \$200, which was then quite a fortune to them. At that time \$25 bought a satin suit and \$50 was charged for an ordinary wool suit. After the soldiers bought furnishings, shoes, etc., the larger part of their \$100 or \$150 was dissipated. That was my first apprenticeship in the sale of retail clothing, and oftentimes I felt a great deal of sympathy for those soldiers and felt that was not the correct way of doing business.

It was not more than a year or two thereafter, when I went into business for myself, that I decided there was but one way to build up a successful retail clothing business, and that was to adhere to the one-price system and not deviate therefrom. At the beginning of this new method of selling clothing at retail, if a customer objected and wanted the price a little lower we would include a shirt, a pair of suspenders or even a valise, so as to induce him to pay the price we asked for the suit. Of course, that was not really a one-price business, but a more honorable method than the method I have alluded to in the treatment of soldiers and other people fifty years ago.

I stayed in St. Louis three or three and a half years. I had saved about \$1,250 from clerking, and with a little larger amount that my brother had also saved, we opened our first retail clothing store in the little town of Ionia, Mich. Two or three years later we branched out in Grand Rapids,

and there built up a fairly profitable business amounting to about \$100,000 a year.

Some years later I sold my interest in the Grand Rapids store and went to New York City where I lost my little capital, and then went on the road for the same wholesale clothing firm with whom I had been connected many years previously. I made a success there as a drummer. The way I came to lose the balance that I had was on Wall street. I want to say about speculation that it is a good thing to keep out of.

In 1884, in conjunction with a Rochester wholesale clothing concern, I opened a store in Indianapolis, where I had a guarantee of \$5,000 a year and one-third of the profits. I remained there about three and one-half years. In 1887 I started my present business, the Hub. There has been a great deal of conjecture as to the amount of capital I had when I started this business, and I will say right here that I did not have quite \$12,500 of my own. I borrowed \$9,000 from a relative, and am glad to say at that time my credit was excellent, and has been ever since. Our first year's business in Chicago was a little over \$300,000, a small beginning when compared with the sales in our new building in 1913 of close to \$4,250,000. This I believe is the largest clothing business ever consummated in one establishment. Before I had opened the doors when I first began in Chicago I spent \$5,000 advertising in the newspapers.

I have been a great believer in advertising, and feel as a well-known writer said, that advertising is to business what steam is to commerce. I believe in truthful advertising, and am averse to exaggeration in putting matters before the public. I have blue penciled parts of the copy written by my advertising manager even when the statements were facts; for instance, when the clearance advertisement stated we would sell for \$26 overcoats that had been sold up to \$60. While there might have been three or four \$60 garments in the lot, I thought it better to state they were \$40 and \$50 values rather than have a customer come in and look for \$60 garments and find only one or two, or that they had been sold before he came into the store. I never did and never will knowingly misrepresent facts and values, and would rather surprise a customer by giving more value than less.

My advice would be to anyone who might ask for it, no matter how small the business may be, adhere strictly

to the one-price, square-dealing plan. Give the very best values you can for the money; sell certain goods that the public know the value of at very close margins—sometimes under cost—as an advertisement. Stick to facts and get a reputation such as we have in our business, so that when an advertisement is put into the papers the public will have faith in it.

I will give you an incident that occurred in my own experience. When we advertised that we would open a subway or basement for the sale of medium-priced merchandise some friends of mine happened to be in a street car one day, and one said to the other, "What do you think of the new idea of the Hub opening a subway or basement for the sale of medium-priced goods?" And the other

party replied, "Well, that's what they should have done long ago." The conductor, hearing the conversation, turned to the gentleman and said, "Well, it's a mighty good thing that the Hub has done this. I used to buy goods from them when they were in the old store across the way, but I thought they were too tony for me in the new store. Now that they have opened a basement I am going to patronize them again, for I know whenever old man Lytton advertises bargains he gives them religiously." That demonstrates in a small degree that the public believes in our advertisements.

I am an optimist. I have unlimited faith in this country of ours. Although the future is something that none of us can foretell, and whereas

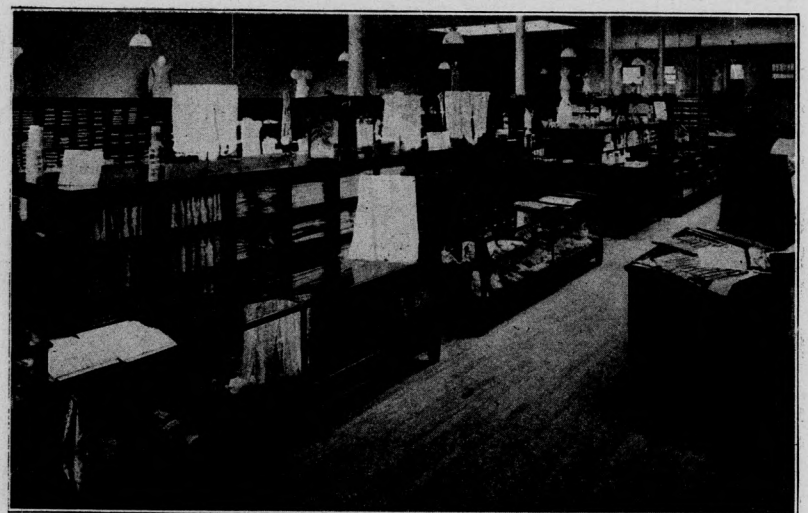
TALK



Over Citizens Long Distance Lines
Connecting with 200,000 Telephones
in the State. 85,000 in Detroit.

COPPER METALLIC
CIRCUITS

CITIZENS TELEPHONE COMPANY



What is the Biggest Asset of YOUR Store?

Your service? Your stock? Your advertising? Your location?
Your store fixtures and front?

Here is the plain statement of a merchant handling ready-to-wear apparel and furnishing goods in a city of 25,000 (name and address on file at our office):

"In 1913 we invested \$3,500 in new Wilmarth fixtures. The next year we curtailed our advertising and clerk hire just the amount we had spent for the new fixtures. 1914 was not a very good year in our town, yet we netted 20% more profit in 1914 than in 1913."

Which goes to prove that every dollar spent for Wilmarth equipment was worth a dollar and a half spent in advertising or in extra stock.

Our Designing Department will give you the benefit of the cumulative experience of hundreds of stores in your class, and without obligations on your part. The time to plan for summer and fall installation is now.

WILMARTH SHOWCASE CO.

1542 Jefferson Ave.

Grand Rapids, Michigan

CHICAGO: 233 West Jackson Blvd.
ST. LOUIS: 1118 Washington Ave.
MINNEAPOLIS: 27 N. Fourth St.

NEW YORK: 20 West 30th St.
BOSTON: 21 Columbia St.
PITTSBURG: House Bldg.

DES MOINES: Shops Bldg.
HELENA: Horskly Bldg.
SAN FRANCISCO: 576 Mission St.

Made In Grand Rapids

there are few houses to-day doing one-half the amount of business that we transact, I believe in twenty-five or fifty years hence there will be a great many houses doing a similar or larger business.

There is one thing which should be mentioned in connection with the retail business, and that is the growth of efficiency. The old-fashioned merchant did not know until the end of the year whether he had really made any money. It was a haphazard style of business. By far the larger percentage of men who engaged in it failed, but the wonder is that they did not all fail. Contrasting the unscientific method of doing business with the present-day system of a first-class clothing store shows the strides that have been made. We know to-day that our rent must bear a certain percentage of our sales; that the salaries which we pay should bear a certain percentage to our sales; that our advertising and our general expense have their certain fixed relations to sales.

There is still a great work to be done in connection with efficiency. We are bringing psychology from the universities and introducing it into business. We all apply psychology to the sale of our goods. Not many years ago a merchant who talked about psychology in business would be considered a mental dude. Now the man who does not try to apply it is considered deficient. Psychology is nothing more than trying to understand the workings of the human mind, so that it can be appealed to and catered to. We apply psychology to selling. We apply it to advertising. We apply it to our dealings with each other and with our employees. In short, the ready-made clothing business being now one of the three greatest industries in the country, has drawn to itself the most modern thought and study, and is second to no business in its spirit of progress and achievement. To-day no large retail business can be successfully continued without brains, as well as shrewdness in buying; it must have a system and details continually kept before one—a constant watchfulness as to expense, a regular compilation as to ratio of expense to the sales, a systematic manner of securing certain percentages of profits.

Competition is so keen these days that in large cities it is the daily custom for each large store to have shoppers look at so-called bargains on sale by competitors and a count kept of the number of customers in the different departments of these competitors.

In conclusion, my advice to all who would like to make a success in the retail clothing line is to adhere strictly to the following: Industry, perseverance, close application, insistent watchfulness, economy in expenditures, liberality to customers, liberal advertising, frankness, square dealing. If you will follow these several principles which I have outlined here you are bound to succeed.

I believe that success can be attained by anyone. It doesn't require a wonderful brain capacity. It re-

quires good, common sense and a desire to be thoroughly honest and reliable, not to think that you can fool the public all the time. You can fool them part of the time, as Lincoln said; you can't fool them all of the time. Take the public into your confidence and tell them about your stock, and even how much profit you make. It is a great mistake to contend that the public don't know values.

Last year we spent \$200,000 in advertising. Any merchant can spend 5 per cent of his business in advertising and then go on and keep it up. Publicity forms one of the greatest assets any large retail business can have.

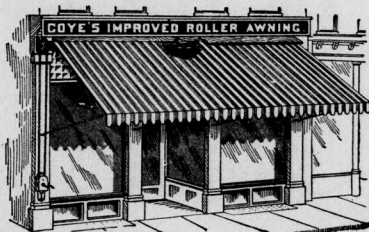
The man who makes ten thousand and spends nine will never be successful. He should spend five thousand and put the other five aside. I never took stock the way my men did or took any stock in what they said I was worth. I took so much off when I wanted to find out how much I was worth, although I didn't tell them, say, 10, 15, or 25 per cent. on some lines of goods, 40 or 50 per cent. on others. The small merchants, in particular, take their stocks too high. The failures in retail clothing business, statistics show, have been 95 per cent. In other words, only 4 or 5 per cent. of all the retailer that start up in a business career end by being wealthy. Now, in my judgment, the mistake they make is largely taking their stock too high at the end of the year. Don't fool yourself. If you say you have made ten thousand dollars, and you feel you can spend five, better take your stock lower, and say you only made eight thousand. Then you can spend four.

If a customer buys a garment, and it doesn't satisfy him, make him satisfied when he comes back. My head man told me yesterday or the day before that last year we had given back \$26,000 in garments or in cash. I never allow a man to come back without making him satisfied. And I let him get the best of me once in a while. Eventually we get the best of him. If we treat him right he will come back again, and you can make a profit out of him.

Henry C. Lytton.

But you can never measure a man's achievements by his own tongue.

AWNINGS



Our specialty is AWNINGS FOR STORES AND RESIDENCES. We make common pull-up, chain and cog-gear roller awnings.

Tents, Horse and Wagon Covers, Hammock Couches. Catalogue on application.

CHAS. A. COYE, INC.

Campau Ave. and Louis St. Grand Rapids, Mich.

It's All Pure, Clean Flour

The Improved New Perfection

Made by Electricity

No Coal Dust

No Coal Smoke

It makes pure, wholesome bread

Your grocer recommends it

Watson-Higgins Milling Co.
Grand Rapids, Mich.

Good Yeast Good Bread Good Health

Sell Your Customers
**FLEISCHMANN'S
YEAST**

CHEER UP!

Eight Acts of the Ramona Kind
of Vaudeville

More Thrills on | Simplified, Modern
The Derby Racer | Dances at the Casino

More Attractions---More Attractive

Ramona Is Open



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.

Interesting Report on Cold Storage Legislation.

The fifth annual convention of American Association of Refrigeration closed its sessions on Wednesday of last week. Most of the day was devoted to hearing the reports of the various commissions, of which that relating to cold storage legislation was probably of most vital interest to Tradesman readers. E. O. Whitford, chairman of this commission, stated that the Association had been very active the past year in combating what it considered unwise legislation and suggesting reasonable regulation along constructive lines. He mentioned the strong presentation of the cold storage interests in opposition to the McKellar bill at Washington. As to the state legislation he mentioned the action of the conference of commissioners on uniform law relating to cold storage of certain articles of food at its meeting in Washington last October. This law has been submitted to the governors of the various states and has been introduced in the legislatures of Pennsylvania, Missouri, Michigan, Maine, Wisconsin, Illinois, Ohio, Tennessee and Oregon.

"Up to the present time," says the report, "we have not been advised that any state has actually passed the law. The position of cold storage warehousemen with regard to this law in states having existing laws is that this bill should be substituted because of its reasonable provisions and the great desirability of uniformity in the regulation of this business. In states having no cold storage laws, however, the men feel that no legislation is really necessary, but that if regulation is to be imposed, it should be substantially along the lines proposed in the uniform bill.

"There is one serious defect, from the standpoint of the cold storage warehousemen, in the uniform law which we believe has much to do with its failure of passage in several states. In Section 6 of this act it is provided that 'no article of food intended for human consumption shall be placed, received or kept in any cold storage warehouse if diseased, tainted, otherwise unfit for human consumption, or in such condition that it will not keep wholesome for human consumption.' The word

'apparently' or 'knowingly' should be inserted in this section with regard to the receipt of goods by the warehouseman.

"It is impossible for the cold storage man to examine the contents of packages, and he should not be held responsible for conditions beyond his knowledge or not apparently evident in the regular handling of products offered for storage. The present New York law uses the word 'apparently' in this connection, and the Massachusetts law employs the word 'knowingly.' There seem also to be objections to the bill in some quarters because of the alleged expense imposed for inspection and collection of statistics. This objection, however, is probably exaggerated by the authorities of the states who would have in charge the enforcement of the law.

"In connection with the uniform law, it is interesting to note that the Chamber of Commerce of the United States, at its last annual meeting, passed a resolution favoring the 'enactment of a Federal cold storage law, thereby to promote the effective standardization of cold storage regulation, Federal and state.'

"An interesting development in cold storage legislation is seen in the cold storage bill introduced in the State of Rhode Island, in which it is provided that 'no other eggs shall be sold as cold storage eggs.' This brings out the fact that frequently cold storage eggs are far superior to current receipts and that poor eggs which have not been under refrigeration should not be sold as cold storage stock. This indicates that the public is being educated as to the real value of cold storage.

"An interesting situation exists in the State of Pennsylvania, where there are two measures pending with regard to cold storage, one provides for the repeal of the existing drastic cold storage law in that State and the other is the uniform bill which has been introduced as a substitute. Up to this time the matter has not been determined.

"In Missouri the uniform bill passed the House of Representatives, but failed of passage in the Senate. In New Hampshire a bill was introduced requiring the marking of dates on wholesale packages and the posting of signs by the retailers. We are not advised whether this bill passed or not.

"An amendment to the cold storage law of California was introduced in the Legislature on January 28, rather ambiguous in substance, but apparently prohibiting the storage of

perishable products in cold storage for a longer period than ninety days. Also providing for the date on articles going into cold storage.

"There has been a significant and persistent movement in some states and municipalities favoring state or municipal ownership of cold storage warehouses and ice plants. This has been attempted with respect to ice plants in the States of Connecticut, Rhode Island, Minnesota, Massachusetts, Kansas and Illinois. In the case of Massachusetts and Minnesota, investigations have been made by commissions, and as a result the enthusiasm of the advocates of municipal ownership was greatly diminished. In Kansas the bill granting the cities the right to engage in ice business was finally defeated.

"Some of our members may be interested in the movement to include cold storage warehousemen as a public utility, bringing this industry under the supervision of the several states. This matter has been considered in Pennsylvania, Indiana and Illinois. The Illinois State Commission ruled that warehousemen came under their jurisdiction. The merchandise warehousemen and the furniture warehousemen have compiled and filed their rates, but the cold storage warehousemen are contesting their case in the courts. The first decision of the courts in the matter has been adverse to the contention of the cold storage warehousemen."

Wisconsin Cheese Makers Prosper.

"The dairy industry of Wisconsin is going to make more money this year than ever before," says a prominent cheese buyer. "The price of cheese is climbing steadily, forced up by the demand, and I would not be surprised to see it reach the highest point on record before many weeks."

Willing to Qualify.

Possible Employer—Hm! so you want a job, eh? Do you ever tell lies?

Applicant—No, sir, but I kin lean.

Mail us sample any Beans you may wish to sell.
Send us your orders FIELD SEEDS AND SEED BEANS
Both Phones 1217 MOSELEY BROTHERS Grand Rapids, Mich.

The Vinkemulder Company

Jobbers and Shippers of
Everything in

Fruits and Produce

Grand Rapids, Mich.

Satisfy and Multiply

Flour Trade with

"Purity Patent" Flour

Grand Rapids Grain & Milling Co.
Grand Rapids, 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.

Watson-Higgins Milling Co.

Merchant Millers

Grand Rapids :: Michigan

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104-106 West Market St.
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Established 1873

Live Poultry in excellent demand at market prices. Can handle large shipments to advantage. Fresh Eggs in good demand at market prices.

Fancy creamery butter and good dairy selling at full quotations. Common plenty and dull.

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

Refer you to the People's Bank of Buffalo, all Commercial Agencies and to hundreds of shippers everywhere.

THE GRAND RAPIDS VETERINARY COLLEGE

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200 Louis St. Grand Rapids, Michigan

Some Aspects of the Cost of Living.

That an organization of growers and shippers should take steps to reduce the cost of products raised by its members would seem in the natural order of things, but that it should endeavor to lower the price paid by the public is not so easy to believe. This, however, is one of the achievements of the Florida League. Some of the members of this association conceived the daring idea of attempting to bring about a reduction in the price of grapefruit on dining-cars. The matter was taken up by the League, and one railroad after another has accepted the suggestion. After this, almost anything will appear possible. For here were the consumer's two enemies, the producer and the middleman, combined as if to make his lot utterly unendurable, yet using their power to mitigate it. The impression has been that the consumer's hope lay in a falling out between these two. Get the producer to quarreling with the shipper, and the retailer might be able to obtain his vegetables and fruits at a cut-throat figure that would enable him to supply his regular customers at a welcome discount from the usual prices.

Occasional disagreements between producer and shipper there have been, but they have not threatened to multiply to the extent necessary to brighten the consumer's sky permanently. He has had, therefore, to resort to the old tactics of dividing his foes and conquering them singly. Against which one should he proceed first? The producer was far away, and seemed even farther. The middleman, on the contrary, was in the

next block, and the next one to that, and so on in a well-nigh interminable line back to the farmer. Another reason for attacking the middleman first was that the producer was supposed to be almost as much of a victim of his cruelties as the consumer. To assail the middleman, therefore, was doubly advantageous; it was convenient, and it might bring in the producer as an ally. On these lines the battle was planned, and in some quarters the celebration of the middleman's Waterloo was on the point of beginning. But the victory has not come off. The middleman has stood his ground firmly. And now we are told that he is not the consumer's enemy, after all. One of the latest of the voices to be raised in behalf of a criticized occupation is that of a disinterested person, a university professor, who, belonging to the consuming class, might have been expected to denounce the middleman in language no less vigorous, if more dignified, than that employed by the unscholastic buyer of bread and meat.

The striking feature of the chapter on the middleman in the book, "Lowering Living Costs in Cities," by Prof. Clyde Lyndon King, of the University of Pennsylvania, is his defense of the middleman with criticism of the producer. Look, he says, at what the middlemen do. The country buyer locates the produce, assembles it in car lots, chooses the best market, and finds the buyer for it. He takes the risk of falling prices and of misrepresentations by farmers from whom he purchases. The wholesale receiver, the jobber, the commis-

sion merchant, and the retailer must assume risks and be specialists in their various functions. Nor does the commission charged seem excessive to Professor King. The total charges for selling through commission men, including hauling and freight, do not exceed 10 per cent., and even so are materially less than formerly. The part played by commission men in furnishing credit and advancing money to producers must not be overlooked. Middlemen are not without fault. They misrepresent the quality of the produce they have received, report half the chickens dead when only 5 per cent. of them were so, and form interlocking directorates with one another, as of commission merchant with retailer. But they are not to be eliminated at a stroke as superfluous agencies. If the route between farm and kitchen is to be shortened, it must be by a revolution in existing usages relating to sorting, packing, standardizing and conserving food products. There must be improved terminal shipping and storing facilities.

In examining the middleman's faults, however, we come upon the sins of the farmer. Why has the middleman to charge as much as he does for grading and packing? Partly because the over-thrifty producer has put the big strawberries on top and little ones all the way down, and this has necessitated a regrading and repacking. In addition, it tempts the middleman to try to cheat the farmer, and the game is played by both to the disadvantage of the consumer. Somebody must grade and pack honestly. The question is merely who

it shall be. The farmer has allowed the middleman to assume the task. Professor King also puts the final link in the chain of middlemen in a new light by noting that prices are often higher than they need be because they are determined by the cost of keeping up the small, inefficient retail grocery, rather than the better organized and managed "chain" store. Here the consumer's sympathy for the small, independent dealer would be apt to get the better of his sense of grievance at the middleman. Naturally, a chain of stores can be operated more economically than so many independent stores. The buying can be done at better advantage. Economies found profitable in one store can be extended to all. Savings thus affected are going, however, not to the consumer, but to the owners of the chain stores. If one chain could be pitted against another, the consumer might reap a reward. But will he contemplate with satisfaction the wiping out of the small, independent store, that would be involved in this?—New York Evening Post.

Neutral.

An Irishman went into a well known Boston restaurant a short time ago to get his lunch. Among other things he ordered some cold meat, and the waiter—when he served the meal—enquired:

"Will you have French or German mustard, sir?"

"Neither," was the Irishman's reply. "I'm neutral. Give me the horseradish."

Merchant's Insurance



Quality and Uniformity back up our guarantee

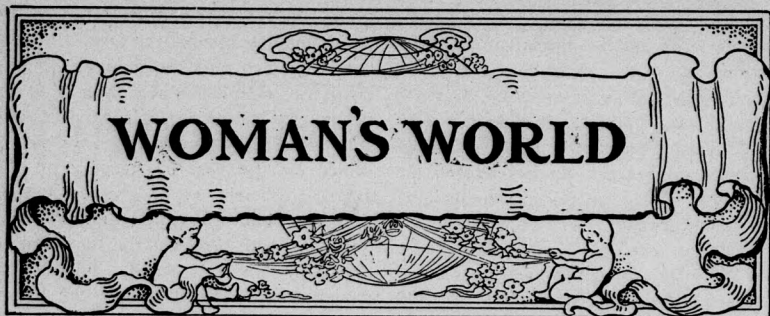
CALUMET is certain to win favor with your particular trade. Our precautions against a varying standard for our goods insure the merchant against dissatisfied customers.

Our salesmen can always test CALUMET so that you *know* its perfect leavening strength.

Insure your customers' baking and consequently your own trade by pushing CALUMET.

CALUMET BAKING POWDER CO

CHICAGO, ILLINOIS



The Busy Woman and the Beauty Columns.

Written for the Tradesman.

Surely the beauty columns are much read. They must be, else all those suggestions and hints and detailed directions of how to improve this feature and lessen the ugliness of that, never would find their way into print. We scarcely pick up a paper that does not tell how good looks may be made in some way fairer and more adorable, and how plainness may be coaxed into some semblance of prettiness. At least the impression is carried that these so desirable ends may be attained by patient and persistent following of the instructions.

There is no doubt that the beauty columns are read. However, the question arises in the mind, does anyone—anyone—in this busy, busy world, find time to do all those time-consuming stunts that are laid down for the devotees of grace and comeliness.

The beauty hints all presuppose plenty of leisure time. Much leisure presupposes an income that does not have to be earned by work, and comparative freedom from exacting duties of every kind.

I lately have been reading an article on the care of the elbows. Very likely many of my readers have seen the same or some other treatment of the same subject. While I confess that my knowledge along such lines is very limited, I gather from this that the elbow has been a little neglected of late, but is now to receive its due share of attention. At least the readers of the column are urged to "watch their elbows in a season of sleeveless dance frocks!"

There follows a very complete dissertation on things to do for the elbows and wrists and arms, including whitening processes, a method of filling out bony wrists, and recipes for removing the brown, callous skin from the elbow joint. The thoroughness with which the subject is entered into may be judged from this detail: In extreme cases it is necessary to use powdered pumice stone to take off the unsightly callous spot. The pumice does the work, but leaves the skin red and shiny. To remedy this condition a little liquid bleach may be applied to the elbows, after which they should be dusted with talcum powder. And the reader is admonished to "repair to the dressing room several times during the evening to retalcum the reddened elbow joints."

I have no quarrel with the author of this beauty article. It is well written, two fine illustrations are shown, and the directions given seem

to be based on actual experiment. The writer is earning her money. I believe that the greater part of the beauty hints that are published are carefully and conscientiously gotten up. But when you think that all this elaborate regimen is for just the elbows and hands and arms, you begin to realize something of what it means to look after one's whole anatomy according to the precepts of the beauty doctors. The hair, the nails, the eyebrows, the lashes, the teeth and the complexion—each requires spe-

tions is not in itself reprehensible, and physical charm often counts for more socially and matrimonially than intellectual prowess. But how about the busy woman? Is it practicable for her to follow these same mandates?

Take the housemother who must herself prepare meals, take care of her home, train her children and look after their education and their wardrobes, and perhaps do her part in church, club and social activities—the day is all too short for her duties—she must cut out all non-essentials. Take the dressmaker who sews for other women during regular working hours, and for herself evenings and maybe Sundays; or the stenographer who must be at the office from 8:30 to 5:00 or half past, must spend considerable time going to and from her work, and has her evenings fully occupied with putting needed repairs on her clothes and maybe doing light housekeeping; or the teacher who spends five or six hours in the school-room and whose labors outside, in

times thousands of men are slain in a single hour, when death lurks in the sea below and is hurled from the air above, when the women of Europe are doing the heavy work of men, there seems to be a strange incongruity in the dictum of the beauty column that "only eternal vigilance keeps the elbow soft and uncalloused."

Quillo.

Pennsylvania Dutch.

We were walking along the shaded street of an East Pennsylvania village when a girl came to the door of a nearby house and called to a small boy playing on the walk:

"Gusty, Gusty, come on and eat yourself one. Ma's on der table now and pa's half et already."

Make Out Your Bills

THE EASIEST WAY

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

THEY ARE GOOD
OLD STAND-BYS

Baker's Cocoa and Chocolate



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

Trade-mark on every genuine package

MADE ONLY BY
Walter Baker & Co. Ltd.
Established 1780 Dorchester, Mass.

GOD IS EVERYWHERE.

God is in the hurricane, the zephyr, and the breeze,
God is in the pretty flowers, the grasses and the trees;
God is in the raindrop, the cloud high up in air,
God is in the crystal lake, God is everywhere.

God is in the water fall, the river and the tide,
God is in the sea shells, down on the ocean side;
God is in the fish that swim, the birds that fly the air,
Go is in all creeping things, God is everywhere.

God's in all this universe, His guiding hand we see,
God is in His children, too, yes, even you and me;
God is in the sunshine, too, His gracious light to share,
God is near us all the time, God is everywhere.

God is in the planets far, that travel fast through space,
God is in the sun and moon, that keep their steady pace;
God is in eternal time, that swings from near to far,
God will help us all the time, God is everywhere.

God is love and justice, too, He will shield us with His care,
God will keep each footstep straight, if we only do our share;
God has strength for all who ask, none need their sorrows bear,
God is willing, gracious, helpful, God is everywhere.

Petoskey, Mich.

—W. B. Minthorn.

cial and continuous attention Besides, wrinkles must be prevented by suitable massage, double chins must be rubbed out of existence, and embonpoint, wherever it may be, must be counteracted by gymnastics. And if there is not the bugbear of embonpoint to contend against, there is apt to be an angular thinness as odious as too much flesh and harder to remedy. For to round out a scrawny neck or forearm by feeding the skin with oil and cold cream is a slow and tedious task, with results that at best are very disappointing. And whether one is fat or lean, there always are measures to be taken to keep the body in proper tone, and exercises that must be gone through to make the joints supple and to foster grace of movement.

A woman with a good degree of energy and with nothing else to do, might, perhaps, follow the mandates of the beauty columns quite fully, and give all her various features and members just the treatment each is supposed to require, by devoting her whole time to the work. And I am not saying that her efforts would be wasted. It always has been thought highly commendable to make the most of oneself mentally. A similar development of one's physical attrac-

the way of preparation of lessons and correcting and marking papers, often are greater—how are any of these to keep up slow and laborious beautifying processes? They simply can't do it. After personal cleanliness, tidy dress, becoming arrangement of the hair, and such care of the teeth hands and complexion as are necessary to a pleasing toilet—after these fundamentals are taken care of, all else in the way of improving processes must be reduced to the minimum.

But does the busy woman lose much? If Mother Nature has favored her with good looks, there are few who will not say she is just as handsome as her sister who is laboriously groomed. And if she is plain she may console herself by the reflection that the ugly woman, in her pitiable efforts to manufacture beauty out of whole cloth as it were, rarely attains results in proportion to her efforts, or that anyone but herself can notice at all. And as to growing old, do not some women age prematurely from the very intensity of their efforts to remain young, and acquire wrinkles through fear of having them?

In these troublous days when every newspaper is filled mainly with the tale of the day's woe, when some-

A Safe Match Means a Safe Home



Every responsible grocer wants to sell his customers matches which are nothing short of the safest and best made. Thereby he safeguards the homes of his community.

Any grocer who is not handling "SAFE HOME" matches, should take steps to do so at once. Ask any wholesale grocery salesman about them or drop a line to the manufacturer, who will have his salesman call and explain their superiority.

Every "SAFE HOME" match is non-poisonous, strikes anywhere, is extra strong and sure, is chemically treated to prevent afterglow when blown out, and is inspected and labeled by The Underwriters' Laboratories, Incorporated.

Made Only by
The Diamond Match
Company

SUCCESSFUL SALESMEN.**W. E. Sawyer, Representing the Worden Grocer Company.**

William E. Sawyer was born on a farm at Diamond Springs, Allegan county, January 7, 1879. His father was a Yankee. His mother was of Scotch-Irish descent. His father was the original owner of the water power sawmill and gristmill at Diamond Springs, both of which he operated for many years.

When William was 8 years old the family removed to Allegan, where he graduated from the Allegan high school on the scientific course in 1898. He subsequently taught district school for two years after which he traveled five years for L. Perrigo Co., of Allegan. A little over twelve years ago he sought and obtained employment as a member of the traveling staff of the Worden Grocer Co., and has gradually climbed up to the top rank.

Mr. Sawyer was married November 10, 1906, to Miss Blanche Peirce of Moline. They have two children, a girl of 6 and a boy of 3, and reside at their own home 711 Kellogg street.

Mr. Sawyer is not a jiner in any sense of the word, his only affiliation being the U. C. T. and its burlesque brother, the Bagmen of Bagdad.

Mr. Sawyer was local correspondent for the Michigan Tradesman last year and acquitted himself so well in

that connection that he was elected Page at the last annual meeting of Grand Rapids Council. This naturally starts him on the way up to the highest office in the gift of the local Council.

Mr. Sawyer likes to fish. He is



W. E. Sawyer.

not adverse to driving his automobile, but he has no passion for baseball and no particular admiration for horse racing.

Mr. Sawyer attributes his success to an abiding faith in the integrity and stability of his house, utmost con-

fidence in the goods handled by his company and absolute loyalty to the men at the head of the concern; and to this attitude of mind is probably due the exceptional success he has achieved in the short space of a dozen years. He is a strong and thoroughly reliable salesman in all the term applies. He secures his business by fair and legitimate means and does not resort to claptrap, subterfuge or rebating to accomplish his purpose. He has the courage to tell his customers the truth, no matter what effect it may have on the transaction in hand.

Personally, Mr. Sawyer is one of the best fellows in the world. He radiates good fellowship wherever he goes. Few men in social or business life are more generally popular than he, and the regard felt for him by his immediate associates is unbounded. He is quiet and unassuming, giving his best thought to his business interests and to the interests of those who employ him. His acquaintance extends far beyond the grocery business. Men in every line of trade know and respect him highly. His friends are legion. He seems unconscious of his popularity, and he is, apparently, but on the threshold of an unusually active and successful career.

When a man falls he never seems to hit the bottom.

How Did He Escape?

A good story is told of a young man who died in a country village in Wales at the age of 28, and the undertaker, being a bad scholar, did not know what to put down for "28," so, on seeing the school dismissed, he called one of the scholars to him and asked him: "What do you put down for twenty-eight?" The boy said, "Four Sevens." So he put down on the coffin lid "7777." At the funeral, when the minister had read his name, he came to his age. He paused a moment, and said: "Seven thousand, seven hundred and seventy-seven. And how did he escape the flood."

**Is Your City Contemplating a
Fireworks Display
For
Fourth of July
Or Any Other Holiday**

Write us to-day for our 1915 Illustrated Fireworks Catalogue, Special Programmes of World's Fair Displays, Prices, Etc.

Gigantic Spectacular Fireworks Exhibitions at Manufacturers' Prices with freight paid to any part of United States.

**Manufacturers' Fireworks
Company**

**Largest Fireworks Distributors in America
Making Direct Factory Shipments
Flint, Michigan, U. S. A.**



Corner Window Display by P. H. Gosling, the Ludington Grocer.

MEN OF MARK.

W. E. Tallmadge, Manager Excelsior Wrapper Co.

Because of the many obstacles to be overcome in its various stages of logging, manufacturing and marketing, the timber industry demands brain and business talent of the highest order. This is conceded by all who have studied its many ramifications or who have been associated with the men whose time and talent are devoted to the promotion of the industry. To manage a great manufacturing business successfully is a task worthy the effort of the biggest and brainiest men of the country, and the manufacturing and selling of timber in any of its branches is a business of which those engaged in it should be proud because of the conceded high caliber of the majority of men who are making this their life work.

The timber industry has called big men to its field and has brought out the best in them. In practically every community where the timber industry is a factor the timberman will be found to be one of the most influential and important men of that community and taking the lead in every movement calculated to increase the importance of the community, industrially, politically or socially. The majority of these men have come up from the ranks. Many of them started as common laborers in the saw or shingle mills or in the woods. Others have begun their business careers in the lumber offices as stenographers or clerks and by intelligent application to business have succeeded in advancing to the top.

Among the men who have helped to make the industry one in which every timber manufacturer may feel a pardonable pride is William E. Tallmadge, Treasurer and Manager of the Excelsior Wrapper Co., of this city.

Mr. Tallmadge was born at Fond du Lac, Wis., December 11, 1852, his antecedents for several generations back being English. The original family name was Talmage, but through differences between relatives about 200 years ago one branch of the family adopted the elongated form of the name. Mr. Tallmadge attended the common school of his native place, graduating from the high school in the English course at the age of 16. He then took a position as knot-sawyer in a shingle mill. At the end of six months he was promoted to the position of superintendent of the saw-mill of which the shingle mill was a part. Two years after embarking in the lumber business he concluded that he would prefer railroading instead, so he took a position as freight trucker and baggage master at Fond du Lac. He continued in this capacity one year, learning to be a telegraph operator evenings, when he was promoted to the position of station agent at Sheboygan Falls. He remained here four years, when he was promoted to the position of station agent at Sheboygan. After filling this position for six years, he was still further promoted to the position of station

agent for the Wisconsin Central at Chippewa Falls. He remained in this position eight years, when he formed a copartnership with E. J. Stewart under the style of the Excelsior Wrapper Co. and engaged in the manufacture of pads and bottle wrappers at Sheboygan. The business was not large at the beginning, being capitalized at only \$6,000 and occupying a factory only 20 x 60 feet in dimension, one story high. Mr. Tallmadge threw into the enterprise all the energy at his command, working incessantly, day and night, to bring his goods to the attention of the trade and secure their general adoption. He succeeded so well that he was able, inside of two years, to purchase the interest of his initial partner and increase the capital stock

to fill orders from any branch on short notice.

Mr. Tallmadge is an attendant of the Baptist church and is actively affiliated with the Masons and Elks. He is a 32nd degree Mason.

Mr. Tallmadge is married and has one daughter now 8 years old. The family reside in their own home at 414 Terrace avenue.

Mr. Tallmadge is very fond of horse races and has owned at different times some of the finest horses ever brought into the city. Many people will recall the cream colored team he drove here for several years and which were finally purchased by Barnum & Bailey at a fancy price. One of these horses broke his leg and had to be shot, but the other one visits the city yearly with the Bar-

have never seen him show signs of anger, and his very calmness seems to have a quieting effect on those about him in times of excitement. In this city, where Mr. Tallmadge has made his home for many years, men, as a rule, on long acquaintance call one another by their "given" names, but there is something in his dignified bearing and quiet, respect-commanding appearance that causes even those friends who have known him for years to address him as Mr. Tallmadge. On many occasions when there has been heated discussion on opposite sides of questions brought up at gatherings of humanitarians and others, Mr. Tallmadge has been the man to rise at the crucial moment and with a quiet, practical suggestion pour oil on the troubled waters and point the way out of a threatened difficulty. Probably these qualities, more than any others, account for the high regard in which he is held by all who know him.

The Technique of Living.

A young girl who had spent years in learning to play the piano, went to qualify for instruction by a great master. The girl played some of her concert pieces, brilliantly; then without a word she took her scales; sure fingered and strong she went up and down the piano, then taking each scale by fifths and sevenths—

"Ah," said the great teacher suddenly, "someone has taught you well."

Back of her brilliant waltzes lay the grim foundation of her technique. Underneath those big concert pieces was the perfect mastery of her fingers.

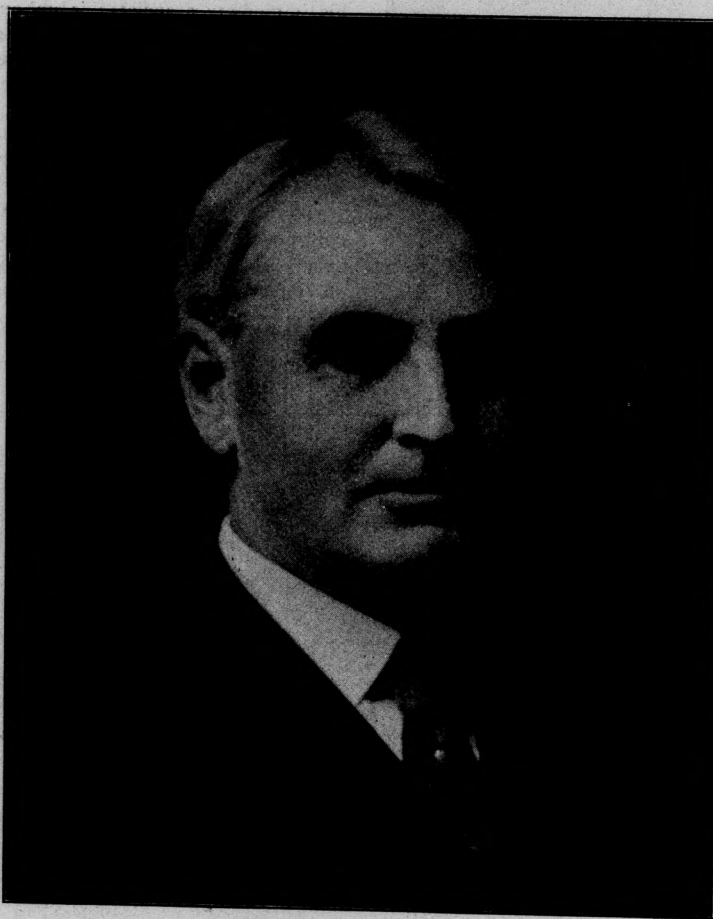
But so few people stop to realize that there is a technique to the Art of Living. Few mothers think to teach their children that before they can live graciously they must learn that perfect mental control which makes an individual master of himself, that mastery of mind which is just as difficult as a mastery of fingers.

A big athlete takes the hurdles in spectacular fashion—or clears a bar at an almost dazzling height. An uninitiated person might think that his great strength makes it possible. But the element of strength was only incidental. The thing that sent him over the pole was form—and form in athletics means perfect muscular control—a perfect co-ordination between mind and muscle.

In the game of life we live not by brute strength, but by learning to control our minds quickly, when the situation demands it.

That's the technique of life—to stand up under personal disappointments, to put up with inconveniences without whimpering, to be able to find that you can't have what you want without screaming like a child deprived of a bit of candy.—Florence Davies in Cleveland Plain Dealer.

Don't get disgruntled over what others have to say about your business methods. The looker-on gets a different point of view and his opinions are usually worth while.

**W. E. Tallmadge.**

from \$6,000 to \$30,000. Twelve years later the capital was again increased to \$100,000. During all this time Mr. Tallmadge acted as Treasurer and General Manager, which position he still retains. Eight years ago Mr. Tallmadge moved to Grand Rapids and established on Godfrey avenue a branch factory of the same capacity as the Sheboygan plant. Two years ago a third factory of the same capacity was established at Littleton, N. H. The three plants have a combined capacity of five carloads daily—two at Grand Rapids, two at Sheboygan and one at Littleton. The company has branch offices at New York, Chicago, Philadelphia, Cleveland, Buffalo, Jamestown, Baltimore, Cincinnati and Pittsburg. It also maintains warehouses at all of these points, carrying a complete assortment at each place, so that it is able

to show and receives a hearty welcome from his former owner whenever they meet.

Mr. Tallmadge is an ardent supporter of every movement which tends to relieve the suffering of either man or beast. He has long been President of the Kent Humane Society and has also served the State organization as President. He is a director of the U. B. A. Hospital, Treasurer and Vice-President of the Michigan Childrens' Home Society and also President of the local board. His time and his purse have always been at the command of any organization having for its object the betterment of existing conditions in any line of human endeavor.

Characterized by a quiet dignity, Mr. Tallmadge commands the respect of all who know him. Men who have known him intimately for years

A Revolution in the Account Register Business



The McCaskey Safe Register—OPEN
Minimum capacity 130 accounts—can be expanded to 330 accounts in one cabinet.

Don't Wait Until You Burn Out

Your accounts and business records are protected if you install

The McCaskey Safe Register—CLOSED
Perfect insulation makes the METAL CABINET practically air-tight and fire resisting. Perfected after years of costly developing.



CLOSED



OPEN



CLOSED



OPEN



CLOSED

A jointless metal cabinet. Records, sales slips, paper money (U.S. Legal Tender), have not scorched within this cabinet in severe fire tests.

Protect Your Accounts Before it is Too Late

More than 125,000 merchants are using

The McCaskey System

It saves them time, labor, worry and money by cutting out useless bookkeeping. With only one writing they obtain **BETTER AND QUICKER** results than under their old three to five writing method.

McCaskey Garvity Expansion Register housing

The McCaskey System

This style holds a minimum of 240 accounts and can be expanded to 440 accounts. Manufactured in various styles and sizes.

The McCaskey Safe Register IN CONNECTION WITH The McCaskey Account System

The most recent addition to

With Only One Writing **The McCaskey SYSTEM** The End of Drudgery
First and Still the Best!

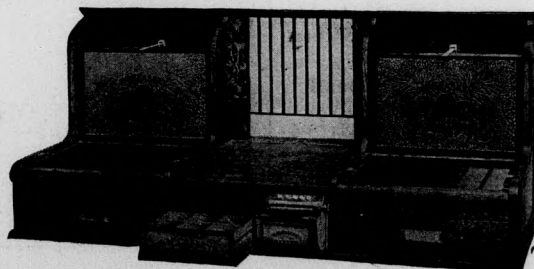
The McCaskey Register Co.

Alliance, Ohio

Incorporated Capital \$3,000,000

BRANCHES in all Principal Cities: Dominion Register Company, Ltd., Toronto, Canada, Manchester, England.

The Largest Manufacturers of Carbon Coated Salesbooks in the World
Also Manufacture Single Carbon Salesbooks in all Known Varieties



Let us show you how

The McCaskey System

will more than pay for itself in your business in the course of a few months after it is installed and will continue to earn profits for you year after year.

Write for further particulars.

Our nearest representative will gladly call.

Use the coupon when writing.



OPEN



CLOSED



OPEN

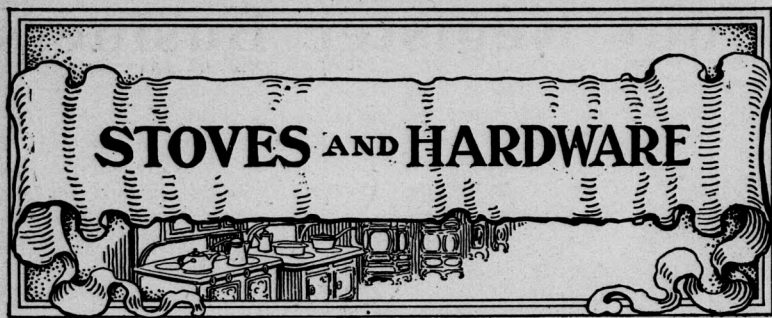


CLOSED

The McCaskey Register Co., Alliance, Ohio.

Gentlemen:—I am interested in the McCaskey System of handling accounts and records and would like to have further particulars about

The McCaskey Safe Register ☐ Other Models ☐
Name
Address
City and State
Business..... No. of Accounts.....
MT-6-2-15



Michigan Retail Hardware Association.
 President—Frank E. Strong, Battle Creek.
 Vice-President—Fred F. Ireland, Belding.
 Secretary—Arthur J. Scott, Marine City.
 Treasurer—William Moore, Detroit.

Position of the Hardware Dealer in June.

Written for the Tradesman.

June is a month when the hardware dealer should do pretty well; although if he wants the business it will be necessary for him to go energetically after it. The business is to be had, however.

One important feature of the month is the trade in wedding presents. Then, too, it is timely to push the sale of what are peculiarly summer goods.

A fact worth remembering in connection with summer goods—such as refrigerators, ice cream freezers, oil stoves, fireless cookers, electrical cooking devices and the like—is that the time to push them most successfully is when the season is coming in, not when it is going out.

The reason for this is simple. Most householders are prone to put off the purchase of articles which they need but which, in a pinch, they can do without. A new refrigerator, say, is really needed—the old one was never really satisfactory, and the new up-to-date refrigerators now on the market are distinctly appealing. But the actual purchase in the average home is prefaced by a great deal of discussion in regard to ways and means. The husband may pull one way, the wife another. If the purchase is postponed until the middle of the summer the argument: "It's too late in the season to get the full value of it this year, so we'd better make the old one do until next" becomes irresistible.

It is the business of the hardware dealer to prevent such a situation from arising by anticipating it. His natural policy is to aggressively force the selling. This is best done by featuring his summer goods at the very commencement of the season.

A difficulty, of course, in a month like June is, that it has only thirty days, and there are so many lines which ought to be given prominence. For instance, display space should be devoted to material for "showers" and to wedding presents, to camping out equipment, to sporting goods, to summer lines. To cover all these features adequately in window display demands the frequent changing of displays. Most stores will find it advantageous to adapt their displaying and selling campaign to local conditions, the merchant featuring

the lines which his knowledge of his own particular territory tells him will pay best for the featuring. So, too, where displays are changed twice a week, the changes should be intelligently considered, with a view to deciding which lines will appeal most strongly to the Saturday trade, and which had best be shown at the beginning of the week. Naturally in a good market town, the display which runs over the Saturday should have some distinct appeal to country trade. Nor is it advisable to run a country trade display on days when the windows are seen only by town people.

Incidentally, it will be worth while to see that the clerks are thoroughly primed regarding the selling points of the seasonable goods. Are you pushing an oil stove? Train every salesman so that he can tell your customers all they want to know about it, can answer questions promptly and definitely, and can play an active part in making sales, instead of leaving the goods to sell themselves. The same thing applies to any summer lines, to lawn mowers, ice cream freezers, refrigerators, gas ranges, electrical goods. Salespeople should be prepared to answer all questions; and, more than that, to talk up the selling points of the goods without waiting to be asked.

Naturally, the newly weds bulk largely in this month which, more than any other, is dedicated to Cupid.

Here, there are opened to the hardware dealer a number of avenues to profitable business. First, there will naturally be a brisk sale of wedding presents. The hardware stock supplies the bulk of the "useful gifts" which in recent years have been growing in popularity and for which, in a year like the present, there should be an exceptionally keen demand. Then, every popular bride who lets her friends into the happy secret is sure to be the guest of honor at a number of "showers"—kitchen showers, graniteware showers and the like. Finally, every newly-married couple remaining in the community represents a new market for hardware lines, particularly household goods.

A good many hardware dealers have led up to the wedding gift trade by displays late in May; in any event, these should be displayed early in June, and again later in the month. This class of trade is coming to be more and more worth while, and, if window displays are changed at frequent intervals, there should be several put on in June appealing to newly married couples and their friends.

Sporting goods will also be in evidence in the hardware dealer's June campaign. The baseball season is soaring to its height, and on every corner lot ambitious juveniles are training for big league fame. Boating, canoeing, tennis, croquet and other summer games will also be in full swing. To this trade the hardware dealer will find it profitable to cater; the strong displays along these lines earlier in the season need to be followed up along slightly different lines.

Camping out goods are also timely and the merchant should make a strong appeal to customers for this class of goods. They naturally interlink to some extent with the regular sporting goods lines.

It will pay the merchant to map out his month's work ahead of time. Weather conditions may necessitate the varying of his programme. As no two localities are identical, so no one plan of campaign can be laid down that will fit every community or suit every merchant. But the merchant, knowing his community, can take these initial suggestions, and, with them as a starter, can prepare a June selling programme particularly suited to his own locality.

Starting every month with a definite programme of work is worth while. It gives the merchant a standard to which to work up. Results may fall far short of what he attempts; nevertheless, they will probably show up far better than if he had plunged into the new month in hit and miss fashion, with never an idea as to where he wanted and hoped to come out and what he expected to do.

The programme should include a mapping out of the lines to be particularly featured, a general idea of what window displays to run and what advertising copy to use, and—if he goes in for that sort of advertising—a planning of "special appeals" by means of circular letters to certain classes of customers. Thus, literature regarding camping out equipment can be sent to people who plan summer outings; advertising matter concerning household goods to newly married couples—and so on.

In any event, plant your work—and then work your plan. Results in all lines may not seem commen-

surate with the effort; but remember that the results of any form of advertising are not confined to the immediate moment; that the business man is working, not for a week or for a month but for a lifetime; and that it is only by persistent, determined, unremitting effort that worth while results in any field can be secured. The influence of the work you do now will still be felt ten and perhaps twenty years from now.

William Edward Park.

His Kick.

"I won't pay one cent for my advertisement this week," declared the storekeeper angrily to the editor of the country paper. "You told me you'd put the notice of the shoe polish in with the reading matter."

"And didn't I do it?" enquired the editor.

"No, sir!" roared the advertiser. "No, sir, you did not! You put it in the column with a mess of poetry, that's where you put it!"

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.

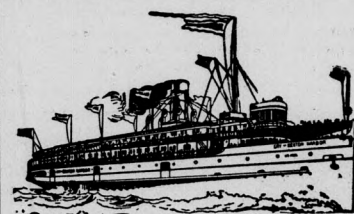
A record of over 300 rooms ought to be evidence of our ability.

Steam and Water Heating with everything in a material line.

Correspondence solicited.

THE WEATHERLY CO.

218 Pearl Street Grand Rapids, Mich



CHICAGO BOATS

Graham & Morton Line

Every Night

Michigan Hardware Company

Exclusively Wholesale

No Goods Sold at Retail



Grand Rapids



Michigan

WELFARE WORK

Makes Better Salesmen and More Harmonious Store Life.

The good a well organized Welfare Society connected with a large store can accomplish is almost beyond estimate. The store which has such a body connected with its system has a huge advantage over the one that is content to get along without such a coadjutor.

The smaller stores claim they are not in position to conduct such a department, or look upon the same as a branch of service they can well dispense with.

The smaller the store, the more need for such an association, for the simple reason that the disablement of one helper in a store force of twenty-five is more serious than ten in a store's force of 2,000.

The well organized Welfare Society not alone makes better salespeople, but in the smaller cities where small stores abound, the social element is a feature, helping to cement the bond of good fellowship so necessary to harmonious store life.

The duties of the officers of a Welfare Society, if taken up with a will, consist of looking after the personal welfare of all employees. However, the woman mostly avails herself of its aid. Lodgings for new help are provided, and a list is kept of the tried and true places where a girl can obtain good board and a comfortable home at little expense.

Important Features.

Another important work the Welfare Society carries on is to provide good, wholesome amusement for all. Frequent picnics and parties are given, as well as instruction in fancy work, painting and elocution. A social secretary, usually a matron, is provided to listen to and adjust all trouble of the girls that come under the head of welfare work, outside of family and personal matters.

Some Welfare Societies make it a business to make small loans to the members at a small interest rate. There is a saving fund connected with one large store that provides vacation money for all, as well as money for holiday gifts, making the saving of the same an easy task.

A weekly sum of one dollar is collected on Saturdays by a collector on each floor. This is deposited and allowed to earn interest, the same being divided pro rata among the members. The club disbands each six months and one dollar a week nets \$25 and interest. A member can take two or more shares, but not more than five. This pays in the same proportion.

A member wishing to have a loan or a month can do so up to \$25 if they have two other members endorse the application. No one thing has done more to suppress the "Loan Shark" than the club in question.

Main Object.

The main object, however, of most Welfare Societies is to organize and take part in all activities that will benefit the helpers in the store, get up little social affairs, to say nothing of visiting the employees at their coun-

ters and sections (this by the secretary) who extends words of cheer, helping the clerks over rough places and, in a sisterly way, lending a helping hand.

Visits to the sick and a close connection to the store's beneficial society, if one is in force is advocated. The Welfare worker does a power of good and makes the store that encourages the same, prosper and thrive by means of the eager and contented salespeople made possible.

In a certain store well known to all our readers, there was employed recently a salesperson who had an enviable record of selling goods in another store. Dress goods was her line and the store counted itself fortunate in securing the service of so efficient a helper. She was placed back of a counter and, strange to say, from the very first was a dismal failure. Her books were the lowest in the section and she was always in a frame of mind that spelled discontent. A salesperson, we know, cannot shine in this mental condition.

One day the Welfare Secretary visited her, noted her dejected air and asked for a frank statement of her trouble. The remedy was soon applied after the root of the evil was gotten at, and to-day she is a star helper running top books daily.

It seemed when first she took up her duties, she was placed in back of the black dress goods counter, and the handling of such sombre colors, added to which were the many tales of death she heard daily, made her morbid and unfit to serve in that state of mind. As soon as she was transferred to the silks, she blossomed like a sales flower she really was. Here, at least, was one case where the Welfare Secretary accomplished a two-fold good.

To give many examples of good the Welfare Society accomplishes would take much more space than we can devote to the subject, but sufficient to state, most stores have found it good business to pay the social secretary a small salary for the proper performance of her duties.

However, we cannot let pass the opportunity to give an example of good accomplished by a well-known Eastern store which made it a point to keep in touch with all helpers who left the employ of the store. From this list a series of committees were

made and a visiting day appointed for each. The committee, as a rule, consisted of three ladies.

The duties of the committee were to visit the salesforce once a week in the lunch hour, making their visits to the employee's lunch room. There little helpful talks were indulged in and much good accomplished.

Along the same lines is the sponsorship given the Welfare Society of another store. Here the members of the firm's wives act as chairmen of these committees and take an active part in the affairs of the Welfare Society.

No matter how small your store, or how large for that matter, do not neglect to form and foster the Welfare spirit—it will repay you many fold.

B. J. Penn.

Theory Versus Practice.

A teacher of the fourth grade in a Michigan school asked little Bessie what she had noticed on a recent field trip the children had made. Bessie rose, and after several observations remarked:

"And at this time of the year there ain't a leaf left on the trees."

"Did anybody notice a mistake that Bessie made?" asked the teacher.

Thomas raised his hand very promptly.

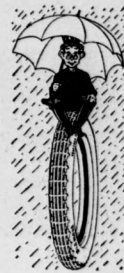
"Aw, there ain't any such word as ain't!" he announced scornfully.

A word to the wise is said to be sufficient—but did you ever notice how many words people use in talking to you?

Mr. Squeegee says:

Diamond Tires

are reliable in the service they give you and in the security they give you. Just as reliable as



SHERWOOD HALL CO., LTD.

Distributors Grand Rapids, Mich.



Nearly five hundred Michigan dealers regularly carry Reynolds shingles in stock.

There are four standard non-fading mineral surfaced colors from which to select. They harmonize with any color scheme or any building material.

More "QUALITY" than has ever been put into any similar roofing material, and there is never a fault to find when they are properly laid—no cost but the first cost.

Write for booklet.

For sale by lumber and building supply dealers.

H. M. Reynolds
Asphalt Shingle Co.

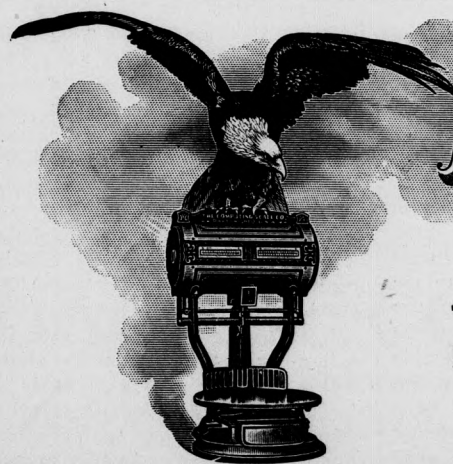
"Originator of the Asphalt Shingle"

Grand Rapids, Mich.

Foster, Stevens & Co.**Wholesale Hardware**

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

Grand Rapids, Mich.



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

**THE FIRST AND FOREMOST
BUILDERS OF COMPUTING SCALES**

GENERAL SALES OFFICE

326 W. MADISON ST. CHICAGO

ALWAYS OPEN TERRITORY TO FIRST CLASS SALESMEN

Command your hand to guide the brush

Alphabet Values and the Use of Script.

Written for the Tradesman.

The word values is used here for the lack of a better term and with a meaning resembling one of Webster's definitions: "In an artistical composition, the character of any one part in its relation to other parts and to the whole." However, a somewhat broader meaning than the one quoted is intended, a meaning which includes the whole effect of any given style of letter, both with and without reference to other styles that stand in proximity.

One essential to success in lettering is the selection of the proper alphabets for making the best expression of any given message.

Each of the styles of show card alphabets in common use has its individuality, and characteristics which make it well adapted to some work and unsuitable for other kinds. One card writer in an article bearing on this subject suggests adapting the lettering to the kind of goods being advertised—say light and delicate for laces, bold and heavy for plows or motor trucks. This idea is good in a way. A card announcing an exhibition of paintings should properly be somewhat artistic, while "All Kinds of Shoe Repairing Neatly Done," might well be quite plain and even lacking in ornament. However, a better rule and one that is wider in its application is this: Use styles of letters fitting to the character of the appeal that it is desired to make. A bankrupt or fire sale of fine laces and embroideries might require bold plain lettering, particularly if the signs would need to be seen for some distance.

It is not designed to enter exhaustively into this subject of alphabet values. Indeed to give detailed directions that would serve as an infallible guide in every one of the thousands of aspects in which the subject presents itself to the busy card writer, would be quite impossible here. But a few general suggestions will be made, calculated to put the card writer on to a line of observation that should make him capable of deciding each case for himself.

In a previous article the importance of observation along his line of work was urged upon the card writer. As the risk of a repetition, we again recommend him, in connection with this subject of alphabet values, to renew his study of all the show cards he sees as he passes along the streets, all the designs for show cards that he finds in books and periodicals; all the billboards that confront his sight, and the advertising pages of magazines and newspapers. By an analysis of the best and most effective ex-

amples of these, he should soon come to know what are the best styles of letters to use in any given case.

He will find that the distance from which observers must see and read, the size and shape of card that it is practicable to use, the color scheme that it is desirable to employ, the amount of matter that must go on, and the time that can be spent in doing the work—all these must be considered in making choice of styles of alphabets.

It will be found that some alphabets are excellent for a single featured word or expression, and wholly unsuited to general use. Not long ago I saw a beautiful and effective card, "Initial Stationery, 29 cents." The

From an artist's point of view a show card or any other advertisement would often be better done all in one alphabet, using larger sizes for the features and smaller for the subordinate matter. Stationery so printed is in excellent taste. But a printer will tell you that the look of uniformity thus obtained does not appeal strikingly to the eye. There is a featural value in variety of types and even in types that are odd and grotesque. For advertising purposes it counts for nothing to make a piece of work artistic, if no one will read it. The card writer often must use three or more different styles of alphabets on one card, and also some variety in colors, when his personal

that persons especially interested will take the time to read the whole.

As a rule, plain heavy letters are best for a bold, striking card or sign. Even spurring Egyptian and Bulletin makes them less readable at a long distance. However, most cards are not placed where they need to be read from any great distance, and it is not to be inferred from what has been said that all ornament is to be discarded. A card that is artistic and beautiful may attract attention and prove an effective advertiser, when a plainer one would be passed unnoticed.

The card writer should have at easy command enough alphabets that he readily may give desirable variety to his work. Still it is not to be inferred that he need go to the labor of acquiring a great number of alphabets, nor that he should make much use of such as are slow and difficult of execution. Having mastered the elementary alphabets most employed in the craft, he easily may make modifications. Then he should learn how to make anything new that he sees that is striking and at the same time good and practical, and he soon will have a sufficient repertoire.

While the study of billboards and advertising pages is strongly urged, the student should not attempt to imitate in hand work the strict regularity that characterizes the work of the sign painter and the printer. "Type effect" is not desired in show card work. But from those sources good ideas of alphabet and color values are to be gained.

The card writer should keep a sharp lookout for good methods of featuring with lower-case letters. As has been explained heretofore, from considerations of space, legibility and economy of labor, it is best to avoid too great use of capitals in card work.

Script and How to Make It.

For featuring a single prominent word or a name or expression consisting of two or three words, a handsome striking script often is used. The high favor in which script is held is shown by its use for the names of automobiles, frequently seen in gold letters on the windows of garages, for the names of firms in their signs and advertising matter, and also for the names of many well known manufactured articles.

To make a heavy script suitable for a show card, draw alignment lines as for any lettering. Then with charcoal or crayon write the word or words, to get the spacing correct. Do this much as you would write with crayon on a blackboard, only of course more lightly. Then selecting a brush of the size that when spread will make a stroke as wide as

Features
Features
Features

29 was made in handsome outlined numerals, followed of course by the cents mark. Of the words "Initial Stationery," the capitals I and S were done in old English, and the lower-case letters in a modified Old English, plainer and more legible than real Old English, a style similar to the Coast College alphabet given in the show card article of April 1, 1914. Nothing could have been handsomer in the place nor better suited to the character of the goods. But to use this style of lettering throughout the entire card containing a considerable amount of matter would take too long a time to execute, would be a poor reader, and would be altogether unsatisfactory—that is for any ordinary commercial purpose.

preference would be for one style of lettering throughout and quiet color tones.

A slant alphabet like the Marking given in the lesson of May 6, 1914, is excellent for subordinate matter. Suppose you are making a card and use bold capitals for the main feature and heavy Roman for the next most prominent lines. If a slant alphabet of small size is used for the remaining matter, which is subordinate, this will be rendered quite inconspicuous and so will distract less from the main message than if a vertical alphabet of the same size were used. If the inscription is long, it often is best to bring out one sentence very prominently. The remainder properly may be subordinated, calculating

is desired in any parts of the letters, execute the letters with it. By using the chisel where the line should be slender and by spreading the brush and using more pressure for the broader portions, the proper contrast between light and heavy is obtained. Such places as the top of t and of i and the base of the first two strokes in m, which are not curved, and any similar base may require a little finishing. Also it is well to run over the joinings of the letters to smooth them up. These joining lines always should be graceful curves, never sharp and angular. Any places that may need it should be built up a trifle, but with a little practice this kind of script can be made by an almost strictly one-stroke method. It is standard and practical and quickly executed.

It easily may be changed to a shaded-base style by reinforcing with the brush all base curves. Having first made the word or words by the method described above, touch in the additional strokes, placing them high enough to make the shading as heavy as is wanted. The cut shows the process. If a little uncovered space is left between the reinforcing stroke and the rest of the letter, this may be quickly filled in.

Shaded-base script, when well done, is smart and very popular, and is perhaps the form of script best adapted to the purposes of the general card writer. A quite similar style may be made by single-stroke method, using a somewhat wider brush than is employed in the method just describ-

ed and bearing down heavily on the "swells." But the beginner will likely have better success with the reinforcing method.

When it is desired to make a script light in effect, with the light lines very thin and hairlike, it may be done in this way: Having made the layout, take a very small brush, one of the right size for making the light line desired, and trace the outline of the letters with this. Then with a larger brush make the down strokes heavier. As will readily be seen, the very small brush admits of making fine little turns and the like that can not be made with a larger one. In general, light script, well executed, is called more artistic than the heavy. But the outlining takes extra time, and the work when finished is a little too light and delicate to be effective on most show cards.

With any style of script, a good underswing stroke, where it can be used to advantage, marks the work as professional. A poor underswing looks amateurish.

The card writer who is also a fine penman will find it easy to make beautiful script on his show cards. Card writers who have no great skill with the pen sometimes use script very effectively, their work in this line being marked by character and originality rather than by grace and perfection of curve.

Script as used for advertising purposes is to be seen in the greatest variety of forms, from the most conventional standard designs to the most irregular signatures. One never

needs to look far for a good and workable pattern. I recently used an excellent one found in the advertising pages of the Tradesman.

The formation of new and striking designs of script, varying from the conventional and possessing individuality, is a fertile and practically limitless field of endeavor.

Script may be ornamented by shadings of another color made either with brush or air brush, or it may be made on an airbrushed background. It needs to be made very emphatic that any matter put in script should be exquisitely clean and neat when completed. The color should be smooth and even and all traces of alignment lines and layout should be removed.

A well-executed piece of script used as the feature gives a card a handsome, dressed-up look that allows of somewhat hasty work on subordinate matter, for a little lack of care on the latter will pass unnoticed. Even the name Smith can be given dignity and distinction by being made in excellent script.

Script often is made on an upward slant. This gives additional featuring value. Script should be done fairly large, for it is not so easily read as most other alphabets, and it should be given the prominent place on a card. One line of matter in script (a single word or two or three words forming a single name or expression) is enough on one card. In general the use of script should be restricted to the places where it will be telling and appropriate. Ella M. Rogers.

Food Value of a Quart of Milk.

In the educational exhibits of the Iowa Dairy and Food Department, different articles of food were on exhibition and placards stating the cost of each as compared with one quart of milk. In one exhibit the following was given: A quart of milk costing 8 cents is equal in value to any of the following:

Seven ounces of full cream cheese costing 9½ cents.

Ten eggs costing 20 cents.

Eleven ounces of fat round beef costing 15 cents.

Fifteen ounces boneless codfish costing 14 cents.

Six and one-half ounces of white bread costing 2 cents.

Five ounces cornmeal costing 1 cent.

Four pounds and two ounces of cabbage costing 10 cents.

Five ounces of dried beans costing 2 cents.

Eight oranges costing 23 cents.

One dozen apples costing 9 cents.

Five bananas costing 5 cents.

Six and a half ounces of prunes costing 6 cents.

Four and a half ounces of walnuts costing 17 cents.

Contentment.

"Contentment is always a comparative virtue."

"What do you mean?"

"Bigsby used up a dozen \$50 tires from April to October, but he's tickled to death because he made his patched and busted garden hose last through the summer."

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.

UNCLE SAM IN BUSINESS.

Independent Merchant Menaced by Government Competition.*

It is not commonly realized how many private business ventures Uncle Sam has pushed into in the last few years. At the rate we are now drifting, this Government is rapidly developing into socialistic ownership of the business of the Nation.

Success in art, music, science or the professions comes from centering one's efforts on a particular proficiency. All of Uncle Sam's time is required to look after the millions of details of the legislative, judicial and executive branches of his Government and you are handicapping him by putting him into private business.

When Congress passed the law creating the Interstate Commerce Commission, the railroads and express companies were practically deprived of the constitutional right to handle private property as the owner desired. But public sentiment approved what was almost confiscation of the common carrier's rights on the theory of needful regulation of quasi-public corporations.

Another task, by no means small, has just been imposed on Uncle Sam—that of regulating the business methods of at least a million corporations and concerns doing an interstate business. The new Federal Trade Commission assumes this work and this law practically compels you to take Uncle Sam into your business as a partner. Let us hope that he will be a helpful partner and see that Government officials impose no unnecessary burdens on business.

A few years ago the Government entered the private banking field—establishing postal banks, accepting deposits and paying interest just like any ordinary banker. It has been urged and ingeniously argued by prominent Government officials, senator and representatives that conditions brought on by the war would justify Uncle Sam in lending millions of dollars to the farmers of the South on their cotton. Recently the banks have been placed under the Federal Reserve act, under which circumstances Uncle Sam might gracefully retire from the postal savings bank business.

Do you know that the Government of the United States is now engaged in the insurance business—actually issuing policies for premiums paid on war risk assumed by Uncle Sam. Many insurance companies were ready, willing and anxious to take care of this insurance on fair rates and terms, yet Uncle Sam becomes their direct competitor.

For over twelve years Uncle Sam has been operating a steamship line between New York and Panama, carrying passengers and freight for hire, thereby coming into direct competition with American shipping interests. I am told that there is a steamship line, owned by Uncle Sam, from San Francisco to Hawaii and we

all know of the desperate effort recently made to push him into buying merchant ships on the pretext of building up American commerce with the nations of the world.

A law was passed recently compelling Uncle Sam to build and operate a railroad in Alaska on the unfounded statement that private capital would not undertake the task. There was no good reason or justification for the socialization of this railroad in Alaska, as we all know private capital would build this road on equitable terms. If Uncle Sam would experiment by buying just one of the transcontinental railroads and furnish passenger and freight service at actual cost to the Government across the Continent, how long do you think it would take to demonstrate his utter failure to compete with private capital? For that reason Uncle Sam must buy all the railroads and thereby eliminate competition; that is the only way he can cover up his great inefficiency and enormous loss.

Now we see Uncle Sam performing the function of a retail grocer, actually driven against his will by a few theorists and faddists to the humiliating task of carrying eggs, butter, chickens, vegetables, hams and bacon from the farm to the table and the foolish part of it all, our Postmaster General will not even permit him to charge for the actual cost of the service. This parcel post plant of the Government is making it possible to centralize commercial channels into the large cities and is rapidly killing the small merchants in all sections of this Republic. It is a blight on National prosperity and its continuation means utter ruin to a healthy and widespread business growth.

I strongly recommend that some carefully thought out plan be taken up and worked to ascertain what effect parcel post is having on the business of the merchants in the small towns. This could be done with little trouble or expense by having the salesmen of wholesale grocers in each congressional district of the United States provided with blanks asking for parcel post information from the merchants.

We all know that the American people favor home industries, and if a quiet plan of educating the consumer in rural districts as to what it will mean to his town, his community, his home interests, if he continues to send his money to the great cities, is carried out systematically much good may be accomplished. A series of well prepared circulars showing how the parcel post is killing the small towns and depreciating home and farm values by the centralization of business in the cities would, in a short time, compel public sentiment to demand a change of parcel post policy.

I am fundamentally opposed to Uncle Sam's owning any business that competes with private enterprise; be it the banking business, the purchase of steamships, the running of railroads, the owning of telegraph and telephone systems or the writing

of insurance policies. The socialization of these interests would undoubtedly mean poor service and heavy taxation, to make up the great financial loss that would surely result, judging from the way Uncle Sam runs the biggest business on earth—his postoffice.

Can Government ownership result in anything but communism, the holding of all property in common? This, of course, would mean no incentive, no individual effort, no inspiration, no desire to sacrifice, by toiling day after day, to secure comforts for loved ones. Communism was the form of government that destroyed Jamestown settlement. This is the history of all governments founded on communism. Communism, socialism and governmental ownership are inseparably synonymous and the interweaving of any of these principles into our form of government would surely destroy our Republic.

I feel sure that the American public will resent the Governmental ownership of private interests. I am satisfied that it is not for the general welfare of the country that he be permitted to take on these private ventures, and I hope that American business men will have the courage to demand from their senators and representatives that Uncle Sam be left free to direct the affairs of this the greatest Nation on earth, to the end that wherever the Stars and Stripes float it carries with it a government founded on the constitutional liberty of mankind.

Advantage of Bulk Over Package Goods.

People to-day are more interested than ever before in the manufacture of pure food under sanitary conditions, and in knowing who accepts responsibility for the proper production and handling of their food. The placing of food in packages on which appears the manufacturer's name, address and guarantee enables the consumer to determine by whom and where the goods were made and what the package contains.

If the goods are made by a reputable manufacturer, whose guarantee appears on the label, and who plainly states over his name just what the package contains, the housewife is pretty safe in feeling that the goods are entirely as represented, and if not, she can obtain proper redress from the manufacturer who naturally stands behind his goods.

Of course, the fact that food is put up in packages does not mean that it is necessarily pure or that it was made under ideal conditions, but it gives the housewife an opportunity to judge from the package whether or not the food is going to meet with her requirements. We think you will agree that this protection was not possible in the days when most goods were sold in bulk without information as to ingredients.

Nowadays, if a manufacturer wants to use a preservative he must plainly state so on the label. It is then up to the consumer to judge whether or

not he wants to use a product in which a preservative is necessary. But the fact remains that under the package method, he has the choice, and that is the point I am trying to bring home.

The only argument we ever hear advanced against package goods is that they increase the cost of the goods. In answer to this argument as to price, we think you will agree that we are in an age of scientific management—that there is a great deal said and done under the name of efficiency. Would you consider it efficient for us to return to the old days when one went to the store with a pail, jug or pitcher and, after considerable loss of your own time, as well as that of the clerks, received goods from bulk containers that had been subjected very often to foul air, flies, insects, etc., to say nothing of the none too immaculate hands that measured out your portion? And even then, did you know, unless you took the time to check it up at home, whether or not you received proper weight or measure.

In this age, time is value. It represents efficiency. Can you spare the time, and still get goods in bulk, under the conditions described heretofore, or would you prefer to have the manufacturer take the time to put the goods up, under ideal conditions, and in such a way that the flavor will be retained and the weights uniform and guaranteed? Think it over, and figure out in your own minds, which method is eventually cheaper and more satisfactory in every way. It would seem from practically every standpoint that packaged goods are preferable and superior to bulk goods.

J. T. Austin.

One Hundred Dollars Made a Difference.

John Grimes, a noted skinflint, residing in a rural district, became engaged to a lady of some means who chanced to be visiting in the neighborhood during the summer. Ascertaining his true character as the weeks passed, she told him all was over between them. Whereupon Grimes threatened to sue for breach of promise. Rather than incur publicity and notoriety his former sweetheart, through her attorney, offered to settle for \$200.

"Two hundred!" shrieked Grimes melodramatically. "Two hundred dollars for ruined hopes, a blasted life! Never, never!"

"How much do you think would be about right?" asked the attorney.

"Make it three hundred and it's a bargain," declared Grimes instantly.

Desirable Tenants.

"Are you a chess-player?" the landlord asked a prospective tenant. "I much prefer to have my houses occupied by chess-players."

"No, I am not a chess player and I can't account for such a singular preference," replied the would-be tenant.

"It is simple enough," said the landlord. "Chess-players move so seldom and rarely without great deliberation!"

*Address before the National Retail Grocers' Association at San Francisco last week by Oscar E. McGlasson, President of the National Wholesale Grocers' Association.

Now for the Strawberry Shortcake

Most every one likes the luscious, juicy, tender and delicious strawberry shortcake.

Not every cook can make this kind.

Still, they can if they take pains enough and have good materials.

Flour is very important. It must be the creamy, rich, velvety kind.

It must be ground so carefully that it will be even grained or granulated so there will be little air spaces between every particle.

LILY WHITE

"The Flour the Best Cooks Use"

Is just the kind of flour we are talking about.

Of course, it won't make shortcake itself, but with your intelligent help it will make the most delicious crust in the world.

There's great joy and satisfaction in presenting the family with a perfect shortcake. It makes them happy and it makes you happy.

Suppose you make up your mind to spring a Lily White shortcake on them for dinner.

It would be a real treat.

Valley City Milling Company
Grand Rapids, Mich.

MEN OF MARK.

**T. J. Thompson, Local Manager
Standard Oil Company.**

It is a contention of this locality, based on apparently good grounds, that there have been more self-made men raised in and around Grand Rapids than in any other city on the globe—men whose youthful start in life began in hardship and toil, whose early struggles seem to the interested reader of to-day to have been one great battle against fate, won in spite of apparently insurmountable barriers through the intrepidity and virility which characterize the true captains of industry. In many instances in regard to the so-called self-made men the result might have been better if they had let the contract out. But not so with those of Grand Rapids, as in the pioneer days there were no such contractors to build up a man's career; no masons of fortune ready to help a man carve his way to success; no architect on hand to draw up plans whereby a man could leap from the top of the skyscraper of fame and fortune—it was every man for himself. Self-abnegation and enduring toil have been the sole reliance of those who later rose to the highest ranks in the business world.

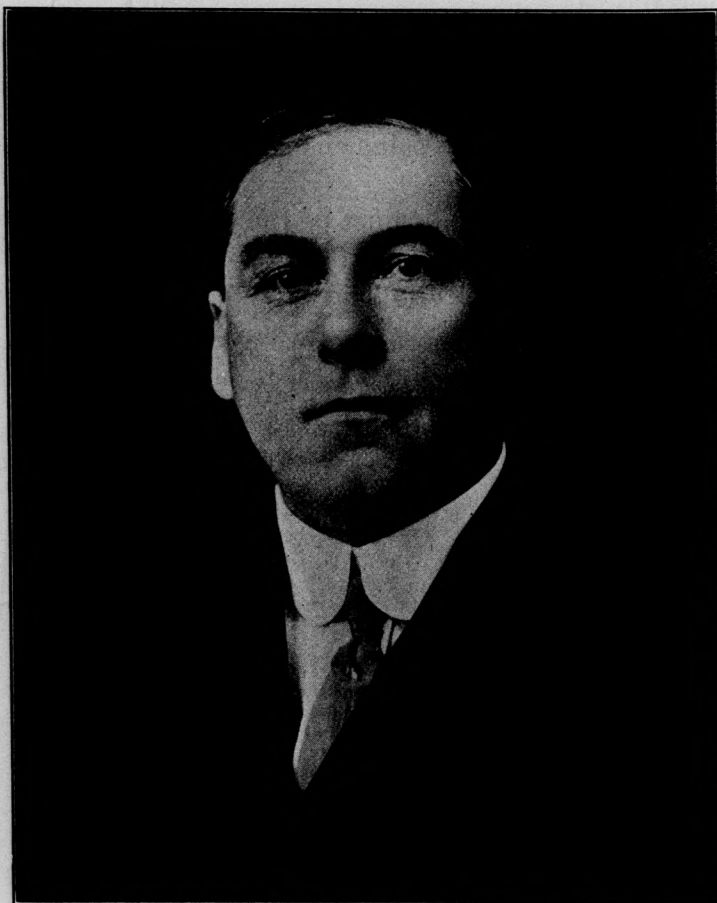
Thomas J. Thompson was born at Glassop, Derbyshire, England, April 12, 1863. His father was of Scotch descent. His mother was an English woman. When he was 9 years of age his family pulled up stakes in England and emigrated to Michigan, locating on a farm in Walker township, Kent county. Mr. Thompson lived on the farm with his parents until he was 18 years of age, obtaining such education as was afforded by the district school and a full course at Swensberg's Business College. The next two years were spent in Texas and other parts of the West where he pursued varying occupations with fairly good success and satisfaction. Concluding that the West possessed no charms which Michigan could not duplicate, he returned to Grand Rapids and in August, 1883, entered the employ of the Standard Oil Company as a warehouse man. He subsequently drove a wagon, a dray and a tank wagon, became superintendent of the plant, city salesman for the illuminating department, general salesman for the lubricating department and contracting agent. With the exception of the office of chief clerk and assistant manager, he held every office within the gift of the local branch, acquitting himself well in every department of the work. On the death of Mr. Drake, about three months ago, Mr. Thompson was selected to act as manager of the Grand Rapids branch, whose territory comprises about twenty counties in Western Michigan, in which it is represented by eighteen traveling salesmen and seventy-eight agencies. The promotion came to Mr. Thompson unsolicited on his part, being due to the faithful service he has given the company for thirty-two consecutive years, the wide range of experience he has acquired in the meantime, his comprehensive knowledge of the oil business in every detail and department and his thorough acquaintance with the territory of the branch and its requirements.

Mr. Thompson's mind has always been of a mechanical turn and for several years he has been the expert mechanical authority connected with the branch. He invented a valve for storage tanks which is now in very general use among the various branches of the Standard Oil Company. He gave the invention to the company, not even taking the trouble to secure a patent thereon. The same is true of many other devices which he originated, all of which were cheerfully bestowed upon his long-time employer.

Mr. Thompson was married January 1, 1887, to Miss Ida Aldrich, of

home. He attributes his success in life to "simply work" and those who know him well and are familiar with his methods of working concede that no man has ever given longer hours and more patient and loyal service to an employer than Mr. Thompson has done during the long period he has been connected with the Standard Oil Company.

Naturally, Mr. Thompson's activities have been largely bound up in the large business he has helped to establish on a sound basis, for whose success he is largely responsible and which for many years has been one of the city's just causes for pride. As an employer and manager of men, he has always been noted for his fairness, his compassion for the man lower down and his sympathy for



Thomas J. Thompson.

Grand Rapids. They have three children, one boy and two girls, and reside in their own home at 137 Auburn avenue.

Mr. Thompson is a member of Daisy Lodge, B. P. O. E. and also a member of the Executive Board of the Supreme Lodge of the K. O. T. M. He is a member of the local branch of the National Association of Stationery Engineers and was its Secretary for several years. Aside from these connections Mr. Thompson has no other affiliations, being essentially a family man who loves his home above everything else.

Mr. Thompson is an enthusiastic automobilist and something of a baseball fan. He is not adverse to witnessing a horse race and enjoys all the manly sports keenly, although he finds little time to devote to anything outside of his office and his

those in distress. With the patrons of his company he has always stood for reliability. He has never paraded or made any fuss about his principles along this line. Honesty is not a mere policy with him; it is a principle. One of his greatest pleasures is in the congenial feeling and confident regard that exist between him and the employees and customers of the company of which he is the executive head.

Mr. Thompson is a man of many parts, but above all is possessed of a wonderful amount of quiet dignity, a kindly disposition and a courteous manner which make for him hosts of friends who remain permanently his friends.

The wild oats sowers of the stone age must have had a strenuous time turning over new leaves.

Don't Lose Your Grip.

If a man were climbing a rope and suddenly let loose, according to the laws of gravitation he would have a quick drop downwards. And if he simply slid down the rope, part of the way, as a result of letting loose, he would have all his work over again in striving to regain his lost position.

That is just a physical example of what a man does when he stops advertising even for a brief period. Only, he finds it much more difficult to regain the trade he loses, than does the man his old position on the rope. That seems to be the one of the laws of advertising—perseverance is necessary to success.

Advertising any business into an established success and then stopping the advertising and the business, in the fond belief that one can resume both whenever one wishes, is a foolish mistake. It cannot be done. If you have a grip on any kind of a business you must keep the grip if you would retain the trade, that is advertising logic—it is business sense.

The wisest advertisers have been those who in times of business depression increase rather than decrease their advertising, rightly figuring that there would surely be some among their commercial rivals who would get "cold feet" because of the depression, stop their advertising and therefore lose their grip. Those who persisted in their publicity, of course secured the lost business; hence it paid them to advertise more.

And the most foolish of advertisers are those who think that the momentum of their present business will carry them along successfully should they determine to stop advertising for a time. Unadvertised businesses have no momentum, and the best trade in the world can soon be destroyed by reducing the publicity appropriation or stopping it altogether.

Don't lose your grip on your customers. They believe you want them because you advertise for them. Stop advertising and they will stop patronizing you. Moreover, when you stop advertising you are not only losing your patrons, but virtually giving them over to your rivals in trade.

A lady who lives in Greater New York kept what she supposed were the ashes of her husband in an urn on a mantel-piece, but the other day her husband walked in, rising from his ashes as it were and proving that he was very much alive. It was a case of mistaken identity. The husband had been missing for more than a year, and the lady had identified the body of a dead man as that of her spouse, all of which goes to show that mistakes are made in the best regulated families. The worst of this affair is that the lady, after having the body of her supposed husband cremated, had collected \$610 life insurance, but a real husband may be worth more than that.

In writing an advertisement, consider, of course, the character of the goods described, but consider also the character of the people to whom they are described.

Why Some Merchants Succeed and Others Fail.

Written for the Tradesman.

Yes, that's all right. A man who is worth \$200 a month ought not to be doing the work of a \$60 book-keeper, nor a \$35 porter nor a \$15 chore boy. His time is too valuable. I remember a story about the big boss coming into the office and finding a new \$10,000 man sitting in his shirt sleeves, up to his elbows in work. "He won't do," says the big boss. He should have had his desk clear and him sitting back thinking ten thousand dollars' worth.

Now that's all right. But I consider myself fairly well off in my business though I'm no \$10,000 man, yet I am often doing the work of a \$60 book-keeper or a \$35 porter, and sometimes a chore boy and telephone girl. When I started I was all of them and more too. And as for sitting at my desk with my feet cocked up, I have come a good deal nearer having \$10,000 thoughts about my business when I was wrapping bundles than I have when I was smoking cigars and staring at the ceiling.

There are different ways of getting at the same thing whether it's failure or success. There was Powers & Co., of the Emporium. Remember how they started? Ed. Powers was one of the best buyers in the business; had been head of six different departments with one house and two with another, as good a merchandise man as I ever knew. The company was some of his wholesale friends who furnished the money. He had a rattling good organization. He hired away from me the best salesman

I had. He brought with him a book-keeper who was a wonder. After the failure I saw some of the records and they were fine, told just what the business was doing and exactly where the house stood any day you wanted to open the books and all very simple. His help cost him a lot of money. Henry Frost, who has been hanging on by the eyelids for ten years, almost wept tears of pity over Power's extravagance and predicted an early finish for him. That was one time Henry's gloom guessed right. The Emporium blew up in about a year and Ed. Powers went back to the wholesale business, where he has since then made a thundering success.

Overloaded, you'll say. That is what everyone did say. That is what I thought, but when I looked into his books I found it wasn't costing him any more to do business than it ought to have had with that organization. He should have done about \$125,000 a year, but he hardly got half that much. So his expense was twice what it should have been and his stock went stale on him and that's explanation enough. Powers had a good system, he didn't waste his time doing a cheap man's work, he had a fine layout. He had, in short, an all-star aggregation, but no team. I said he had a good organization; I was mistaken. He had the makings of one, but he never made it. And that, as near as I can figure, is why he went to pieces.

Take Schmittberger and Kunkel for example. Both Dutch storekeepers started about the same way, small capital, no help but their wives, hard work,

economy and close figuring. You know the kind and you never saw one of those fellows go broke, although if they charged up their wives' time as they ought, they wouldn't be making anything in a good many cases.

Well, Kunkel is just about where he was when he started. His wife helps him on the books, his boy drives the delivery wagon and he works early and late. Their business is just a little corner store to-day, and it will never be any bigger. They have saved up a little money by hard work and close economy, about as much I guess as they could have saved in the same length of time if Kunkel had worked for \$2 a day, but not as much as if his wife had been working for somebody else and bringing home her wages.

But Schmittberger—he has a nice business as anybody in Buffalo Hump. He finished a three-story brick building this summer and he is a director in the bank. His wife has been out of the store at least six years and his boy is off somewhere studying engineering. Those two men started on the same footing with about the same capital, which was nothing to speak of. One of them stayed where he was and the other went ahead. What's the answer?

Horse sense? Yes. Good judgment? Yes. Business acumen? Yes. Those are all good words but they don't mean much of anything. They don't tell you why one man went ahead and the other stood still. They don't tell you why Powers & Co., with

that fine organization, blew up nor why Henry Frost is hanging on by the eyelids as he has been the last ten years.

John S. Pardee.

One Thing or the Other.

A man comes into the world without his consent and leaves without his will. During his stay on earth his time is spent in one continuous round of contraries and misunderstandings. In his infancy, he is an angel; in his boyhood, he is a devil; in his manhood, he is everything from a lizard up. If he raises a family he is a chump; if he raises a check he is a crook, and then the law gets after him. If he is a poor man, he is a bad manager and has no sense. If he is rich, he is dishonest but considered smart. If he is in politics, he is a grafter. If he is out of politics, you can't place him and he is an undesirable citizen. If he goes to church, he is a hypocrite, and if he stays away from church he is a sinner. If he donates to foreign missions, he does it for show; if he does not he is a "tight wad." When he first comes into the world every one wants to kiss him; before he goes out they all want to kick him. If he dies young there was a great future before him; if he lives to a ripe old age, he is only in the way and is living to save funeral expenses.

If you are the business man who waits for somebody else to start the live co-operative movements for boosting the town, you are a good deal of a parasite.

Recommend it with Confidence

for every sale will profit both you and your customers.



burns 20 per cent. longer and 20 per cent. brighter than any other oil. The most efficient fuel for incubators, oil-burning cook-stoves and heaters. Burns with a steady flame at an even temperature and is more economical than any other fuel. That's why

New Sales—New Customers—New Profits
are waiting for every dealer who handles Perfection Oil.

*Guaranteed by Standard Oil Company, of Indiana
America's greatest service organization*

Full information at any of our distributing stations.

STANDARD OIL COMPANY
of Indiana

CHICAGO : : U. S. A.





How to Handle Shoe Store Kicks.

How do you handle customers who make complaints on shoes?

Get this straight: It means a lot to you in creating confidence in your store and its merchandise.

When his majesty, the consumer, buys a hat, a pair of pants or an automobile, he expects, as a matter of course, that it will wear out some time. When he buys a pair of shoes it's an entirely different matter? Either the shoe was "lasted wrong," because it held its shape only a little over a year, or the leather "burns."—as it naturally would when a large size No. 8 foot was thrust into a No. 6 shoe—or the shoe creaks, leaks, or smells badly, and, consequently, we have the too often repeated demand for a "new pair."

Complaints of wearers can be traced to three sources: 1. Poor workmanship or inferior materials. 2. Bad salesmanship. 3. Unreasonableness or improper treatment of the shoes.

Any manufacturer will gladly make good on No. 1. And records show that this source of complaint is really trifling. Some manufacturers turn out shoes at cheap prices in order to meet the demand for "cheap shoes." And cheap shoes they are.

A cheap shoe should never be sold without a word of warning and a word of advice about the economy of good grade shoes. Only injury to your reputation as a handler of reliable goods results from selling cheap shoes.

Bad salesmanship means selling a customer a pair of shoes he or she should not wear. It may be a matter of squeezing a broad foot into a narrow width in order to "make a sale." It may be selling a shoe that is too short, thus bringing some strong language from the wearer in mighty short order. A run-down heel, toe or counter linings puckered up under the cap or worn out at the heel, or breaks near the tip in the shank—all these are sure results of a shoe too short for the foot.

"Burned" shoes are another frequent bone of contention and very difficult to handle. It is one thing for us to note the brittleness that has developed in the upper leather and the rotten condition of the lining of a sweaty shoe—quite another to convince the customer that his foot perspired freely and burned through the shoe like an acid. Often people with sweaty feet aggravate their trouble by wearing heavy calfskin or leather lined shoes—and they should be advised to try lighter weight shoes, to have an extra pair

on hand or to use ventilated shoe trees. Usually a word of explanation satisfies, as the wearer will admit in most cases that he has had the same trouble in other shoes.

I am sure that you will bear me out when I say that about the meanest complaint to tackle is that of the shoe that has been ruined by artificial heat. Often I have examined a shoe and found the sole burned to a crisp—yet the customer would swear that he could not possibly have been near a fire! Such a person, if at all reasonable, can be convinced by taking a pocket knife and showing him how hard, brittle and scorched underneath the leather has become. If necessary, call up a salesman who you know will be able to corroborate your statement—and, by that time your customer will plead guilty.

A retailer sold a man a pair of patent leather shoes. "Will you guarantee these?" asked the customer.

"Sure, I will guarantee them—to break," replied the retailer.

While everybody is supposed to know that any shiny leather is liable to break or crack, and that no merchant can warrant it not to, without asking an extra profit, mighty few customers are willing to let it go at that. So it is well to explain beforehand.

We all hear occasionally from the pest who expects a year or two hard service from his shoes. People of his type should not be encouraged too much; they are unprofitable to the trade, and no matter what you do for them are not the kind of customers who stick. Much better to shut down on them kindly but firmly.

But there is the well meaning class of people who have been accustomed to buying medium priced shoes, which as we all know, have generally deteriorated of recent years. In handling such complaints, the merchant should carefully explain that shoes, like all other commodities have advanced so much in price that it is absolutely impossible to get good wearing shoes except by paying more for them.

Always remember that it is hard to convince an angry man or woman; so when one with a complaint comes in "red hot," don't start an argument



The Harvester A Great Work Shoe

Heavy Duck Loose Lining
Gray Rubber Sole and Heel
Full Gusset



Made with a
Special "Pressure" Cured
Rubber Bottom

Costs you \$1.35
Less 5% in 30 days

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The Michigan People

Grand Rapids



Trade-Mark

This is Worth Money to You

This trade-mark has been capitalized. It is a recognized sign of shoe quality among working men, and when given prominence in your displays and advertising, is bound to attract the best class of the shoe trade to your store.

We stake our reputation as tanners and shoe manufacturers on the satisfaction-giving quality of Rouge Rex Shoes. They make good in service to the wearer; they make good in profits for the dealer.

Send for catalogue.

HIRTH-KRAUSE COMPANY

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

until you get him cooled off. Get him into a receptive mood. Make him smile if you can. Then get down to the subject matter of the complaint in a straightforward, business-like way. Don't haggle or "cry" over the matter, but announce what you will do just as quickly as possible—and do it cheerfully.

When you come right down to it, most customers are not half as mad as they say they are. They simply want to try you out. If you handle them carefully and pleasantly the great mass of complaints can be readily adjusted.—Old Shoeman in Commercial Journal.

Store System for Dealers in Small Cities.

Efficiency and economy are the two words that spell success and a liberal application of an equal portion of each is the best known cure-all for the retail shoeman's troubles. The business men who apply this admirable lotion to their everyday business stand out as shining examples of successful retail men. Unfortunately for many, these two factors are very closely associated with each other, so that to have either one without the other brings ruin. A retail organization may be the last word in efficiency in attracting and compelling crowds to do their bidding, and yet a little lack of economy renders the efforts of the efficient ones useless. And the same principle applies to economy.

Innumerable articles have been written on efficiency and countless pages have been filled with articles on economy, and many good ideas have been brought to the surface, but the real value of these ideas depends on how a dealer applies them to his business, and not on the theoretical value of them.

An efficient business man no longer conducts his business on a theoretical basis; he knows exactly what is going on in his establishment, and his plans for the future are based on his complete knowledge of his affairs.

Two of the most important departments of the retail shoe business are the very ones that suffer most from guess work in the average store in towns up to 50,000 population. I don't mean by that that all retailers in cities of over 50,000 population are perfect by any means, but the size of their stocks makes the need of some system more apparent than is the case with the merchant in the small cities and towns, as the smaller dealer usually figures that there is too much red tape connected with these different systems to make them worth his while to try out. He is giving his trade his personal attention part of the time and is constantly in contact with his stock, and as a result he feels that he knows all that is necessary for him to know about his business outside of his accounts and financial affairs.

While this is true of a good many systems, there are ways of adjusting the principles of some of them to good advantage to even the smallest retail establishment, and it is up to the manager or proprietor to decide what

will constitute a system to fill the need of his particular establishment.

To be perfect, the system when in operation should place the man in charge of affairs in a position to know the answer to any important question that may come up about the business, and should cover the field so thoroughly that even the size of every pair of shoes on the shelves would be shown; the daily or weekly expense account footed up by items each month and compared with the same month the preceding year; the cost and credit sales compared with the preceding year and showing the gross and net profit or loss by weeks, or days if necessary; stock condition, net equity; gain or loss of business and a surprising number of other important things a retailer ought to know about his business.

The system I use is comprehensive enough to do all this and yet is so simple one man can operate it in spare time. The data furnishes invaluable reference for the buyer, since a perfect size system for your locality can be extracted from the past season's record of sales, thereby eliminating chance buying to a remarkable degree and keeping the odds and ends down to a minimum. Lines of staple goods and novelties on which the heaviest business has been done show up so plainly a child could find them and the exact number of pairs sold the preceding year and sizes of same are at your disposal for your re-order, and, what is most important, the "best seller" shows up first of all.

In connection with this system I use a weekly business sheet that shows each individual sale—the size and the cost—entered on the day the sale was made. The sizes are for future reference and the total of the cost for the day subtracted from cash receipts gives me my gross profit. Taking the expense from this shows my net profit, or loss for each day. With this information on hand it is a comparatively simple matter to know the general trend of your business, and gives a positive warning, which, taken in time, will save the retailer from calamity. It is really a safety valve on a business machine, as it never fails to show an overload.

Summed up, my system places me in a position to know at a moment's notice the amount of stock on hand and the amount owed on it; the net gain, or loss, each week, or day if necessary; the gain or loss in sales over any week of the preceding year; the amount of outstanding accounts and the sizes in stock and sold during any season.

The perfection and putting into operation of this system I count one of the big factors in making a success within a year (and 1914 at that) of a store handling one line of shoes exclusively in an out of the way location which had a remarkable record for the failures it had seen in the shoe game.—O. E. Nelson in Shoe Retailer.

Entertaining a hope is no disinterested act of hospitality.

Quality is Always Recognized

in whatever form it may be expressed. No person can fail to see in the

Bertsch and H. B. Hard Pan Shoes

all that the art of good shoe making can put into a shoe to form that unusual combination of STYLE and WEAR RESISTING QUALITIES which these lines possess.

You simply cannot go wrong on the BERTSCH (dress) and H. B. HARD PAN (service) Shoes, Mr. Dealer. Every shoe must measure up to the high standard of quality set for our goods. That's why there is such a tremendous volume of sales on shoes which bear our name.

Get started on these lines. You'll find them all high class, honest money makers.

BUILT FOR SERVICE—WEAR LIKE IRON

Herold-Bertsch Shoe Co.

Mfrs. of Serviceable Footwear

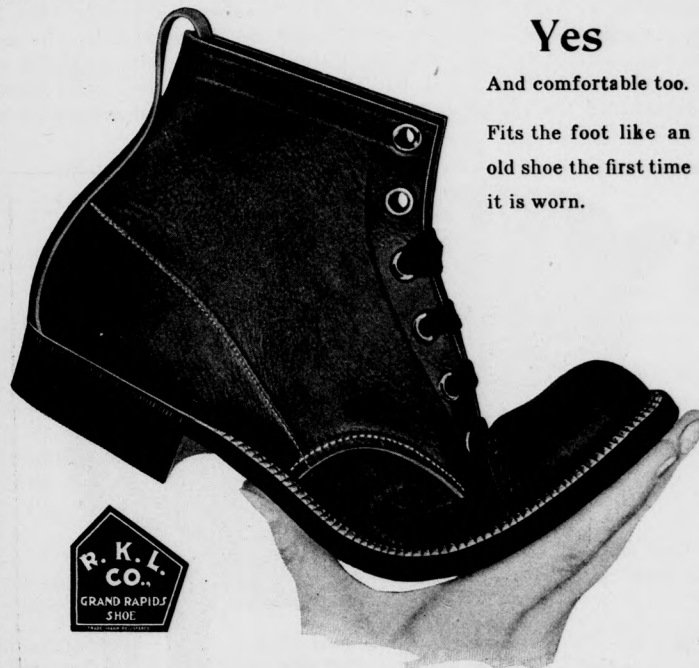
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Looks Flexible, Doesn't It?

Yes

And comfortable too.

Fits the foot like an old shoe the first time it is worn.



Walk-Away Shoes

Need no breaking in. They're made by a new process—the latest method of shoe making. Let us send you samples.

Rindge, Kalmbach, Logie Company

"Makers of Shoes that Wear"

Grand Rapids, Mich.

THE MEAT MARKET

Is the Meat Problem Solved by the Catalo?

Is the catalo to solve the meat problem for us? Before requiring our readers to answer this question, it may be well to explain to them exactly what a catalo is. When one's train passes a station named Colneb, he knows he is on the Colorado-Nebraska boundary line. Analogous conclusions follow observations at such station as Moark, where the train leaves Missouri for Arkansas, or Monaho, where it crosses from Montana to Idaho. With a similar kind of elephantine playfulness to that thus displayed by the retiring genius who baptizes railroad stations, some biological relative of his has bestowed the name of "catalo" upon a hybrid of domestic cattle and the buffalo. This odd product of cross-breeding will thrive in arid country and yields excellent meat—so we are assured by Benton Borthwick, who writes of it in the Forecast as follows:

"The catalo and the mule would be first cousins if it were not that one belongs to the genus bos, while the other claims kin with the genus equus. The bond between them is that both spring from mesalliances, the catalo being the offspring of the buffalo and the gentle domestic cow. * * * The catalo is so hardy that he can live on pastures which would be poor picking for a sheep, and his meat is equal to the best beef, to which has been superadded the tender and lus-

cious hump that made the wild buffalo so eagerly sought by the equally wild huntsmen of the plains.

"It was the extreme desirability of this hump, combined with the value of his shaggy hide, that helped to bring about the practical extermination of the American bison, or buffalo. The Indians appreciated both, but lived in peace and amity with the buffalo and left enough of them to ensure an inexhaustible supply of meat and tepees for future years. The white man's appreciation was equally keen—but, like the Indian, the buffalo was in his way. He wanted the plains for his cattle to range over, and he did not approve of the cattle associating with the buffaloes. Therefore, the buffaloes were gradually exterminated until at the present time the only herds remaining are those kept as zoological curiosities.

"The new species has really been established, and there are now a sufficient number of cataloes to make it safe to prophesy that the new animal will play a leading part in the future food supply of the Nation.

"The range is the natural habitat of the buffalo and the catalo appears to inherit from its wild progenitors this love of the open. Turn the catalo loose in summer and winter; it fatten much more rapidly than domestic cattle would under the same circumstances, and its mortality rate is much lower. The driving blizzard of North Dakota does not send a herd

of catalo drifting before the storm, for the blood of the buffalo makes the hybrid turn and face the swirling snow.

"Again, because of the long adaptation of the buffalo to the plains conditions, water is not as essential to the catalo as it is to the cow. Nor is salt—which is so necessary to the cattle—that the problem of salting them on the range has always been a serious one for cattlemen to consider—at all indispensable to the catalo, which will show little or no desire for the salt that is being lapped up eagerly by the cows feeding close beside it.

"Another advantage of the hybrid is his immunity from the diseases which have so scourged the cattleherds. In Texas, the worst tick country in the whole United States, the catalo has grown and thriven, immune from Texas fever and Texas blackleg, in the midst of cattle herds which were dying from these dreadful diseases. In fact, nothing so far has seemed to affect the health and disposition of the Texas catalo. He has grown and taken on weight in the dry hot plains of summer and the moisture laden air and the rain soaked turf of the wet season have merely brought more food to his mouth as he placidly crops the grasses growing long and rank under the down-pour.

"These are some of the advantages which the catalo possesses over his domestic ancestors. In other ways he shows that he is a distinct improvement on the buffalo. Pre-eminent among these is his peaceful disposition * * * The catalo is no fighter. Even where there are big herds, the breeders report that a fight has never been known, for the animals are docile and easily broken and are by nature inclined to keep the peace.

"The experiment by which breeders have finally produced the catalo are interesting. They have succeeded after many years of fruitless effort, because the two men who were instrumental in discovering the secret of a successful cross are wealthy as well as scientific, and grudged neither money nor trouble when it came to the possibility of establishing a new breed of domestic animals."

Unlike the mule, we are told, this hybrid is able to perpetuate its own species. So far as known, no males have ever been born from the first

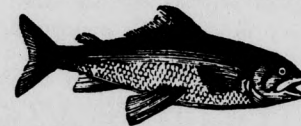
cross, so that the second generation is either three-quarters or one-quarter buffalo, as the case may be. From these are produced the true catalo, which has both species on both sides. Writes Mr. Borthwick:

"When the true catalo appears, it becomes a type which combines the characteristics of both lines of ancestry and is quite distinctive. It has a heavier coat than the domestic animal, carries a large hump and bigger hind quarters than the buffalo, and—which is all-important—cuts approximately 150 pounds more of edible meat than the ordinary 'beef critter!'

"Knowing that the great secret of producing a larger quantity of meat lay in the hump of the buffalo, the first care of the breeders of the catalo was to transfer this hump to the back of the new hybrid animal. Instead of being a huge lump of fat, the hump of the catalo forms the upper cut of a rib roast of beef. It is tender, clear meat of excellent flavor, scarcely distinguishable from that of the

G. B. READER

Successor to MAAS BROS.
Wholesale Fish Dealer



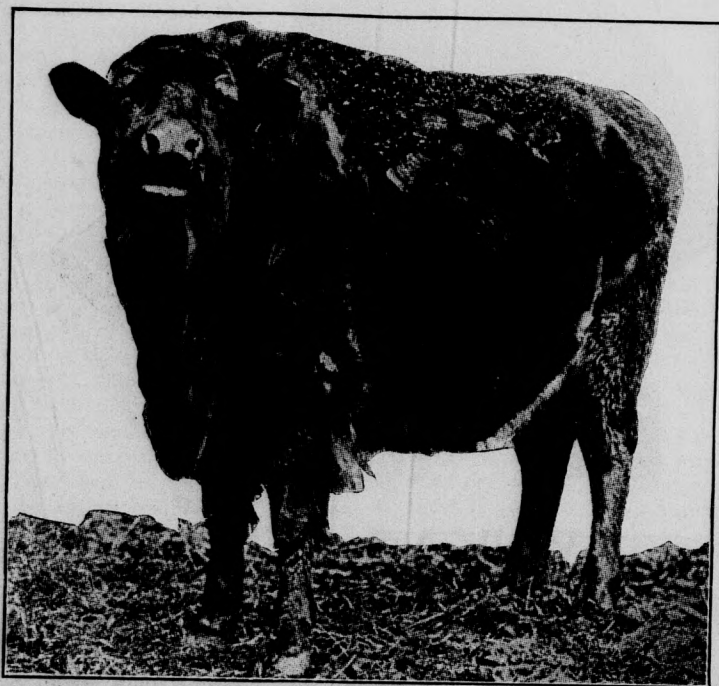
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Does She Solve Our Beef Problem?
The Daughter of a Buffalo and an Ordinary Domestic Cow

PEACOCK BRAND

Ham, MILD CURED Bacon
All-Leaf LARD

"It suits your trade because it's made
As Cudahy Brothers make it;
It is the brand that's in demand
And others gladly take it."

For Sale by all LEADING GROCERS

MEAT RESIDUE FEEDS

for hogs, cattle and poultry at the FEED STORE

Hollywood Brand

Sliced DRIED BEEF & BACON in Glass Jars
At Meat Markets and Grocers

CUDAHY BROTHERS CO.

Cudahy, Wis



A True Catalo Calf and its Mother
Both Have Mixed Blood in Both Lines of Ancestry

ordinary beef animal. Cataloes which have been slaughtered for meat have produced upper cuts nine inches deep. The great value of the catalo as a meat animal is that 70 per cent of his weight can be sent to the table. Also, the meat is never tough, even when the animals are out on the range.

"As it stands to-day the problem of the catalo is not one of the mechanics of breeding. That has all been done, and now it is simply a matter of selection. Therefore, the best of the hybrids are all being used for the purpose of propagating better animals, and the others are being used for meat.

"Time alone is necessary to establish a race which will make productive vast areas that are good for little else. On these almost arid plans grazing is too thin and water too scarce to allow the better grade of beef animals to exist, but the catalo, if left to itself, will thrive and gain weight. The range-animal of the past has been responsible for tough, fibrous meat—too often diseased. The range animal of buffalo strain is hardy enough to resist disease and will produce clear-fibred meat that never gets tough. Before many years it is likely that the problem of our meat supply will be solved by the blending of the American bison-blood with that of the beef animal that for a century has formed the main food-dependence of the people of this continent."

His Income Was Net.

A New York lawyer tells of a case tried in a fishing town of Massachusetts, during which the chief witness, under cross examination, refused to state the amount of his gross income.

"You must answer the question," said the judge when counsel had appealed to the court to instruct the witness.

"But, your Honor," said the man, "I have no gross income. I am a fisherman, and it's all net."

Missing Soul Mate.

Letter received by the Mayor of Stevens Point, Wis.:

'Dear Mr. Mayor Pasternacki, I am a young farmer and i want to get married. I have a 200 acre farm and i am lonesome. I am single and was never married because i could never find the right girl. But i was in Stevens Point a couple of weeks ago and i saw a nice girl there. I was only in town for about an hour and i lost track of her. I've been thinking it over and i come to the conclusion that i will marry her. She was about middle height and plump, and she was good looking. When you find her please let me know and i will come in and get her. Of course if you can't find her maybe you can find another one. I can support a wife. Yes and i will even get her a ford if she won't marry me without one."

Time to Chill Hams.


Under ordinary chilling temperatures the ordinary time required for this is as follows: 8 to 10s, 10 to 12s, 12 to 14s, 24 hours; 14 to 16s, 16 to 18s, 48 hours; 18 to 20s, 72 hours and so on. This rule, however, is only approximate, as the length of time will depend on the maintenance of the proper temperature and the condition of the meat coming from the cutting floor. The best rule to follow is that of a meat thermometer which should be in every packing house and in use constantly.



Now It's Time
to suggest
Mapleine
delicious flavor for ices,
punches, summer
desserts.

Order from
Louis Hilfer Co.
1503 State Bldg.
130 No. 5th Ave., Chicago, Ill.

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"It's a Wonder" ---and no Wonder

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House Furnishings, China Ware, Glass and Silverware
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GRAND RAPIDS, MICH.

Of course we want your order.

Of course we don't expect it unless we deserve it.

But it is our low prices as printed in our catalogue that brings to us an ever increasing volume of business.

We are one of the few firms in business that dare to print their prices and this is what makes buying by mail safe or even possible, as you take no risk but can save money, time and very often freight charges.

Our catalogue illustrates the lines for which we are the wholesale commission agents better than the goods could be shown to you in any other way unless you could come into our store in person and see the magnificent assortment we are showing. If you have not our catalogue at hand, may we send it to you?

A POSTAL WILL BRING IT

Spring and summer goods are in daily demand and you can certainly sell these lines to your customers with a profit as they must have these things in their homes.

| | | |
|----------------------|------------------------|-----------------------|
| Hammocks | Soda Glasses and | Vases and Show Jars |
| Screen Doors | Sherbets | Shelf Paper |
| Window Screens | Garden Hose | Paper Napkins |
| Oil and Gasoline | Lawn Sprinklers | Laundry Goods |
| Stoves | Garden Tools | Fly Killers and Traps |
| Lawn Mowers | Wire Screen Cloth | Japanese Lanterns |
| Go Carts and | Sulkeys and Children's | Croquet Sets |
| Baby Carriages | Wheel Goods | Lemonade Sets |
| Galvanized Iron Ware | Refrigerators | Stoneware |

SWELLING SALES.

How One Hardware Dealer Accomplishes That Result.

"I hate to be interviewed," said Bailey, the one really worthwhile hardware man in Statesville, "but you've been so darn nice to me I don't see how I can back out and still be—what do you call him in the East—a real sport?"

"Success in the hardware business lies in just what you see in your stock. If it is just so much hardware you'll be a hardwareman all your life. If you have an active imagination and a pair of eyes that can pick up a dozen selling possibilities in every block between your home and the office—you'll get somewhere.

"It used to be that the hardware man simply filled a link in the economic chain—he was a source of supply for certain needs—and nothing under God's good sun could hasten those needs or create a desire for something the customer himself had not thought to ask for. In other words he simply stuck to his last and waited for Mr. Need to walk in, pick up his pound of nails and go about his business. Unfortunately there is still too much of that spirit in the hardware trade, with the result that every so often someone cuts loose with a wail about mail order competition.

"I have found that half the things I sell are sold as a result of finding some need and hammering it. For instance, take electric flash lights. Now who under the blue canopy of skyland would think of buying one of those "burglar lamps?" In fact, who would imagine that they had any use for them? Yet I plunged on two gross of them and cleaned them out within ten days. It was simple, too.

Local Physicians Help.

"All I did was to have a chat with the nine local doctors. I asked each one to recommend them in homes where there was serious illness and some one had to be jumping up at all hours of the night. I hammered the idea in our one local daily and announced it on the cards I used in my windows. I took up that one idea and worked it to death.

"Then I made a similar drive at the young fellows who are strong for camping parties and canoeing in the evenings. It was all done quietly and my entire stock of lamps moved out in good shape. Suppose I had waited for the need to develop? Why, man—when I hear some of these fellows kicking because they can't turn over their stocks quick enough I get mad all over. Instead of fastening the blame on themselves they shuffle it off on the manufacturer and tell him his line doesn't pull. The real trouble is that the dealer doesn't push.

"See things in your stock. That is my motto and my working code. If a certain line doesn't move—I make it move. I have money tied up in it, and if I want that money to produce I have to find a market for those goods or create a market. I've got to see my money working.

"I inherited this store from my father and with it came a stock of

guns that didn't have an equal in this valley. Why Dad ever made such a plunge on guns and such fine pieces—I won't venture a guess—but I had to move them just the same.

"To advertise those guns, except in gunning season, would not have sold more than one or two of them. Something big had to be done. It seems providential now, but that very evening I picked up a popular weekly magazine and saw a picture of a well known gun club. I had it! There was my cue—start a gun club in Statesville. I did, and while that was six years ago the club is still in existence and two more have started since. It opened up a field for ammunition and clay pigeons, too.

"Take lawn mowers—I'll bet you I thought of lawn mowers every time I saw an uncut lawn—but borrowing is so easy among suburban folks that I almost despaired of ever selling

contest to those who had purchased a mower from me? It listened good, and I gave it a whirl. Funny thing, too, the men evidently thought it undignified but worth thinking about just the same, and when it came time to check up results I discovered that most of the fathers shifted the responsibility to their sons. Well, it did the boys goods and gave me a chance to become friendly with them. Make Salesmen of the Schoolboys.

"When I had those boys together I offered a rifle to the first chap who brought me an order from anyone with another mower. The way those kids hustled was a caution. I gave them booklets and arranged a little selling talk for them. I sold some, too, as a result. I found one youngster would ask no questions until he had trimmed half a lawn and then he would approach the housekeeper and offer to cut the other half

me shiver. I grabbed a piece of paper and ripped off a letter. I intended to send a copy to every man in town and point out his duty to his wife and loved ones. I urged him to give them some protection when he could not be with them. 'If your wife is afraid of a revolver,' I said, 'show her how to use one. She's just a little gun shy now, but when she learns to use it she can sleep in peace when there is no man in the house.'

"Of course it started something. And I started something again when my oldest girl blossomed forth at the opening high school football game with a machinaw coat and tan sport shoes. I traced eleven coat sales and six pairs of shoes to my daughter's idea, for she really thought of it—or was that her little stunt to work father for a coat and shoes? It's hard to tell, but she's a woman and we'll have to give her the benefit of the doubt.

Catch the Commuters.

"Did you see that large square and flat case over at the station? Well, that's mine. I get the commuters with that, for there is always something seasonable on display. I try to keep a lot of articles ordinarily needed in the house on display in that case. Besides it is a steel box with a slot so that Mr. Hubby-in-a-hurry can drop in his order for anything that might appeal to him. It gets me some business, although I only placed it there as a sort of reminder that I was still this side of the River Styx.

"I put a bulletin board in the high school yard, and while my advertisement was not very conspicuous it brought me a vote of thanks from the school board that was worth having. To get back to my stock, I keep a card record showing every article I carry. I go over that set of cards once every week, and if I find something that is standing dead on the shelves I rip it out and either offer it as a special price on the bargain counter or send one of my clerks around to see folks I think might be interested. I don't want any dead-head stock and my boys know it, which probably accounts for their enterprise in offering things to customers that they have not thought to ask for.

"Take ash trays. There was a time when I had a case of the darn things. I thought I was stuck for sure, but one of the boys hit upon the idea of offering them in sets of six to every man who came into the store with a cigar in his mouth. We made a special price and moved them out in that way in a year. That isn't a long time, considering that the only way in which they were offered was over the counter.

"Let me show you another little system I use. Here is a book in which I have carefully listed everything in my stock that can be used in the home. A list of articles that the office man can use and so down the line until I believe that I have covered every line of trade and every activity in town. It helps, too, for when I am looking for an inspiration I just compare my stock cards with this list, and I am usually able to

GUESS WHO I AM.

I'm the easiest thing in the world to acquire,
I'm the hardest thing in the world to get,
I'm known both alike to the seller and buyer.
Say, haven't you guessed who I am yet?

I'm down on the biggest and smallest of books,
Not a business man but who's wrestled with me;
I most frequently follow the sharpest of crooks,
And sometimes good people unfortunately.

I'm a friend of the lawyers, they're quite fond of me,
I'm a source of supply for a part of their bread,
And they camp on my trail just as close as can be
'Cause whenever they get me they're so much ahead.

I'm the cause of distress to the feeble and strong,
And make friends with all classes of men.
I promise and promise and kid 'em along—
My name very nearly uncorked itself then.

I'm something for nothing—I haven't a friend.
There's a price always out for my head.
I'll be kicked and harassed and sworn at till the end.
Oh, Gosh! but I wish I were dead.

So do all of us wish so, you business misfit;
Perhaps even so, you'll be yet.
But, at present, we know that whenever you hit,
You'll be known and be sworn at as just a bad debt.

lawn mowers to them. I knew that if I could get under the skin of the borrowers I could build up a mighty nice business.

"Well, sir, I went after the borrowers tooth and nail with newspaper space and a series of three strong circular letters in which I enclosed booklets sent me by the manufacturers. This brought a few scattered orders, but not enough to satisfy me. I had a long talk with the representative of one of the lawn mower builders, and he suggested that I pick out a moderate price machine that was built to stay built and give the best kind of service for the needs of the average man.

"Once that machine was selected we went after them again. I offered a free cutting to anyone who asked for it, and followed it up with a personal call. I assured all these people that I would keep the machine in repair for one year and furnish them with oil. Then a bigger idea struck me. Why not offer an attractive prize for the best kept lawn and restrict the

for 10 cents and make a very brave effort to sell the mower besides.

"I found that the boys had decided to make good use of me, and it kept me hustling to think up things for them to do. I started them out with nests of stew pans. Then again with clothes lines, with dust brushes, and the work kept me jumping until school opened in September and took my boys away from me. I was sort of glad, for had they kept after me much longer I'd been chased out of town.

"But the fact that all these things sold convinced me that you must remind folks of their needs. Take revolvers. Now the average woman is scared to death if you show her a picture of one, yet in a country like this, where there is always the possibility of trouble with tramps, there should be a revolver in every house.

Revolvers for Women.

"One night I got thinking about my own wife and what would happen if someone started mischief while I was out of town. Honestly, it made

hit upon something I can use as a leader.

"Last year I took this list and worked up a series of little booklets, which were distributed among my townfolk with a real gingery letter. I used the household book with telling effect on the brides—I went after the young fellows with my sporting goods book. Now mind you these books were not merely catalogues but books the prospect would keep, because I filled them with helpful information. Of course it cost me some money, but I feel that the effect was good even if I did not get enough the expenditure.

"Imagination is the thing that counts. If I can't sell my goods in the usual way I try to work up some little scheme or find some good strong selling points that will fit into local needs and local conditions. Last spring I had a little run on refrigerators and it started in a very simple way, too. One of our society ladies ordered a refrigerator that I had been selling for \$26. It was a beauty! Well, sir, I sent that refrigerator to Mrs. X on a flat wagon and I told the driver to drive all over town with it and not to be in a hurry. Up one street and down another he went until late in the afternoon he drove up to Mrs. X's. Previous to this I had lettered two big cards with this 'hot shot,' 'There is no better refrigerator in town.' That same afternoon I had three telephone calls, and within a month I sold nine refrigerators as a result of that stunt.

Publicity Always.

"Then, too, I never miss a chance to get my name before the buying public. I've had window displays on wheels, I've had cooking lectures in the town hall to start something among the pots and pans and stoves, I have had a booth in every church fair and block party, gave a score board to the field club and even distributed a very neat little bridge score pad to every woman customer who asked for one.

"It pays, too, for next to seeing sales possibilities in every item on the shelf one must keep in the good graces of his public, and that I have religiously tried to do ever since I woke up that fine morning with a hardware store on my hands.

"Maybe I haven't told you a great deal, but if you draw from my story no other lesson than that of observation plus imagination plus persistence, then it has been worth telling. I can't find success for you, but I can tell you what makes it and you'll have to make the application yourself."—Robert T. Gebler in Hardware Age.

Dumped Scales in Sea.

City Sealer Lawrence J. Dolan, of San Francisco, recently consigned to the briny deep 25,000 scales and 10,000 milk cans which have been condemned and confiscated by the Bureau of Weights and Measures of San Francisco during the past year. The watery burial took place on a Saturday afternoon, headed by Emmett Hayden's band and a procession down Market street to the dock.

The Specialty Manufacturer and the Retailer.*

I have come across the Continent from the Empire State to bring you salutations and sincere greetings from the American Specialty Manufacturers' Association, of which I have the honor to be President.

The retail grocers and the specialty manufacturers are very dependent, one upon the other. A very large volume of your total sale is made up of the specialties we manufacture. Our interests are absolutely common, and it is a great and distinct credit to both organizations that we are working together harmoniously and with a feeling of respect.

Organization is popular these days because associations like ours bring together many men of many minds. The conferences, both executive and open, the exchange of ideas, the privilege of giving as well as the advantage of getting, are all available to the man who belongs to the proper commercial and trade organization.

There are great responsibilities alike upon the retailer, the jobber and the manufacturer. The work of you retailers is never done. You are at your stores before the sun is up and after the sun goes down. You do much to help along the progress of this great country.

The responsibility of the manufacturer in producing high-class products, particularly in the line of foods manufactured according to the food laws, is tremendous and is taken very seriously by the houses in the American Specialty Manufacturers' Association. We believe in operating according to law, with keen respect for the pure food provisions, and are necessarily exponents of factory sanitation of the highest type. The manufacturer is primarily responsible for the production of food merchandise which meets the requirements of law. It is the manufacturer's guarantee which you gentlemen expect and very naturally require.

Manufacturers welcome at any time conference and consideration with their friends in the retail and jobbing grocery business. Eventually food laws must be uniform, state for state, and each state with the National law. When that glad day arrives it will be possible for a retail grocer operating at Grand Rapids, Mich., to be perfectly sure a food product he sells, which was manufactured in Ohio, is produced in Ohio strictly according to the Ohio pure food laws, which in turn will automatically provide a product for the Michigan grocer to sell which will meet the requirements of the Michigan as well as the National food law.

It is our notion that the retail grocer who believes in and pushes over his counters the Nationally advertised brands of merchandise develops a degree of efficiency which must eventually show in his gross sales. It is a simple matter to have on our shelves for sale standard specialties which are called for by brand name and which your customers actually want.

*Address at the San Francisco convention of the National Retail Grocers' Association, by Walter B. Cherry, President American Specialty Manufacturers' Association.

There is no lost action in such merchandising, because a satisfied customer is the best possible advertisement.

The houses represented in the American Specialty Manufacturers' Association believe not only in quality merchandise, but in heavy publicity, which develops new users for the articles they manufacture and reminds present users of the products advertised. The retail grocer who takes advantage of this enormous publicity, absolutely directed at his store, is simply employing a means at his disposal without any expense to increase his volume of business.

You have in this great body hundreds of dealers who are adopting what is really the path of least resistance and simply selling the goods the trade asks for, and the manufacturer keeps on and on and on telling the consumer about his goods and urging the consumer to buy these goods of you. It is absolutely store advertising—publicity for your store, which is available and which we are glad you take advantage of.

On behalf of the American Specialty Manufacturers' Association I propose that a special committee of the National Retail Grocer's Association meet with a similar committee of the American Specialty Manufacturers' Association and a similar committee from the National Wholesale Grocers' Association to consider legislative policies and other matters relating thereto in order that so far as practicable the grocery trade may, through such co-operation, more effectively promote uniform and effective pure food laws.

I want to thank you for my organization for this splendid opportunity to tell you of the friendly feelings we have for the retailer and to present to you and to every member of it the greetings, appreciations and good wishes from the specialty manufacturers of the United States. We want to work with you. We believe in you and we want you to believe in us.

Live Notes From a Live Town.

Owosso, June 1.—It is not expected that this week's bunch of dope will give the readers of your paper a punch on the solar plexus of their intelligence, but it is all we have to hand 'em this time.

The last meeting of our Council was well attended, with two candidates for initiation. On account of

the illness of Mrs. August Stephan, Mr. Stephan was absent—the first meeting he has been absent for fourteen years. He will not be reprimanded, as he has certainly made an unheard of record for attendance.

The Renolds dining hall, recently opened in Ovid, is an up-to-date hostelry. Clean towels, good chuck, together with a smile worn by the proprietor (that won't come off) puts a home like finish on the establishment that is worthy of the patronage of the commercial bunch of wayfarers, particularly those who ate breakfast at home. Don't shy off. Come on in to dinner.

James Mead, of Ada, has opened a grocery store in Corunna, with a full line of groceries. Stock new.

Carter Culver, of Carson City, has purchased the grocery of Thomas Monks & Son, on South Chipman street, Owosso, and will take possession about June 1. Mr. Culver is a groceryman of many years' experience and will give his patrons just what they want—best goods and right prices.

We notice quite a sharp advance in the price of Manila rope. The advance in this particular commodity is no doubt, caused by the purchase of large quantities of two inch rope for fire escapes by the country hotel keeper. Ever notice 'em?

Phillips & Taylor, of Owosso, have purchased a twenty passenger auto bus for city transfer to hotel and picnic parties and joy outings; in fact all purposes excepting trip to Oakley.

Owosso boasts of a lady chauffeur—Mrs. Cora Taylor—who is second to none on earth. She recently brought this enormous vehicle from Port Huron in a day.

The writer had occasion to stay over night in Sheridan this week and as the hotel recently burned there, S. E. Almack allowed us to sleep at his home, which is not occupied by the family at present, as Mr. and Mrs. Almack room over the store. To show our appreciation of this kind offer, we got up at 4 o'clock in the morning to split wood, but as there was no axe to be found, we went out to hoe his garden for him, but met with a similar disappointment and could not find a hoe on the farm. Either Mr. Almack suspected that we would take things and locked them up or else he hasn't any tools of any description. We could not find a lawn mower or even a wheelbarrow.

E. J. Hayes, of Babbitt & Hayes, grocers and meats, Corunna and Owosso, has purchased the interest of his partner, B. T. Babbitt, and will continue both businesses at the same location.

Honest Groceryman.

If a man is foolish and doesn't know it, it's a sign that he has no wife to instruct him.

Grand Rapids Store Fixture Co.

Complete Outfitters for Store and Office in

"New" and "Used" Fixtures

No. 7 Ionia Ave., N. W.

Grand Rapids, Michigan

Our line is complete in Wire Chairs and Tables, Bent Wood Chairs, Vitrolite Tables, straws, spoons, straw holders, etc., for Soda Fountains and Ice Cream Parlors.

"SEE OUR LINE OF SCALES"



Grand Council of Michigan U. C. T.
 Grand Counselor—M. S. Brown, Saginaw.
 Grand Junior Counselor—W. S. Lawton, Grand Rapids.
 Grand Fast 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 Chaplain—A. W. Stevenson, Muskegon.
 Grand Executive Committee—E. A. Dibble, Hillsdale; Angus G. McEachron, Detroit; James E. Burtless, Marquette; L. N. 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. Cornellius.
 Secretary and Treasurer—Clyde E. Brown.
 Board of Directors—Chas. E. York, J. W. Putnam, A. B. Allport, D. G. McLaren, W. E. Crowell, Walter H. Brooks, W. A. Hatcher.

Letter of a Sales Manager to His Men.

Gentlemen, I am thinking of taking down our sign—the brave, old gilded board whose sturdy letters have halloed to the public from above our door for twenty-five years, proclaiming who we are and what we are—the emblem that has stood for success and progressiveness in the commercial world for a quarter of a century.

I am mad enough to take it down, I say, and hang a new one in its place.

If I do the new sign will read: "Has Been & Co. Gone Out of Business. House Turned Into an Academy of Old Fogysm. Musty, Outworn Ideas in Stock."

I've been proud of our business for twenty-five years. I was proud of it when our entire force consisted of two men and a boy in a ten-by-twelve cubby-hole of a workshop. I was proud of it in '95 when we put up buildings that increased our factory floor space to a total of twenty-two acres. And I was proudest of all last month, when our new assistant salesmanager, whose appointment you cheered so lustily, worked out a scheme for regular systematic instruction and improvement of our force of a thousand salesmen.

But I am proud no longer.

I have opened thirteen letters from district managers this morning, each containing a vigorous kick—with a few frills of apology—against the introduction of any system of instruction. And there were more letters from other district managers who showed about as much joy over the new plan as an undertaker at a funeral shows when he meets you at the

door and leads you to your seat near the coffin.

I am not mad because these managers, holding as they do certain opinions, expressed them to me—I believe in straight talk, and want every man in my employ to speak out his mind whenever he feels the impulse—but I am sore clear through to think that leading men in this business should have in their minds the ideas that are stated in these letters.

Now I am going to knock the everlasting daylight out of the arguments they advanced—I am going to snuff them out once for all as completely as a man snuffs out a candle. And if when I get through, any man in our organization of 5,000 can puncture my position with sound logic, I will raise his pay a thousand dollars a year and promote him to a bigger job. And I will submit the matter for judgment to outside disinterested parties.

Think I'm over-confident? Well, when a man has the entire structure of civilization and the laws of nature to back his position, he has a right to be confident. And that's what I've got. And it is this that makes me confident—not any fool belief in my own powers.

These thirteen district managers who registered kicks with me used various forms of expression, but the common thought in all their letters—the kernel of idea, stripped of all the various husks of words—was this: "It is wasted time and energy to try to teach a man to sell goods. There is no use in having any system born and not made. If a man oin tem of instruction. Salesmen are born and not made. If a man is born a salesman, he will sell goods anyway; and if he isn't born a salesman, he won't sell goods—and that's all there is to it. It is useless to try to teach salesmen their business."

Gentlemen, there's one assertion in that statement that's as true as Gospel; it expresses a fact as unshakable as the Rocky Mountains: Salesmen are born. If a man has no natural capacity for selling goods, you can no more make a first-class salesman out of him than you can make a silk purse out of a sow's ear, and no one has ever yet done that. But—don't let us forget that it is possible to make a silk purse out of raw silk. And if a man has the natural capacity of a salesman in him, although it be hidden, obstructed and obscured—although his sales are as yet nothing—although the results he has secured are no more than zero with the rim torn off—if he has that natural capacity in him, training and instruc-

tion will bring it out, develop it, free it from obstruction as a man clears away the matted leaves from a hidden spring, make it flow forth clear and strong, change it from potential into dynamic, translate it from a possibility into an actuality, turn it into orders—into good hard round American dollars.

"Salesmen are born, not made," is the phrase that every one of the dissenting managers threw in my teeth. The saying should be changed to "Salesmen are born—and made ten times better by training and instruction—if you've got some one competent to act as instructor."

If this were not so—if it were true that you can't teach a salesman his business—that all a salesmanager can do to help a salesman is to hand him a sample case and shoot him out on the road—then it is true that all that can be done to make a surgeon is to hand a boy a case of instruments and lock him up in a room with a patient that needs to be operated on.

You can't teach a salesman his business! Every time I hear that fool statement I have a rush of blood to the head. If a man is born a salesman he will sell the goods—that's all there is to it—there's no use trying to instruct him! Shades of Buried Centuries! that idea is more medieval than the darkest superstition of the Dark Ages.

Would you say that you can't teach a grand opera singer her business—that if a peasant girl is born with the throat and organs of a singer, no more remains to be done to make her a great cantatrice; that Calve herself, or the music masters who taught her, could do nothing to aid the peasant girl to realize her possibilities? Was Fritz Scheff a fool, when she found a remarkable huckster with a tenor voice in the streets of New York to appropriate money to train his voice before casting him to sing the complicated roles of Caruso, the great tenor?

Would you say to your boy: "Johnnie, you are 6 years old. There's no use in sending you to school to learn your alphabet; no one can teach it to you. If you were born a scholar you will know the alphabet anyway; you will pick it up yourself if you wander around in a library. Here is a dictionary with a thousand pages in it; sit down and begin to read it—a knowledge of the alphabet will come to you as you read."

Or would you add: "Johnnie, I want you to be a great architect. But unless you stepped out of your cradle with a complete knowledge of mathematics—unless you were born a ready made architect, there's no use in sending you to school to learn these things. Go forth and erect a skyscraper. If you were born an architect you can do so unaided. Architects are born not made."

Our greatest pen and ink artist, Charles Dana Gibson, went abroad to take a course of training and instruction in oil painting. If ever a man was born with the instinct and ability of an artist, Gibson was. Is Gibson, therefore, a fool to believe

that training and instruction in Europe will do anything for him? Should he say, "Artists are born, not made. I am a natural artist. No one can teach me anything. All I need to do is to equip myself with a brush and palette and begin to daub at a canvas; the knowledge of all the great masters of oil painting will come to me if I keep on daubing long enough."

It is not true that an architect cannot be taught his business, or an artist his business, or a grand opera singer her business; and it is not true that a salesman cannot be improved by training and instruction in the same way. Of course, it is possible that you or I as individuals can't train him or improve him. Not every man is fitted to train a grand opera singer or instruct a Gibson. The fact that you and I may not know the way to do it is no evidence that a way does not exist. There is a way, and I am going to tell you something about it later in this talk. I got my knowledge of it from our competitors. I'm from Missouri, but they have been "showing me."

A salesman is like a diamond. He must be genuine to start with. But his value can be increased many fold by judicious cutting and polishing—that is, by the right sort of training and instruction.

W. C. Holman.

[Continued next week.]

Many a man of small caliber thinks he's a big gun when he is loaded.

HOTEL CODY

EUROPEAN

GRAND RAPIDS, MICH.

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

The Hotel Barry

Hastings, Michigan

Re-opened for Good

Parlor Sample Rooms

Free Auto to and from all Trains

I will please you if given an opportunity
Ask the Boys

GEO. E. AMES, Prop.

Hotel Brezlin

Broadway at 29th St.

New York

"An Hotel Where Guests are Made to Feel at Home"

A High-Class Hotel with Moderate Rates.

Exceptionally Accessible

500 Rooms—Reasonable Restaurant Charges

RATES:

Single Rooms with Running Water

\$1.00 to \$2.00

Single Rooms with Tub or Shower Bath

\$1.50 to \$5.00

Double Rooms with Running Water

\$2.00 to \$4.00

Double Rooms with Tub or Shower Bath

\$3.00 to \$6.00

UNDER SAME MANAGEMENT AS

COPLEY-PLAZA HOTEL, BOSTON

EDWARD C. FOGG, Managing Director

ROY L. BROWN, Resident Manager

Late News of Interest to Travelers.

John H. Millar (National Candy Co.) was 58 years old May 27. On account of the recent death of his father, no family celebration of the event was attempted.

Ed. H. Lee, who has represented the Banta & Bender Co., Ligonier, Ind., in Western Michigan territory, has transferred his account to the McCray Refrigerator Co., at Kendallville, on account of the destruction of the Ligonier plant by fire.

Allen F. Rockwell, Secretary Grand Rapids Council, writes the Tradesman as follows: "The next meeting of Grand Rapids Council will be held Saturday, July 3, at 7:30 p. m. in our new headquarters, 38 Ionia avenue, third floor, over Grand Rapids Railway offices. Remember the date. Remember the place. Everybody come."

John H. Millar was called to Climax last week by the death of Mr. Millar's father. He died May 24, at the age of 87 years, and his funeral was held on May 26. The deceased, Orville I. Millar, was born on a farm in Otsego county, N. Y., July 9, 1828. When about 20 years of age he removed to Detroit and learned the trade of picture frame maker and gilder. He pursued this occupation about forty years in Detroit, when failing health compelled him to resume agricultural pursuits, which he did by the purchase of a farm in Charleston township, Kalamazoo county, where he lived up to the time of his death. He and his wife celebrated their golden wedding Sept. 18, 1902. Mrs. Millar died in 1911. The deceased leaves five living children as follows: Harry C. Millar and O. I. Millar, Detroit; J. H. Millar, Grand Rapids; Eugene C. Millar, Charleston; Wm. B. Millar, Spokane, Wash.

The Chelsea House, which has been owned and operated by J. G. Wagner for the past ten and a half years, has been sold to Herman Breitenwischer of Bridgewater, the deal being closed the last of the week. The livery barn property at the rear of the hotel is retained by Mr. Wagner and he becomes the owner of Mr. Breitenwischer's farm about one-half mile west of Bridgewater station. Possession will be given about the middle of June.

The livery barn connected with the Pullman Hotel, at Pullman, was destroyed by fire May 27. The loss is estimated at \$1,200. It is believed to have been started by sparks from a passing train. A. H. Parker sustained a sprained ankle while fighting the flames.

The Park Hotel, at Suttons Bay, was recently destroyed by fire.

Scintillant Splinters From the Saginaws.

Saginaw, June 1.—Announcement is made that the Hartley Steel Crated Box Co., of Detroit, has leased the East Side Lumber Company's plant. The plant will be utilized for the purpose of carrying in stock the supply of containers used for making mixed shipments of eggs, butter, chickens, fruits, vegetables, etc., direct from the farmers to the consumers. Saginaw probably will be made the distribution headquarters of this company and shipments will be made from this

city to all parts of the country. The use of these containers in parcels post shipments is rapidly growing. The company is carrying on a large business and it is expected it will greatly increase. Making Saginaw the distributing headquarters will not only be valuable commercially, but will help advertise the city throughout the country.

Harry S. Goseline, of Saginaw, has leased the Benedict building, Port Huron, for a period of five years. He will remodel the structure and transform it into a motion picture theater, with a seating capacity of 600. A Kimball pipe organ will be installed. Mr. Goseline expects to open this theater about June 20.

That the Saginaw school system of the east side is second to none in the State is the statement of State Factory Inspector John W. Thorne, of Lansing, who is in the city in the interest of the Department of Labor, securing data on the local schools and factories from the standpoint of fire risks and protection. He also declared the manual training building to be the best equipped of any in the State.

Chief of Police Patrick Kain is in Cincinnati to attend the annual convention of the International Association of Police Chiefs, which is being held in that city this week. Chief Kain has been a member of the Association since its organization.

Since John King moved his meat market to Hoyt street, next to Louie Sterile's grocery store, he has made many improvements, and now has one of the most up-to-date meat markets in town. With Louie Sterile's up-to-date grocery in the same building, it makes a very good combination, as they both cater to the trade that can afford the best. John and Louie have been chums since boyhood, so as neighbors they help one another a great deal.

Beginning Tuesday, June 1, all the union barber shops in Saginaw will close at 6:30 o'clock instead of 7:30, as at present, while the Saturday night closing hour has been changed from 10:30 to 10 o'clock. This was decided upon last evening at a joint meeting of the employing and journeymen barbers of the city. Several other changes were made in the agreement between the barbers and their employers, but there was no change in any of the prices charged for barber work.

The Fisk Rubber Co. has just opened a branch in Saginaw at 812 Genesee avenue for the convenience of dealers and car owners. H. E. Symons will be the manager of the establishment and is prepared to make all adjustments and supply all sizes and kinds of tires and accessories. The branch is fully equipped as a repair shop to give service to all Fisk tire users. A complete stock of Fisk tires to fit all rims is carried, including plain tread, non-skid and the Fisk red top.

A ford touring car coming peacefully down the avenue suddenly changed its mind, and ran up over the curb, and across the side-walk into a display case at the corner of the Wm. Barie Dry Goods Company's store. Fragments of the heavy plate glass, which formed the sides of the show case, struck a young man, and cut him severely. The ford car and its occupant were uninjured. This is no ford story so please do not laugh.

Damage estimated at about \$400 was done early last evening by fire in the attic of the Thirty-third regiment armory, Janes avenue and Water street. The cause of the fire is unknown, but it is supposed to have originated from spontaneous combustion in a quantity of old sail-cloth stored there by the Saginaw naval reserves.

W. C. Cornwell, President of the Saginaw Beef Company, is in Chicago on business.

C. E. Cornwell, of the Cornwell Lumber Co. has returned from a business trip to Atlanta, Ga., and other Southern points.

Arthur B. Cornwell.

Lansing in Gala Attire for U. C. T.
Lansing, June 1.—Convention plans for the twenty-second annual session of the Michigan grand council of the United Commercial Travelers of America, which is to be held here on June 4 and 5, anticipate an attendance of fully 1,500 guests for that occasion. Auto City Council is to be host for the convention.

Headquarters have been designated at the Chamber of Commerce and the arriving delegations will be escorted to that place where delegates will register, and be provided with souvenirs and official badges. Meetings of the grand council will be held in representative hall.

It is believed that practically every one of the twenty-three councils in Michigan, including several in the Upper Peninsular counties, will be represented at the Lansing convention. Many have already sent the local committee a tentative estimate of the size of their delegations and indicated at what time they will arrive.

Cadillac Council, of Detroit, will come to Lansing in a special train, accompanied by a band, arriving here at 8:05 p. m. Thursday evening. Jackson will be accompanied by a band. Kalamazoo traveling men and a band from that city will motor over, and the Hillsdale delegation is also coming by auto. Grand Rapids and Owosso traveling men will each bring a band.

The high school athletic grounds will be used for ball games, the Lansing Women's clubhouse for the ladies' reception; and the Masonic Temple for the grand ball, Friday evening. Thursday evening, an initiation will take place at the Moose hall.

One of the big features of the convention is to be a parade on Saturday morning, June 5. The Reo band has been obtained by the hosts to represent Lansing and local manufacturers, wholesalers and merchants will enter floats displaying "Made-in-Lansing" products in the big parade. Cadets from the Industrial School for Boys will also take part. Mayor J. G. Reutter has arranged to order the circus parade to be held up if necessary to follow the traveling men's parade, and the circus, it is understood, will accede to that request.

Lansing streets and the fronts of stores in the downtown section are to be elaborately decorated during the convention, many merchants having already purchased large quantities of bunting and banners. Additional flags and decorations for those, who have not obtained them, can be had from the committee on decorations.

No Walking Delegate Present.

Calumet, June 1.—James MacNaughton, General Manager and Vice-President of the Calumet & Hecla Mining and subsidiary corporations, was recently presented with a gold watch by the employees of his companies. The presentation was made at a band concert given on the C. & H. office lawn at Calumet by a committee of 100 men representing all departments of the companies.

This testimonial to Mr. MacNaughton is in recognition of the recent announcement of a gift from the companies of a half million dollars to the employees to compensate them for wages lost during the war depression. It was a spontaneous expression of the sentiment of the men and was organized originally by underground employees of the Calumet & Hecla.

The employees of the companies total 10,000 men, and the originators of the gift decided that about 5 cents would be enough from each man, mak-

ing a fund of \$500. No man was permitted to contribute more than a nickel. Each donor signed a scroll accompanying the watch. The gift is a handsome gold watch, appropriately engraved.

Mr. MacNaughton received the gift as a complete surprise. There might be some doubt of the ability of 10,000 men to conceal from their intended victim the fact that they intended to surprise him, but they actually did. The recipient of the watch responded with a little speech of thanks.

Next Meeting of Grand Rapids Council.

Grand Rapids, June 1.—The next regular meeting of the Grand Rapids Council will be held Saturday, July 3, in our new quarters 38, 40 and 42 Ionia avenue.

Assessment No. 127, U. C. T., is now due and payable. W. D. Bosman was the first member to get his assessment into the hands of the Secretary and Treasurer. Don't forget your assessment and also don't forget that your Council dues for the last two quarters of 1915 must be paid by July 1.

Allen F. Rockwell, Sec'y.

One of William Widdicomb's Stories.

Mr. William Widdicomb tells a story about a Southern lady who interrogated her colored maid regarding the theory and science of bringing up children.

"Chloe," she enquired, "how does it happen that you brought up eleven lusty boys and they all turned out well?"

"I tell you how it happened," replied the colored woman, "I brought them up with the barrel stave—and I didn't spare the stave."

Errata.

In the biographical sketch of Mr. William E. Tallmadge, published elsewhere in this week's paper, two erroneous statements are made.

Mr. Tallmadge is a director of the Michigan Children's Home Society—not Treasurer, as stated.

The capacity of Mr. Tallmadge's three plants is ten carloads per day—not five carloads as stated—four at Grand Rapids, four at Sheboygan and two at Littleton.

Like Rats Deserting a Sinking Ship.

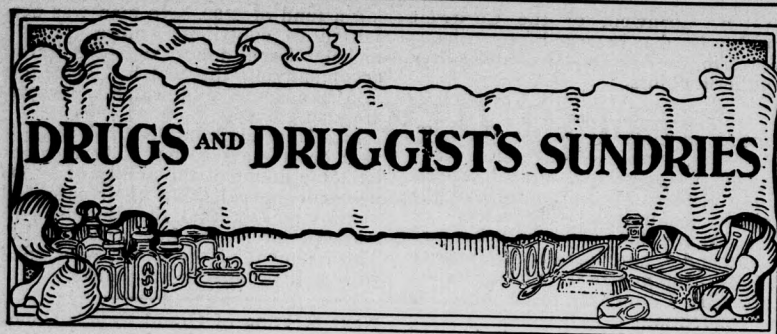
Boston, June 1.—To continue the united profit-sharing plan of advertising under present conditions would involve two forms of packing—with and without coupons.

To omit coupons from any part of the product would materially effect this system of advertising. We, therefore, have decided to discontinue packing united profit-sharing coupons with Boston garters on and after this date.

George Frost Company.

Rolla Burtenshaw, who has been in charge of the meat department of the I. M. Smith Co. for several years, has formed a copartnership with Thos. Welch & Son and will open a meat market at 140 Fulton street Saturday under the style of the Burtenshaw Market.

The Bodby-Miller Co. has been organized to take over the washing machine and vacuum cleaner business heretofore conducted by John Bodby at 64 Monroe avenue. The new corporation will be located at 46 Monroe avenue and will also handle furniture on the installment plan.



Michigan Board of Pharmacy.
 President—E. T. Boden, Bay City.
 Secretary—E. E. Faulkner, Delton.
 Treasurer—Charles S. Koon, Muskegon.
 Other Members—Will E. Collins, Owosso; Leonard A. Seltzer, Detroit.
 Next Meeting—Press Hall, Grand Rapids, March 16, 17 and 18.

Michigan State Pharmaceutical Association.
 President—Grant Stevens, Detroit.
 Secretary—D. D. Alton, Fremont.
 Treasurer—Ed. C. Varnum, Jonesville.
 Next Annual Meeting—Grand Rapids, June 9, 10 and 11.

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.

What Constitutes Good Prescription Service?

According to the definition, given by Webster, of the word service, it means "the performance of labor for the benefit of another, or at another's command;" also "duty performed in, or appropriate to, any office or charge."

With this definition of the word service accepted as correct, we will proceed to ascertain whom we serve when occupying the position of prescriptionists.

It will be admitted, universally, that we serve our patrons, for whose support we make earnest entreaties, so as to receive as a minimum reward for our services to them, an income sufficient to meet our daily wants.

Prescriptionists also occupy the role of servants or assistants to the medical practitioners, who write prescriptions for their patients' welfare; and it must not be overlooked that our services are rendered, automatically, to ourselves and those dependent upon us, in accordance with the character of the labors we perform.

The question is one not only concerning service, or prescription-service, but involves the quality of the service rendered, as note the language of the query: "What constitutes good prescription-service?"

To render good prescription-service it has been proven by the experiences of our forefathers, that the qualifications required in the ordinary walks of life to ensure success as a result from satisfactory services rendered to society, are not sufficient to qualify one to properly fill the role of prescriptionist.

The education that the average merchant needs, must be re-inforced by education along special lines, coupled with a practical knowledge of the medicinal agents one is expected to

handle, acquired by close contact with the same, thereby qualifying one to judge of their purity and quality.

A course of study in a first-class school of pharmacy is an absolutely essential qualification to render good prescription-service in these days of enlightenment and progression, and those days of study must be but the beginning of a life-long term of study and research in order to keep apace with the rapid progress that is being made in medication in various forms; and also to avoid being made the victim of any unscrupulous dealer, who would send out goods of inferior quality, depending upon an ingeniously worded label to release him from liability of prosecution.

Watch very carefully the labels affixed to goods received, is a wise plan to follow especially in regard to such goods as are not labeled as U. S. P. or N. F. standard.

The source of supply of one's goods should be most carefully decided upon, in defense of all of the parties one serves, as quality should be the most important consideration in assembling one's stock of drugs and all other materials in his establishment.

Having satisfied yourself of the quality of the goods received, it is essential to protect and preserve the same in accordance with the latest knowledge upon the subject by providing therefor suitable containers and conditions of temperature and moisture that will prevent their deterioration.

One of the most vital factors in rendering good prescription-service to the public and to medical men, is the character of the clerks employed by you.

It is an absolute impossibility for a pharmacist to render a personal service at all times and at all hours to all his patrons, unless he has a very small business and makes a slave of himself, thereby jeopardizing his health and robbing his family and himself of all social life; hence, the human factor must be taken into consideration in the management of our prescription-department and the selection of an assistant is a most important duty to perform.

To have a well-qualified proprietor associate himself with a questionably qualified clerk is a very unwise act, and I might even say, in some cases, a gross deception, which ultimately will be detected and bring its own reward.

One of the weakest spots in our pharmacy laws is that of the rights that are vested in the semi-prepared clerks, who are granted the privileges

of a Q. A., when it is coupled with the broad interpretation of these rights that prevail in some states.

The rights and privileges granted to them in this State is a shame and a disgrace to a professional calling; and you cannot find their counterpart in any other professional walk of life. The rights and privileges they enjoy are the result of bowing down to the demands of commercial considerations at the expense of professional ones.

The candidates examined in this State are now given a more severe test than was the custom some years ago; but a clearer definition of their rights, and greater limitation of the same is essential to an improved prescription-service.

These are the days when the sign "Safety-First" is met with upon all sides, and it is one of the very important reminder that prescriptionists should keep constantly before themselves and their employes, so that when one might relax his vigilance and become somewhat unmindful of his responsibilities, he will have a never failing, untiring sentinel to remind him of his obligations.

The question of safety-first involves every move made in handling the prescription from the time of its receipt until its delivery to the home or the hands of the customer.

Ofttimes the safety-first principle can be attached to the container of the compounded prescription by affixing thereto appropriate labels or stickers.

By the proper use of stickers one can notify the patient what precautions are necessary to properly preserve the medicine, thereby demonstrating one's knowledge of the properties of the same, which leads to a greater degree of confidence in one's ability as a compounder of drugs and prescriptions, with its beneficial results, financially.

In the selection of containers for the results of one's prescription compounding, evidences of care and thought upon this subject can be demonstrated practically, to the decided advantage of his customers. A second-class container for a first-class product is very poor business policy.

The evidences shown in the pharmacist's prescription-department of his knowledge concerning hygiene and bacteriology, will most assuredly leave a lasting impression upon those who have access thereto; and, if one demonstrates, by the location of his prescription-department, that it is an important part of his establishment, greater respect will be shown for it by the public, which includes the medical practitioners.

What may appear to some as a minor, unimportant point, in the conduct of their prescription departments, is the question of observing the injunctions placed upon the prescription by the creator thereof—the physician.

I have gained and held the support of several medical practitioners, by always placing a copy of the prescription upon the label when so directed. The physicians argued that,

if a druggist would leave off the label the copy, he would be quite likely to leave out of the prescription an ingredient that he might not have convenient or not in stock.

When serving the medical men as their agents or compounders we must not forget that they are the creators of the prescription, around which they have a perfect right to throw restrictions or safeguards, in their interest, or the interest of their patients. Our commercial interests are the last ones that can receive consideration, and, automatically, oftentimes are best served by respecting fully the instructions appearing upon the prescription.

If the medical adviser wishes to control his patient or observe the results of his prescribing, that is his privilege and, at times, his duty.

Prompt attention should be given to all work and it should not be delayed one minute by anything except by a most urgent call for an emergency necessity of more vital importance than the work in hand. No customer will object to such an act if the proper explanatory remarks are offered if they are needed.

We have now reached the point where, to my mind, the professional phase of prescription-service ends, and where the commercial side of the question presents itself.

The commercial side of this question cannot be divorced from the professional side, except where no charges are made for services and materials and where no expense of delivery are to be taken into consideration; but as we are not engaged in such charity work, from force of necessity we must take into consideration the Biblical statement—"the laborer is worthy of his hire"—and collect from those whom we serve a recompense for the materials supplied and services rendered.

When adjusting the same in an equitable manner the price should consist of the total, resulting from charges for services, plus that for materials supplied. This plan is not followed by some, apparently, judging from a controversy I had recently with a customer, who asserted that she was accustomed to having a prescription, calling for five ingredients, compounded for 50 cents, and one-half of the same for 25 cents. Needless to say, we did not fill one-half the quantity for her at her price, for reasons which we fully explained to her. Such compounders show an absolute lack of ability to intelligently price prescriptions and such action also raises in my mind a question as to the ability of the proprietor to properly compound it.

The delivery of compounded prescriptions by proper help, is of more import than is usually believed by proprietors, and it receives in many cases little thought.

The way to demonstrate claims for first-class goods, a first-class store and first-class service, is to employ first-class employes from the porter to the prescription clerk, so that these will beget confidence for the unseen services rendered to society.

Where side lines are handled in a

drug store it is policy to have the quality of the same and the services rendered at these departments of such a standard that they will not indirectly injure the reputation of the prescription-department; and it is suicidal to neglect one's prescription work to give attention to side lines.

A library of reference books, volumes of the leading drug journals, which assuredly includes the Journal of the American Pharmaceutical Association, and an assortment of price lists should be found in every first-class pharmacy—and their pages should show the earmarks of frequent usage.

Needless to say an assortment of proper apparatus should be in stock to carry out the processes that one will be called upon to oversee, for it is surprising how easily some processes can be carried out with the proper apparatus that are difficult to complete without them.

Franklin M. Apples.

How Deep Is the Ocean?

A depth surpassing all previous records has been sounded by the German survey steamer Planet, forty nautical miles east of Northern Mindanao. This depth was 32,088 feet, or over six miles, and a determination of bottom temperature and a sample of the sea bottom at the spot were also secured.

The greatest depth previously known was that found by the American ship *Nero* near Guam in 1899, which was fixed at 31,614 feet.

Walrus Soda Fountains

Electric Carbonators

Cyclone Mixers

Glasses Cups Holders
Spoons Dishers Paper Soda Cups
Squeezers Shakers, Etc.

Coca Cola, Cherry Smash
Root Beer, Grapefruitola
Syrups and Flavors

Chairs, Stools and Tables

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WHOLESALE DRUG PRICE CURRENT

Prices quoted are nominal, based on market the day of issue.

| | | | | | |
|----------------------|-------------|-----------------------|--------------|--------------------------|--------------|
| Acids | | Mustard, true | .. 9 00@9 50 | Ipecac | .. @ 75 |
| Acetic | 6 @ 8 | Mustard, artifl | 4 25@4 50 | Iron, clo. | .. @ 60 |
| Boric | 10 @ 15 | Neatsfoot | 70@ 80 | Kino | .. @ 80 |
| Carbolic | 1 56@1 60 | Olive, pure | 2 50@3 50 | Myrrh | .. @ 105 |
| Citric | 85@ 90 | Olive, Malaga, | | Nux Vomica | .. @ 70 |
| Muriatic | 1 1/4 @ 5 | Olive, Malaga, | 1 55@1 65 | Opium | .. @ 2 75 |
| Nitric | 7 @ 12 | green | 1 50@1 60 | Opium, Capmh. | .. @ 90 |
| Oxalic | 25 @ 30 | Orange Sweet | 2 50@2 75 | Opium, Deodor'd | .. @ 75 |
| Sulphuric | 1 1/4 @ 5 | Organum, pure | @ 2 50 | Rhubarb | .. @ 70 |
| Tartaric | 53@ 56 | Organum, com'l | @ 75 | | |
| Ammonia | | Pennyroyal | .. @ 2 75 | Paints | |
| Water, 26 deg. | 6 1/2 @ 10 | Peppermint | 2 50@2 75 | Lead, red dry | .. 7 @ 8 |
| Water, 18 deg. | 4 1/2 @ 8 | Rose, pure | 14 50@16 00 | Lead, white dry | .. 7 @ 8 |
| Water, 14 deg. | 3 1/2 @ 6 | Rosemary Flows | 1 50@1 75 | Lead, white oil | .. 7 @ 8 |
| Carbonate | 13 @ 15 | Sandalwood, E. | | Ochre, yellow bbl. | .. 1 @ 1 1/4 |
| Chloride | 10 @ 25 | I. | 6 50@6 75 | Ochre, yellow less | .. 2 @ 5 |
| Balsams | | Sassafras, true | @ 1 10 | Putty | .. @ 2 50 |
| Copaiba | 75@1 00 | Sassafras, artifl | @ 60 | Red Venet'n bbl. | .. 2 1/2 @ 5 |
| Fir (Canada) | 1 50@1 75 | Spearmint | 3 25@3 50 | Red Venet'n less | .. @ 1 1/2 |
| Fir (Oregon) | 4 00@ 50 | Sperm | 90@1 00 | Vermillion, Eng. | 1 25@1 50 |
| Peru | 4 75@5 00 | Tansy | 4 00@4 25 | Vermillion, Amer. | 15@ 20 |
| Tolu | 75@1 00 | Tar, USP | 30@ 40 | Whiting, bbl. | 11-10@1 1/2 |
| Berries | | Turpentine, bbls. | @ 49 | Whiting | .. 2 @ 5 |
| Cubeb | 85 @ 90 | Turpentine, less | 55@ 60 | L. H. P. Prep'd | 1 25@1 35 |
| Fish | 15 @ 20 | Wintergreen, true | @ 50 | Insecticides | |
| Juniper | 10 @ 15 | Wintergreen, sweet | | Arsenic | .. 10 @ 15 |
| Prickley Ash | @ 50 | birch | 3 00@3 25 | Blue Vitrol, bbl. | .. @ 8 |
| Barks | | Wintergreen, art | 2 50@2 25 | Blue Vitrol, less | 9 @ 15 |
| Cassia (ordinary) | 25 @ 30 | Wormseed | 3 50@4 00 | Bordeaux Mix Pst | 8 @ 10 |
| Cassia (Saigon) | 65@ 75 | Wormwood | 4 00@4 25 | Hellebore, White | |
| Elm (powd. 30c) | 28@ 30 | Potassium | | powdered | 15 @ 20 |
| Sassafras (pow. 30c) | @ 20 | Bicarbonate | 30 @ 35 | Insect Powder | 30 @ 50 |
| Soap Cut (powd.) | | Bichromate | 20 @ 25 | Lead Arsenate | 8 @ 16 |
| 35c | 23 @ 25 | Bromide | 1 25@1 35 | Lime and Sulphur | |
| Extracts | | Carbonate | 30 @ 35 | Solution, gal. | 15 @ 25 |
| Licorice | 27 @ 30 | Chlorate, xtal and | | Paris Green | 18 @ 22 1/2 |
| Licorice powdered | 30 @ 35 | powdered | 42 @ 45 | Miscellaneous | |
| Flowers | | Chlorate, granular | 47 @ 50 | Acetanalid | .. 1 50@1 60 |
| Arnica | 30 @ 40 | Cyanide | 30 @ 45 | Alum | .. 6 @ 8 |
| Chamomile (Ger.) | 55 @ 60 | Iodide | @ 3 77 | Alum, powdered and | |
| Chamomile (Rom) | 55 @ 60 | Permanagnate | 75 @ 85 | ground | 7 @ 10 |
| Gums | | Prussiate, yellow | 55 @ 60 | Bismuth, Subni- | |
| Acacia, 1st | 50 @ 60 | Prussiate, red | 1 20@1 25 | trate | 2 97@3 10 |
| Acacia, 2nd | 45 @ 50 | Sulphate | 20 @ 25 | Borax xtal or | |
| Acacia, 3rd | 40 @ 45 | Roots | | powdered | 6 @ 12 |
| Acacia, Sorts | 20 @ 25 | Alkanet | 30 @ 35 | Cantharades po | 2 00@7 00 |
| Acacia, powdered | 30 @ 40 | Blood, powdered | 20 @ 25 | Calomel | .. 1 44@1 50 |
| Aloes (Barb. Pow) | 22 @ 25 | Calamus | 40 @ 70 | Capsicum | .. 30 @ 35 |
| Aloes (Cape Pow) | 20 @ 25 | Elecampane, pwd. | 15 @ 20 | Carmine | .. 4 25@4 50 |
| Aloes (Soc. Pow.) | 40 @ 50 | Gentian, powd. | 15 @ 25 | Cassia Buds | .. @ 40 |
| Asafoetida | 60 @ 75 | Ginger, African, | | Cloves | .. 30 @ 35 |
| Asafoetida, Powd. | | powdered | 15 @ 20 | Chalk Prepared | 6 @ 8 1/2 |
| Pure | @ 1 00 | Ginger, Jamaica | 22 @ 25 | Chalk Precipitated | 7 @ 10 |
| U. S. P. Powd. | @ 1 25 | Ginger, Jamaica, | | Chloroform | .. 37 @ 43 |
| Camphor | 55 @ 62 | powdered | 22 @ 28 | Chloral Hydrate | 1 25@1 45 |
| Guaiac | 40 @ 45 | Goldenseal pow. | 6 50@7 00 | Cocaine | .. 4 60@4 90 |
| Guaiac, powdered | 50 @ 55 | Ipecac, powd. | 6 25@6 50 | Cocoa Butter | .. 55 @ 65 |
| Kino | 70 @ 75 | Licorice | 18 @ 20 | Corks, list, less 70% | |
| Kino, powdered | 75 @ 80 | Licorice, powd. | 12 @ 15 | Copperas, bbls. | .. @ 01 |
| Myrrh | @ 40 | Orris, powdered | 30 @ 35 | Copperas, less | .. 2 @ 5 |
| Myrrh, powdered | @ 50 | Poke, powdered | 20 @ 25 | Copperas, powd. | .. @ 6 |
| Opium | 8 50@ 8 75 | Rhubarb | 75@1 00 | Corrosive Sublim. | 40 @ 150 |
| Opium, powd. | 10 00@10 25 | Rhubarb, powd. | 75@1 25 | Cream Tartar | 40 @ 45 |
| Opium, gran. | 10 25@10 50 | Rosinweed, powd. | 25 @ 30 | Cuttlebone | .. 45 @ 50 |
| Shellac | 28 @ 35 | Sarsaparilla, Hond. | | Dextrine | .. 7 @ 10 |
| Shellac, Bleached | 30 @ 35 | ground | @ 65 | Emery's Powder | .. @ 2 50 |
| Tragacanth | | Sarsaparilla Mexican, | | Emery, all Nos. | 6 @ 10 |
| No. 1 | 2 25@2 50 | ground | 20 @ 35 | Emery, powdered | 5 @ 8 |
| Tragacanth pow | 1 25@1 50 | Squills | 20 @ 35 | Epsom Salts, bbls. | @ 2 1/2 |
| Turpentine | 10 @ 15 | Squills, powdered | 40 @ 60 | Epsom Salts, less | 3 @ 5 |
| Leaves | | Tumeric, powd. | 12 @ 15 | Ergot, powdered | 2 00@2 25 |
| Buchu | 1 75@2 00 | Valerian, powd. | 25 @ 30 | Ergot, powdered | 2 75@3 00 |
| Buchu, powd. | 2 00@2 25 | Seeds | | Flake White | .. 15 @ 20 |
| Sage, bulk | 28 @ 35 | Anise | 20 @ 25 | Formaldehyde lb. | 10 @ 15 |
| Sage, 1/4s loose | 35 @ 40 | Anise, powdered | @ 25 | Gambier | .. 10 @ 15 |
| Sage, powdered | 30 @ 35 | Bird, 1s | @ 12 | Gelatin | .. 5 @ 60 |
| Senna, Alex | 30 @ 35 | Canary | 8 @ 12 | Glassware, full cases | 70 |
| Senna, Tinn. | 30 @ 35 | Caraway | 15 @ 20 | Glassware, less 70 & 80% | |
| Senna, Tinn powd | 35 @ 40 | Cardamon | 2 00@2 25 | Glauber Salts bbl. | @ 1 1/4 |
| Uva Ursi | 18 @ 20 | Celery (powd. 40) | 30 @ 35 | Glauber Salts less | 2 @ 5 |
| Oils | | Coriander | 10 @ 18 | Glue, brown | .. 11 @ 15 |
| Almonds, Bitter, | | Dill | 20 @ 25 | Glue, brown grd. | 10 @ 15 |
| true | 6 50@7 00 | Fennell | 40 @ 45 | Glue, white | .. 15 @ 25 |
| Almonds, Bitter, | | Flax | 5 @ 10 | Glue, white grd. | 15 @ 20 |
| artificial | 3 00@3 25 | Flax, ground | 5 @ 10 | Glycerine | .. 24 @ 35 |
| Almonds, Sweet, | | Foenugreek, pow. | 8 @ 10 | Hops | .. 45 @ 60 |
| true | 1 25@1 50 | Hemp | 6 @ 10 | Indigo | .. 1 25@1 50 |
| Almonds, Sweet, | | Lobelia | @ 50 | Iodine | .. 4 55@4 80 |
| imitation | 50 @ 60 | Mustard, yellow | 16 @ 20 | Iodoform | .. 5 20@5 80 |
| umber, crude | 25 @ 30 | Mustard, black | 16 @ 20 | Lead Acetate | .. 15 @ 20 |
| umber, rectified | 40 @ 50 | Mustard, powd. | 22 @ 30 | Lycopodium | .. 1 35@1 50 |
| anise | 2 00@2 25 | Poppy | 15 @ 20 | Mace | .. 85 @ 90 |
| Bergamont | 4 25@4 50 | Quince | 1 00@1 25 | Mace, powdered | 95 @ 100 |
| Cajuput | 1 35@1 60 | Rape | @ 15 | Menthol | .. 3 50@3 75 |
| Cassia | 1 75@2 00 | Saladilla | @ 35 | Menthol | .. 3 75@4 00 |
| Castor, bbls. and | | Sabadilla, powd. | 40 @ 40 | Morphine | .. 5 65@5 90 |
| cans | 12 1/2 @ 15 | Sunflower | 12 @ 15 | Nux Vomica | .. @ 15 |
| Cedar Leaf | 90 @ 100 | Worm American | 20 @ 25 | Nux Vomica pow | .. @ 20 |
| citronella | 75 @ 100 | Worm Levant | 90 @ 100 | Pepper, black pow | .. @ 30 |
| Cloves | 1 75@2 00 | Tinctures | | Pepper, white | .. @ 35 |
| Cocanut | 20 @ 25 | Aconite | @ 75 | Pitch, Burgundy | .. @ 15 |
| Cod Liver | 1 75@2 00 | Aloes | @ 65 | Quassia | .. 10 @ 15 |
| otod Seed | 85 @ 100 | Arnica | @ 75 | Quinine, all brds | 30 @ 40 |
| roton | 2 00@2 25 | Asafoetida | @ 1 35 | Rochelle Salts | 30 @ 35 |
| upbebs | 4 25@4 50 | Belladonna | @ 1 65 | Saccharine | .. 3 25@3 75 |
| Ugiron | 2 00@2 25 | Benzoin | @ 1 00 | Salt Peter | .. 12 @ 16 |
| ucalyptus | 1 00@1 20 | Benzoin Compo'd | @ 1 00 | Selditz Mixture | .. 28 @ 32 |
| emlock, pure | @ 1 00 | Buchu | @ 1 50 | Soap, green | .. 15 @ 20 |
| Juniper Berries | 2 00@2 25 | Cantharades | @ 1 80 | Soap, mott castile | 12 @ 15 |
| Juniper Wood | 70 @ 90 | Capsicum | @ 90 | Soap, white castile | |
| ard, extra | 80 @ 90 | Cardamon | @ 1 50 | case | @ 6 75 |
| ard, No. 1 | 65 @ 75 | Cardamon, Comp. | @ 2 00 | Soap, white castile | |
| aven'r Flowers. | @ 60 | Catechu | @ 60 | less, per bar | @ 75 |
| avender, Gar'n | 1 25@1 40 | Chinchona | @ 1 05 | Soda Ash | .. 1 1/4 @ 5 |
| emon | 2 00@2 25 | Colchicum | @ 75 | Soda Bicarbonate | 1 1/4 @ 5 |
| inseed, bld, less | 71 | Cubebes | @ 1 20 | Soda, Sal | .. 1 @ 4 |
| inseed, bld, less | 72 | Digitalis | @ 80 | Spirits Camphor | @ 75 |
| inseed, raw, bbl. | @ 70 | Gentian | @ 75 | Sulphur roll | .. 3 1/2 @ 5 |
| inseed, raw, less | 74 @ 81 | Ginger | @ 95 | Sulphur Subl. | .. 3 @ 5 |
| | | Gualac | @ 1 05 | Tamarinds | .. 15 @ 20 |
| | | Gualac Ammon. | @ 80 | Tartar Emetic | .. @ 60 |
| | | Iodine | @ 2 00 | Turpentine Venice | 40 @ 50 |
| | | Iodine, Colorless | @ 2 00 | Vanilla Ex. pure | 1 00@1 50 |
| | | | | Witch Hazel | .. 65 @ 100 |
| | | | | Zinc Sulphate | .. 7 @ 10 |

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

Beans

DECLINED

Some Flour
Willow Baskets

Index to Markets

By Columns

| | | 1 | | 2 | |
|--------------------|-----|------------------------------|-----------|-------------------------|-------------|
| | | AMMONIA | | Clams | |
| Ammonia | 1 | 12 oz. ovals, 2 doz. box 75 | | Little Neck, 1lb. .. | @1 00 |
| Axle Grease | 1 | | | Little Neck, 2lb. .. | @1 50 |
| | | AXLE GREASE | | Clam Bouillon | |
| Baked Beans | 1 | 1lb. wood boxes, 3 doz. 3 00 | | Burnham's 1/2 pt. | 2 25 |
| Bath Brick | 1 | 1lb. tin boxes, 3 doz. 2 35 | | Burnham's pts. | 3 75 |
| Bluing | 1 | 3 1/2 lb. pails, per doz. .. | 6 00 | Burnham's qts. | 7 50 |
| Breakfast Food | 1 | 15lb. pails, per doz. .. | 7 20 | Corn | |
| Brooms | 1 | 25lb. pails, per doz. .. | 12 00 | Fair | 65 @ 70 |
| Butter Color | 1 | | | Good | 90 @ 1 00 |
| | | BAKED BEANS | | Fancy | @1 30 |
| Candles | 1 | No. 1, per doz. | 45 @ 90 | French Peas | |
| Canned Goods | 1-2 | No. 2, per doz. | 75 @ 1 40 | Monbadon (Natural) | |
| Carbon Oils | 2 | No. 3, per doz. | 85 @ 1 75 | per doz. | 1 75 |
| Catsup | 2 | BATH BRICK | | Gooseberries | |
| Cheese | 3 | English | 95 | No. 2, Fair | 1 35 |
| Chewing Gum | 3 | | | No. 2, Fancy | 2 35 |
| Chicory | 3 | BLUING | | Hominy | |
| Chocolate | 3 | Condensed Pearl Bluing | | Standard | 85 |
| Clothes Lines | 3 | Small C P Bluing, doz. 45 | | Lobster | |
| Cocoa | 3 | Large C P Bluing, doz. 75 | | 1/4 lb. | 1 85 |
| Cocanut | 3 | | | 1/2 lb. | 3 15 |
| Coffee | 3 | Folger's | | Mackerel | |
| Confections | 4 | Summer Sky, 3 dz. cs. 1 20 | | Mustard, 1lb. | 1 80 |
| Cracked Wheat | 5 | Summer Sky, 10 dz bbl 4 00 | | Mustard, 2lb. | 2 80 |
| Crackers | 5 | | | Soused, 1 1/2 lb. | 1 60 |
| Cream Tartar | 6 | BREAKFAST FOODS | | Soused, 2lb. | 2 75 |
| | | Apetito, Biscuits | | Tomato, 1lb. | 1 50 |
| Dried Fruits | 6 | Bear Food, Pettijohns | | Tomato, 2lb. | 2 80 |
| | | Cracked Wheat, 24-2 | | Mushrooms | |
| Farinaceous Goods | 6 | Cream of Rye, 24-2 | | Buttons, 1/2s | @ 15 |
| Fishing Tackle | 6 | Quaker Puffed Rice | | Buttons, 1s | @ 32 |
| Flavoring Extracts | 7 | Quaker Puffed Wheat | | Hotels, 1s | @ 20 |
| Flour and Feed | 7 | Quaker Brkfst Biscuit | | Oysters | |
| Fruit Jars | 7 | Quaker Corn Flakes | | Cove, 1 lb. | @ 75 |
| | | Victor Corn Flakes | | Cove, 2 lb. | @ 1 40 |
| Gelatine | 7 | Washington Crisps | | Plums | |
| Grain Bags | 7 | Wheat Hearts | | Plums | 90 @ 1 35 |
| | | Wheatena | | Pears in Syrup | |
| Herbs | 7 | Evaporated Sugar Corn | | No. 3 cans, per doz. .. | 1 50 |
| Hides and Pelts | 7 | Farinose, 24-2 | | Peas | |
| Horse Radish | 8 | Grape Nuts | | Marrowfat | 90 @ 1 00 |
| | | Grape Sugar Flakes | | Early June | 1 10 @ 1 25 |
| Jelly | 8 | Sugar Corn Flakes | | Early June sftd | 1 45 @ 1 55 |
| Jelly Glasses | 8 | Hardy Wheat Food | | Peaches | |
| | | Holland Rusk | | Ple | 1 00 @ 1 25 |
| Macaroni | 8 | Krinkle Corn Flakes | | No. 10 size can ple | @ 3 25 |
| Mapleline | 8 | Mapl-Corn Flakes | | Pineapple | |
| Meats, Canned | 8 | Minn. Wheat Cereal | | Grated | 1 75 @ 2 10 |
| Mince Meat | 8 | Ralston Wheat Food | | Sliced | 95 @ 3 60 |
| Molasses | 8 | Ralston Wht Food 10c | | Pumpkin | |
| Mustard | 8 | Roman Meal | | Fair | 80 |
| | | Saxon Wheat Food | | Good | 80 |
| | | Shred Wheat Biscuit | | Fancy | 1 00 |
| | | Triscuit, 18 | | No. 10 | 2 40 |
| | | Pillsbury's Best Cerl | | Raspberries | |
| | | Post Toasties, T-2 | | Standard | @ |
| | | Post Toasties, T-3 | | Salmon | |
| | | Post Tavern Porridge | | Warrens, 1 lb. Tall | 2 30 |
| | | | | Warrens, 1 lb. Flat | 2 45 |
| | | | | Red Alaska | 1 70 @ 1 75 |
| | | | | Med Red Alaska | 1 40 @ 1 45 |
| | | | | Pink Alaska | @ 1 20 |
| | | | | Sardines | |
| | | | | Domestic, 1/2s | 3 90 |
| | | | | Domestic, 1/4 Mustard | 3 75 |
| | | | | Domestic, 1/2 Mustard | 3 25 |
| | | | | French, 1/2s | 7 @ 14 |
| | | | | French, 1/4s | 13 @ 23 |
| | | | | Sauer Kraut | |
| | | | | No. 3, cans | 90 |
| | | | | No. 10, cans | 2 40 |
| | | | | Shrimps | |
| | | | | Dunbar, 1s doz. | 1 45 |
| | | | | Dunbar, 1 1/2s doz. | 2 70 |
| | | | | Succotash | |
| | | | | Fair | 90 |
| | | | | Good | 1 20 |
| | | | | Fancy | 1 25 @ 1 40 |
| | | | | Strawberries | |
| | | | | Standard | 95 |
| | | | | Fancy | 2 25 |
| | | | | Tomatoes | |
| | | | | Good | 90 |
| | | | | Fancy | 1 20 |
| | | | | No. 10 | 2 90 |
| | | | | CATSUP | |
| | | | | Snider's pints | 2 35 |
| | | | | Snider's 1/2 pints | 1 35 |
| | | | | CHEESE | |
| | | | | Acme | @ 16 1/2 |
| | | | | Carson City | @ 16 1/2 |
| | | | | Brick | @ 16 |
| | | | | Leiden | @ 15 |
| | | | | Limburger | @ 18 |
| | | | | Pineapple | 40 |
| | | | | Edam | @ 85 |
| | | | | Sap Sago | @ 18 |
| | | | | Swiss, domestic | @ 20 |

3

4

5

CHEWING GUM

| | |
|----------------------|------|
| Adams Black Jack | 62 |
| Adams Sappota | 59 |
| Beeman's Pepsin | 62 |
| Beechnut | 62 |
| Chiclets | 32 |
| Colgan Violet Chips | 65 |
| Colgan Mint Chips | 65 |
| Dentyne | 62 |
| Doublemint | 64 |
| Flag Spruce | 69 |
| Juicy Fruit | 69 |
| Red Robin | 62 |
| Spearmin, Wrigleys | 64 |
| Spearmin, 5 box jars | 3 30 |
| Spearmin, 3 box jars | 1 92 |
| Trunk Spruce | 69 |
| Yucatan | 62 |
| Zeno | 64 |

CHOCOLATE

| | |
|--------------------|----|
| Walter Baker & Co. | 22 |
| Germans Sweet | 22 |
| Premium | 28 |
| Caracas | 28 |

CLOTHES LINE

| | |
|-----------------------|------|
| No. 40 Twisted Cotton | 95 |
| No. 50 Twisted Cotton | 1 30 |
| No. 60 Twisted Cotton | 1 70 |
| No. 80 Twisted Cotton | 2 00 |
| No. 50 Braided Cotton | 1 00 |
| No. 60 Braided Cotton | 1 25 |
| No. 80 Braided Cotton | 1 85 |
| No. 50 Sash Cord | 1 75 |
| No. 60 Sash Cord | 2 00 |
| No. 60 Jute | 90 |
| No. 72 Jute | 1 10 |
| No. 60 Sisal | 1 00 |

GALVANIZED WIRE

| | |
|--------------------------|------|
| No. 20, each 100ft. long | 1 90 |
| No. 19, each 100ft. long | 2 10 |
| No. 18, each 100ft. long | 1 00 |
| No. 17, each 100ft. long | 2 10 |

COCOA

| | |
|-------------------|----|
| Baker's | 37 |
| Cleveland | 41 |
| Colonial, 1/2s | 35 |
| Colonial, 1/4s | 35 |
| Epps | 42 |
| Hershey's, 1/2s | 40 |
| Hershey's, 1/4s | 38 |
| Huyler | 36 |
| Lowney, 1/2s | 34 |
| Lowney, 1/4s | 34 |
| Lowney, 5lb. cans | 33 |
| Van Houten, 1/2s | 12 |
| Van Houten, 1/4s | 18 |
| Van Houten, 1s | 36 |
| Van Houten, 1s | 65 |
| Van Houten, 1s | 36 |
| Webb | 33 |
| Wilber, 1/2s | 33 |
| Wilber, 1/4s | 32 |

COCOANUT

| | |
|----------------------------------|------|
| Dunham's per lb. | |
| 1/2s, 5lb. case | 30 |
| 1/4s, 5lb. case | 29 |
| 1/2s, 15 lb. case | 29 |
| 1/4s, 15 lb. case | 28 |
| 1s, 15lb. case | 27 |
| 1/2s & 1/4s 15lb. case | 28 |
| Scalloped Gems | 10 |
| 1/2s & 1/4s pails | 13 |
| Bulk, pails | 13 |
| Bulk, barrels | 12 |
| Baker's Brazil Shredded | 10 |
| 10 5c pkgs., per case | 2 60 |
| 26 10c pkgs., per case | 2 60 |
| 16 10c and 33 5c pkgs., per case | 2 60 |

COFFEES ROASTED

| | |
|----------|--------|
| Common | 19 |
| Fair | 19 1/2 |
| Choice | 20 |
| Fancy | 21 |
| Peaberry | 23 |

SANTOS

| | |
|----------|--------|
| Common | 20 |
| Fair | 20 1/2 |
| Choice | 21 |
| Fancy | 23 |
| Peaberry | 23 |

MEXICAN

| | |
|--------|----|
| Choice | 25 |
| Fancy | 26 |

GUATEMALA

| | |
|-------|----|
| Fair | 25 |
| Fancy | 28 |

JAVA

| | |
|----------------|---------|
| Private Growth | 26 @ 30 |
| Mandling | 31 @ 35 |
| Aukola | 30 @ 32 |

MOCHA

| | |
|-------------|---------|
| Short Bean | 25 @ 27 |
| Long Bean | 24 @ 25 |
| H. L. O. G. | 26 @ 28 |

BOGOTA

| | |
|-------------------------|-------|
| Fair | 24 |
| Fancy | 26 |
| Exchange Market, Steady | |
| Spot Market, Strong | |
| Package | |
| New York Basis | |
| Arbuckle | 17 00 |

McLaughlin's XXXX

McLaughlin's XXXX package coffee is sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago, Ill.

EXTRACTS

| | |
|-------------------------|------|
| Holland, 1/2 gro. bxs. | 95 |
| Felix, 1/2 gross | 1 15 |
| Hummel's foil, 1/2 gro. | 85 |
| Hummel's tin, 1/2 gro. | 1 43 |

CONFECTIONERY

| | |
|-----------------|-------|
| Stick Candy | Pails |
| Horehound | 9 |
| Standard | 9 |
| Standard, small | 10 |
| Twist, small | 10 |

JUMBO

| | |
|--------------------|-------|
| Jumbo | 9 1/2 |
| Jumbo, small | 10 |
| Big Stick | 9 1/2 |
| Boston Sugar Stick | 14 |

MIXED CANDY

| | |
|--------------|-------|
| Broker | Pails |
| Cut Loaf | 8 1/2 |
| French Cream | 10 |
| Fancy | 10 |

GROCERS

| | |
|---------------|-------|
| Kindergarten | 12 |
| Leader | 10 |
| Majestic | 10 |
| Monarch | 10 |
| Novelty | 11 |
| Paris Creams | 11 |
| Premio Creams | 14 |
| Royal | 8 |
| Special | 10 |
| Valley Creams | 13 |
| X L O | 7 1/2 |

SPECIALTIES

| | |
|-----------------------|----|
| Auto Kisses (baskets) | 13 |
| Autumn Leaves | 13 |
| Bonnie Butter Bites | 17 |
| Butter Cream Corn | 15 |
| Caramel Dice | 13 |
| Cocanut Kraut | |
| Cocanut Waffles | 14 |

COFFY TOFFY

| | |
|------------------------|----|
| Coffy Toffy | 14 |
| Dainty Mints 7 lb. tin | 16 |
| Empire Fudge | 14 |
| Fudge, Pineapple | 14 |
| Fudge, Walnut | 14 |
| Fudge, Filbert | 14 |
| Fudge, Choco. Peanut | 14 |
| Fudge, Honey Moon | 14 |
| Fudge, Toasted Cocoa | 14 |
| nut | 14 |
| Fudge, Cherry | 14 |
| Fudge, Cocanut | 14 |
| Honeycomb Candy | 16 |
| Iced Maroons | 14 |
| Iced Gems | 15 |
| Iced Orange Jellies | 13 |
| Italian Bon Bons | 13 |

6

7

8

9

10

11

| | | | | | | | | | | | | | | | | | | | |
|-----------------------------|--|---------------------|--|----------------------------|--|----------------------------|--|----------------------------|--|--------------------------|--|--------------------------|--|---|--|---------------------------|--|------------------------------|--|
| Butter | | Boxes | | FLAVORING EXTRACTS | | Jennings D C Brand | | No. 1 | | Tallow | | No. 2 | | Sausages | | SEEDS | | TOBACCO | |
| N B C Square | | 7 1/2 | | Extract Lemon Terpenless | | Extract Vanilla Mexican | | Both at the same price. | | Unwashed, med. | | Unwashed, fine | | Bologna | | Anise | | Fine Cut | |
| Seymour Round | | 7 1/2 | | No. 1, F box 1/4 oz. | | No. 2, F box 1/4 oz. | | No. 3, 2 1/4 oz. Taper | | No. 2, 1 1/4 oz. flat | | 5lb. pails, per doz. | | 15lb. pails, per pail | | 30lb. pails, per pail | | Blot | |
| N B C Sodas | | 7 1/2 | | No. 1, F box 1/4 oz. | | No. 2, F box 1/4 oz. | | No. 3, 2 1/4 oz. Taper | | No. 2, 1 1/4 oz. flat | | 5lb. pails, per doz. | | 15lb. pails, per pail | | 30lb. pails, per pail | | Bugle, 16 oz. | |
| N B C Picnic Oysters | | 7 1/2 | | No. 1, F box 1/4 oz. | | No. 2, F box 1/4 oz. | | No. 3, 2 1/4 oz. Taper | | No. 2, 1 1/4 oz. flat | | 5lb. pails, per doz. | | 15lb. pails, per pail | | 30lb. pails, per pail | | Bugle, 10c | |
| Gem Oysters | | 7 1/2 | | No. 1, F box 1/4 oz. | | No. 2, F box 1/4 oz. | | No. 3, 2 1/4 oz. Taper | | No. 2, 1 1/4 oz. flat | | 5lb. pails, per doz. | | 15lb. pails, per pail | | 30lb. pails, per pail | | Dan Patch, 8 and 16 oz. | |
| Soda | | NBC Sodas | | Premium Sodas | | Select Sodas | | Saratoga Flakes | | Saltines | | Oyster | | NBC Picnic Oysters | | Gem Oysters | | Shell | |
| Sugar Wafer Specialties | | Adora | | Nabisco | | Nabisco | | Festino | | Festino | | Lorna Doone | | Above quotations of National Biscuit Co., subject to change without notice. | | CREAM TARTAR | | Barrels or Drums | |
| Boxes | | 38 | | 39 | | 41 | | 41 | | 46 | | DRIED FRUITS | | Apples | | Evaporated Choice blk | | Evaporated Fancy pkg. | |
| Apricots | | California | | Citron | | Coriscan | | Currants | | Imported, 1 lb. pkg. | | Imported, bulk | | Peaches | | Muirs—Choice, 25lb. | | Muirs—Fancy, 25lb. | |
| Fancy, Peeled, 25lb. | | 12 | | 12 1/2 | | 12 1/2 | | 12 1/2 | | 12 1/2 | | 12 1/2 | | 12 1/2 | | 12 1/2 | | 12 1/2 | |
| Pearl | | Lemon, American | | Orange, American | | Raisins | | Cluster, 20 cartons | | Loose Muscatels, 4 Cr. | | Loose Muscatels, 3 Cr. | | L. M. Seeded, 1 lb. | | California Prunes | | 90-100 25lb. boxes | |
| 80-90 25lb. boxes | | 8 1/4 | | 8 1/4 | | 8 1/4 | | 8 1/4 | | 8 1/4 | | 8 1/4 | | 8 1/4 | | 8 1/4 | | 8 1/4 | |
| 70-80 25lb. boxes | | 8 1/4 | | 8 1/4 | | 8 1/4 | | 8 1/4 | | 8 1/4 | | 8 1/4 | | 8 1/4 | | 8 1/4 | | 8 1/4 | |
| 60-70 25lb. boxes | | 8 1/4 | | 8 1/4 | | 8 1/4 | | 8 1/4 | | 8 1/4 | | 8 1/4 | | 8 1/4 | | 8 1/4 | | 8 1/4 | |
| 50-60 25lb. boxes | | 8 1/4 | | 8 1/4 | | 8 1/4 | | 8 1/4 | | 8 1/4 | | 8 1/4 | | 8 1/4 | | 8 1/4 | | 8 1/4 | |
| 40-50 25lb. boxes | | 8 1/4 | | 8 1/4 | | 8 1/4 | | 8 1/4 | | 8 1/4 | | 8 1/4 | | 8 1/4 | | 8 1/4 | | 8 1/4 | |
| FARINACEOUS GOODS | | Beans | | California Limas | | Med. Hand Picked | | Brown Holland | | Farina | | 25 1 lb. packages | | Bulk, per 100 lb. | | Original Holland Rusks | | Packed 12 rolls to container | |
| 3 containers (40) rolls | | 3 20 | | 3 20 | | 3 20 | | 3 20 | | 3 20 | | 3 20 | | 3 20 | | 3 20 | | 3 20 | |
| Hornley | | Pearl, 100 lb. sack | | Maccaroni and Vermicelli | | Domestic, 10 lb. box | | Imported, 25 lb. box | | Pearl Barley | | Chester | | Portage | | Peas | | Green, Wisconsin, bu. | |
| 2 90 | | 2 90 | | 2 90 | | 2 90 | | 2 90 | | 2 90 | | 2 90 | | 2 90 | | 2 90 | | 2 90 | |
| Green, Scotch, bu. | | 3 25 | | Split, lb. | | 6 1/2 | | Sago | | East India | | German, sacks | | German, broken pkg. | | Tapoca | | Flake, 100 lb. sacks | |
| Pearl, 100 lb. sacks | | 5 1/2 | | Pearl, 36 pkgs. | | 2 25 | | Minute, 36 pkgs. | | 2 75 | | FISHING TACKLE | | 1/2 to 1 in. | | 6 | | 1 1/2 to 2 in. | |
| 1 1/2 to 2 in. | | 9 | | 1 1/2 to 2 in. | | 11 | | 2 in. | | 15 | | 3 in. | | 20 | | Cotton Lines | | No. 1, 10 feet | |
| No. 2, 15 feet | | 5 | | No. 3, 15 feet | | 7 | | No. 4, 15 feet | | 9 | | No. 5, 15 feet | | 11 | | No. 6, 15 feet | | 13 | |
| No. 7, 15 feet | | 15 | | No. 8, 15 feet | | 18 | | No. 9, 15 feet | | 20 | | Linen Lines | | Small | | 20 | | Medium | |
| Large | | 24 | | Poles | | Bamboo, 14 ft., per doz. | | Bamboo, 16 ft., per doz. | | Bamboo, 18 ft., per doz. | | HIDES AND PELTS | | Hides | | Green, No. 1 | | 13 | |
| Green, No. 2 | | 12 | | Cured, No. 1 | | 15 | | Cured, No. 2 | | 14 | | Calfskin, green, No. 1 | | 15 | | Calfskin, green, No. 2 | | 13 1/2 | |
| Calfskin, cured, No. 1 | | 16 | | Calfskin, cured, No. 2 | | 14 1/2 | | Old Wool | | 60@1 25 | | Lambs | | 15@ 25 | | Shearlings | | 10@ 20 | |
| Bacon | | 16 @ 32 | | HAMS | | Hams, 14-16 lb. | | Hams, 16-18 lb. | | Hams, 18-20 lb. | | Ham, dried beef | | 29 @ 30 | | California Hams | | 10@ 11 | |
| Picnic Boiled | | Hams | | Boiled Hams | | 22 @ 23 | | Minced Ham | | 12 @ 12 1/2 | | Bacon | | 16 @ 32 | | LAKES | | Mess, 100 lbs. | |
| Mess, 40 lbs. | | 6 75 | | Mess, 10 lbs. | | 1 75 | | Mess, 8 lbs. | | 1 50 | | 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. | | Mess, 40 lbs. | | 6 75 | | Mess, 10 lbs. | | 1 75 | |
| Mess, 8 lbs. | | 1 50 | | No. 1, 100 lbs. | | 14 50 | | No. 1, 40 lbs. | | 6 30 | | No. 1, 10 lbs. | | 1 65 | | Lake Herring | | 100 lbs. | |
| 40 lbs. | | 2 10 | | 10 lbs. | | 60 | | 8 lbs. | | 54 | | SEEDS | | Canary, Smyrna | | 3 1/2 | | Caraway | |
| Cardamon, Malabar | | 1 20 | | Celery | | 45 | | Hemp, Russian | | 5 | | 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 | |
| Miller's Crown Polish | | 85 | | SNUFF | | Scotch, in bladders | | 37 | | Maccaboy, in jars | | 35 | | French Rapple in jars | | 43 | | Boxes | |
| Kegs, English | | 4 1/2 | | SPICES | | Whole Spices | | Allspice, Jamaica | | 9@10 | | Allspice, lg Garden | | 11 | | Cloves, Zanzibar | | 22 | |
| Cassia, Canton | | 14@15 | | Cassia, 5c pkg. dz. | | 25 | | Ginger, African | | 9 1/2 | | Ginger, Cochlin | | 14 1/4 | | Mace, Penang | | 70 | |
| Mixed, No. 1 | | 17 | | Mixed, No. 2 | | 16 | | Mixed, 5c pkgs. dz. | | 45 | | Nutmegs, 70-180 | | 30 | | Nutmegs, 105-110 | | 25 | |
| Nutmegs, 105-110 | | 25 | | Pepper, Black | | 15 | | Pepper, White | | 25 | | Pepper, Cayenne | | 22 | | Paprika, Hungarian | | 45 | |
| Pure Ground in Bulk | | Allspice, Jamaica | | 28 | | Cloves, Zanzibar | | 22 | | Cassia, Canton | | 18 | | Mace, Penang | | 75 | | Nutmegs | |
| Pepper, Black | | 18 | | Pepper, White | | 32 | | Pepper, Cayenne | | 24 | | Paprika | | 45 | | Kingsford, 40 lbs. | | 7 1/2 | |
| Muzzy, 20 lb. pkgs. | | 5 1/2 | | Kingsford | | Silver Gloss, 40 lb. pkgs. | | 7 1/2 | | Muzzy, 40 lb. pkgs. | | 5 | | Argo, 24 5c pkgs. | | 90 | | Silver Gloss, 16 3lbs. | |
| Silver Gloss, 12 6lbs. | | 8 1/4 | | Muzzy | | 48 lb. packages | | 5 | | 16 3lb. packages | | 4 1/2 | | 12 6lb. packages | | 6 | | 50lb. boxes | |
| SYRUPS | | Barrels | | Corn | | Blue Karo, No. 1 1/2 | | 4 doz. | | Blue Karo, No. 2 1/2 | | 1 95 | | doz. | | 2 35 | | Blue Karo, No. 5, 1 dz. | |
| Blue Karo, No. 10, 1/2 doz. | | 2 20 | | Red Karo, No. 1 1/2 4 doz. | | 3 80 | | Red Karo, No. 2 1/2, 2 dz. | | 2 30 | | Red Karo, No. 5, 1 dz. | | 2 70 | | Red Karo, No. 10 1/2 doz. | | 2 60 | |
| Pure Cane | | Fair | | Good | | Choice | | Folger's Grape Punch | | Quarts, doz. case | | 6 00 | | TABLE SAUCES | | Halford, large | | 3 75 | |
| Halford, small | | 2 25 | | TEA | | Uncolored Japan | | Medium | | 20@25 | | Choice | | 25@33 | | Fancy | | 36@45 | |
| Basket-fired Med'm | | 23@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 | |
| 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 | |
| Congou, Fancy | | 40@60 | | Congou, Ex. Fancy | | 63@80 | | Ceylon | | Pekoe, Medium | | 28@30 | | Dr. Pekoe, Choice | | 30@35 | | Flowery O. P. Fancy | |
| 40@50 | | 40@50 | | All Red, 5c | | 5 76 | | Am. Union Scrap | | 5 40 | | Bag Pipe, 5c | | 5 88 | | Cutlars, 2 1/2 oz. | | 26 | |
| Globe Scrap, 2 oz. | | 30 | | Happy Thought, 2 oz. | | 30 | | Honey Comb Scrap, 5c | | 5 76 | | Honest Scrap, 5c | | 1 55 | | Mail Pouch, 4 doz. 5c | | 2 00 | |
| Old Songs, 5c | | 5 76 | | Old Times, 1/4 gro. | | 5 50 | | Polar Bear, 5c 1/4 gro. | | 5 76 | | Red Band, 5c 1/4 gro. | | 5 76 | | Red Man Scrap, 5c | | 1 42 | |
| Scrapple, 5c pkgs. | | 48 | | Sure Shot, 5c 1/4 gro. | | 5 76 | | Yankee Girl Scrap, 2oz. | | 5 76 | | Pan Handle Scrap, 1/4 gr | | 5 76 | | Peachey Scrap, 5c | | 5 76 | |
| Union Workman, 2 1/4 6 00 | | 5 76 | | Smoking | | All Leaf, 2 1/4 & 7 oz. | | 30 | | BB, 3 1/2 oz. | | 6 00 | | BB, 7 oz. | | 12 00 | | BB, 14 oz. | |
| 24 00 | | 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, 2 1/2 oz. | | 6 00 | |

SPECIAL PRICE CURRENT

15

16

17

12

13

14

Smoking

| | |
|---------------------------------|-------|
| Big Chief, 16 oz. | 30 |
| Bull Durham, 5c | 5 85 |
| Bull Durham, 10c | 11 52 |
| Bull Durham, 15c | 17 28 |
| Bull Durham, 8 oz. | 3 60 |
| Bull Durham, 16 oz. | 6 72 |
| Buck Horn, 5c | 5 76 |
| Buck Horn, 10c | 11 52 |
| Briar Pipe, 5c | 5 76 |
| Briar Pipe, 10c | 11 52 |
| Black Swan, 5c | 5 76 |
| Black Swan, 14 oz. | 3 50 |
| Bob White, 5c | 6 00 |
| Brotherhood, 5c | 6 00 |
| Brotherhood, 10c | 11 10 |
| Brotherhood, 16 oz. | 5 05 |
| Carnival, 5c | 5 70 |
| Carnival, 1/2 oz. | 39 |
| Carnival, 16 oz. | 40 |
| Cigar Clip'g, Johnson | 30 |
| Cigar Clip'g, Seymour | 30 |
| Identity, 3 and 16 oz. | 30 |
| Darby Cigar Cuttings | 4 50 |
| Continental Cubes, 10c | 90 |
| Corn Cake, 14 oz. | 2 55 |
| Corn Cake, 7 oz. | 1 45 |
| Corn Cake, 5c | 5 76 |
| Cream, 50c pails | 4 70 |
| Cuban Star, 5c foil | 5 76 |
| Cuban Star, 16 oz. pils | 30 |
| Chips, 10c | 10 30 |
| Dills Best, 1 1/2 oz. | 77 |
| Dills Best, 3 1/2 oz. | 77 |
| Dills Best, 16 oz. | 73 |
| Dixie Kid, 5c | 48 |
| Duke's Mixture, 5c | 5 76 |
| Duke's Mixture, 10c | 11 52 |
| Duke's Cameo, 5c | 5 76 |
| Drum, 5c | 5 76 |
| F. F. A. 7 oz. | 5 04 |
| F. F. A. 14 oz. | 11 52 |
| Fashion, 5c | 6 00 |
| Fashion, 16 oz. | 5 28 |
| Five Bros., 5c | 5 76 |
| Five Bros., 10c | 10 53 |
| Five cent cut Plug | 29 |
| F O B 10c | 11 52 |
| Four Roses, 10c | 96 |
| Full Dress, 1 1/2 oz. | 72 |
| Glad Hand, 5c | 48 |
| Gold Block, 10c | 12 00 |
| Gold Star, 50c pail | 4 60 |
| Gall & Ax. Navy, 5c | 5 76 |
| Growler, 5c | 42 |
| Growler, 10c | 94 |
| Growler, 20c | 1 85 |
| Giant, 5c | 5 76 |
| Giant, 40c | 3 72 |
| Hand Made, 2 1/2 oz. | 50 |
| Hazel Nut, 5c | 5 76 |
| Honey Dew, 10c | 12 00 |
| Hunting, 5c | 38 |
| I X L, 5c | 6 10 |
| I X L, in pails | 3 90 |
| Just Suits, 5c | 6 00 |
| Just Suits, 10c | 12 00 |
| Kiln Dried, 25c | 2 45 |
| King Bird, 7 oz. | 2 16 |
| King Bird, 10c | 11 52 |
| King Bird, 5c | 5 76 |
| La Turke, 5c | 5 76 |
| Little Giant, 1 lb. | 28 |
| Lucky Strike, 10c | 96 |
| Le Redo, 3 oz. | 10 80 |
| Le Redo, 8 & 16 oz. | 38 |
| Myrtle Navy, 10c | 11 52 |
| Myrtle Navy, 5c | 5 76 |
| Maryland Club, 5c | 50 |
| Mayflower, 5c | 5 76 |
| Mayflower, 10c | 96 |
| Mayflower, 20c | 1 92 |
| Nigger Hair, 5c | 6 00 |
| Nigger Hair, 10c | 10 70 |
| Nigger Head, 5c | 5 40 |
| Nigger Head, 10c | 10 56 |
| Noon Hour, 5c | 48 |
| Old Colony, 1-12 gro. | 11 52 |
| Old Mill, 5c | 5 76 |
| Old English Crve 1 1/2 oz. | 96 |
| Old Crop, 5c | 5 76 |
| Old Crop, 25c | 20 |
| P. S., 8 oz. 30 lb. cs. | 19 |
| P. S., 3 oz., per gro. | 5 70 |
| Pat Hand, 1 oz. | 63 |
| Patterson Seal, 1 1/2 oz. | 48 |
| Patterson Seal, 3 oz. | 96 |
| Patterson Seal, 16 oz. | 5 00 |
| Peerless, 5c | 5 76 |
| Peerless, 10c cloth | 11 52 |
| Peerless, 10c paper | 10 80 |
| Peerless, 20c | 2 04 |
| Peerless, 40c | 4 08 |
| Plaza, 2 gro. case | 5 76 |
| Plow Boy, 5c | 5 76 |
| Plow Boy, 10c | 11 40 |
| Plow Boy, 14 oz. | 4 70 |
| Pedro, 10c | 11 93 |
| Pride of Virginia, 1 1/2 | 77 |
| Pilot, 5c | 5 76 |
| Pilot, 14 oz. doz. | 2 10 |
| Prince Albert, 5c | 48 |
| Prince Albert, 10c | 96 |
| Prince Albert, 8 oz. | 3 84 |
| Prince Albert, 16 oz. | 7 44 |
| Queen Quality, 5c | 48 |
| Rob Roy, 5c foil | 5 76 |
| Rob Roy, 10c gross | 10 52 |
| Rob Roy, 25c doz. | 2 10 |
| Rob Roy, 50c doz. | 4 10 |
| S. & M., 5c gross | 5 76 |
| S. & M., 14 oz., doz. | 3 20 |
| Soldier Boy, 5c gross | 5 76 |
| Soldier Boy, 10c | 10 50 |

Pilot, 7 oz. doz. 1 05

| | |
|--|-------|
| Soldier Boy, 1 lb. | 4 75 |
| Sweet Caporal, 1 oz. | 60 |
| Sweet Lotus, 5c | 5 76 |
| Sweet Lotus, 10c | 11 52 |
| Sweet Lotus, per dz. | 4 60 |
| Sweet Rose, 2 1/2 oz. | 30 |
| Sweet Tip Top, 5c | 50 |
| Sweet Tip Top, 10c | 1 00 |
| Sweet Tips, 1/2 gro. | 10 08 |
| Sun Cured, 10c | 98 |
| Summer Time, 5c | 5 76 |
| Summer Time, 7 oz. | 1 65 |
| Summer Time, 14 oz. | 3 50 |
| Standard, 5c foil | 5 76 |
| Standard, 10c paper | 8 64 |
| Seal N. C. 1 1/2 cut plug | 70 |
| Seal N. C. 1 1/2 Gran. | 63 |
| Three Feathers, 1 oz. | 48 |
| Three Feathers, 10c | 11 02 |
| Three Feathers and Pipe combination | 2 25 |
| Tom & Jerry, 14 oz. | 3 60 |
| Tom & Jerry, 7 oz. | 1 80 |
| Tom & Jerry, 3 oz. | 76 |
| Trout Line, 5c | 5 90 |
| Trout Line, 10c | 11 00 |
| Turkish, Patrol, 2-9 | 5 76 |
| Tuxedo, 1 oz. bags | 98 |
| Tuxedo, 2 oz. tins | 46 |
| Tuxedo, 20c | 1 90 |
| Tuxedo, 80c tins | 7 45 |
| Twin Oaks, 10c | 96 |
| Union Leader, 50c | 5 10 |
| Union Leader, 25c | 2 60 |
| Union Leader, 10c | 11 52 |
| Union Leader, 5c | 6 00 |
| Union Workman, 1 1/2 | 5 76 |
| Uncle Sam, 10c | 10 98 |
| Uncle Sam, 8 oz. | 2 25 |
| U. S. Marine, 5c | 5 76 |
| Van Bibber, 2 oz. tin | 48 |
| Velvet, 5c pouch | 96 |
| Velvet, 10c tin | 96 |
| Velvet, 8 oz. tin | 3 84 |
| Velvet, 16 oz. can | 7 68 |
| Velvet, combination cs | 5 75 |
| War Path, 5c | 6 00 |
| War Path, 20c | 1 60 |
| Wave Line, 3 oz. | 40 |
| Wave Line, 16 oz. | 40 |
| Way up, 2 1/2 oz. | 5 75 |
| Way up, 16 oz. pails | 31 |
| Wild Fruit, 5c | 5 76 |
| Wild Fruit, 10c | 11 52 |
| Yum Yum, 5c | 5 76 |
| Yum Yum, 10c | 11 52 |
| Yum Yum, 1 lb., doz. | 4 60 |

TWINE

| | |
|------------------------|--------|
| Cotton, 3 ply | 20 |
| Cotton, 4 ply | 20 |
| Jute, 2 ply | 14 |
| Hemp, 6 ply | 13 |
| Flax, medium | 24 |
| Wool, 1 lb. bales | 10 1/2 |

VINEGAR

| | |
|---------------------------------------|--|
| White Wine, 40 grain 8 1/2 | |
| White Wine, 80 grain 11 1/2 | |
| White Wine, 100 grain 13 | |
| Oakland Vinegar & Pickle Co.'s Brands | |
| Highland apple cider 18 | |
| Oakland apple cider 13 | |
| State Seal sugar 11 1/2 | |
| Oakland white picklg 10 | |
| Packages free. | |

WICKING

| | |
|-----------------------|----|
| No. 0, per gross | 30 |
| No. 1, per gross | 40 |
| No. 2, per gross | 50 |
| No. 3, per gross | 75 |

WOODENWARE

Baskets

| | |
|-----------------------------|------|
| Bushels | 1 00 |
| Bushels, wide band | 1 15 |
| Market | 40 |
| Splint, large | 4 00 |
| Splint, medium | 3 50 |
| Splint, small | 3 00 |
| Willow, Clothes, large | 8 75 |
| Willow, Clothes, small | 7 25 |
| Willow, Clothes, me'm | 8 00 |

Butter Plates

Ovals

| | |
|----------------------------|----|
| 1/4 lb., 250 in crate | 35 |
| 1/2 lb., 250 in crate | 35 |
| 1 lb., 250 in crate | 40 |
| 2 lb., 250 in crate | 50 |
| 3 lb., 250 in crate | 70 |
| 5 lb., 250 in crate | 90 |
| Wire End | |
| 1 lb., 250 in crate | 35 |
| 2 lb., 250 in crate | 45 |
| 3 lb., 250 in crate | 55 |
| 5 lb., 20 in crate | 65 |

Churns

| | |
|----------------------------|------|
| Barrel, 5 gal., each | 2 40 |
| Barrel, 10 gal., each | 2 55 |

Clothes Pins

Round Head

| | |
|-------------------------------|----|
| 4 1/2 inch, 5 gross | 65 |
| Cartons, 20 2 1/2 doz. bxs 70 | |
| Egg Crates and Fillers | |
| Humpty Dumpty, 12 dz. 20 | |
| No. 1 complete | 40 |
| No. 2, complete | 28 |
| Case No. 2, fillers, 15 sets | |
| Case, medium, 12 sets 1 1/2 | |

Faucets

| | |
|-------------------------|----|
| Cork lined, 3 in. | 70 |
| Cork lined, 9 in. | 80 |
| Cork lined, 10 in. | 90 |

Mop Sticks

| | |
|------------------------------|----|
| Trojan spring | 90 |
| Eclipse patent spring | 85 |
| No. 1 common | 80 |
| No. 2 pat. brush holder | 85 |
| Ideal No. 7 | 85 |
| 12lb. cotton mop heads 1 30 | |

Pails

| | |
|------------------------|------|
| 10 qt. Galvanized | 1 95 |
| 12 qt. Galvanized | 2 10 |
| 14 qt. Galvanized | 2 35 |
| Fibre | 2 40 |

Toothpicks

| | |
|--------------------------|------|
| Birch, 100 packages | 2 00 |
| Ideal | 85 |

Traps

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

Tubs

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

Washboards

| | |
|----------------------|------|
| Banner, Globe | 3 00 |
| Brass, Single | 3 75 |
| Glass, Single | 3 60 |
| Single Acme | 3 50 |
| Double Peerless | 5 25 |
| Single Peerless | 3 85 |
| Northern Queen | 4 15 |
| Double Duplex | 3 75 |
| Good Enough | 3 85 |
| Universal | 3 80 |

Window Cleaners

| | |
|-------------|------|
| 12 in. | 1 65 |
| 14 in. | 1 85 |
| 16 in. | 2 30 |

Wood Bowls

| | |
|--------------------|------|
| 13 in. Butter | 1 75 |
| 15 in. Butter | 2 50 |
| 17 in. Butter | 4 75 |
| 19 in. Butter | 7 50 |

WRAPPING PAPER

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

YEAST CAKE

| | |
|-----------------------------|------|
| Magic, 3 doz. | 1 15 |
| Sunlight, 3 doz. | 1 00 |
| Sunlight, 1 1/2 doz. | 50 |
| Yeast Foam, 3 doz. | 1 15 |
| Yeast Foam, 1 1/2 doz. | 85 |

YOURS TRULY LINES

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

AXLE GREASE



| | |
|------------------------------|--|
| 1 lb. boxes, per gross 8 70 | |
| 3 lb. boxes, per gross 22 70 | |

CHARCOAL

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

BAKING POWDER
K. C.

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

White House, 1 lb.
White House, 2 lb.
Excelsior, Blend, 1 lb.
Excelsior, Blend, 2 lb.
Tip Top Brand, 1 lb.
Royal Blend
Royal High Grade
Superior Blend
Boston Combination
Distributed by Judson Grocer Co., Grand Rapids; Lee & Cady, Kalamazoo; Lee & Cady, Saginaw; Bay City Grocer Company, Bay City; Brown, Davis & Warner, Jackson; Godmark, Durand & Co., Battle Creek; Fielbach Co., Toledo.

Royal

| | |
|------------------|----|
| 16c size | 90 |
| 1/4 lb cans 1 35 | |
| 6 oz cans 1 90 | |
| 1/2 lb cans 2 50 | |
| 3/4 lb cans 3 75 | |
| 1 lb cans 4 80 | |
| 3 lb cans 13 00 | |
| 5 lb cans 21 50 | |

CIGARS

| | |
|--------------------------------------|-------|
| Johnson Cigar Co.'s Brand | |
| Dutch Masters Club 70 09 | |
| Dutch Masters, Inv. 70 00 | |
| Dutch Masters, Pan. 70 00 | |
| Dutch Master Grande 68 00 | |
| Little Dutch Masters (300 lots) | 10 00 |
| Ge Jay (300 lots) | 10 00 |
| El Portana | 33 00 |
| S. C. W. | 32 00 |

Worden Grocer Co. Brands
Canadian Club

| | |
|-------------------------|----|
| Londres, 50s, wood | 35 |
| Londres, 25s tins | 35 |
| Londres, 300 lots | 10 |

COFFEE
OLD MASTER COFFEE

| | |
|------------------------|----|
| Old Master Coffee | 31 |
| San Marto Coffee | |

FITZPATRICK BROTHERS' SOAP CHIPS

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

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.

PUTNAM'S

Double A

Bitter Sweet Chocolates

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—One Stimpson computing scale No. 70; one cracker case; one tobacco cutter; one oil pump. Address Box 40, R. F. D. 5, East Jordan, Mich. 175

For Sale—Have \$8,000 bazaar stock doing good business. Located in good lively town. Address F. R. W., 127 Grafton avenue, Alma, Mich. 173

Men's neckwear for special sales. One thousand dozen fine silk open end ties 50c, styles, \$1.75 per dozen. 2 per cent. cash. Washable tubular ties at \$1.10 per dozen. Write at once for samples. American Neckwear Exchange, 621 Broadway, New York, N. Y. 178

For Sale—Best paying department store in a busy factory town of 20,000, doing cash business of \$60,000. Requires \$12,000 to swing the deal. Address No. 179, care Michigan Tradesman. 179

For Sale—Four Station cash carrier for \$25. David Gibbs, Ludington, Mich. 181

Roof's short account system for country grocers and other merchants. No books, pads, loose leaves or index. Address for particulars G. W. Roof, Albion, Indiana. 182

Wanted—To correspond with merchant who has general stock of merchandise, clothing or shoes for sale. State size of stock. Correspondence confidential. O. G. Price, Macomb, Ill. 184

For Sale—Fine little stock groceries and drygoods in splendid condition about half and half. Doing nice all cash business in one of finest small towns in best farming section in Michigan. Address No. 185, care Tradesman. 185

Wanted—To hear from owner of good general merchandise store for sale. State price, particulars. D. F. Bush, Minneapolis, Minnesota. 17

Force Your Selling—In the selling season sell all possible, at a profit. Why carry goods over and sacrifice them out of season. Our special selling campaigns are profit makers and business builders. Stocks closed out entirely or reduced at a profit and no bad after effects. Gilt edge references from merchants and jobbers. Merchants National Service Co., National City Bank Building, Chicago, Illinois. 134

Wanted—Man with three to ten thousand dollars capital to take active interest in one of the best retail store propositions in a Michigan city of 35,000 population. Must be a man willing to work with retail experience and ability as well as money. A good thing for right man. Address No. 162, care Michigan Tradesman. 162

For Sale—Drug store in city of 40,000 in Michigan. Clean and up-to-date stock. Good reasons for selling. Write No. 163, care of Michigan Tradesman. 163

For Sale—Long established grocery store doing fine business at Watertown, So. Dak.; good farm and city business; will invoice, with fixtures, about \$3,500. Owner wishes to retire. Address "Grocer" 110 West Kemp Ave., Watertown, So. Dakota. No trade wanted. 164

Wanted—To hear from owner of good business for sale. System Service Co., Kenton, Ohio. 166

For Sale—General stock of merchandise; no dry goods. Will inventory \$3,500. Best small town in Michigan. Cash deal only considered. A bargain for someone wishing to locate in live town. Address No. 167, care Michigan Tradesman. 167

For Sale Cheap—Hotel furnishings in best town in Central Michigan. 10,000 inhabitants; twenty-six rooms; good business. Good three-story brick building; steam heat, gas and electric lights. Cheap rent. Good reason for selling. Address No. 169, care Tradesman. 169

For Sale—Grocery business; good clean stock. Will sell building or rent to suit purchaser. Best town in State. Address No. 155, care Michigan Tradesman. 155

Book Bindery for sale cheap; owner left town. Stock, fixtures and good will complete. For particulars, address P. H. Keller, Bank of Saginaw, Saginaw, Mich. 156

Good paying bakery in country town. Enquire of C. A. Forster, Menominee Falls, Wis. 157

Have new set of \$140 Detroit automatic scales that I will trade for merchandise that I can sell. A good chance for someone to get a new set of scales out of some extra stock they are carrying. Let me know what you have. Gover Mercantile Company, Loomis, Michigan. 158

For Sale—\$200 saloon refrigerator suitable for grocery store, \$50. Ice capacity 500 pounds. County dry. Box 711, Buchanan, Michigan. 159

For Sale—Stock of groceries and fixtures which inventory about \$2,000 in growing town of 3,000 people. Reason for selling, failing health of one member of the firm. Address No. 152, care Michigan Tradesman. 152

A Good Business Opportunity—I have a good location for a drygoods, ladies' to-wear goods, etc., store, in a good county-seat town of 1,800 to 2,000 population, and in good farming district as can be found in Iowa. A large territory to draw trade from. Address, A. D. Lemmon, Guthrie Center, Iowa. 160

Store Fixtures For Sale—Electric coffee mill, safe, show cases, scales, four station cash carriers, etc. Must be sold at once. Weickgenant & Riede, Hastings, Michigan. 170

For Sale—First-class drug store in best growing section of Detroit; clean stock; soda fountain; Nyal and Penslar Agencies. Low rent. Act quick. Owner has other interests. Address 817 Stanley avenue, Detroit, Michigan. 172

For Sale—A prosperous livery business in a growing Northern Michigan city of 15,000. This barn serves all undertakers in the city. It has an established business that autos cannot knock out. Everything first-class. A good chance to buy a live money making going business. Let me tell you all about it. Address No. 139, care Michigan Tradesman. 139

For Sale—Arkansas Properties. Hardwood for staves, wagon stock, etc. Improved farms and ranches. Fruit lands. Box 15, Ozark, Arkansas. 143

Soda Fountain—All-marble counter; iceless system. Good as new; Handsome outfit; bargain. Address Postoffice Box 12, Clifton Station, Cincinnati, Ohio. 135

Look—Here is a deal worth your time to investigate. A good paying grocery with hotel and livery in connection. No competition. \$2,500 will swing the deal. Address No. 136, care Tradesman. 136

MR. MERCHANT! Why pay \$3 per thousand for trading stamps when we supply individual stamps, designed and engraved to order for only 16 cents per thousand, with individual collection books free? Why pay 3 per cent. of your business for trading stamps? Why not put this money in your own cash drawer? Send for our superb plan, samples of individual stamps and our proposition in full. Home Publishing House, 5555 Irving Street, Albany, N. Y. 144

Wanted to hear of good location for drug store. Address No. 146, care Tradesman. 146

For Sale—Grocery in good town of 1,000 population. Good farming community. Clean, fresh stock. Best business corner. Must be sold quick. Reasons, other business. Lock Box 163, Homer, Michigan. 147

For Sale—An up-to-date stock of men's shoes and furnishings in town of 5,000 in Central Michigan. Stock and fixtures will inventory about \$4,000. Will sell at a big discount on account of health. Further particular, address 148, Michigan Tradesman. 148

For Sale—Good live drug store, in best city in State. Invoice \$4,000. Address No. 123, care Tradesman. 123

For Sale—Only general stock in town of 1,500 in Southern Michigan. Good store; low rent. Invoices \$4,000. Address Lock Box 188, Union City, Michigan. 127

Drug Store—Have two good paying drug stores. Will sell one. Good opportunity. Further particulars, address No. 128, care Tradesman. 128

For Sale—No Trade—Clean stock of dry goods and groceries, small town, good territory; established twelve years. Have good trade. Stock and fixtures about \$6,000. Can be reduced. Annual sales \$18,000 to \$20,000. Good reasons for selling. Address No. 98, care Tradesman. 98

We pay CASH for merchandise stock and fixtures. Grand Rapids Store Fixture Co., 7 North Ionia Ave. 203

Stocks Wanted—If you are desirous of selling your stock, tell me about it. I may be able to dispose of it quickly. My service free to both buyer and seller. E. Krulsenga, 44-54 Ellsworth Ave., Grand Rapids, Michigan. 870

Wanted—I want to buy a shoe stock for spot cash. Price must be low. Address "Hartzell," care Tradesman. 907

For Sale—Variety stock and store; or will rent store. F. E. Warren, Colon, Michigan. 100

Merchandise Sales Conductor. For closing out entirely or reducing stocks, get Flood, Dexter, Michigan. 18

For Sale—Fully equipped creamery in a good territory. Reason for selling, owners are unable to operate on account of other business. Will sell at a sacrifice. Located about 40 miles south of Grand Rapids. Address 20, care Michigan Tradesman. 20

Move your dead stock. For closing out or reducing stocks, get in touch with us. Merchant's Auction Co., Reedsburg, Wisconsin. 963

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

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kaufer, Milwaukee, Wis. 925

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

We buy and sell second-hand store fixtures. Grand Rapids Store Fixture Co., 7 North Ionia Ave. 204

Have Improved Farm to trade for stock merchandise. College town 2,000 people. One mile from Gooding, Idaho. Only first-class considered. G. C. Osborn, Gooding, Idaho. 93

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. John B. Wright, successor to Frank P. Cleveland, Real Estate Expert, 1261 Adams Express Bldg., Chicago, Ill. 326

WHO WANTS MONTGOMERY next to raise money quickly? To-day my business advice on special selling is endorsed by merchants everywhere. You furnish the stock; I furnish the crowd through the most complete, successful and inexpensive method. Write to-day. W. G. Montgomery, Hotel Charlevoix, Detroit, Michigan. 107

Will pay cash for any kind of merchandise or any amount of it if cheap enough. Harold Goldstrom, 65 Smith Ave., Detroit, Michigan. 738

HELP WANTED.

Wanted—A first-class man to become manager in a department store in town of 15,000. One who understands clothing, drygoods, ready-to-wear goods and shoes. Must be a good organizer, and very capable. Address David Humphrey Foster, 1637 College Avenue, Beloit, Wis. 186

Wanted—Industrious, intelligent young man to call on trade in towns of 500 or more population. With reply, give territory desired, age, and experience if any. Erie Art Metal Company, Erie, Pa. 180

Wanted—Hustling salesman calling upon clothiers, furnishers, department store and shoe trade to carry our line of wood window display fixtures. A big seller. Good commissions. Men making small and large towns preferred. One man for each state, Michigan, Indiana and Wisconsin. Polay Fixture Service, 711 Medinah Bldg., Chicago, Ill. 124

Wanted—Registered pharmacist for drug and general merchandise work. Room and board and salary. Address No. 108, care Tradesman. 108

Wanted—A first-class, all around salesman who understands the clothing, shoe and furnishing goods business from A. to Z. Must be a good window trimmer and write his own cards. Good wages and steady position. None but a first-class man need apply. Address A. Lowenberg, Battle Creek, Michigan. 3

Wanted—Clothing Salesman—To open an office and solicit orders for Merchant Tailoring. Full sample equipment is free. Start now and get into business "on your own hook." We build to order the best clothes in America. If you have faith in your ability to do things, you are the fellow we are looking for! Full details will be supplied on request and I can call and talk it over if you are interested. E. L. Moon, General Agent, Columbus, Ohio. 707

SITUATIONS WANTED.

Young man, college graduate, with considerable business experience and small capital desires to associate himself with some good business. Best references. Address No. 183, care Tradesman. 183

Creating Confidence

Michigan is one of the most responsive markets in the world for your goods. Prosperity has overtaken the people and they are buying.

Tell the people of Michigan about your goods—how they are made and sold and how to recognize them. Tell it to them through a medium in which they have confidence. When they know who you are, and what you offer them, they'll buy.

The medium which has the confidence of its readers in the Michigan field is the

Michigan Tradesman

Economic Coupon Books

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

TRADESMAN COMPANY, Grand Rapids, Mich.

Conservative Investors Patronize Tradesman Advertisers

Manufacturing Matters.

Detroit—The Ho-Vie Co. has been organized to manufacture and sell chemicals, compounds, extracts, etc., with an authorized capital stock of \$15,000, of which amount \$7,500 has been subscribed and \$1,500 paid in in cash.

Detroit—The Caghey Swift Co. has merged its business into a stock company under the style of the Swift Grain Co., with an authorized capital stock of \$100,000, of which amount \$80,000 has been subscribed and paid in in cash.

Kalamazoo—The American Fruit Ladder Co. has been organized to manufacture and sell ladders and patent rights thereon, with an authorized capital stock of \$12,000, all of which has been subscribed, \$500 paid in in cash and \$11,500 in property.

Mt. Clemens—The Pullau Steel Spring Co. has been organized to manufacture and sell automobile and other springs, tools, implements, etc., with an authorized capital stock of \$75,000, of which amount \$48,450 has been subscribed and paid in in cash.

Pontiac—The American Forging & Sacket Co. has been organized to manufacture and sell forgings, sockets, automobile parts, etc., with an authorized capital stock of \$100,000, all of which has been subscribed, \$5,000 paid in in cash and \$95,000 in property.

Detroit—The Eagle Electric Automobile Co. has been organized to manufacture, repair and reconstruct automobiles, gas engines, etc., with an authorized capital stock of \$100,000, of which amount \$54,100 has been subscribed, \$2,500 paid in in cash and \$10,000 in property.

Bay City—The Kuhlman Electric Co. has been organized to manufacture and deal in transformers and electric specialties, with an authorized capital stock of \$50,000 common and \$25,000 preferred, of which amounts \$45,500 has been subscribed and paid in in cash.

Detroit—The R. T. W. Auto Accessory Co. has been organized to manufacture and deal in motor vehicle shock absorbers, generators, tanks, coils, etc., with an authorized capital stock of \$20,000, of which amount \$16,000 has been subscribed and \$2,000 paid in in property.

Trout Creek—Word has been received here of the death of W. F. Dermont, who died in a hospital at San Francisco, Cal., May 4. Mr. Dermont lived here for several years while he was general manager for the Trout Creek Lumber Co. At the time of his death Mr. Dermont was President and general manager of the Saginaw & Manistee Lumber Co., of Williams, Arizona.

The proposition made at the Pan-American Financial Congress in Washington by the Argentine delegation that a commercial arbitration code be arranged between North and South American countries is not only a good one, but holds out hope for a future of pleasant and profitable relations. Representative business men were present, discussing matters of mutual interest. The delegates from

South America are interested in the United States, ready and willing to enter upon closer business relations, which, if accomplished, mean much for the prosperity of both. Much is manufactured here that is needed there and might as well be bought here as in Europe. If the goods come up to the sample, as they always should, then there will be harmony and happiness. If disputes arise they can be settled and determined by the court of business men selected by the commerce bodies of the two countries, which decisions, while probably not binding in law, would have so much moral weight and influence that none would dare disregard them. It amounts to applying the principles of international arbitration to individual differences and disputes in purely business transactions. The plan appears to be feasible and practicable and deserves adoption.

You may not know it, but you are worth \$1,965, and that is true whether you be man, woman or child, an hour or a century old. That figure is reached by dividing the grand total wealth of the United States by the number of people residing therein. Fortunately or unfortunately the money is not distributed in just that proportion, but, if it were divided equally, that is what each would have. The sum is six times larger than it was in 1850, and thus you are six times richer than your parents or grandparents. In the year 1850 the wealth amounted only to \$308 per capita. In the aggregate of wealth the state of New York leads, but, in the per capita distribution of wealth, Nevada is at the head of the list, Illinois is the second and Pennsylvania is the third richest state. The per capita wealth in Nevada is \$4,865, which presumably does not include the temporary residents who are there for the purpose of getting a divorce. It is not at all probable that these figures will furnish any individual with personal consolation, unless in that particular case the holding is as large or larger than what would come with an equal distribution. Even if it were equally divided, it would not be very long before presumably it would be back in the hands which hold it now.

An Arkansas town has adopted a novel method of punishing toppers. The men of the town have built a dipping vat and any negro caught on the streets intoxicated, or any negro boys under 15 years of age caught on the streets after the curfew rings at 8 o'clock at night, are to be dipped in the vat the following morning. The dipping will do them all good, if for no other reason than that it will make them acquainted with water.

A Chicago saloon keeper has filed a voluntary petition in bankruptcy because of "touches." He couldn't make money fast enough to accommodate his friends who borrowed amounts ranging from \$1 to \$105, and then forgot to pay him. He had made about 125 personal loans, and decided that his "friends" were too numerous and that the bankruptcy court looked more friendly.

One Price to All.

Years ago A. T. Stewart pioneered a new and startling idea in retail store keeping—to give every customer in his store the same price for the same article.

Before that shopping was like "horse trading." Goods were marked up to make allowance for "beating down." The timid and the tongue-tied paid the high price and the clever hagglers got the benefit.

The "one-price" system ended all that. To-day it is the accepted basis of American retailing. The public recognizes its great advantages.

But there is one link missing.

When you buy in a certain store you can feel confident that you are buying just as cheaply as every other customer in that store.

But you cannot be sure that somewhere else, in another store just around the corner, some one else is not buying the same goods at a lower price—even though the article may have a standard, well-known price.

The National manufacturer establishes a price for his trade-marked goods—a price that is generally driven down to rock-bottom by his competition. He puts the price on his package. He shows it in his advertising. He then asks the retail store to sell to all customers for that price.

The average reputable merchant does so. Because the price has been advertised he cannot sell any higher. And because the manufacturer, who wants large sales, has set the price just as low as stores can afford to handle it the merchant does not want to sell it for any less.

But here and there a price-cutting store springs up. The price-cutter has to make profits just like any other store. But he tries to make an impression on the public by selling this well-known, advertised article very cheaply. He sacrifices his profits on a few dozens sales, charges it off as "store advertising" and makes up the loss somewhere else.

The steady-price stores which give customers a fair, all-the-year-round level of prices on all goods, cannot meet this kind of competition—they either give up carrying the cut-price lines altogether, or else take an undeserved reputation for being "high."

And then when competition is gone the cut-price is no longer effective, so prices go up again and the consumer pays as much as before.

And the public suffers, as it always does, when competition is killed.

Company Re-organized—Will Make New Solvent.

Marquette, June 1.—A re-organization of the Lake Superior Iron & Chemical company has been effected under the name of the Charcoal Iron Company of America, and last week a meeting of the officials was held at Manistique to formulate plans to put into operation the plants in both the Upper and Lower Peninsulas. The foreclosure proceedings against the Lake Superior Iron & Chemical Company, now pending in the United States District Court, are in compliance with the requirements of the law, and within a few weeks time the re-organization will be complete. It is the intention that all of the furnaces, with the exception of that of Elk Rapids, shall be blown in by Oc-

tober 1. At Elk Rapids the wood supply has become exhausted, and the plant will not be operated unless there should be experienced an unusually high iron market. The same is true of the Chocoley furnace, near this city.

At the meeting of the officials at Manistique contracts were let for the erection of a solvent plant to be operated in connection with the furnace. It will have the largest capacity of any in the country.

The new plant will manufacture a solvent that, prior to the European war, was imported from Germany in immense quantities. The solvent, which is a by-product has a ready sale in this country and abroad. The foundations of the new plant are ready, and the necessary apparatus has been ordered. The laying of the brick work will be commenced within two weeks. The plant will cost approximately \$90,000.

There are a great many people in this country who would laugh if they were told that the Mexican war, if long continued, will affect them seriously. But when these same people learn that the price of chewing gum is likely to go up unless peace is declared before long, the matter assumes another phase to them. Mexico is the home of the "chewing gum tree," the land from which we get most of the best quality of chewing gum material. The gum trees have to be tapped and the chicle gathering business used to give employment to thousands of Mexicans who are now carrying a gun instead of a machete, or both. While Mexico produces chewing gum the Americans do the chewing. If the chicle crop is small up goes the price of gum.

A suit before the courts of Sweden is based on the epithet "Brannvinsutskankningsforestandare." The plaintiff is Dr. Ivan Bratt, the manager of the so-called "Stockholm system" by which the consumers of liquor are licensed as well as the distributors. The defendant is an alderman, who bestowed upon the plaintiff the above epithet, which means "director of liquor distribution." The plaintiff claims the epithet is libelous, for its free translation means "head bartender." Whatever it means in Swedish it might mean almost anything to an American.

B. R. T. O'Reilly has engaged in the grocery business at Alanson. The Worden Grocer Company furnished the stock.

DeWard Beadle has engaged in the grocery business at Custer. The Judson Grocer Co. furnished the stock.

The Furniture Shops has changed its name to the Wallace Furniture Co.

There is no place like home when a man goes broke at a summer resort.

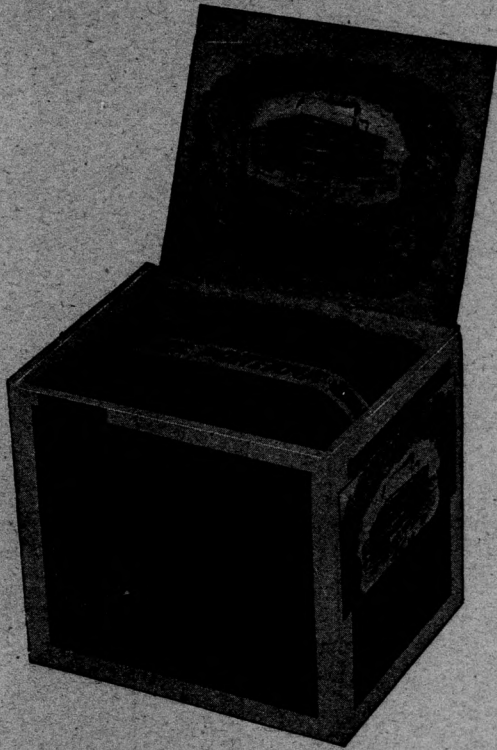
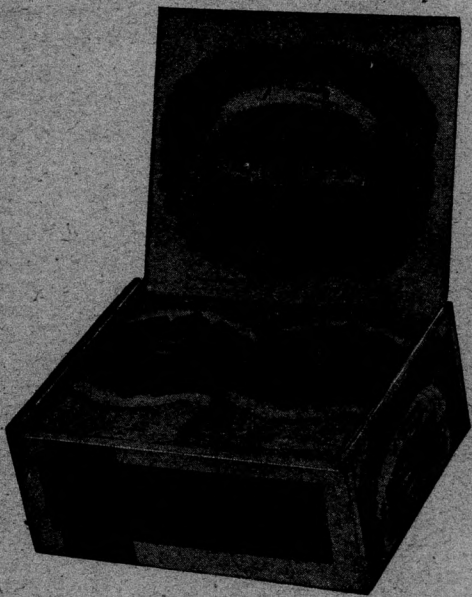
BUSINESS CHANCES.

For Sale—Clothing, men's furnishings and shoe stock located in good country trading point of 600. Only clothing stock in town. Doing prosperous business. Good reasons for selling. Address No. 187, care Michigan Tradesman.

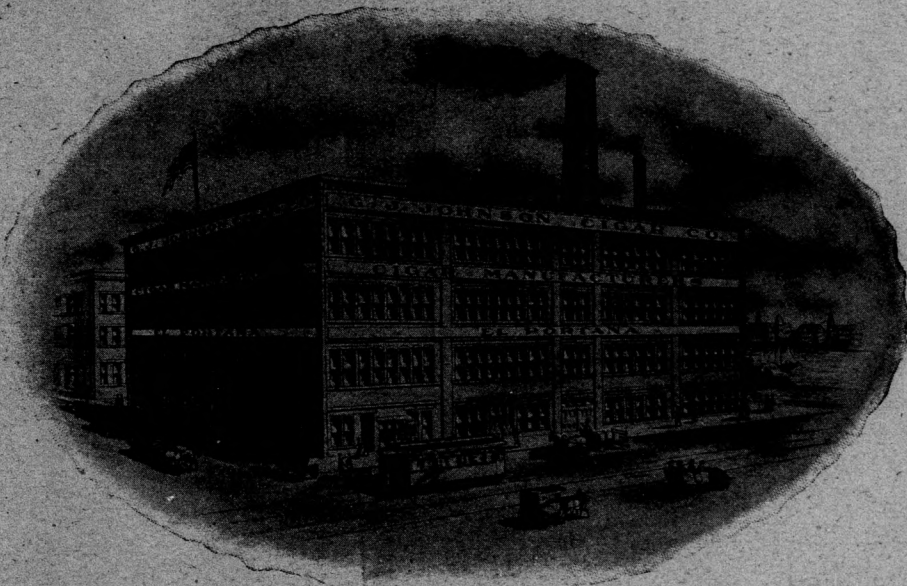
Sacrifice 160 improved, corn, stock, level farm near city—Spring Lake. Part trade, \$8,000. J. Topping, Muskegon, Michigan.

For Sale—Combination ice cream freezer and a quantity of tubs and cans. Low price for cash at once. Address M. A. Warren, Flint, Michigan.

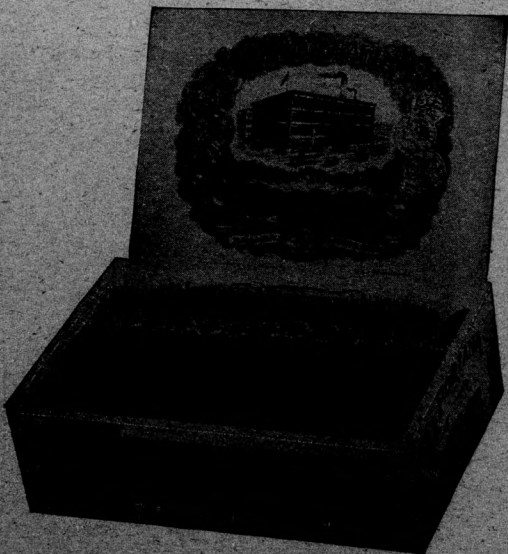
EL PORTANA 5c CIGAR



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Class by
Itself"



Manufactured
Under
Sanitary
Conditions



Made in
Eight Sizes

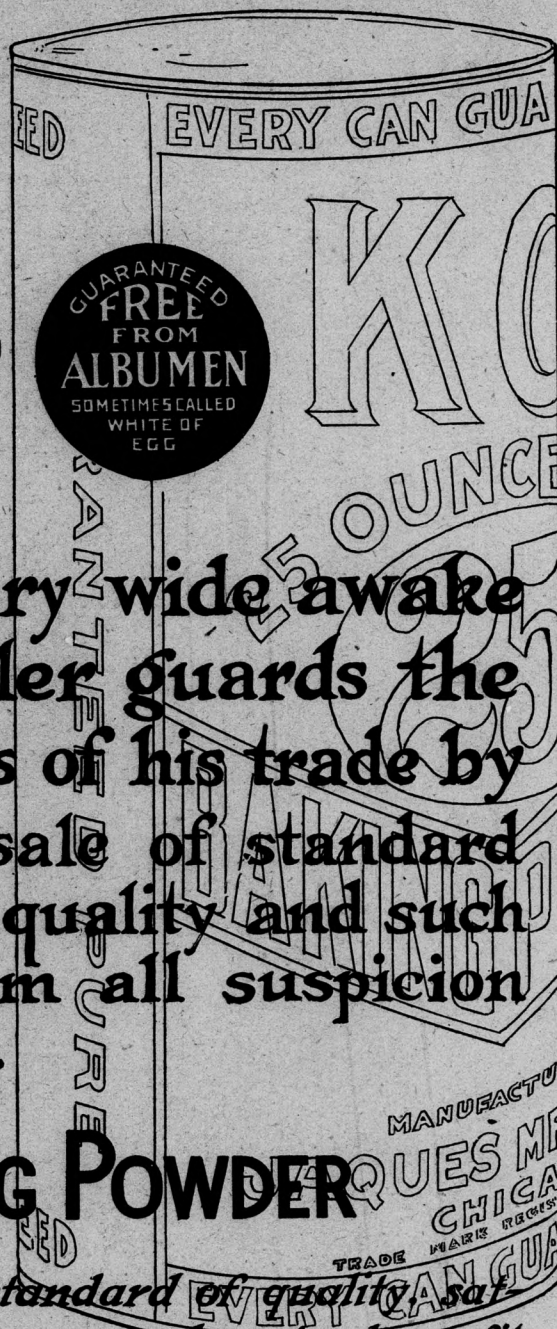
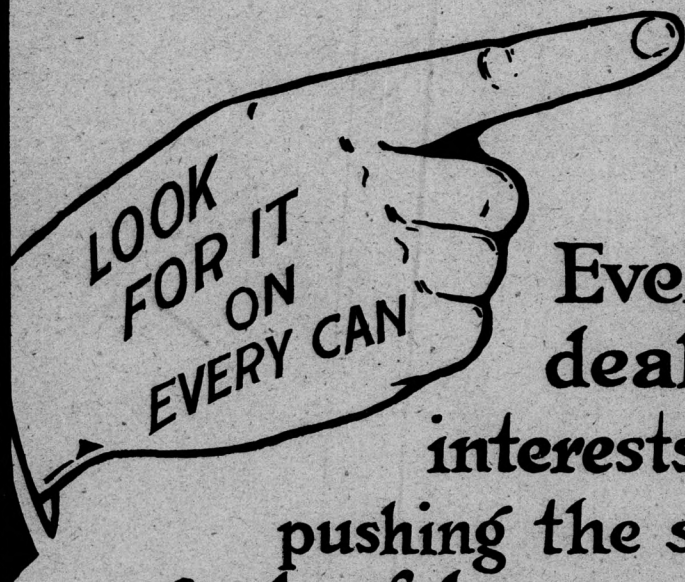
G. J. Johnson
Cigar Co.

Makers

Grand Rapids, Mich.



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