

MICHIGAN TRADESMAN

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Thirty-Second Year

GRAND RAPIDS, WEDNESDAY, JUNE 30, 1915

Number 1658

If the Folks in the World Were as Good as the World

If the folks in the world were as good as the world what a wonderful world it would be!—
If the people would smile like the sun in the sky, if the people would laugh like the tree
When it flutters its leaves, when it nods to the breeze, when it puts on the splendor of Spring—
If the people would follow the sun and the tree, then the world were a wonderful thing!

If the folks in the world were as good as the world what a world it would be for us all!—
Were as glad as the Spring, as the Summer as warm, and as free as the generous Fall;
If the folks in the world, when the Winter had come, would as patiently wait for the May—
If the folks in the world were as good as the world what a world it would be all the way!

Douglas Malloch.

To an Old Tin Can

There's a spring of sparkling water flowing out beneath the hill,
Where the trees are tall and shady and the robins sport at will,
As the breezes, soft and pleasant, in the summer's sultry heat,
Play about in cooling eddies where the light and shadows meet.
On a stone within the shadows sits a can of ancient tin,
With a band of rust about it, and a coat of rust within;
But there's nothing God has given to appease the thirst of man
Like a cooling draught of water from that Old Tin Can.

You may sip the rarest vintage from the sunny soil of Spain,
Quaff the purest ardent spirits malted from the golden grain,
Or consume a foaming tankard of the brewer's purest mead;
Drink the brandies of the orchard 'til your blood is warm indeed;
You may praise with fitting ardor either French or native wine,
And all the ancient product of the Moselle or the Rhine;
But there's nothing more refreshing ever made since time began
Then a cooling draught of water from that Old Tin Can.

William Bauchop Wilson.

Good Yeast
 Good Bread
 Good Health

Sell Your Customers
FLEISCHMANN'S
 YEAST



Back after another slice

Ceresota
 Is the
 Standard
 Spring Wheat
 Flour
 We Sell It

JUDSON GROCER CO.

The Pure Foods House

GRAND RAPIDS, MICHIGAN

 **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.

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.

H. LEONARD & SONS

WHOLESALE COMMISSION AGENTS FOR

House Furnishings, China Ware, Glass and Silverware
 Headquarters for Toys and Fancy Goods

Space Devoted to Samples—20,000 Square Feet

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



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 30, 1915

Number 1658

SPECIAL FEATURES.

Page	
2.	The Jitney Bus.
4.	News of the Business World.
5.	Grocery and Produce Market.
6.	Detroit Detonations.
8.	Editorial.
10.	Hardware.
12.	Clothing.
13.	Woman's World.
14.	Financial.
15.	Dry Goods.
18.	Shoes.
20.	The Meat Market.
21.	Behind the Counter.
22.	Butter, Eggs and Provisions.
24.	The Commercial Traveler.
26.	Drugs.
27.	Drug Price Current.
28.	Grocery Price Current.
30.	Special Price Current.
31.	Business Wants.

SUCCESSFUL SALESMEN.

Frank S. Ganiard, Supreme Counselor, U. C. T.

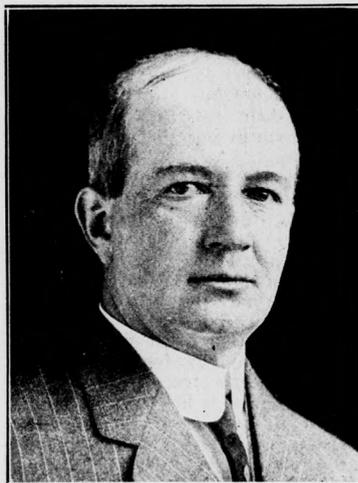
In the earlier days of organized effort among traveling men, neglect of strict business principles, led to their inevitable disruption and dissolution. The surviving associations, avoiding the errors of their predecessors and conducted on businesslike lines and with wholesome respect for the law, continued to the time when their purposes were fulfilled or, having cause for uninterrupted usefulness, are still in existence and prosperous in numbers, in finances and in general influence, the influence of specific organizations extending well beyond the lines actually represented. Their successes and consequent continuance are largely dependant upon the activities of their general officers and specifically in many instances upon the character, ability and exercised loyalty of their chief presiding officers. This notably has been and is exemplified in the case of the U. C. T., whose executives, from its inauguration, have been practical traveling men with practical business ideas that they have applied to the organization's interests in practical ways.

In its annual elections of officers the U. C. T. has always chosen for its presidents members representative in the best sense of the most approved phases and traditions of the fraternity. It continued the unbroken line when at the annual meeting at Columbus last week it advanced Frank S. Ganiard from Junior Supreme Counselor to Supreme Counselor, thus placing in the most responsible position within the gift of the organization a man who is a thoroughly representative traveling man by both association and experience.

Frank S. Ganiard was born in Concord, Mich., Feb. 4, 1865. He is a son of Almond M. and Evelina C. Ganiard. He was of a family of seven children, four of whom are still living. He left school at the age of 15. His father's sickness made it necessary for the children and mother to work. He worked in a grocery store until he was 19 years of age and then went to Dakota for six months, where he worked in a general store at Groton, Brown county. He

then went back to Concord and engaged in business, but subsequently sold out and started traveling for Clark, Baker & Co., wholesale grocers, Jackson, Aug. 1, 1887. He traveled for this concern two and one-half years, subsequently joining forces with W. J. Gould & Co., of Detroit, with whom he remained nine and one-half years. On the retirement of the Gould house from business—April 1, 1902—Mr. Ganiard engaged to represent C. Elliott & Co., of Detroit, with which house he remained until about a year ago, when he purchased a half interest in the retail grocery establishment of Lamb & Spencer, at Ann Arbor. He recently disposed of his interest in this business and his plans for the future are not known to the Tradesman at this writing.

Mr. Ganiard became a charter member



Frank S. Ganiard

of Jackson Council, No. 57, U. C. T., when it was organized May 1, 1894, and holds certificate No. 3,321. He was elected Secretary-Treasurer in March, 1898, and served four years. He was elected Grand Sentinel in Detroit in May, 1903, went through the chairs and was elected Grand Counselor at Saginaw in 1907, presiding at the meeting held in Battle Creek in 1908. He was a delegate to the Supreme Council meeting in 1907 and was elected Supreme Sentinel in 1911, thus becoming Supreme Page in 1912, Supreme Conductor in 1913 and Supreme Junior Counselor in 1914.

Mr. Ganiard was presented with a beautiful gold medal, fully inscribed and set with a diamond, by the subordinate councils in the Michigan Grand Jurisdiction at the Grand Council meeting in Bay City, 1912.

Mr. Ganiard was married to Metha M. Findley, of Concord, Dec. 20, 1889, and has two children, Florence I. and Donald F. He moved to Jackson in April, 1894. He has been on the session roll of the First Presbyterian church since 1899.

Mr. Ganiard believes it to be his duty to hold himself accountable to those in both the church and order of U. C. T. of America, who have expressed their confidence in him by placing him in offices of honor. He believes that life is not subscribing to a creed, but living up to the tenets of his faith and that with a full regard for the other man.

In every successful man's career there stand out certain constructive character traits which, more than any other, have contributed, and continue to contribute, to his success. These traits are not in all instances alike. In one instance they may be great tenacity of purpose, coupled with untiring energy and courage to persist in face of apparent failure; in another, geniality, ability to create friendship where another would cause enmity and gain respect and command a hearing where another would be looked upon with scorn or derision, and a host of other combinations, each one manifesting itself in the successful individual, or in the individual who inevitably succeeds, to such an extent as to overshadow all the other traits in him and counteract the ill effects of his errors and indiscretions.

In the case of Mr. Ganiard these pre-eminent traits are as follows: A healthy restlessness, a genial disposition, steadiness and close attention to business, initiative, and the ability to deal with his customers in the new way—never losing sight of the human element that enters into the problem, getting things done by suggestion and example rather than by authoritative command, thereby getting them to work with him instead of against him.



Wedding Anniversary of Hilliards Merchant.

Mr. and Mrs. H. E. Parmelee, at Hilliards, entertained about forty of their relatives and friends last Saturday, June 26, to commemorate the event of the twenty-fifth anniversary of their wedding.

Mr. Parmelee is one of the pioneer merchants in that section of Michigan. His parents were early settlers, who came to Hilliards from Ohio fifty-seven years ago in October, when Michigan was largely a forest. The parents were impressed with the richness of the soil in that section and became substantial farmers.

Howard E. Parmelee was born on the homestead November 15, 1864. He began his business career at Hilliards January 28, 1888, and was married to Marion Waterman, a popular teacher in the public schools, June 26, 1890. Mr. Parmelee has been prosperous in business. He has a kindly nature and is courteous and painstaking in his business. He is quiet and conservative. A man of rare judgment, he enjoys the confidence and

friendship of the people in his community and the respect of the wholesalers and jobbers with whom he deals. Mr. Parmelee carries with him an atmosphere of dependability. He is the soul of honor, one of those men of whom it may be said that his word is as good as his bond.

Mr. and Mrs. Parmelee have two daughters, Ruth and Clara, who are popular with their friends. Both are graduates of the Allegan high school and the State Normal School at Kalamazoo. Miss Ruth is now teaching physical training at Albion college and Miss Clara has a position in the Van Raalte school at Holland.

Mr. Parmelee is essentially a home person. He finds his greatest enjoyment in the society of his family. He likes out door sports, is fond of fishing and driving his automobile and regrets that he does not have more leisure to enjoy these pastimes.

Mr. Parmelee is a great admirer of thoroughbred stock. He is an enthusiast on the subject of choice poultry and raises some of the finest specimen of White Wyandottes to be found in the State. He is broad minded and well informed on the topics of the day. While in no sense a politician he is deeply interested in all questions which tend to better government and exerts his influence for good whenever he has an opportunity.

He is a thorough merchant. He availed himself of the first opportunity to be a reader of the Michigan Tradesman and has been a constant subscriber of that trade journal.

The Michigan Tradesman joins with the many friends in extending congratulations to Mr. and Mrs. Howard E. Parmelee.



Will Retain the Office Without Salary.

F. D. Miller, of Battle Creek, has entered the employ of the Calumet Baking Powder Co., of Chicago, as a demonstrator. In a letter to the members of the Retail Grocers and General Merchants' Association of Michigan, sent out under date of May 14, Mr. Miller stated that his salary as Secretary of the organization was discontinued May 1, but that he proposes to retain the office without salary in order to accomplish certain results which appear to him to be essential to the wellbeing of the organization.



The Williams Optical Co. will be incorporated soon with an authorized capital stock of \$5,000. The company is to succeed the individual operations of Oscar E. Williams. Those interested are O. E. Williams, Dr. J. W. Shanks and Max LeWick. The company will do a wholesale and retail business and will have its headquarters at 46 Monroe avenue.

THE JITNEY BUS.

How It Looks to a California Merchant.

Long Beach, Calif., June 28.—The jitney bus has attained to the dignity of being considered a problem. A few short months ago the street car magnate was a haughty personage, resting securely on his franchises and the people's necessities. Now, in places where the jitney has made its appearance, this same magnate is lying awake nights trying to devise means to check the encroachments of his small but formidable competitor.

This latest upstart in passenger transportation is gathering in multitudinous nickels that the street car companies want and have been accustomed to have. In consequence the magnate's former plethoric income has been reduced alarmingly.

In view of the keen and widespread interest that is being manifested in all that pertains to the jitney, I will give some account of its operations here in my adopted home city, Long Beach, California.

Long Beach does not claim to be the birthplace of the jitney. That distinction belongs, I believe, to Phoenix, Arizona. But Long Beach was the first city on the Coast to have 5 cent auto transportation. While the jitney bus is said to have taken its "effectual beginning" in Los Angeles in July, 1914, jitneys were running here in the March previous. Long before July a considerable number had gone into jitney driving, and their earnings were telling seriously on the receipts of the street car lines.

From the beginning, the jitney has been a great success in Long Beach. Indeed, without any exaggeration, it can be said that the jitney bus is here to be seen at its best—the meaning intended being not an arrogant claim that no other city has so good, but rather that no other place has attained to better and safer and more satisfactory jitney service.

This success has not come by chance. Local circumstances have been especially favorable to the rapid development of auto transportation and its steady continuance in public favor.

Of these auspicious conditions, the first is Southern California weather, which means no snow, ice nor sleet, and a light annual rainfall. Automobiling is here an all-the-year proposition, and it is practicable to carry passengers all through the winter in unheated vehicles.

During the two or three years preceding the advent of the jitney, the city had made a phenomenally rapid growth. Street car facilities had not kept pace and in some sections were woefully inadequate. The size, shape, and make-up of the city give a number of routes of convenient length for short drives, along which large numbers of passengers are to be picked up. The general lay of the land is quite level and the streets are either paved or oiled. Autos are abundant, while profitable employment is somewhat scarce.

Last but not least, as an indispensable factor in the success of the jitney in this city, it should be stated that the new occupation of jitney driving has here attracted a good number of high-class men—steady, intelligent and with a due sense of their responsibility. Most of those who have gone into it are good drivers, some are experts with a machine. I do not hesitate to say that jitney driving averages better in Long Beach than private driving. The speeding and utter recklessness often to be seen on the part of drivers of private cars on outlying streets, are not observable with the jitneys.

However, not all the jitney men are as careful as they should be. The exceptions are largely among the "kid" drivers—young fellows who have hardly arrived at years of judgment. The city permits the licensing of boys 16 years old as drivers. While not all the young drivers are reckless, nor all of the older ones careful, placing the re-

quired age at 21 would make for safety. Twenty-five would be even better.

The jitneys here are subject to certain ordinances and regulations as to number of passengers they may carry, speed, routes, etc. Offenders have not been dealt with at all strenuously. Indeed the general orderliness of the service has been due, not to efficiency on the part of the police, but rather to the high character of many of the drivers. Not all cities where the jitney has appeared have been so fortunate in this respect.

It can not be made too emphatic that jitney service will be good or poor largely according to the character of the men who engage in the business. A reckless or incompetent driver means faulty service and possible loss of human life. Any city in issuing licenses should require sobriety and competence in handling a machine as prime qualifications, and drivers who violate necessary regulations should be deprived of their licenses promptly.

The objection that it is unsafe often is urged against the jitney by its enemies. Here the showing as to safety has not been bad. The number of jitneys in operation is at least sixty to seventy, sometimes more. During the somewhat more than fifteen months that they have been running, on an average of several thousand passengers have been carried each day. While exact figures are not obtainable, the total number doubtless closely approaches three millions. Only three fatalities have occurred with which jitneys had any connection. In one of these the jitney driver clearly was not at fault. In the case of the other two, which resulted from the collision of a jitney auto with a street car, exemption from responsibility was not so obvious. However, the coroner's jury exonerated the driver from blame, as also the motorman of the car. In minor jitney accidents, I believe there have been not even serious injuries.

To own and operate a jitney car in Long Beach, one must pay \$2, the annual state fee for a chauffeur's license; also the special state tax on automobiles, gauged according to horse power and amounting to \$10 for the ordinary five-passenger car; also the regular ad valorem property tax, state, county and city; also a city license fee, \$25 for a five-passenger car; also he must pay for liability insurance, giving protection up to \$5,000 in case of injury to one passenger and to \$10,000 in case of injury to two or more. This costs him \$50 a year. And I understand that a new law goes into effect the first of next January, placing another annual state tax on jitney autos of \$7 a seat. This will amount to \$28 for a five-passenger car, the driver's seat not being counted.

The street car lines in Long Beach are owned and operated by the Pacific Electric Railway Company, the wealthy corporation that owns the vast trolley system connecting hundreds of outlying cities and towns with Los Angeles. So the little jitneys have been in direct competition with one of the strongest and most ably managed aggregations of brains and capital to be found in the whole realm of Big Business.

Operating for so short a time and under the handicaps just noted, the jitneys have given so good a service that were they to stop running it would be little short of a calamity to the city, and certainly a serious inconvenience to thousands of people.

The strong point of the jitney is its acceptable service. The people like it. That it should be popular on streets remote from a car line is not surprising, but why three out of four persons will give the jitney the preference when there is an equal choice—why a jitney can run along just ahead of a street car, and, to the chagrin of conductor and motorman, "snipe" most of the waiting passengers, is not so easily explained. The greater ease of getting in and out, the fact that the jitney will

stop in the middle of a block to let off or take on, the not having to wait so long, the quicker transit, the ease and exhilaration of auto riding—these all are assigned as reasons. There is another, the personal element it may be called, which is, I think, a powerful factor in jitney success.

In this the jitneys are strong at a point where the street cars are weak. This article is not a tirade against capital and capitalists. But the warmest defender of the rights of money must acknowledge that the general attitude and management of street car companies has not been such as to make the public particularly grateful for the mighty service which the street cars render, nor to cause that same public to be at all reluctant to take up with some other kind of transportation. When the Grand Rapids Street Railway Company a year ago placed an advertisement in the Tradesman warning parents of the danger of allowing their children to play in the streets along the car tracks, this act of kindness and humanity, coming from a traction corporation, struck one as very much out of the ordinary.

The jitneys have been quick to see, and press their advantage in the human element. Most street car conductors are polite enough in a perfunctory way—doubtless they do as well as the nature of their duties permits—but a jitney driver who understands his business can put it all over the best street car conductor on earth in the way of courtesy. The driver's patrons are his guests, for whom he can not do enough. Passengers on a jitney are almost always good-natured and sociable. I have known a man holding another weighing 180 pounds on his lap to declare that the other was not heavy in the least. Men give up their seats to women in a way that convinces one that chivalry is not dead.

You receive a pleasant greeting and a cordial "good night" from the driver, and on a jitney as in few other places you are made to feel that your patronage is appreciated. You have the satisfaction of knowing that your money goes, not into the insensate maw of a soulless corporation, but to satisfy the human needs of the jitney man and his family, to buy food and fuel and shoes for little feet. And as to the value you receive in return, it would be hard to find a more striking illustration of the possibilities of a 5-cent expenditure, than a good jitney ride along the ocean front of one of our beach cities, with the Pacific in full view. It is a nickel raised to the tenth power.

Ella M. Rogers.

The Western coast of South America is evidently appreciative of the closer relation which the Panama Canal gives it with the Eastern ports of the United States. One vessel which recently left New York for the West ports of South America carried a half-million pounds of calcium carbide, 300,000 gallons of petroleum; 100,000 gallons of gasoline and naphtha; 350,000 pounds of caustic soda; 10,000 bags of cement; \$100,000 worth of iron and steel material and supplies; \$40,000 worth of machinery of various sorts and large quantities of dry goods, groceries and miscellaneous manufactures.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, June 28.—James Joseph Moloney, son of Mr. and Mrs. John F. Moloney, Sr., and one of the best known young men in the city, died at his residence last Sunday of heart failure. Mr. Moloney was 36 years of age and leaves a widow and the following brothers and sisters to mourn his loss: Mrs. Joseph Stefens, Mrs. B. G. McCarthy and Miss Catherine Moloney, of this city, and Miss Marguerite Moloney, of St. Paul, John Francis Moloney of Detroit, and Leo D. of the Soo. The family have the sympathy of their many friends.

The city play grounds were opened last week. Director Koyle, having all the apparatus in readiness started the ball rolling. The grounds are fully equipped, so that the children will have a paradise alley to while away the time during vacation period. Much interest is being taken in the play grounds here and the business men are also interested to see that the affairs are carried on successfully.

An amusing incident occurred in the Canadian Soo last week, at the recruiting station, when a Scotchman who had decided to go to the front, entered the station and asked to be registered. "But, my friend," said the sergeant, "I can't enlist you. You have only one eye." "That dinna matter," responded the Scotchman, "Ye hev ta shut one eye when ya' shootin' anyway."

Our worthy Mayor is certainly up-to date and is considered one of the busy men on the job, as he has taken steps to close the city offices Saturday afternoon, so that all the patrons will be obliged to discontinue their Saturday afternoon visits in the city offices. It is understood that these instructions will be effective until the first snow and it is hoped that there will be no premature snowstorms meanwhile.

Our popular sheriff, John H. Bone, has no time for a vacation this year, as he has been taking more trips this year than any of the other officials and is now in New York City after the Rev. Harper Reed, of Blind River, Ont., who is charged with passing between \$1,000 and \$2,000 worthless checks on local merchants and is being held in New York by the local authorities. Mr. Bone will stop at Lansing, where he will have Governor Ferris sign the requisition papers, and also in Albany, New York, for Governor Whitman to authorize same. Rev. Reed evidently was what they call one of the wolves in sheep's clothing.

The many friends of Joseph Maltas, one of our popular young druggists, were surprised when the announcement reached the Soo that Joe had been united in marriage to Miss Camilla Winslow of Flint. The couple are now on their honeymoon trip, taking in Detroit and other Southern Michigan cities before returning to the Soo, where they expect to make their future home. The newlyweds are receiving the hearty congratulations of the entire community.

Clyde says, "There are only two places where holding hands really counts—in a poker game and during a wedding ceremony."

Mr. Rapin, of Engadine, is putting

Your shipments of POULTRY, CALVES, PORK, BUTTER, EGGS, FRUITS and PRODUCE receive personal attention and sell for highest market prices when consigned to

NAUMANN COMMISSION COMPANY

Eastern Market, Detroit, Mich.

Reference:
Peoples State Bank
or
The Trade Generally

Members of
The Michigan Poultry, Butter and Egg
Shippers Association.
Detroit Produce Exchange.

up a building near his residence which will be occupied as a grocery store. There is always room for one more at Engadine, which is rapidly getting to the front.

Mrs. L. A. Patterson has decided to name her house at Engadine the Commercial Inn and will make a specialty of catering to the traveling men. It is near the railroad station and newly furnished throughout and from all accounts the menus will be about what will catch the traveling fraternity, something like what mother used to make. This will give Engadine three good hotels.

The hustling town of Brimley, twelve miles from the Soo, entertained the grangers at a picnic last Saturday, but as they overlooked making arrangements for the weather man he thought it advisable to give them plenty of water on account of Brimley being dry, which spoiled much of the pleasure that was anticipated otherwise.

The charity ball at Gould City last week was a pronounced success, the proceeds going toward sending a sick lady to a special hospital.

Mr. Moore, the stage driver at Gilchrist, has substituted an auto on the route and from all accounts will be able to avoid the telephone poles and trees along the road until he becomes more familiar with the handling of the fiery steed.

Fred Cooper, of Curtis, is building camps to commence operations in the near future.

From all accounts almost every small town within sixty miles of the Soo is going to have a Fourth of July celebration on a large scale and were it not for the fact that the Fourth of July committee here has secured a circus for that day, the numerous small town would, undoubtedly, have a larger home staying, but the committee here has everything in readiness for the big celebration on the Fifth, and the elaborate evening fire

works have arrived. Last year part of the shipment went astray which proved somewhat of a handicap in presenting the display that had been arranged for. The day fire works are also another big feature which has been arranged and will be displayed on July 3, on which day the Soo merchants have arranged for special doings as a business day. Sun Bros. circus has volunteered to donate the use of its band for the parade on Monday, July 5 and, if we are not disappointed by the weather man, the Soo will have the largest crowd on July 3, 4, and 5 of any time in its history.

W. E. Raub, the popular traveling salesman for the National Grocer Company, will not have to wait for the late trains, hereafter, as he has invested in a new fordington and will be able to raise the dust along the country roads in his territory. Will is an expert chauffeur and a careful driver.

The steamer Northland made her first trip to Mackinac Island last Friday, which afforded the islanders much pleasure in seeing this familiar monarch on her regular summer trips, which will help swell the crowds at the popular resort.

Wm. Moher, son of J. H. Moher, one of our popular meat dealers, died this week. The young man had been in ill health for the past year and had been away most of the time seeking relief. The deceased had many friends who are pained to learn of his demise and the family have the sympathy of their many friends.

Thomas Chandler, President of the Edison Sault Electric Company and one of the Soo's most popular and well known young men, was united in marriage to Miss Ethel Anderson, of Evanston, Ill., last week at the home of the bride. The wedding ceremony took place at the First Congregational church of Evanston, the officiating clergyman being the

bride's grandfather. The groom was attended by R. T. White, of this city. After an extended wedding tour the young couple will take up their residence in this city about August 1.

Pickford reports the latest bear story, which seemed to be getting numerous around Polly Wog Flats. They have taken several of Roy Smith's young pigs and some of Pickford's young men decided that enough was too much and armed themselves with their sturdy rifles and evidently were successful in sighting the old bruin without losing much time, and as they were all crack shots the bullets took immediate effect, but after taking careful observation of the big game, they discovered that the bear was Wm. Ball's large dog, who was satisfied to be killed for a sheep instead of a lamb.

"Lots of people who complain that they don't get all they deserve should really congratulate themselves."

The supervisors of Chippewa county voted to deed the fair grounds to the Chippewa Agricultural Society, which will enable the society to bond the grounds and put up a suitable exhibition building, which is expected to be completed in time for the fall fair. The new building will be a credit to the Association and the entire county.

J. Dion, formerly in the meat business here, being proprietor of the Royal meat market, but who left for Canada a few months ago, has returned to this city and taken the management of the meat department of A. Fare, in the east end. Mr. Dion will be pleased to see his many friends at his new location.

"If you feel that you must swat something, swat the fly. The fly has no friends and doesn't even know how to be neutral."

William G. Tapert.

Deliver us from the man who loosens up only when tight.

Trade Slack.

Business was slack, but Clarence Baker, the barber, hearing a customer's footsteps, immediately busied himself with the razor strop.

His spirits dropped, however, when informed that the man wanted nothing more than to have his hair trimmed.

"Shave yourself, don't you, sir," he enquired, as he snipped the hair round the customer's ears.

"Yes. How did you know that?"

"No barber would turn out a job like that in these hard days. Besides, we might as well shut up shop if everybody shaved themselves."

"Perhaps," murmured the customer indifferently, adjusting the towel around his neck.

Baker snipped and cut in silence, but after a few moments broke out again in an aggrieved tone of voice:

"You're in business, ain't you, sir? Well, suppose no barbers ever bought anything of you, how would you like it?"

"Shouldn't mind," answered the customer, off-handedly. "I sell mouth-organs!"

The barber finished hurriedly and in silence.

Correctly Described.

An Italian was doing his best to buy a colander. The clerk showed him two or three kinds of pans, but the puzzled foreigner shook his head. At last he got an idea:

"You give me this-a kind," he said, "water go ahead, macaroni stop."

Build Up the Confidence of Your Customers

Reliable products do it—products that prove dependable to the consumer.

"DANDELION BRAND" BUTTER COLOR

has held the confidence of dairymen and housewives for more than a quarter-century.

Its rich, golden shade makes butter more palatable—and more profitable.



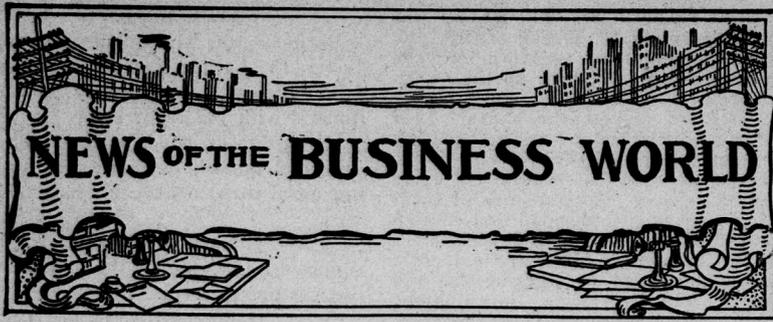
We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS, STATE AND NATIONAL.

WELLS & RICHARDSON CO.
BURLINGTON, VERMONT
Manufacturers of Dandelion Brand Butter Color



Dandelion Brand Butter Color
The color with the Golden shade





Movements of Merchants.

Metamora—Charles Dudley has engaged in the meat business.

Niles—The Forler Grocery Co. has engaged in business on Main street.

Eaton Rapids—E. D. Corbin has engaged in the grocery business on East street.

Middleville—H. B. McGrath succeeds O. M. Chandler in the restaurant business.

Manistee—Ben Wolff has opened a jewelry store and repair shop at 69 Maple street.

Corunna—Benjamin Grant will open a bazaar store in the Bacon block about July 7.

Owosso—The Young-Randolph Seed Co. is erecting a seed warehouse on Corunna avenue.

Marquette—G. T. Beyers has opened a meat market at the corner of Third and Bluff streets.

Portland—Mose Plant has sold his meat stock at Ionia and engaged in a similar business here.

Jackson—The Velvet Ice Cream Co. has removed to its new plant at 112 East Washington street.

Muskegon—The Muskegon Tent & Awning Co. has changed its name to the Bailey Tent & Awning Co.

Lake Odessa—O. A. Lapo has sold his grocery and crockery stock to J. H. Griffen, who has taken possession.

Greenville—C. T. Burdick has sold his grocery stock to J. L. Kraft, recently of Lawton, who has taken possession.

Hart—P. Carlton has taken over the confectionery and news stock of C. E. Rounds and will continue the business.

Freeport—Miller & Rensch, hardware dealers, have sold their stock to Bert Phillips, who will continue the business at the same location.

Oakfield Center—N. O. Hodge has sold his stock of general merchandise and store building to Mr. Longworthy, who has taken possession.

Hancock—Edward N. Cote has sold his drug stock to C. A. Wilkinson, who will continue the business under the style of the Central pharmacy.

Manistee—The Noud Lumber Co. has taken over the James W. Duncan stock of coal, wood and building material and will consolidate it with its own.

Cassopolis—Trustee Reshore has sold the Elmer E. Stamp & Co. stock of groceries to Ray Chambers, of Wayne, who has taken possession.

Durand—George W. Beck, druggist, died at the Sanitarium, at Battle Creek, June 19, following a nervous breakdown of several weeks duration.

Muskegon—E. H. Medema has purchased the grocery stock of Sikkenga Bros. and will continue the business

at the same location, 50 Mason street.

Houghton—The Houghton Department Store Co. has been incorporated and taken over the general stock of I. Miller and will continue the business.

Peck—David Thompson, recently of Crosswell, has purchased the drug stock of the Griffith B. Cornell estate and will continue the business at the same location.

Jackson—Thieves entered the Bergey-Klaasse Co. department store June 27, and robbed the safe of \$150, overlooking a roll of bills amounting to \$50.

Howard City—L. Barber & Co., wholesale produce, butter and egg dealers of Edmore, have purchased the Rudell skimming station and will open a branch plant here.

Detroit—The Westlawn Hardware Co. has been organized with an authorized capital stock of \$5,000, all of which has been subscribed and \$1,500 paid in in cash.

Negaunee—Jacob and John Arneith have formed a copartnership under the style of Arneith Bros. and purchased the J. E. O'Donoghue drug stock, taking possession July 1.

Pottersville—S. R. Cook has sold a half interest in his stock of general merchandise to his brother, J. C. Cook, and the business will be continued under the style of S. R. Cook & Bro.

Saginaw—John E. C. Haack, who has conducted a jewelry store here since 1876, died at St. Mary's hospital, June 22, of heart disease, following an illness of but a few days.

Marquette—Lewis Lewinstein, proprietor of the Central meat market, was married to Miss Helen Leit, June 27, at the home of William Lewinstein, 1714 Presque Isle avenue.

Allegan—Ben Oppenheim, of Kalamazoo, has leased a store building opposite the Sherman House and will occupy it with a stock of general merchandise and millinery goods August 1.

Stanton—Archer & Wiedenhoef, dealers in general merchandise, have dissolved partnership and the business will be continued by Harry Wiedenhoef, who has taken over the interest of his partner.

Detroit—The American Grocer Co. has been organized with an authorized capital stock of \$20,000, of which amount \$10,500 has been subscribed, \$4,701.87 paid in in cash and \$5,798.13 in property.

Port Huron—T. G. Stacey, formerly engaged in the meat business at Alpena, has opened a meat market here under the style of T. G. Stacey & Son, having admitted to partnership, his son, Percy S. Stacey.

South Range—Marco Landini has sold his stock of confectionery and soft drinks to Eli Morin, who will continue the business at the same location under the management of Miss Mary Morin.

Alpena—T. G. Stacey, who has conducted a meat market here for the past forty-four years, has sold his stock to Walter Gabrysiak, who will continue the business at the same location on Second avenue.

Kalamazoo—The site of the new paper mill which is to be erected by John King, and capitalized at about \$350,000, has been selected. It is on the Anderson property, east of the Hawthorn paper mills.

Kalamazoo—C. P. Bidlack, who has conducted a drug store at 110 Portage street for the past twelve years, has leased and remodeled the store building at 126 West Main street and will occupy it with his stock July 1.

Cadillac—The Cadillac Plumbing & Heating Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$9,000, all of which has been subscribed, \$275 paid in in cash and \$8,725 in property.

Coldwater—Ray Stettler has purchased a large tract of land at Crystal Beach which he has fixed up as picnic grounds and erected a store building which he will occupy the entire year with a stock of groceries and staple notions.

Ann Arbor—Vernon J. McCrumb, East University avenue and Vaughan street, is building a three-story brick store double the width of his former store. When no longer needed the store will be removed to another street and remodeled as a dwelling flat.

Detroit—B. J. Doolittle is now in charge of the women's custom shoe department of R. H. Fyfe & Co. Mr. Doolittle came to Detroit from Cleveland, where he was connected with a leading shoe store in that city. He is also well known in the trade in Buffalo, where he was once a member of the sales-staff of the Emerson store.

Manufacturing Matters.

Lowell—The King Milling Co. has increased its capital stock from \$50,000 to \$75,000.

Detroit—The Bower Roller Bearing Co. has increased its capital stock from \$225,000 to \$300,000.

Detroit—The Craig-Thomas Electric Co. has been organized to manufacture and deal in electrical supplies with an authorized capital stock of \$2,000, of which amount \$1,000 has been subscribed and paid in in cash.

Detroit—The Pathephone Company of Detroit has been organized to manufacture, deal in and repair phonographs, records, musical instruments, etc., with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Detroit—The Invisible Wall Bed Co. has been organized to manufacture and sell all kinds of beds, bed springs, mattresses, etc., with an authorized capital stock of \$50,000, of which amount \$30,000 has been subscribed, \$3,000 paid in in cash and \$27,000 in property.

Holland—The Komforter Kotton Company has been organized to manufacture and sell cotton, cotton felt and the products thereof, with an authorized capital stock of \$10,000, all of which has been subscribed, \$500 paid in in cash and \$9,500 in property.

Detroit—The Concrete Road Equipment Co. has been organized to manufacture and deal in material and equipment for roads, streets, etc., with an authorized capital stock of \$5,000, all of which has been subscribed, \$300 paid in in cash and \$4,700 in property.

The Grocers and Butchers Consolidate.

The grocers and butchers came together like two big brothers at a meeting of the officers of the two Associations, held Tuesday night in the office of the Retail Grocers' Association, 537 Houseman building.

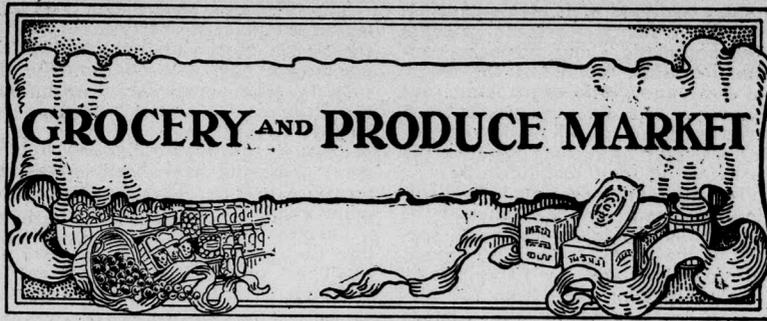
The Retail Grocers' Association and the Master Butchers' Association, the two organizations being in nearly the same line of business and dealing with the same class of trade, find their interests are practically equal. The policy of consolidation meets the approval of all. By the union of the two organizations, one strong organization will be crystallized. The reorganization will involve considerable detail, inasmuch as it will be necessary for a new name to be adopted and new by-laws created and adopted. By agreement, old names will be dropped and a new one chosen. The new name will probably be the Grand Rapids Retail Grocers and Meat Dealers' Protective Association.

A committee of six—James Polly, Otto Rauser and J. A. Mohardt, representing the meat dealers, and W. A. Wood, L. O. Barber and Wm. P. Workman, representing the grocers, were designated to prepare new by-laws for the organization.

The election of officers will take place Tuesday night, July 27, at which time an elaborate banquet will be served at the whist club rooms at 71-73 Division avenue, south. The banquet will be served at 7 o'clock, the grocers and meat dealers to come direct from their places of business.

Wm. P. Workman, Sec'y.

That even the Kaiser reads the newspapers is evidenced by the fact that the German government has recently put the Socialist paper *Vorwaerts* of Berlin out of business. The reason for this summary proceeding was that it published a full page article appealing for peace. It appears that there is such a sentiment there, and a very strong one, and the reports are to the effect that it is growing. The number of Socialists in Germany is very large and is reported as constantly increasing. Its followers and advocates believe the time is not far distant when it can secure some influential voice in the management of the government. The suspension of the paper by imperial decree is not calculated to make the people feel any more friendly, but on the contrary will anger them and make them even more pronounced than before in their opinions.



Review of the Grand Rapids Produce Market.

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

Asparagus—65c per doz.

Bananas—Medium, \$1.25; Jumbo, \$1.75; Extra Jumbo, \$2; Extreme Extra Jumbo, \$2.25.

Beets—30c per doz. for home grown.

Butter—There is a heavier production of butter and a tendency toward lower prices in other markets, although at the present writing this tendency has not yet appeared in this market. It will doubtless come, however, and when it does, a decline of ½@1c will be probable. The current make of butter, both as to quantity and quality, is running very good and considerable butter is going into storage on a basis of from 1@2c higher than a year ago. The consumptive demand for butter is very fair. Fancy creamery is quoted at 26@27c in tubs, 27@28c in prints. Local dealers pay 20c for No. 1 dairy, 17c for packing stock.

Cabbage—\$1.25 per 100 lb. crate or 1½c per lb.

Cantaloupes—California Rockyfords are now in ample supply, commanding \$2.50 for standards and \$2 for ponys.

Carrots—25c per doz.

Celery—25c per bunch for home grown.

Cherries—\$1.50 per 16 qt. crate for sweet and \$1.25 for sour. The crop of all varieties is heavy.

Cocoanuts—\$4 per sack containing 100.

Cucumbers—50c per dozen for hot house.

Eggs—Paying prices have receded ½c during the past week, although good eggs free from heat are bringing full prices. The storage season is over and the trade are now depending entirely upon the consumptive demand. More eggs were stored this year than last, although the price was about the same. Local dealers pay 16s.

Garlic—20c per lb.

Gooseberries—\$1.25 per 16 qt. crate

Grape Fruit—\$5 per box.

Green Onions—Silver Skins, 15c per doz.; Evergreens, 12c per doz.

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

Lemons—Californias, \$3.75@4.50 per box. The tendency is upward.

Limes—\$1.25 per 100.

Lettuce—Home grown head, 75c per bu.; leaf, 50c per bu.

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 per crate for yellow. Fancy California

white stock commands \$1.50 per crate Parsley—30c per doz.

Oranges—Valencias have advanced to \$4.25@4.50.

Peas—Home grown are in ample supply at \$1.50 per bu.

Peppers—40c per basket for Southern. Pieplant—75c per bu.

Pineapples—Floridas are now in command of the market on the following basis: 36s, \$2.85; 30s, \$3; 24s, \$3.25.

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. per ear; 4c per lb. shelled.

Potatoes—Virginia Cobblers are \$2 per bbl. Red Texas stock commands 60c per bu.

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

Strawberries—The crop is nearly all harvested. Last lots find a ready market at \$1.50@1.60 per 16 qt. crate.

String Beans—\$1.25 per hamper.

Tomatoes—Home grown hot house command 90c per 8 lb. basket; Texas fetch 80c per 4 basket crate and \$1.20 per 6 basket crate.

Turnips—25c per doz.

Wax Beans—\$2.50 per hamper and \$1.25 per bu.

Watermelons—\$3.50 per bbl. containing 8 to 10.

Guy W. Rouse, President Worden Grocer Company, is now able to leave the hospital occasionally and will probably spend a couple of weeks at some health resort before returning to his desk.

Louis Hohoff, formerly engaged in the hotel business in Chicago, has purchased a half interest in the firm of J. De Groot & Co., 401 Jefferson avenue, manufacturing a kitchen cleanser.

W. Frederick Blake, of the tea department of the Judson Grocer Company, will be compelled to take an enforced rest for a month on account of a minor stomach trouble.

Edward Winchester (Worden Grocer Company) is making an automobile tour through Canada as far as Toronto. He is accompanied by his wife and daughter.

E. J. Bates has sold his grocery stock at 841 Division avenue, south, to L. Banaszak, formerly engaged in the hardware business on Michigan avenue.

The school census at Lansing shows a gain of 407 pupils over the previous year.

The Grocery Market.

Sugar—The sure-to-come advance in prices has not yet materialized, but it is "on the way" and will surely be in evidence as soon as the fruit season and the hot weather season are fairly launched. The consumptive demand for refined sugar is beginning to be good as the fruit season opens. Raw sugar is unchanged and quiet.

Tea—Low grades are still very high, relatively, and will probably continue to be. The trade appear to be generally of the opinion that the New York decision published a week or two ago, allowing artificially colored green teas to enter the country, will not help the tea business in the United States. It appears to be believed that as soon as the trade generally know that green teas are artificially colored they will stop handling them, because they will be afraid to encounter trouble under the American food laws. If this feeling is correct it will give green teas a black eye in this country from which they will never recover. Prices have not changed during the week and the consumptive demand is fair.

Coffee—The market has shown no particular improvement during the week. Spot coffees are steady, especially the better grades of roasting coffees. Speculative coffee is rather weaker. Mild grades are unchanged and quiet.

Canned Fruits—Apples are unchanged and dull. Spot California canned goods are not wanted, although prices are entirely in buyer's favor. The coming crops are reported to be large, and with plenty of supplies in sight the buyers figure that they need be in no hurry to enlarge the supplies they have on hand.

Canned Vegetables—Tomatoes are held firm, buying being mostly in small lots for immediate delivery. Dealings in futures attract little interest. Corn is moving in a dull market, with fancy grades showing the most activity. Western reports say that this season's pack is estimated to be rather small in size owing to the poor weather conditions which have existed during the spring. A rather weak market seems to be existing in peas, and there is no more than a normal interest being taken in this line. The jobbers find themselves fairly well supplied with the stocks which they need and do not appear anxious to increase what they have on hand by purchasing goods at the prices quoted.

Canned Fish—The mark of \$1.50 for Alaska red salmon, which was made at the first of last week, does not seem to be considered favorably by the jobbers here, for they refuse to buy readily at that price. With supplies on hand which appear to be sufficient to tide them over for a while and satisfy their immediate demands they are waiting for the holders to grow tired of the laxity in the trade and come down to the old mark of \$1.45. The trade at present, as a result of this attitude, is slackening and only a moderate business is being done. Dealing upon the basis of the prices made by the Columbia River packers is of moderate volume, except

in halves, which appear to be suffering in the trade from too high a quotation. The price made was \$1.25, whereas most buyers feel that they are unwilling to go above \$1.15. Domestic sardines are low and comparatively weak, with the demand very low. Imported sardines are exactly where they have been for some time, the feeling being very firm. The supply of French sardines is practically reduced to nothing.

Dried Fruits—California prunes are becoming very scarce on the local spot market and Oregons are even more closely cleaned up. Small size Californias are almost impossible to buy here, and the business is being done in the medium sizes for the most part. Toward the close of the week it was reported that the export business with Europe was declining. Inability to have the steamship companies guarantee space was given as one reason for the slackening of orders from abroad. Peaches and apricots are dull and unchanged. Prices are still very low. Nineteen hundred and fourteen fancy seeded raisins for August and September shipment at the special price named some time ago have gone begging, and apparently an important reason is the freely expressed antipathy which wholesale buyers bear to the Raisin Association. Although there is a fair stock of good quality currants in the New York spot trade, the market seems to be a bit stronger and has a stiffening tendency. Reports from Greece show that the supplies of Amalias there are about 10,000 tons, but about half of this has been damaged, leaving only 5,000 or 6,000 tons of good quality fruit for shipment. Citron and peels have been quiet but seem to have a strong undertone. Italy has prohibited the export of sugar and also fruit preserved with sugar, which it is feared will prevent any large supplies of citron from reaching here in the near future. Factors here seem to be of the opinion that this embargo will not be enforced for any great length of time.

Cheese—There has been a slump in the market during the week owing to the collapse of the export demand, and prices have declined about 2c per pound. The market recovered, however, about ¾c. Added to the collapse of the export demand is the fact that the production is now at its height. Cheese is now below last year.

Provisions—All cuts of smoked meats are unchanged in price and in moderate demand. Pure and compound lard are unchanged and dull. Barrel pork, dried beef and canned meats are all unchanged and in quiet demand.

Salt Fish—On account of the small stock of good Norways and the practical certainty that the coming season's production will be greatly reduced, the market is in a very unsettled condition. Norway mackerel are now bringing about \$4 per barrel more than the lowest point and the demand for anything good is very keen. Irish mackerel are not figuring as there are practically none coming in.

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, June 28.—Learn one thing each week about Detroit: Mailing machines made in Detroit will seal, stamp and count letters at the rate of 250 a minute, an absolute check on the postage account. The machine is a Detroit invention.

Nearly 500 employes of William M. Finck & Co., overall manufacturer, attended the annual excursion given by the corporation last Saturday. The outing was held at Put-in-Bay and was hugely enjoyed by the employes, their families and friends.

G. Young writes a short filler stating that the reason the Germans fought so hard to recover Lemberg was because of its close similarity in name to a famous Samson-like cheese.

L. Levine has let contracts for the construction of a new store building on Riopelle street.

It will be well for the many travelers who use the interurban lines out of Detroit to bear in mind that on July 1 the new depot in the old Edson, Moore & Co. building, corner of Bates street and Jefferson avenue will be opened. The time of leaving and arriving in the city will be materially changed.

The article in the Muskegon correspondent's columns of last week's issue of the Tradesman announcing the candidacy of one of its members, A. W. Stevenson, for the office of Grand Sentinel of the U. C. T. comes at an opportune time and as a warning to other Michigan councils that they will have a most formidable candidate to defeat, should any of them decide to place one of their members in the race. "Steve," although a member of the baby council, has been one of the hardest and most enthusiastic workers for the good of the organization in the State and as such should receive due recognition. Although his territory lies in Western Michigan and he has always made his home in that section. A. W. Stevenson has hosts of friends in all parts of the State who, now that the announcement has been made, will lend their best efforts toward landing him in the position he covets and deserves. That he possesses the qualifications necessary in an ideal Grand Lodge officer is well known to his acquaintances and friends.

Should the Germans lose out in Europe, they will have some large gas bills to settle for.

F. Stockwell (Edson, Moore & Co.) accompanied by his wife, is a visitor in San Francisco, attending the Pan American exposition.

The announcement has been made that John A. McMahon (Edson, Moore & Co.) and Erskine McLeish, formerly of the same firm, have formed a copartnership and on August 15 will open an up-to-date furnishing goods store in the James S. Holden block, formerly known as the Bamlet building. The store, which was until recently occupied by J. C. Hasse & Son, is located on the corner of Grand River avenue and Griswold street, directly opposite the Griswold House and is considered one of the best business locations in the city. Both young men are well versed in the business, Mr. McLeish for years having had charge of the men's furnishing goods department for Edson, Moore & Co., while Mr. McMahon, besides being assistant manager, has acted as special representative for the same department on the road for a number of years. Both have friends by the score in the city, besides possessing personalities which will tend to increase the number—an ideal combination for a new firm to begin with. Temporarily at least Mr. McMahon will retain his present position with Edson, Moore & Co., while Mr. Mc-

Leish will look after the active management of the business.

Mr. Mihlethaler, of the Mihlethaler Co., Harbor Beach, was in Detroit last week looking after the interests of the company's large store.

"Abbie" Finsterwald, popular representative for the Majestic Cap Manufacturing Co., besides being a salesman of reputation, is also a fisherman of note and, were it not for the fact that the corporation he represents takes the Tradesman, we would be very much inclined to describe some of his wonderful fishing exploits, but not knowing how the company feels toward even a member of the corporation (for Abbie is a stockholder) who is apt to fish during the hours prescribed by the unions for labor, we shall refrain from any mention of his fishing trips. We will say this for Abbie, however, after hearing some of his big "catches," that the fish were beauties, even if he didn't hook them.

L. Davison, whose place of business was destroyed with others in the disastrous fire that visited Hillman some weeks ago, was in Detroit last week purchasing a new stock. He has rebuilt and expects to be ready for business within a short time.

One would judge from reading the newspapers that William Jennings is giving his typewriter a rigid test.

Gustav Kadau, the popular grocer, has demonstrated that by close attention to the grocery business one can make enough money, aside from the regular routine of living, to purchase an occasional luxury and also drop a bit in the bank to prepare for future eventualities. Gus, from a humble beginning, is now the owner of two stores, one at 136 Townsend avenue, the other at the corner of 18th and Poplar streets. The recently-acquired luxury arrived in the shape of a brand new six cylinder Studebaker auto.

A. E. Burns, former general manager for R. H. Fyfe & Co., known as one of Detroit's largest retail shoe stores, is now at the head of a new shoe firm known as A. E. Burns & Co., located on the first and second floors of the James S. Holden (formerly Bamlet) building. The opening which was largely attended, was held last Saturday. As mentioned elsewhere in these columns, the location is considered ideal from a business standpoint. Mr. Burns' experience and wide acquaintance will, no doubt, stand the firm in good stead.

Bryan is not consistent in his attitude toward furthering the peace movement. He attacked T. Roosevelt in a speech the other day.

The Eureka Wholesale Grocery Co. was organized in Detroit last week. The company was exploited by D. M. Pickell and will be capitalized by local grocers. A meeting will be held on June 29 to further complete plans of the organization.

M. L. Keenan, general merchant, Flat Rock, was in Detroit on business during the past week.

William St. James, of the St. James Lumber Co., Kenneth, succeeded in landing a large contract for railroad ties for his corporation last week. Mr. St. James makes his home in Detroit where he looks after the company's interests.

Dolph Glogower, formerly with the Lee Tire & Rubber Co., is now representing the Chesterman & Street Trust Co., of Philadelphia, and, what is better still, Dolph is making his headquarters in Detroit. He will cover the larger part of the State for the corporation. Mr. Glogower, who is a brother of S. R. Glogower, representative for Johnson & Johnson, of Brunswick, N. J., is what is known in the vernacular of the average roadist as a live wire and will prove a most welcome addition to the already large colony of live wire traveling men. A colony, that by the way, can be counted up in the thousands.

Dolph's brother, S. R., who has just returned from a Northern trip, is most optimistic about business conditions in that section of the State. We don't know who is to blame, but whoever it was did a good job when they placed the "glow" in Glogower—the local pair of former Kentuckians are living up to it magnificently.

The only money ever made by gambling was made by the winners.

Over 700 druggists from all sections of the country were entertained in Detroit last week by Parke, Davis & Co. Traveling men from the territories represented by the visitors were also in the city and co-operated with local members of the force to entertain the druggists. Included in the entertainment were boat rides, a banquet, auto rides on sight seeing tours and visits to the plant of the company.

A. McPherson, owner of a dry goods store at 2875 Woodward avenue and another on Milwaukee avenue, is closing out the stocks and will retire from business.

What a pleasure it must be to those dead Canadian heroes to receive the laudations of England!

Burglars forced the safe of the Bryant & Bury foundry, at 32 West Atwater street, last Thursday and succeeded in finding stock valued at \$50, but nothing else of value.

Owing to the illness of Supreme Counselor Duval, at his home in Hutchinson, Kansas, the honor of presiding at the Supreme Council meeting held in Columbus on June 22 fell on F. S. Ganiard, of Ann Arbor. According to reports Mr. Ganiard filled the position with dignity and a full knowledge of the duties. Mr. Ganiard was Supreme Junior Counselor of the order and, following precedent, succeeded Mr. Duval to the highest office in the gift of the organization.

Emil Kolbe, druggist at 671 Junction avenue, has approved the contracts for the construction of a two-story brick store and dwelling at 679-681 Dix avenue.

Chicago has a wealthy street car conductor? Is that fare?

Harry Ruda, the lively merchant at 638 Hastings street, has moved his family into a flat over his store. Nevertheless, we are sure Harry does not feel above his business.

Dave Plaughin, whose home is in Cincinnati, was in our prosperous midst for the past month renewing old acquaintances, making new friends and doling out copies of orders for Pluto water. Dave represents the Pluto Co., of French Lick Springs.

The third annual picnic of the Timken-Detroit Axle Co., was held at Tashmoo Park last Saturday and was attended by nearly 4,000 employes and friends. The outing was one of the most successful yet held. Contests of all kinds were indulged in.

Some day when conditions are perfect and time hangs heavily on the hands of Secretary Art Wood, of Cadillac Council, we may receive some oft-promised and long-looked-for news items which will benefit the Council, help fill up our page and prove of interest to many Detroit readers.

Jack Blitz, local representative for Johnson & Johnson, of New Brunswick, N. J., was called to Louisville, Ky., on account of the death of his father, Signor Blitz, aged 77 years. The news came as an especially sad blow to Mr. and Mrs. Blitz, as preparations were being made to entertain the father, who had promised to pay them a visit within a few weeks. The sympathy of the Tradesman is extended to the bereaved family.

Mr. Thompson, of Thompson Bros., general merchants of Scotts, was in Detroit in the interest of the firm last week.

Burglars entered the store of Otto Horner, 410 Mack avenue, and stole \$25 in cash and merchandise valued at \$50 last Wednesday night.

The Princess Motor Car Co. has leased the plant formerly occupied by the Saxon Motor Co., at 1305 Bellevue avenue, and will move into it by July 1. The new location will give the Princess Co. a much-needed enlarged factory space.

Because they could find no liquor many Russians have been drinking furniture polish. They ought to get quite a shine with that drink.

Thieves, presumably boys, broke into the candy store of E. G. Shaffer, 691 Third avenue, last Thursday night and stole fireworks valued at \$20 and chewing gum valued at \$1.50.

Fred Stratmann, with F. P. Reynolds & Co., wholesale fruit and vegetable dealers, 10 Griswold street, for the first time in his life can with impunity be accused of having cold feet. On Tuesday evening of last week, as was Fred's custom, he looked around to see if everything was locked before leaving for the day. He stepped in the refrigerator for a moment when the door closed and locked behind him. He was not missed by the other employes, who could not hear his cries owing to the thick walls of the refrigerator and was not released until his brothers and wife became alarmed at his non-appearance, went down to the store and rescued him from his icy prison. Although badly chilled he soon recovered and is satisfied he spent a hot time in the refrigerator trying to keep from freezing.

More than 100 members of the Battle Creek Chamber of Commerce visited Detroit last Thursday and were entertained at luncheon by the Detroit Board. Before noon they were shown about the city and attended the ball game in the afternoon. This is one of a series of entertainments for nearby trade organizations planned by the Detroit Board of Commerce.

P. H. Struthers, dry goods merchant of Pontiac, was in Detroit on business last week.

If some of the black hand societies would move back to their native heath and enlist in the army with their bombs and sawed off shot guns, the enemy would have something to fear.

Ed Edelman in years is a young man, but in experience is old, also he is one of Michigan avenue's pioneer merchants. If there is a business depression he knows nothing of it, hence the gang of men around his place of business at 382 Michigan, all busily engaged in building a 40 foot addition and remodeling the interior of the store. Ed Edelman carries a complete line of dry goods and furnishing goods and is classed as one of the really live merchants of Detroit.

The Dalley Stores Co., Inc., is to establish a chain of grocery stores throughout the West, making Detroit the center of the chain. The company, backed by Philadelphia capital, will begin operations at an early date and will open ten stores in this city with an addition of fifteen more within three months. Later the company will enter the field in Chicago, spreading rapidly through the West. A. W. Norman, Secretary and Treasurer of the company, said he did not think the company would use trading stamps. The organization is incorporated under the laws of Delaware for \$500,000.

A. A. Krause, dry goods merchant at 1478 West Warren avenue, is another merchant who is too busy to notice any alleged dull times and has added to his household effects a new model Reo car.

Twenty million men of military age in the U. S. Every one able to shoot—some bullets, some hot air and some pocket billiards.

Robbers entered the store of Grant Gehring, 391 Michigan avenue, some time Wednesday night and decamped with merchandise to the value of \$60. The cash register was forced open, but as no money was left in it the

bandits were disappointed for their trouble.

Henry C. Weber & Co., hardware dealers, who have been occupying temporary quarters at 161-163 Jefferson avenue, have closed a deal with the Henry Blackwell Co. whereby they will occupy a portion of the store at 230-234 Woodward avenue. The lease is for a term of years.

Stanley Creagh, formerly with Burnham, Stoepel & Co., now with Co. A., 18th Battalion, Canadian Expeditionary Force, is in Sandling Camp, Hythe, England, and expects to receive orders to go to the front at any time. Stanley is now a sergeant in his company.

Ground will be broken this week for a 400 room hotel to be designed along the lines of the Y. M. C. A. and exclusively for young men. The building to be known as the Buckingham hotel, will be erected at Cass avenue and Peterboro street and will be eleven stories high.

Governor Slaton, in other words, would rather be right than be a politician.

Loewenberg Bros., Jack and Emil, who conduct a department store at 1561 Mt. Elliott avenue, with intentions that were well meant, started on an auto trip last week with the avowed idea of visiting friends in Elkton. Their plans carried well until they struck a patch of mud about eighteen miles from Detroit. Although the road at this point was almost impassable, Jack, Emil and auto came through in safety—with the aid of two husky farm teams, after which they continued in the direction of Elkton.

R. M. advises us that his friend, Ben J. Koenig, has erected a garage and is waiting for the price of ford cars to be reduced before making use of it. Mr. Koenig owns a dry goods store at 635 Oakland avenue.

The Rands Manufacturing Co., Holden and Lincoln avenues, has approved contracts for the construction of a three-story reinforced concrete factory near its present location.

Mr. Palmer, of Palmer Bros., clothiers at Yale, was in Detroit on a business trip last week.

Bill Ridell, popular lodge and traveling man and representative for the J. F. Hartz Co., surgical instruments, etc., is the very essence of optimism. Bill says that business is so good, instead of coming home on Friday nights, as of yore, he is obliged to stay out on Saturday.

Many men who are apparently looking for work speak the truth—they are merely looking, they don't want it.

Look, who's here?

Summer. James M. Goldstein.

Schoolboys say there are too many switches along the road to knowledge.

MEAT DEALERS BEWARE!

Don't Aid Jim Sheen With His Chicken Graft.

Written for the Tradesman.

Just before noon on Tuesday, June 22, a horse and buggy appeared at my residence, occupied by a man and a woman. A chicken crate containing about ten fowls was tied on the back of the buggy. I stepped to the door and the man motioned to me to come to the buggy, saying he could not get out. By his side was a cane and a crutch. And then he began his story which in substance was as follows:

He claimed to be a plumber by trade, home Battle Creek. His knee cap had been fractured by a fall some time last year and had healed without uniting, leaving his leg useless, worse than a stiff knee or amputated leg. He had spent all his money doctoring. Having a brother-in-law in Ann Arbor he came there and was given the use of a house and lot in the suburbs. His only means of support for themselves and five children was his wife's work as wash woman, and they thought they could add to their income by keeping a flock of hens. So he had borrowed a horse and buggy and was out among the farmers asking for a hen or two or some setting eggs from each one.

He was tall, smooth shaven, 45 to 50 years old, wore a gray suit of fine material, laundered shirt, collar and tie and eye glasses. His wife was small, dark, thin and nervous.

The broken knee cap seemed to me twice too large as I laid my finger right down into the break (I thought of two blocks of woods) and the horse and rig reminded me of a livery rig which had been to my place before, and I was suspicious.

Within an hour after he left my place I had studied out his scheme and concluded that he could make from \$10 to \$15 a day for a week or more in the vicinity of Ann Arbor unless he were stopped. But we have no telephone, there were strawberries to pick and deliver, other work pressing, and I did not find it convenient to drive to the nearest phone to communicate with the sheriff's office until about 6 p. m.

And why have we no telephone? That is another interesting story. On account of long continued illness of

the manager of our local exchange, she (the widow of the first manager) resigned. The telephone company would not move the exchange to the residence of a man who was willing to accept it and for whose appointment the subscribers petitioned. The company would not sell the telephones to subscribers to continue to use on their privately owned local lines; would not settle with the manager and relieve her of her burden and responsibility until every telephone was returned to the local exchange. After weeks of delay the last phones were surrendered April 13. Our community now has divided telephone service; some are connected with Dexter, some with Whitmore Lake and some with Ann Arbor, but seven of us who want direct connection with Ann Arbor are informed that we should apply to Dexter, as we are outside the Ann Arbor limits. Dexter's manager tells one man that they will take in one more subscriber in this vicinity and only one. But we do not want to pay full yearly rent for connection with Dexter and then pay 10 cents toll for every call to Ann Arbor where we transact most of our business.

Individuals have conferred with the manager at Ann Arbor, the prosecuting attorney took it up with the State Railroad Commission, the Civic Association has had it in hand and still we have no phone. The latest proposition is for us to build our own lines into Whitmore Lake, six miles, and then the Michigan State Telephone Co. will connect us with Ann Arbor without toll in addition to rent.

But about Jim Miller, chicken beggar. The sheriff's force got busy and learned that Jim Sheen and wife arrived in Ann Arbor Monday, engaged a room; on Tuesday hired a livery rig, made a contract with a local butcher to take his chickens about 4 o'clock every day, saying he was selling medicine among the farmers and when they had no change, took fowls in payment.

By telephone, extended or supplemented by motorcycle, a message to come at once to the sheriff's office reached me Wednesday noon. I drove the eight miles to Ann Arbor and after the deputy sheriff, prosecuting attorney and judge had consulted together, matters were fixed

so that when Mr. Jim Sheen arrived at the butcher shop with his contribution of chickens from sympathetic farmers' wives he had to walk to the court house, where he pleaded guilty to a charge of vagrancy, paid his fine and promised to leave town next morning, which he is reported to have done, carrying his cane and crutches without using them. He told the deputy he was going to Adrian and in future he would fix up some insecticide to trade for chickens—not beg them. Meat dealers should watch for him.

E. E. Whitney.

Boomlets From Bay City.

Bay City, June 28.—Mayor F. P. Kelton, of this city, was unanimously chosen President of the League of Michigan Municipalities which closed a three day convention in Alpena Friday evening. Battle Creek was chosen as the next meeting place.

Judge W. D. Gordon, of Midland, ex-speaker of the Michigan House of Representatives, who recently purchased the George W. Handy residence on Center avenue has moved here and has taken possession of the property. Is this move part of the Judge's plan to capture the Republican Congressional nomination in 1916?

The contract for the construction of the Bigelow Cooper Co. hardwood flooring factory to be built in this city, was recently awarded to the Bay City Stone Co. The building will be 700 x 80 feet and will cost \$50,000.

D. E. Jennings, of Turner, one of the victims of the 1914 fire, is building a brick store to take the place of the one destroyed, and will occupy it with a general stock when completed.

J. K. Mead, of Omer, is building a cement block store, into which, when completed, he will move his stock of drugs, dry goods, shoes and groceries. The Omer Bank is to occupy a new office building which is nearing completion. A fine new high school is being built and will be ready for the fall term of school. W. T. Ballamy.

Exports to South America in March and April show a gratifying improvement when compared with the earlier part of the war period. Exports to South America showed a marked falling off in each month from August to the close of February, but in March were about \$2,000,000 more than in the same month of last year, and April showed another gain of about \$2,000,000, the total for March and April to all South America being about 25 per cent. in excess of the same months of last year.

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E. A. STOWE, Editor.

June 30, 1915.

PROBING BUSINESS.

An important research into the retail grocery business is now being made by the Bureau of Business Research of Harvard. The work began last August, and at the present time the Bureau has three agents making investigations into the practices and methods of grocery stores, and introducing the Harvard system of accounts for retail grocers.

The Bureau of Business Research began its investigations of retail trade in the shoe business in 1911. The main purpose was to secure actual facts and material for use in the School of Business Administration. The grocery work was next undertaken, for the interest which the general public has in the retail grocery business, and for an insight into actual conditions of the business, which records more failures every year than any other business in the country.

A few words about the results of the retail shoe trade investigation will show what is being done in the grocery line at present. The retail shoe trade represents all the methods of modern distribution, and yet it is simple from the fact that only one line of goods is handled. The cost of distributing many articles to the consumer is equal to the cost of manufacture and the raw material, and while the manufacturer has studied the production end, the distributing end, representing one-half the cost, has been neglected.

The shoe investigation disclosed very poor systems of accounting, even where accounts were kept. The same item did not mean the same to two stores. Some estimated their profits by their bank account, without the least conception of what shoes yielded the largest profit and what ones were handled at a loss. Some stores counted rent in their expense accounts, and some did not. Others considered the salary of the manager a part of the general expenses, and others did not.

In all, 800 stores have been investigated. As wide as are the variations in accounting, just as wide are the costs of doing business. From the first investigations it was found that gross profits, including discounts, varied from 20 to 42 per cent. of the total sales; total operating expenses,

not including freight and cartage and interest, 18 to 35 per cent.; sales force, 5 to 10.3 per cent.; rent, 1.8 to 14.6 per cent., and interest, 1 to 7.9 per cent.

The Associated Press canvass of liquor legislation of the year shows that with nineteen states already "dry" and the way cleared for prohibition in three others, the temperance territory now stretches in a broad belt from the Pacific Northwest to the South Atlantic and the Gulf. From Washington, Oregon and Idaho it passes through Colorado, Kansas and Oklahoma to Iowa and Arkansas on the Mississippi; and east of the Mississippi it has a clean sweep through the Southern States. From Kentucky and the District of Columbia to Key West the only local option territory is in South Carolina, and in South Carolina a popular vote will be taken on prohibition this fall. Outside this belt lie the States of Arizona, North Dakota, and Maine, while in Montana, Vermont, and South Dakota elections are pending. The four states that went "dry" this year are rural, and simply accentuate the fact of the split on the question between city and country. On January 1, 1915, the average urban population in the prohibition states was but 20.3 per cent. In the extreme license states it was 71 per cent. Similarly the urban population in what the Anti-Saloon League calls near-prohibition states was but 28 per cent., and in partially license states 57.5 per cent. Such facts indicate the natural limits of the state-wide prohibition movement:

A new rule has been promulgated by the National Jewelers' Retail Association, meeting in Denver. It is "By their rings shall ye know them." Hereafter, according to the jewelers, the proper ring in the future for a genuine widow will be a circlet of gold with a streak of black enamel running through the center. If the widow is of the grass variety the streak of enamel will be green, and if she is drawing alimony or living on a settlement diamonds will be set in the enamel. But the jewelers should not stop there. They should have a ring which will denote spinsterhood and there should be some mark to signify whether the person wearing it desires to remain a spinster or would change her name if sufficiently urged.

After making all sorts of charges against Billy Sunday, Bentley D. Ackley, who had been secretary to the evangelist for some time, retracts all his statements and says they were made "in unguarded and almost unconscious moments, owing to an unfortunate weakness and under very peculiar circumstances." He now claims he has no grievance against the evangelist, that he never criticised him intentionally and had no dissatisfaction with him regarding money matters. He disclaims all responsibility for charges made. Perhaps Billy Sunday may forgive Ackley and reinstate him, but it is going to be hard to make the retraction catch up with the charges.

SETTLING VEXED QUESTION.

To-morrow the Government will issue a report for which the cotton trade has been waiting with unusually keen expectancy. That is the report on the acreage planted to cotton in 1915. As recently as March it was expected that, as a consequence of the utter collapse of the export market and the price for its principal staple, the South would plant an acreage of 30 per cent. less than in 1914. This prevalent estimate was lowered to 25 per cent. and then to 15, as the export of cotton suddenly increased, until the monthly outgo far surpassed last year's. The Financial Chronicle last Saturday, from carefully compiled reports of correspondents, estimated that the actual reduction had been 10 $\frac{1}{8}$ per cent.

The mere percentage of acreage reduction, stated thus, conveys no great impression to the average financial mind. It is by recalling the situation of the closing months of last year, when cotton was 6 $\frac{1}{2}$ cents a pound in the South, far below cost of production, that its significance impresses itself. The 1914 cotton crop was 15,873,000 bales, and 1,328,600 bales had been carried over from 1913. That made a total supply of 17,200,000 bales of which, up to the close of last December, only 4,700,000 bales had been taken for export and domestic consumption, as compared with 7,900,000 similarly purchased in the same period of 1913, from a much smaller crop.

But the Southern planter had spent his money to raise the crop; his livelihood depended on marketing it. If, as seemed probable last autumn, one-third of the crop of 1914 was to be left on the planters' hands, the economic prostration of the South was inevitable. Plans to avert such disaster, hastily contrived in the autumn months, were numerous. Some of them seem to-day entirely fantastic, but they were taken in deadly earnest then.

The "buy-a-bale-of-cotton" movement, which President Wilson himself helped by paying \$50 for a cotton bale to put in the White House cellar; Representative Henry's proposal to raise \$500,000,000 National currency to loan on cotton; the \$150,000,000 "bank pool" to lend money to the planters; the Paish scheme to send cotton to England in payment of debts, instead of gold—all of these had their day in court.

The Washington conference of governors and congressmen of cotton-producing states followed; it undertook to devise means of compulsory curtailment of the yield in 1915. Senator Hoke Smith brought out his proposal to impose a war tax of 2 cents a pound on all cotton grown in 1915, in excess of half the amount raised in 1914. Governor Colquitt, of Texas, recommended legislation punishing by one to five years in jail anyone who planted more than twenty acres to cotton in 1915. Compulsory acreage reduction was proposed in South Carolina and Georgia. The Southern Cotton Association actually endorsed, as an alternative plan

the idea of planting no cotton at all this year.

How unnecessary all this commotion really was, appeared in February, when the \$150,000,000 "bankers' relief pool" was wound up after having loaned only \$28,000 on "distressed cotton." How greatly the market situation has changed is shown by the fact that as against a decrease from the previous year of 3,200,000 bales, in exports and home consumption, between August 1 and the close of December, the export and domestic markets have taken in the six months since the opening of January 2,750,000 more bales of cotton than they took in 1914.

How much prices have changed is seen by comparison of to-day's 9 $\frac{1}{2}$ cent. price in the South with 6 $\frac{1}{2}$ in December.

The villages in Central Michigan are manifesting a disposition to insist upon observance of their ordinances with reference to the speed of automobiles passing through, and with this effort none can fairly find fault. On the broad highways in the country, by common consent the chauffeurs can go as swiftly as they please, or as they dare, because the great part of the risk in such cases is their own, and it seems allowable for people to take such hazard as their sense or lack of it suggests. In the villages, however, there is more traffic, more people crossing, and particularly more children in the streets, and consequently more likelihood of accident. Now and then there are officers more active and vindictive than wise, but such instances are exceptional. It is the perfect right of any municipality, large or small, to make its own rules and regulations in this respect, and those who travel in that locality can find no fault with being bound thereby. Those who drive recklessly, at more than fifteen or twenty miles an hour, through a village, ought to be stopped and apprised of their offense, and now and then a fine is calculated to have a salutary influence.

A bull in a china shop is a little worse than a buck deer in a millinery store, but not much. A millinery store in New London, Conn., was honored by a call from a buck deer, which ran down the street and entered by plunging through a plate glass door. The deer cavorted wildly among the millinery, not stopping to try on any special hats, but sweeping them to the floor and trampling on them, evidencing his strong dislike for the creations of the milliner. Two policemen clubbed the buck to death, but not before the stock had been ruined.

Chewing tobacco while giving testimony in court is expensive business, as a New Jersey witness recently learned. He was 18 years old, but considered himself big enough, old enough and smart enough to give testimony with his mouth full of tobacco. When the judge told the young man to remove the tobacco he said he would not and kept his jaws working. A fine of \$25 was imposed and the young man spent four hours in jail while his friends were raising the price to pay the fine.

WHAT IS PRICE CUTTING?

Whatever may be the truth about the desirability of maintained prices, it is not denied that there is much to be said truthfully on both sides. Again, it is by no means certain just what "cutting prices" means. For instance, in Chicago a big retail grocer, about to move into a new store, has decided to sell at a sacrifice every bit of his old stock and start afresh. So he started to clean house by advertising 8,000 articles at reduced prices. Here was a legitimate reason for reducing prices, quite distinct from the reasons for the price cutter's ordinary motives. Is it price cutting and would fixed prices prevent such a liquidation?

Again, there is a growing feeling among grocers—it is one of the latest evolutions in the process of analysis and study—that there are legitimate prices of two types—the one with expensive service and the other where service is pretty well eliminated. More and more stores are opening, stating frankly that they make no free deliveries, extend no credits or other accommodations, and feel bound to give the customer the benefit of the lowered manufacturing cost. Several stores about the country maintain two lists and probably many manufacturers—if they could be sure that lowered prices were due to the legitimate saving in eliminated service, and not to the trickery of selling goods at less than cost for baiting purposes—would offer no objection to such reduced scale of prices. The trouble lies in the fact that departures from the strict letter of an established plan are, to say the least, dangerous, and it is difficult to distinguish between the honest reduction and the questionable "cut price."

One of the most interesting arguments against fixed prices advanced by its opponents in recent communications on the subject in these columns has been the belief that manufacturers would not enforce their sales plans inflexibly and impartially, if the law gave them an opportunity. It has always been a source of much annoyance to such manufacturers as do seek to enforce their resale prices; that by hook or by crook the jobber's salesman would find some way to cut prices, in spite of an apparent loyalty to the plan.

The Canadian Grocer tells an interesting story of the way it worked in a certain instance in that country. As the story is told by a retail grocer:

"There was a certain line of goods on which I used to get a rebate of 25 cents on the case. These goods eventually were sold on the fixed price basis and with the coming of the Secret Commissions act this rebate was against the law. A salesman came into my store one day to sell me five cases. I asked him the price. Then he offered to bet me \$1.25 that I wouldn't accept his price. I wasn't going to be bluffed, so I immediately took up his bet and we each laid \$1.25 on the counter. He quoted me the regular list price which was fixed on these goods and I bought them. Of course I also won the bet of \$1.25 which

meant a rebate of 25 cents off each case.

"This was the method the salesman adopted to defeat the provisions of the Secret Commissions act which makes it a crime to give a buyer a secret commission so as to get him to purchase an article, the price of which has been fixed by the manufacturer by contract."

The rivalry for the control of the reputation that is in a branded specialty—and consequently its mercantile attractiveness—is really the crux of the whole issue. Big retailers claim their right to sell "what they have bought" at their own sweet will, unhampered by conflicting property rights. Manufacturers claim that they do not part with all their interest in a product when the title to the commodity changes. Which is right?

The manufacturers' coupon in the package is one form of manufacturer's control. The department store objects to being dominated at all; no matter what particular form the control may take. The brand name, the established price, the manufacturer's own sales efforts by his specialty men and the coupon in the package are all evidences of the intangible former (and continuing) ownership.

Should that right exist or not? It is all a part of latter-day mercantile evolution and has never been settled. It is a big question on which there need be no accusation of inconsistency because different phases baffle the honest student of the situation. In settling it there will be laid corner stones for some highly potential mercantile principles in the future field of trade.

The brightened Canadian outlook of which we hear from various sources is doubtless based upon the prospect that a record wheat crop will be sold at record prices. The Canadian forecasts fairly match the estimates for the United States. Last year 11,230,000 acres were sown, of which the drought destroyed about 1,000,000 acres. This year there are computed to be 12,900,000 acres, and the crop is flourishing almost beyond precedent. If the 1913 average of yield is equalled, the total product will reach 275,000,000 bushels, which is nearly 50,000,000 bushels beyond any previous yield. The price depends upon a number of factors, including the result of operations in the Dardanelles, but it may again reach the dollar mark. What all this means directly to farmers and shippers, and indirectly to other classes, is evident; while it coincides with great activity in the export of war munitions, and with a lull in speculation.

There are many who claim that a business training unfits a girl for domestic efficiency, but the educational director of the Department Store Education Association of New York City says the trained and efficient girl in shop and store makes the best housewife because she has learned business methods. She puts her business training into use in doing her housework and gets along better on that account.

Submit Prize Contests to Your Local Postmaster.

Far too many merchants and store managements are unfamiliar with the postal laws and the ruling of the Postoffice Department in regard to the mailing of matter in which reference is made to the holding of a prize contest. These Postoffice regulations are extremely stringent, and the concern which infringes them is liable to have the advertising in relation to such schemes refused admission to the mails.

In other words, the local postoffice can hold up that portion of the edition of a daily newspaper which is distributed by mail if the issue contains an advertisement which contravenes the postoffice regulations as to advertising which relates to gift enterprises, prize contests, coupon schemes, etc.

There is no question that, solely through ignorance of these acts, the regulations are frequently violated by merchants and by newspaper publishers. Apparently, the law on the subject is not brought to their attention by their local postoffice. To be on the safe side, however, it is best to make sure that announcements as to prize contests which are to be sent through the mails are so worded as not to conflict with the regulations.

To make it more clear what these rules are we state that a ban is put upon the mailing of any letter, package, post card or circular concerning any lottery, gift enterprise or similar scheme offering prizes dependent in whole or in part upon lot or chance; and on newspapers, circulars, pamphlets or publications of any kind containing any advertisement of any of the schemes above mentioned or containing any list of the prizes drawn or awarded by means of such scheme. This statement is based on Section 482 of the Postal Laws and Regulations.

It will be noted that the law refers particularly to schemes into which the element of chance enters. It is difficult however, for anyone to tell in advance as to how the postoffice authorities will rule as to where chance begins or ends in connection with any prize contest. In a contest where prizes are offered for example of needlework, for instance, even though the judges of the contest are carefully selected and are in no wise connected with the store it might be argued by the postal authorities that the awards could not be made entirely on the merits of the entries. They might rule that as a certain amount of luck would enter into the decision of the judges what had appeared to the retailer to be an entirely innocent enterprise was, in reality, a violation of the postal laws and regulations.

It is especially important that a store, if it does hold such a prize contest, should avoid announcing that the articles entered in the contest must be made from materials purchased from that store. One of the requirements of the Postoffice Department is that such contests must be in every way open to everybody, without any distinction, and if the local postmaster saw fit to take such action the restriction of entries to those made of materials purchased in the store conducting the contest would in itself be a sufficient ground for his

holding up mail matter advertising the contest.

The safest way for the merchant or store management which is planning advertising any kind of a prize contest is to submit in advance to the local postoffice or to the Postal Department in Washington specimens of the advertising matter relating to the contest and thus find out whether such advertising is mailable under the law or otherwise.

To many of our readers the law will appear drastic and unreasonable. It is well to remember, however, that it is designed for the protection of our citizens of all classes, and that the views of merchants and of postoffice officials may at times be in conflict as to what is a legitimate form of prize contest.—Dry Goods Economist.

The retail grocers of Los Angeles are a little peeved with the mayor because he has vetoed the moving ordinance recently passed by the council. The measure required moving van owners to register all removals they make, in order that creditors may keep track of people owing them bills. The mayor vetoes the ordinance, saying it is a species of class legislation "intended to assist incompetent tradesmen who have recklessly and unwisely extended credit, in the collection of their debts." He further contends that it will subject transfer companies, expressmen, etc., to delay, inconvenience and extra expense, and that the ordinance should be broader and cover owners or lessees of apartment house who have not the protection of the hotelkeeper's lien upon trunks and satchels of their debtors.

A recently received foreign contract is that which a Philadelphia locomotive company has for 365 traction engines to be sent to Russia. This order is worth \$1,500,000, and another was received the other day for 250 locomotives to cost \$6,000,000 to go to the same place. It is not always arms and ammunition which this country is supplying to Europe, but it is the necessities of life, shoes, clothing, food, etc. Allowing that powder and shrapnel are contraband, surely no one can find fault because Americans make locomotives for export, or shoes for foreigners to wear. The point of most importance now is that they be good locomotives and good shoes, so that there shall be no further ground for complaint that the stuff delivered is not up to the sample.

More troubles are in store for persons looking forward to a vacation. The railroads have announced that they will not accept baggage of a value in excess of \$2,500 on one ticket. It is going to be pretty hard for school teachers, bookkeepers, clerks, etc., to buy two railroad tickets in order to get their baggage checked.

Many a married man wonders just how small a portion of his earnings he is really entitled to.

It is surprising how many bargains we see in the shop windows when we are broke.



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.

July Business for the Hardware Dealer.

Written for the Tradesman.

In regard to summer goods, the hardware dealer's watchword during July should be "Push!"

The longer the summer goods stay in stock, the harder will it be to clear them out. It is easier to sell a refrigerator early in the season than it is when the season is half over and, to quote the familiar objection, "We won't really get any use of it." Hence, so far as seasonable goods are concerned, the hardware dealer should push early and push hard.

The camping out season, which opened with the first touch of warm weather, is now nearing its height. The merchant will do well in July to make a strong bid for the camper's trade. Shrewd hardware dealers away last winter laid their plans for the big trade—the orders for large tents, portable summer cottages and garages, and the like—since this business, to be handled properly, requires in most cases a great deal of preliminary "education" of the customer. The lesser camping incidentals are sold and bought on short notice; a large proportion of the summer campers have not yet left, and will not leave until August. Now is the time to get after their business.

Handling this class of business resolves itself into two phases, the general and the particular. The general appeal is made by the window display and the newspaper advertisement; the particular appeal is made by circular letters mailed to individuals and by personal solicitation. If you have a mailing list of summer cottagers and campers it is an easy matter to prepare and send out circulars and advertising literature, telling them just what a well equipped camper should have, and how well fitted your store is to cater to his demands. Camping equipment varies according to its locality, to some extent. To begin with, there is the tent. In some instances you can sell a portable house, which can be taken down in the fall. Then there are the incidental furnishings. A camp stove is often needed; an oil or gasoline stove will serve admirably. If the party plans to cook on an open fire, during a short trip, you can sell pots and other equipment. Can openers are needed on every camping

trip. Lanterns will be found handy; or equally good and more convenient, flashlights. Nor is any out-and-out camp complete without a good, sharp hatchet. Of course, in catering to summer cottages, you have different demands to meet.

Incidentally, it may be worth while to make a particular appeal to boy campers, of whom there will probably be more this summer than usual. The European war is bound to stimulate the youngsters to out of door activities.

A good window display is always helpful. But don't be content merely to show camping goods. Make your display suggestive of the open. A miniature tent, a camp fire with a kettle hanging over it, a canoe nearby, give the most prosaic display the touch of romance that always seems to accompany the great out of doors. A camping display is not complete if it does not inspire the city dweller with a desire to drop his work and hike for a week or two to the tall timbers and dwell in the primitive.

Live displays are needed to stimulate business in the hot summer months. Mere goods are not enough. To grip the attention of the passer-by you must suggest and appeal; or you must ring an echo of some topic that is uppermost in his mind. It is for this reason that timely displays, mirroring some current event of widespread interest, attract attention where everything else fails.

Fortunately, there are plenty of doings on which to hang an attractive and effective display. Military camps, ball games, convention, race meetings and the like will furnish the keynote—the central attraction which grips the passer-by's attention—and this timely central theme can be readily linked up to a display of seasonable goods.

The great thing is to select a theme which is under discussion at the moment; and make it a leader where-with to call attention to the goods you want to sell. By this means you get the benefit of all the newspaper and word of mouth advertising which the event is receiving; and secure credit for a high degree of local patriotism as well.

Shrewd business judgment will indicate to any merchant the importance of cleaning up as thoroughly as possible the lines which, with the passing of summer, will cease to be seasonable until another summer comes. It is held over goods which make the largest hole in the merchant's profits. He should, therefore, aim to reconvert his timely stuff into cash capital as early in the season

as possible. For this reason, he should put behind his selling campaign his very best efforts.

Later, it may be necessary to close out the remnants of seasonable stock at bargain prices; but the effort now should be to reduce the amount of bargain stock to a minimum. Pushfulness in July may save the necessity of cut prices in September; or the equally painful necessity of keeping a lot of money tied up all winter long in unsalable goods.

The merchant should resolutely resist, also, the tendency to inertia which accompanies the advent of hot weather. "It's too hot to work hard" is as good an excuse for July as "It's too cold to do business" is in January; and it is not one whit better excuse. The merchant who wants to do business must be prepared to hustle for business in heat or cold, in rain or shine; putting forth his best efforts when they are needed most. And they are never more needed than when the merchant's own dislike of selling effort is duplicated on his customer's part by an equal dislike of buying effort.

Finally, do not forget the two weeks' holiday. A holiday is not necessarily a long trip, rushing from place to place; it is best of all a change of scene and occupation. Hustle now, and take your holiday. That is better than letting up your efforts now and pleading a little later that the business can't spare you. A holiday, to be successful, does not need to be expensive; it does need to be a complete change. Plan for yours, whatever happens. If you've done your duty as a merchant, you'll need it.

William Edward Park.

How Do You Stand Criticism.

Some men can't stand being reproved; it rankles so in them that it puckers all their good qualities and counteracts the very best chance for their improvement.

Of course I must admit that criticism must not be unjust although it may be mistaken, and that it is unwise to criticise a man in public.

Criticism should be dealt with like confession—in private.

But criticism of others and of self is absolutely necessary to progress and betterment.

It is sad to be sensitive.

But it is wise to be master of the feeling it engenders.

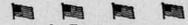
Any man who quits his task just because someone criticised the way he did it, either hasn't grounds upon which to defend himself or the bigness to overcome the childishness left in his nature.

No man can be both friend and flatterer.

The man who does us the most good is the man who shows us how to improve our work.

True friendship is measured only by a willingness to help.

Some of us need jollying, but 'tis better received after constructive criticism.



A Lesson.

Jim, having tunked Buck on the head with an axe with fatal consequences, was haled to court, and sentenced to pay the penalty at the end of the state's rope. The judge apprised Jim of the verdict, and asked whether he had anything to say before sentence was pronounced.

"Who, me?" asked Jim.

"Yes," responded the Court.

Jim spoke earnestly.

"Well, sah," he said, "dis yere hangin' sut'n'y gwine to be a lesson to me!"

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.

We can supply you with every standard tire type in



DIAMOND Squeegee Treads at Fair-Listed Prices

SHERWOOD HALL CO., LTD.
 Distributors GRAND RAPIDS, MICH.

Foster, Stevens & Co. Wholesale Hardware



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

Grand Rapids, Mich.

The Charm of the Out-of-Doors.
Written for the Tradesman.

Who does not understand what it means to have the core and center of his being assailed by that subtle, persistent, indefinable call—the call of the wild?

Rich and varied in charm for temperaments of every kind, the great Out-of-doors possesses a benefit for every work-wearied, care-laden son or daughter of toil, who will fare forth and claim it.

Why is it man persists in sowing trouble? Why does he deliberately cultivate physical collapse, brain-fag, and death, rather than bodily vigor, intellectual efficiency and length of days? We incur the former by disregarding the laws of nature, when we might just as well observe nature's laws and enjoy the latter.

Most men carry too much of a load; and what is more, they do not carry it in the right way. Half of our weariness comes from our excesses—not immoral ones, but the weighting of ourselves with things that we were never intended to carry. The business man exhausts his vital force with petty tasks and worries that ought to have been turned over to a subordinate, and instantly dismissed from the mind. The ambitious man wears his nerves to tatters in the belief that happiness for him, and assured success, is contingent upon the acquisition of this, that, or the other physical property. Most people have more than enough to live upon, if they understood the art of true economy, yet comparatively few people learn the art of real living. The fond, foolish mother unduly pets her little girl and reaps the sorrow that the headstrong miss in her teens brings to her mother-heart. We are quick to see our neighbor's fault—how he is botching the job of life, and worrying along under self-imposed handicaps—but do we handle our own personal affairs on any better plan? And so, after all, it is our own wrong and foolish blunders and missteps that make life's travel the more wearisome for us.

It is good that Nature has reserves of healing and that custom gives warrant for us to draw on these. The Nation recognizes the validity of the holiday; Uncle Sam grants his furloughs. And God saw that it was good for man to have a day of rest. No engine can work continuously, but must have occasional periods of "rest" for oiling, overhauling and re-adjustment, in order to produce its best work. And, if this is true of an unfeeling, mechanical product, how much more so of man, the most complex and delicately balanced of all mechanisms?

For man a regular rest day—approximately one day in seven—and an occasional recreation of longer duration, are essential. Some one has suggested that perhaps one day in the week would suffice for rest purposes, if our modern life were keyed to the simpler tasks of early days, and we moderns were masters of ourselves. But modern life has ceased to be simple, and has come to be extremely complex; and few men are masters of

themselves in any real sense. The humblest employe serves his foreman, the foreman serves the superintendent, the superintendent the general manager, the general manager the president of the company, the president of the company the board of directors, and the board of directors the general public, or the customers of the firm, as the case may be. From first to last it's service. And service imposes responsibilities and duties; and nobody escapes this intricate network of human duties and responsibilities until his earthly career is cut short by death.

So for most of us an occasional vacation period is highly important. People have to work hard for what they get nowadays. We are living our lives at a strenuous pace. If we don't interpolate our work-a-day tasks with an occasional gulp of fresh air, we are apt to blow out a mental cylinder head. Why should a man wear out at 40 when he ought to be vigorous and 100 per cent. efficient at 60? Why are our sanitoriums filled with nervous wrecks, and our asylums with crazy people? Just because some people have been deceiving themselves by the notion that they could burn the candle at both ends and get away with it. It can't be done.

Let us not make the mistake of taking ourselves and our work too seriously. There'll be folks and work here when we are dead and gone. And it would be extremely unjust to posterity if we were to clean up all the work in our day, thus dooming them to a life of monotonous and demoralizing idleness.

The knack of getting an occasional rest in the midst of our toils would seem to be a simple matter. As a matter of fact, however, it is one of the hardest things for us to learn. Instead of mastering the job, we let the job master us. We should learn first of all to master our feelings and our desires, then would we find it less difficult to master our work. We would not torture ourselves over portents nor burden ourselves with the superfluous. Then would the study of the conservation of energies become more general, together with a quiet, thorough-going preparation for the eventide of life. We would carry our just burdens—the burdens that are inescapably our own—but we would have a better discernment of how to place them, and how to bear them with the minimum of discomfort.

And here is where the benefits of an occasional vacation become apparent. By getting clear away from the scene of our daily activities, we break the hypnotic spell of the customary, the immediate, and the materialistic. Vast open spaces, the deep, blue skies, growing things, and unfamiliar sights and wonders of the material world—all act like a tonic upon our jaded natures. The fresh, pure air charged with the scent of meadows, woody smells, or the tang of the sea—is grateful to the lungs, and seems fairly to permeate our entire being. We seem to take in life through the pores of our body, and replenish our wasted

strength by physical contact with the earth. Unconsciously we find ourselves breathing deeper, and the blood fairly sings through our veins. Our jaded appetites acquire a relish for food; and our sleep is deep, dreamless and refreshing. Almost immediately we discover that our recreation is putting new life into us. Worn-out tissues are rebuilding, and the over-taxed life centers are recouping.

God's out-of-doors is the best tonic in the world; and the way to take it is to get away on a vacation—preferably during the summer time when nature, in our climate, is at her best. By all means try to sandwich in a vacation this summer, of longer or shorter duration, if you can possibly manage to do so. It is wholesome, medicinal, delightful. It will make you physically fit, tone up your mental machinery, and re-adjust your volitional main-spring so that you can get more results with less effort. And in a hundred ways it will prove its practical benefits. Frank L. Fenwick.



It is not necessary for you to experiment with roofing materials. Reynolds shingles have solved all the problems of durability, economy and artistic effects possible to secure with any kind of roofing material.

If your building needs a new roof—Reynolds shingles should be used. If your roof looks shabby in comparison with your neighbor's Reynolds shingles will make it harmonize. If you are wanting economy in roofing, it means "Reynolds by all means." If you are building a new house, be sure you get "Reynolds."

A Reynolds roof the first time may save you nearly nine.

Write for free booklet.

For sale by all Lumber and Building Supply Dealers.

H. M. Reynolds Asphalt Shingle Co.
"Originator of the Asphalt Shingle"
Grand Rapids, Mich.

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

Trade Stimulators For Price Advertising

Our monthly catalogue of General Merchandise abounds with these.

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

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago
St. Louis Minneapolis
Dallas

There Are Now 13,953 Citizens Telephones

In the Grand Rapids Exchange



Direct Copper Metallic Long Distance Lines Connect with 200,000 Telephones in the State.

USE CITIZENS LONG DISTANCE SERVICE

Citizens Telephone Company



Remarkable Evolution in the Clothing Trade.

The man of to-day does not need to go to any country of his imagination, and search through distress and struggle to find that lure of old Ponce de Leon, the fountain of youth. It has been found, not in the primitive jungle, but in the highly civilized environs of the modern outfitting shop.

Are you bewildered? Do you rub your eyes and try to remember in which particular men's shop you have seen the little rush of bubbling water? Don't try too hard, though for you need not. The twentieth century fountain of youth is to be found within the lines and folds of modern attire.

The manufacturer of men's clothing therefore, has the tremendous discovery to his credit. He it is, who, by the exercise of his wits, has been able to give to modern men that keen desire of their hearts. He has done it by certain subtle twists in the cut of the garments, by a clever use of fabrics which lop off years from their wearer's age; by the introduction of a certain spontaneity and original quality which is, par excellence, the hallmark of that most elusive youth.

Women Started It.

For the past several years, men have become more and more alive to the fact that they must be gay and young. This idea of freedom and elasticity, in fact, has been gradually coming to a head for some time now. There have been evidences of it in many fields. Of course, it started with women's fashions, when Paul Poiret precipitated such a tremendous sensation in the sartorial world by the introduction of brilliant color and long, flowing line.

The next thing we knew the interior decorators were following in his footsteps and surrounding the women with the same brilliant color and artistic line in their homes. Living with this strong color, surrounded by it at all times, made people begin to wake up, to be more spontaneous, younger, more alive, and they suddenly found that they were really getting nearer to that goal of goals, the fountain of youth.

They wanted to dance, and dance they did, to such an extent that historians of our times will have to talk about the dance craze that swept over the world. Now right here is where we are getting ever nearer and nearer to the real discoverer of the fountain, at least, the male fountain of youth. Men were beginning to get the fever of self-expression. Why, said they, must it always be the women who are allowed to have fun with their clothes

and the house? Why shouldn't we, too, show how happy and young we feel by having young-looking clothes? Then, besides, supposing we do feel happy, the minute we put on those humdrum suits, cut always the same way, with never any change, it is enough to take every bit of spirit out of us.

Then Men Grew Envious.

There they were, the men of 50 and 60 years, too, frisking about the dance floor with Susan or Sally or Mary, who were done up in their best bib and tucker of the latest frock for treading the mazes of the tango or the one-step or the maxixe, while they, the poor males, were as plain and prosaic as an old shoe.

Now, such a condition of affairs couldn't last, by any chance, so first thing the sellers of men's garments knew, they were getting requests for all sorts of styles in suits and fabrics that sounded extremely and most surprisingly frisky in those same questioners. But the shopkeeper knows that his success in life depends on giving people exactly what they want, and so he made it his business to pass those requests along to the manufacturer, who immediately proceeded to study the psychology of line, color and cut as he never had before. What he was seeking was jauntiness, sprightliness. That was his fountain of youth. No more of that dignified elegance that used to be the ideal of the man from 40 years of age up. You can't go about with your wife (who although she is decidedly of mature years, as you realize better than any one else, goodness only knows, still looks as young and frisky as the veriest "chicken"), and spoil her whole effort by adding your heavy dignity. Oh, no; it's not dignity that goes these days, but snap, ginger, spice, in fact, any sort of seasoning.

So the manufacturer gave it to them. Some of the styles that are to be seen on the floors of the smart restaurants in this town make you open your eyes, and wonder. Go about some afternoon from one of these places to the other, and notice the way prosperous men who would have been called elderly in the ancient days, sprint about in boyish Norfolks of those snappy plaid suitings, or rakish-looking debonair sack suits of tweed.

The Old Man Must Have Them.

Then just for the fun of it, drop in to some smart little clothing shop and ask the man in charge of the suits what he is selling these days. You will hear some queer things. For in-

stance, the head of the custom department in a certain well known Broadway shop told me some time ago that he had just sold a stunning suit to a gentleman who was going to Palm Beach.

"Will you tell me the particulars?" I enquired.

"With pleasure," he answered. "It was of white garbardine, with black velvet collar and cuffs, black velvet buttons and piping also of the black velvet. It was made for a man of about 60 years, who asked especially for something youthful, snappy and live."

I smiled. "Well, it sounds very much as if he got it."

"Indeed he did," answered the very kind gentleman. "It was one of the cleverest suits we have turned out this season."

"What do you give the old men, nowadays?" I enquired.

"Why, there aren't any old men," he answered quickly, and quite seriously. "They have all become young somehow. It is wonderful what a change in cut, or the right use of smart fabrics will do for a man. And, mind you," he went on, "It isn't only the change in his appearance that I am speaking of, but actually the change in his nature. Although men are not so emotional and responsive as women, still they do appreciate little new twists and new fashions, too, and many a time when a man puts on a smart new suit of youthful cut and material it will eradicate a lot of his cranky little ways that have been the ban of some woman's existence."

"Why? do you ask. Oh, how do I know. It is the psychology of clothes, I guess. Ask Shopenhauer or Bernard Shaw or one of those highbrows. All I know is, I'm selling the stuff, and I've seen it do its work; that's all."

Once, you know, we had "men's and young men's clothing." There was quite a difference in them a few years back. To-day they're all young men's. Ask any manufacturer, or any big retailer. You couldn't find

any difference with a measuring tape or a microscope.—Allerton in Haberdasher.

Beautiful Defendant.

"I want you to make the outfit for my trial."

"Let me see," mused the experienced modiste. "You'll want a direct testimony suit, a cross-examination gown and something dainty and clinging to faint in."

"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.

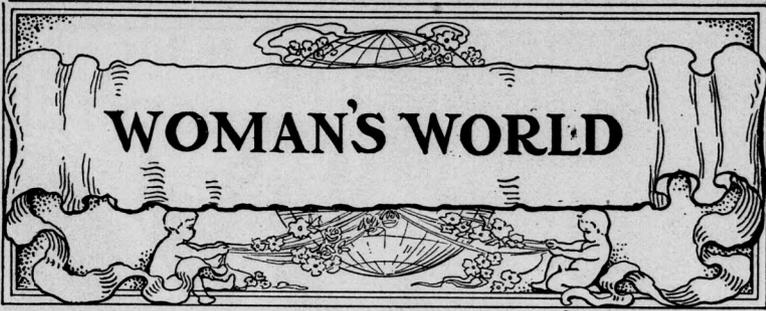
CHEER UP!

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



My Friend, Mrs. Carl, the Admirable Scrubwoman.

Written for the Tradesman.

"Mrs. Carl, the washlady," or "Mrs. Carl, the woman who goes out cleaning," she is called by her friends and patrons, but in my mind I always give her a more complete title which is—Mrs. Carl, the truly admirable scrubwoman.

She is a fresh-faced, wholesome piece of humanity and does not look her sixty-three years. When she glances back on the days of her earlier married life, she sees herself in circumstances very different from her present lot.

Mr. Carl, who is a German by birth, was some sort of engraver and made "good money." He was a skillful worker, and the ample income he secured from his calling kept the home in every comfort. There were four children, who always were well dressed and in school. They had a piano and occasionally the family took a little pleasure trip or treated themselves to some other simple and not very expensive luxury. Mrs. Carl had pretty clothes and—mark the words—she always hired some woman to come and do the laundry work, clean the floors, etc.

Those were Mrs. Carl's halcyon days. She was happy with her husband and children, and she held her little place in social and church life.

But Mr. Carl's trade was supplanted by the newer processes, and he lacked the adaptability to get a foothold in the changed calling. He was a success in the old but he could not acquire the new. He tried his hand at other things but with little success. Partly through discouragement and partly through the development of some constitutional ailment, his health failed. While not exactly an invalid, he became unable to do any work requiring continuous application, in fact was equal to only the lightest tasks.

It was about a dozen years ago that the main burden of maintaining the household fell on Mrs. Carl's shoulders. The children were now, except the youngest daughter, married. The oldest girl had died, leaving a little son of three whom the grandmother promptly took under her protecting care. Fortunately Mr. and Mrs. Carl, already becoming elderly, owned their little home, bought with the savings of their prosperous years.

What could she do? She was refined and had some education but she was not fitted to teach. She was not a stenographer nor could she do any kind of office work. Having had no

experience as a saleswoman, at her age it was not possible for her to secure a position in a store. In almost all of what are considered desirable occupations for women, the great demand is for girls and young women. The middle-aged and the elderly stand little show. The profession of housewifery, which had been Mrs. Carl's calling, indispensable as it is, does not qualify the housewife for making a living. Instead it strongly tends to disqualify her and put her out of touch with our whole industrial system.

Facing this situation, Mrs. Carl did the only sane and sensible thing to do. She was strong and well. There was a good demand for women to go out to work by the hour and by the day, at scrubbing, sweeping, and laundry work, at very good pay. She went at it, serving one day one family and another day another. Thus she has continued for twelve years or more. She always has one or more lodge rooms which she keeps clean and in order. Sometimes she scrubs a store.

Her employers are her friends, and there is no family for whom she works that does not feel her sunny presence as a benediction. The refined speech and manners of her earlier life have suffered no deterioration during her years of toil. Where she can not please and satisfy, she will not work. Recently I heard her tell in her quaint way of writing a certain woman a polite note, telling her that she was so hard to suit that she (Mrs. Carl) would not come any more. Such instances are rare in her experience, and only occur where the mistress is captious and unreasonable. Mrs. Carl gets very good pay for the kind of work—25 cents an hour or \$2.00 for a full day, besides her lunch and car fare. She could not stand it to work out every day, but she easily gets all she possibly can do. Mr. Carl manages to earn a little. The unmarried daughter pays her mother well for her board, and every now and then puts two or three or five dollars into the family till. A son who receives a good income contributes a few dollars each month. So the family gets along very comfortably and the grandson is kept in school.

Most women in Mrs. Carl's place would have hated to come down to scrubbing and washing. Very likely she hated it. "A sorrow's crown of sorrow is remembering happier things." It adds the bitterest sting to poverty to look back on more prosperous days. Having once been able to hire one's heavy work done,

and then to be obliged to do those same menial tasks for others—is not fate "rubbing it in" when she compels this? But Mrs. Carl, however she may have felt, never complained nor lamented her hard lot. She always has worn a smiling face and I believe has carried a light and happy heart.

Most women would have tried to do something more genteel. When I see ladies who need to make some money going round among their friends and acquaintances trying to secure orders for some book, or sell little crocheted things and pieces of needlework that no one wants to buy—sometimes I wonder just how much gentility costs and how much it amounts to. Also, since the most they get out of these efforts really comes from generous-hearted friends who buy the articles from charity, the query arises, who really pays the bills. And when I see every kind of employment for women (that meets with their liking and approval) crowded with applicants for places, while the great and now fairly well paid field of domestic service always is short of workers—I wonder whether maintaining the figment of social position really is worth while. The solution which Mrs. Carl has made of the problem of earning a living has been better for her and far more acceptable to her friends than if she had felt obliged to stand on her dignity and secure a livelihood only in some genteel way.

One thing that is especially admirable in Mrs. Carl is that she never has a word of reproach for Mr. Carl's incompetency. I know women who seem to think that a man never has a right to be sick a day. In her philosophic way, Mrs. Carl seems to have accepted the fact that her husband is down and out. Regarding it she neither chides him nor complains to her friends.

Hard work has not soured her nature, and her cheerful piety which quietly avers that she "loves the Lord and loves to walk in his ways," is a lesson to dissatisfied souls who are suffering from ennui, and, amid wealth and luxury, protest that life is not worth living.

Personally I think there is something wrong with our system when a woman who has been a wife and mother, at sixty years of age has to go out and perform hard, heavy labor. That she is suffering some great but rather indefinable wrong and injustice makes it all the more admirable that she can scrub and wash and still keep sweet. Very worthily my friend Mrs. Carl holds a distinguished place in my mind's honor roll of Obscure and Unknown Heroes. Quillo.

A misdirected search for happiness is the stepmother of selfishness.



The Brand That Is a Guaranty Of Purity and Excellence



(This label appears on our glass packages)

See quotations in Grocery Price Current

For Sale by All Wholesale Grocers



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. CRESCENT MFG. CO. Seattle, Wash.

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.



Arrangements have been made by the management of the new Muskegon Heights Bank for the opening to be held about July 10. Harry A. Morris, formerly State Bank Inspector, has been elected Cashier. On the opening day the Bank will have a reception all day and evening. An orchestra will furnish music and souvenirs will be given to all the visitors.

Because of legal difficulties in the way of the proposed increase in capitalization the Ford Motor Co. will probably abandon the plan to raise to one hundred million. The laws of Michigan prevent a corporation from capitalization for more than \$25,000,000. The company evidently does not desire to incorporate in another state.

At a special meeting, July 14, the stockholders of the Peoples State Bank of Detroit will meet to act on a recommendation of the board of directors that the capital stock be increased from \$2,000,000 to \$2,500,000 by issuing 5,000 shares of new stock. The directors have decided that the increase is necessary to meet the demands of rapidly growing business. Under the plan proposed, the new stock will be offered to the present stockholders, affording the right to subscribe for one share for each four shares now held at a price of \$150 per share, a premium of \$50 on the par value of the stock. The last sale of the Peoples State stock reported to the Detroit Stock Exchange was at \$275, and offers of \$270 brought out no stock. From the proceeds of the sale of new stock it is proposed to add \$500,000 to the capital stock and \$250,000 to the surplus, transferring to the latter \$250,000 from the undivided profits. This will give the Bank a capital of \$2,500,000, a surplus of \$2,500,000 and undivided profits of about \$1,000,000.

Big business men compelled to sign a couple of hundred checks for incidental expenses every month occasionally realize what is meant by "writer's cramp." The Ford Motor Co. is making preparations to attend to a little office detail of this kind in connection with the \$15,000,000 bonus to be distributed among Ford owners in August. But it is going to be done by a highly developed system which will reduce the cramp and inconvenience to negligible quantities in the process.

The company is about to write 300,000 checks for \$50 each, to be mailed to owners throughout the world. A staff of thirty stenographers is to be

employed in this task, requiring six weeks for completion. There are to be five checks on a sheet, all prepared in advance, lacking only the name and address of the payee and the signature, dated August 15, and drawn upon the Highland Park State Bank. A staff of thirty stenographers will write in the names and addresses of owners.

The bits of \$50 paper then pass to a machine, which will stamp the name of the company five times in one operation. Thence the checks pass face out into envelopes with transparent fronts, revealing the name and address of the payee, and thus obviating the necessity of repeating the address on the envelope. The envelope sealing and stamping machines complete the task and the Government mails take charge.

But here the work is only half done. By the hundreds and thousands, literally in bales, these 300,000 checks must drift back to the Highland Park State Bank, where tellers and bookkeepers will find considerable employment in keeping records of their arrival. They will come from every nation, and through every source. The down town banks will receive them in flocks from their correspondents everywhere, and will forward them to Highland Park.

Only the original buyer of this year's product will share in the distribution. His bill of sale is accompanied by a certificate, non-transferable, which entitles him to the rebate of \$50. In other words, the buyer of a 1915 Ford gets \$50 rebate, whether or not he has disposed of his car to a third party in the meantime.

The balance of merchandise trade in favor of the United States last week was \$19,115,000—a figure \$4,850,000 above the preceding week, and the largest since the middle of May. For June, up to last Saturday, the export balance was a trifle over \$50,000,000. Continuance of the exports at the same proportionate rate, during the remainder of the month, would leave an export excess for the country of approximately \$75,000,000. Such a balance would be the smallest since last October; still it would be, for June, a quite unprecedented record. At last week's close, the excess had already run far beyond that of any other June, the previous record having been \$32,159,000, in 1913. In this month last year, the balance actually swung against this country by \$650,000.



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

Fourth National Bank

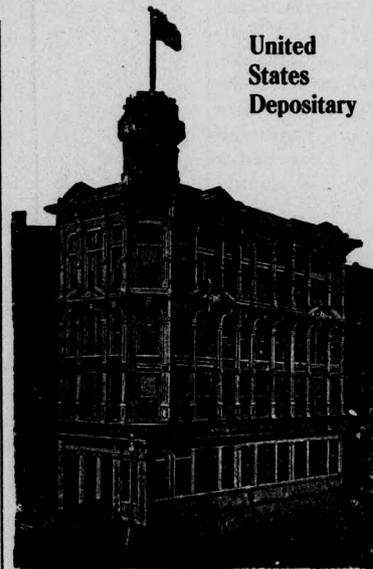
Savings Deposits

3

Per Cent Interest Paid on Savings Deposits

Compounded Semi-Annually

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



United States Depository

Commercial Deposits

3 1/2

Per Cent Interest Paid on Certificates of Deposit Left One Year

Capital Stock and Surplus \$580,000

The Old National Bank

GRAND RAPIDS, MICH.

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

ADVERTISING PENHOLDERS
AT \$12.50 PER 1,000
JOHN E. PENNINGTON & CO. "THE PENCIL PEOPLE"
Charlotte, Michigan

June is usually the time when the country's export trade reaches its lowest volume of the year. If it is true that the present month's exports are to prove the smallest of 1915—they have been by far the smallest of the year to date—then the merchandise trade balance in our favor during the succeeding months will certainly run far in excess of \$75,000,000. In the four years, 1910 to 1913, inclusive, our export trade in December averaged 65 per cent. greater than that of June, nor did those years have the heavy export of war material which is expected next autumn.

If as now seems to be conceded, the European war shall last over another winter, paper, not lead, will probably win. The Allies, for a long time past coming to us for munitions, are now approaching this country with requests for credit in addition to the considerable amounts, possibly up to \$200,000,000 that have been granted them already. This country is the only place for such a proposition. South America, Asia and Africa are waste. The European powers have no use for them except when they wish to take over parts of them. The area of financial cultivation is therefore closely restricted. Germany has obtained some financial help from this country but public sentiment here is such that no great succor can be expected. The logical conclusion is that unless there is a breakdown among the Allies of which no present sign exists the enemies of Germany will triumph. All advices from the Allies indicate a determination to fight to the end and a feeling that the end is rather far away. It is then a question of available economic resources and not of the superior military power of the Teutons.

Definite steps are now being taken to carry on these financial plans extending into this country. The British House of Commons has empowered the chancellor of the exchequer to sell government securities to practically an unlimited amount, \$5,000,000,000 being mentioned, and it is understood that efforts will be made to place a portion of this loan in the United States. British bonds have been going well in the home country of late, and our financiers may consider it wise, for the sake of correcting to some extent the abnormal condition as to the balance of trade, to take some of those securities. The bonds bear 4½ per cent. interest and are placed at par. So far as this country is concerned, however, the French loan is more immediately interesting. It is proposed to obtain in this country a sum probably running up to \$75,000,000 by a loan secured on a deposit of American railroad bonds now held by the French people. French banks have purchased large amounts of American bonds, paying therefor in government scrip. Thus the government makes a purchase but also make a sale in this country. The one offsets the other, but the advantage is in preventing the shipment of gold to the United States to pay for the munitions of war. This is a matter

of more consequence even than obtaining funds in the United States, for it is on the gold of the country that the government's credit is largely based. A further means of preventing continued movement of gold this way will no doubt be the sale of private holdings of American securities. There is much discussion as to the extent to which this will be carried. It is natural enough for a European to sell an American stocks to obtain money wherewith to protect his holdings of European issues which have declined in price. This is happening continually without doubt. On the other hand many Europeans will think naturally that in the present condition of European affairs the United States is a much safer place in which to own property than Europe. The stock market has not shown much anxiety in regard to such sales, although its slow movement indicates caution on the part of purchasers. Unquestionably large amounts of foreign-held stocks and bonds have been marketed already but there is a limit to the amount this country will take.

The demand for war supplies in this country continues large but in some lines the capacity of the works has been reached and in others, for example the trade in horses, the needs of the belligerents are not such as to force high prices. In general the demand is much below what has been represented in current reports. For actual munitions, such as powder, shells and rifles, the needs of the purchasers are practically limitless. The business is extending more and more to those lines not specifically connected with war. The automobile companies are having a tremendous run. They seemingly would have nearly enough demand from the domestic trade to take up their entire capacity, and in addition some of them have received large orders for war purposes. The rise in the stocks of these companies appears in the main to have been justified by the business they are doing.—Economist.

Ask for our Coupon Certificates of Deposit
Assets over \$4,500,000

GRAND RAPIDS SAVINGS BANK

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

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.

IN making your will, YOU determine to whom your property shall go. If you make no will the state determines it.

Would you not prefer to settle the matter yourself?

Consultation Invited.

GRAND RAPIDS TRUST COMPANY

Robert D. Graham
President

Hugh E. Wilson
Secretary

HOW
THE MICHIGAN TRUST CO.

SERVES THE PUBLIC—No. 6

IT ACTS AS

Guardian of Minors by appointment of a Will.

Guardian of Minors by appointment of the Probate Court.

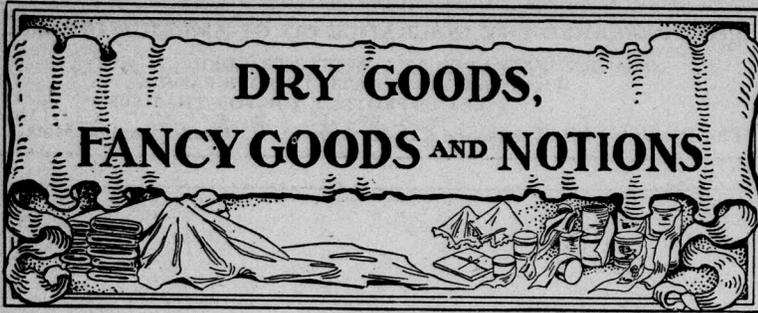
Guardian of insane, or mentally incompetent persons, spendthrifts, etc.

Trustee or Agent.

To care for, invest, or disburse a fund created for the benefit of your wife, child, or for any purpose.

To invest your funds and pay you the income and principal as may be designated or agreed.

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



Judgment and Not Mood Should Govern Buying.

Written for the Tradesman.

Rominger is the proprietor and manager of a dry goods store in a town of about three thousand inhabitants. He attends to most of the buying himself.

Rominger is a fellow of moods. And his moods vary with the daily and one almost may say with the hourly condition of his business. When trade is brisk and the store is full of customers, his spirits rise and he takes the view that the depression is all over and that prosperity has come to stay. He feels that he simply can't get enough goods. The traveling salesman who happens to strike Rominger's store at one of these happy times counts himself in luck. If he is any one whom Rominger favors with his patronage at all, he is likely to be given a good fat order. Rominger bases his purchases not on what his sales have been, but on what he thinks they will be. He really does not make any accurate calculations—he buys according to his mood.

In his store, as in all stores, at times business is dishearteningly quiet. On those days it is "nothing doing" when the representatives of the wholesalers and jobbers call on him. Or, if he is sold completely out of a line and so is compelled to replenish to some extent, he buys very, very sparingly. On his gloomy days Rominger is so unapproachable that the most persuasive travelers on the road are unable to do anything with him.

The result of Rominger's system, or lack of system, is that he always is balled up on goods that were ordered when he was seeing things through rosy-hued glasses, and as constantly out of items that should have been ordered on days when he was blue. Being out of goods that should be in stock is the occasion of needless and inexcusable loss.

Rominger's is an extreme case. Probably there are few stores in which the buying so closely reflects the proprietor's impulse of the moment. Certainly in every large establishment there is, of necessity, more method in the buying. But still there are few stores in which feelings do not cut too much figure in the purchase of the stocks, and cool judgment based on past sales and well calculated predictions of future conditions, too little.

It comes about in different ways. A buyer, either proprietor of a store or an employe, goes to market. The best houses nowadays do not aim to

overstock their customers. But still the salesmen are there to sell. Naturally they want to sell all they can. Now the first thing an expert salesman does when he takes a customer in charge, is to put that customer in a cheerful mood—to make him happy and well satisfied with himself.

It is waste of effort to attempt to sell to a sad, discouraged man. A good salesman must be an optimist. And he must have the power of imparting his optimism to others. At the present time it is not counted as in the best form to do this by lavish and convivial entertainment. That method of swaying the will of a customer belonged to a cruder age. Now it is the subtler power of mind over mind and of mood over mood, that is in vogue in salesmanship. As is well known, there is far better opportunity to exercise this power over a customer when he has come to market and is in the wholesale house, than there is when he is in his own store. Right here the house salesman has a certain advantage over the traveling man.

The buyer may set it down as a point on which he should be somewhat on his guard, that the moment a good salesman takes him in hand to show him a line, he—the buyer—is put under a little spell of optimism. Prospects are made to look brighter than they really are.

Very likely the buyer is an optimist himself. He ought to be. The pessimist, the person who is dismal and always looking on the dark side of things, is a poor stick in business. But the buyer never must let his own optimism or that imparted to him by a salesman, take him off his feet when he is purchasing goods.

It is human nature to buy freely where one personally likes the salesman and the house, and to cut those places where one feels a chill in the air. But this isn't good business. It is commercial horse sense to buy where you get the best values—the most desirable goods for the money—regardless of personal likes and dislikes.

Cut out the mood from buying and substitute the judgment—the judgment as cool and unbiased as it is possible to have it.

And what shall form the basis of judgment? Primarily, unless it is a store that is just starting, the record of past sales. It is considerable work, even when the stock is small, say \$5,000 to \$10,000, to keep an accurate stock account of each line. But a knowledge of just what has been done in every kind of goods handled

is indispensable to careful and judicious buying.

With staples, the amount on hand and the amount sold in a given length of time, should enable the buyer to tell how much to lay in for a season's supply. If the business is healthily increasing, then for each season it will be calculated that more goods will be sold than during the season of a year previous. Some staples gradually decline in sale, something else taking their place. When sales begin to fall off, replenish only lightly. Correspondingly, on an item that is coming into use and has proved itself acceptable, it is safe to calculate on an increased demand.

The buyer should have a good grasp, not only of general financial conditions, but of local circumstances

that will have a bearing on the volume of business of his store. If an employe he should understand these things just as thoroughly as the proprietor, else it is not safe to entrust him with buying.

In novelties and lines in which the freaks and favor of fashion play an important part, just how much to buy is a problem never fully solved. What will be the rage and how strong the rage will be and how long it will last—these are questions that can be answered only by the buyer's instinct

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.

Webber's Jersey Bathing Suits



No. 1565. The illustration is taken from an actual photograph and shows the garment just as it is. A union suit, made of cotton jersey, good weight. Modest and comfortable. Would a man wear a slouchy, uncomfortable, no-fit, suit for swimming? Why should a women? How much easier to learn to swim with a suit that fits? No argument necessary to a swimmer—and the price, \$12.00 a dozen. Can you beat it?

Other Jersey Suits for women at \$8.50 to \$54.00 per dozen. \$24.00 and up are wool.

We also make cotton cloth, brilliantine and silk bathing dresses, with Jersey undergarments, separate bloomers and union suits. Also old style all cloth, union or two piece suits.

Also Boys and Childrens Jersey Suits to retail at 25 cents each and up. Men's Jersey Suits 50 cents and up. All of them made in either one or two piece suits. Trunks 10 cents and up.

Full Line of Bathing Shoes, Caps, Wings, Etc.

Samples to responsible dealers for the asking

Supplies for Beaches and Pools

GEO. F. WEBBER
MANUFACTURER

414-416-418 Gratiot Ave. DETROIT, MICH.

STRAW HATS

The time to sell straw hats is here. We still have good assortments. Men's, Boys', Misses' and Children's, ranging in prices from 60 cents to \$4.50 per dozen.

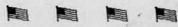
Infants' Mull Bonnets at greatly reduced prices. Write for samples.

Paul Steketee & Sons
Wholesale Dry Goods Grand Rapids, Mich.

—by that sixth sense which if sure and trustworthy is invaluable.

Regarding staples, the proprietor who entrusts the buying to his helpers, easily may set quite closely the amount to be expended. In the purchase of novelties, almost of necessity the buyer must be given greater latitude. But in these also, he should know from the store's past experience what may be termed the reasonable probability of sales. On a very desirable item and a good value it always is safe to stock a little heavily—if only the buyer knows the durable item when he sees it.

Because dry goods buying can not be reduced to an exact science is no reason why science should be left out of it altogether, and no excuse for letting the mood supplant the judgment.



Advertising Words, Phrases and Combinations.

Written for the Tradesman.

I

Knowing from experience the value of having, in compact and accessible form, a supply of advertising words, phrases and combinations, it has occurred to me that it might be of help to Tradesman readers to have a sort of compendium of usable materials.

Anybody who has had any experience writing newspaper advertisements knows how tardily the good ideas come at times. Often one must think*and think, write down and scratch out, and revise and reconstruct until his brain is fairly a whirl, if not in a state bordering on disgust with the whole task of advertisement writing—and still the announcement doesn't read to suit one.

This little summary of advertising words and phrases has been prepared with a view to helping the busy merchant who has to write newspaper announcements from time to time. It doesn't claim to be exhaustive, uncommonly clever, or anything like that; but it is hoped that it will be of some value to busy folk who toil and sweat and cudgel their brains betimes, trying to get out copy for the store announcements.

August.

- August Chance for—
- Careful Buyers
- Frugal Folks
- Economical People.
- August Specials—
- Money Savers
- Trade Winners
- Business Builders.
- August Bargains—
- Rich in Economy Opportunities.
- August Price Reductions—
- Fascinating Values.
- August Clean-up Sales —
- Chances You Can't Afford to Miss.
- August Boomers.
- August Pickings.
- August Items.
- August Topsy-turvy Sale.
- August Counter-crowding Values.
- August Comfort at—
- Not Too Hot for Shippers at—
- August Saving Opportunities.
- August Aggregation of Values.
- August Assemblage of Bargains.
- August Crowd Accumulators.
- August Values Now to the Fore.

- August Opportunities Have the Right of Way.
- August Mark-down Prices Side-track All Else.
- August Snaps Keeping Our Salesforce Busy.
- August Merchandising Snaps Pleasing Our Customers Daily.
- The August While is Now On.
- August Bargains in Evidence Here.
- August Offerings Making a Hit with the Public.
- August Specials Here.
- August Bargains Galore.
- August Top-Notch Values.
- August Shoppers' Opportunity.
- August Merchandise Delights.

Bargains.

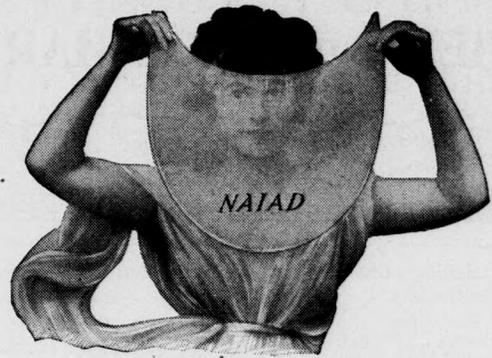
- A Bargain Harvest.
- A Banquet of Bargains.
- A Tempting—
- Array of August Bargains.
- Assortment of August Bargains.
- Feast of August Bargains.
- Outlay of August Bargains.
- Display of August Bargains.
- Grouping of August Bargains.
- Assemblage of August Bargains.
- Banquet of August Bargains.
- Another Bargain Budget.
- A Surprising Bargain Budget.
- A Snappy Bargain Budget.
- A Nifty Bargain Budget.
- A Classy Bargain Budget.
- A Pleasing Bargain Budget.
- A Winning Bargain Budget.
- An Attractive Bargain Budget.
- A Seductive Bargain
- A Seductive Bargain Budget.
- A Fascinating Bargain Budget.
- Bargain—
- That Are Bargains.
- That Make 'em Sit Up and Take Notice.
- That Are Bona Fide Eye Openers.
- That Defy Competition.
- You'll Tell Your Friends About.
- That Are Simple Unmatchable.
- That Boom Business.
- That Make Things Hum.
- Of the Simon Pure Sort.
- That Seldom Strike Twice in the Same Locality.

- Bargain Sparks Fly Thick and Fast.
- Bargain Gems.
- Bargain Trophies.
- Bargain Triumphs.
- Bargain Bebies.
- Bargains Galore.
- Picturesque Bargains.
- Enticing Bargains.
- Fascinating Bargains.
- Surprising Bargains.
- Substantial Bargains.
- Exceptional Bargains.
- Genuine Bargains.
- Good Bargains.
- Excellent Bargains.
- Striking Bargains.
- Stupendous Bargains.
- Our Keep-Busy Bargain Sale.
- Bargains That Speak for Themselves.
- Frank L. Fenwick.

Taken Too Literally.

"Blinks stuck up 'Do It Now' signs all over his office."
 "Did it have any effect?"
 "Yes; the cashier ran off with \$16,000; the chauffeur eloped with his daughter; two clerks asked for a raise and the office boy learned to whistle a new sentimental ditty."

"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



Copyright 1912 by Wise Bros.

PRACTICAL GARMENTS

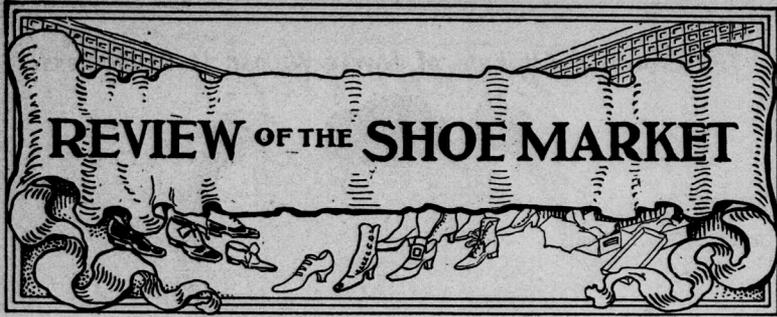
AT Popular Prices For Childrens' Wear

- Rompers at - \$2.25, \$4.25, \$4.50
- Sunshine Suits - - 4.25
- Oliver Twist Suits - - 4.25
- Creepers - - - 4.25
- Black Satine Bloomers } 2.25
- PER DOZEN } 3.00

Take a Look at Our Line
 It consists of numbers selected from those shown by various manufacturers and we are sure we will please you

Grand Rapids Dry Goods Co.

Exclusively Wholesale
 Grand Rapids, Michigan



Hot Weather Selling Chances for Shoe Dealers.

Written for the Tradesman.

Hot weather means as much to the shoe dealer as it does to any merchant—and far more than it does to many; for nowadays hot weather creates footwear requirements of many kinds, all of which spells profits to the enterprising shoe dealer.

Various as are the requirements for hot weather usage and occasions—comfort, dress, sports, outings, week-ends, vacations, etc.—it certainly cannot be said with truth that shoe manufacturers have overlooked any legitimate hot weather demands in the production of attractive and appropriate appareling for the feet.

We have summer footwear galore; vacation and week-end shoes; substantial, strongly-built footwear for outing purposes, and the more fussy and stylishly modeled sort for parade purposes at fashionable watering places and other resorts where the stylishly-inclined foregather; tennis shoes, bathing shoes, and sundry other kinds and types of shoes designed and built for sports of one kind or another; barefoot sandals for the kiddies, white canvas shoes for little tots, cool juvenile footwear of many kinds; white and tan shoes for men, women and children, and cool breezy footwear for everybody!

The ground is surely well covered. If there is any type of a shoe for hot weather wear that we ought to have, and don't have, personally I cannot say what it is.

Selling the Goods.

It isn't the question, Where shall we get attractive and serviceable hot weather footwear? There's a world of it to be had, and manufacturers who maintain in-stock service are prepared to send the goods right out on the receipt of your letter, manufacturer's card or wire, if you are out of sizes or haven't in stock the kind you need. Anybody can get a sufficient supply of hot weather footwear, and most dealers already have it on hand. The problem is to sell it—sell it quickly, and at the right prices.

And the purpose of the present article is to suggest some ideas along this line.

In order to sell hot weather footwear in paying quantities, the shoe dealer must play it up strong while the season is on. Display it in your windows, feature it in your newspaper advertising, and make it the one big, leading item in your present selling campaign.

In summer time there are certain ideas and aims that are quite general in their grip upon the American peo-

ple; the desire for comfort in all matters and items of dress, the need of a vacation, the pleasures and benefits of occasional outings, the appeal of hot weather sports, etc. Now the people's interest in such matters is very general throughout the country; and anything bearing upon them, or connected with them, is timely.

Now my idea of good newspaper advertising is to connect the merchandise story with a timely topic—a topic or subject in which the people are already interested. Thus you have the impetus of a ready-made interest to start with. Don't have to waste time and ammunition creating sufficient interest to carry the reader through.

Here's a very fair example of what I mean. I quote it from a Smith-Kasson (Cincinnati) announcement: "Sport Oxford. Outing days are at hand—motoring, tennis, camp, golf, vacation, boating—all these delightful days demand footwear to suit every occasion. This model is styled in White Sea Island canvas, with the rubber heel and leather welt sole. (Remember these two features). The trimmings are in Mahogany Tan and Gun Metal. This is the last word in outdoor footwear for you. See it quickly, because you need this very thing."

Now it's mighty good psychology to call your hot weather footwear "Outing Footwear," when so many people of the community are naturally thinking about outings, planning for outings, and longing in their hearts for the pleasures of an outing. "Vacation Footwear" sounds good for the same reason. So many people nowadays are taking vacations for a longer or shorter period during the summer months. Of course there is far more vacation talk than vacations, but that's neither here nor there. If people who get off for a week or ten days in the middle of August want to begin talking and planning their vacation in June, and keep up a rapid fire of vacation talk until the time of their departure, that's their privilege; but you see to it that you suggest the advisability of their taking along extra pairs for the summer trip. They might stay longer than they had planned; and even if the stay is brief, it must be packed to the brim



Light and Serviceable

FAST SELLING BIKE CUT SHOES FOR SPRING AND SUMMER WEAR



No. 804

Orders Solicited

In Stock for Immediate Shipment

Every pair is strictly up to the high quality standard set for our goods

No. 804—Men's Black Elk Bike, two sole.....	\$2.00
No. 805—Boys' same, sizes 3-5½.....	1.75
No. 806—L. G. same, sizes 10-12½.....	1.25
No. 835—Men's Black Elk Bike, ¼ Double Sole (same as 804 only 2nd quality) exceptional value.....	1.85
No. 809—Men's Black Elk Bike, same as 804 only Blucher.....	2.00
No. 820—Men's Black Elk Bike, same as 809 only has three inch cuff.....	2.30
No. 856—Men's No. 1 Tan two sole (Elk) Bike.....	2.30
No. 857—Men's No. 2 Tan two sole (Elk) Bike.....	2.10
No. 800—Men's Brown, two Hemlock soles, Bike.....	2.10

HEROLD-BERTSCH SHOE CO.

Mrs. Serviceable Footwear

GRAND RAPIDS, MICH.

YOU NEED THIS SHQE

It's an

R. K. L. "YARD WIDE SHOE"



MADE EXPRESSLY FOR "HARD TO FIT FEET"

Every shoe dealer has customers who need extremely wide shoes. R. K. L. "Yard Wide Shoes" fit feet with enlarged joints and bunions perfectly. (Notice cut above—the room is just where it is needed.)

In stock in Gun Metal, Vici and Kangaroo Leathers.

Rindge, Kalmbach, Logie Company

"Makers of Shoes that Wear"

Grand Rapids, Mich.

with pleasure—and anyhow you have as much right to talk vacation footwear as they have to talk vacation delights.

Therefore link up the idea of appropriate summer footwear with this big current notion of vacation and outing and weed-end excursions.

Motives and Kinds.

The big idea in all this hot weather footwear talk is (and should be) comfort.

The summer shoe is, beyond question, a cooler, more common-sense and practical shoe for hot weather wear, than the heavy, winter shoe or the early spring shoe.

The sole is thinner and more flexible; the upper leather is shorter and more pliant and provides better ventilation. Being of the oxford, or low-cut type, as the greater part of summer footwear is, and being made out of less hefty materials even when it is not an oxford—the summer shoe is comfortable.

And this is, therefore, a legitimate motive—and one that brings home the bacon. For people do want to be cool and comfortable in summer insofar as that is possible. Whether they go or whether they stay at home, they want to secure the maximum of comfort consistent with weather conditions and personal requirements.

So the dealer should talk about his summer footwear in terms of hot weather comfort. Drill in the idea—drive it home and clinch it—that your hot weather shoes are right there with the comfort.

And yet people naturally want something more than comfort in their hot weather footwear; they want style and attractiveness as well as comfort. People dress in summer even more than they do in winter. Lots of people are ever so much more fussy about their dress in summer than they are during other seasons. And especially do they want their footwear to be just right.

So here is another big motive.

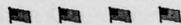
Here is a good example of how the idea of prettiness or attractiveness can be adroitly linked up with comfort. The paragraph occurs in connection with a clever announcement of Knickerbocker Pumps for Little People:

"Correct style Mother wants, and comfort, coolness, prettiness in Pumps for the little feet of the family. Here is a matchless showing, every pair on the natural, mighty good-looking, healthful Orthopedic last."

This season, perhaps more than ever before, this idea of dress-appropriateness, style and attractiveness, can be successfully played up. As pointed out in a previous contribution to these columns, even "mere man," who has long and patiently sweltered in somber-toned, heavy-textured, hot-looking (and intrinsically hot) summer clothes, has at last broken with traditions and blossomed forth in gay and festive and appropriate summer dress. This summer he is wearing a sensible summer suit, a sensible summer straw hat—and he is also going to wear therewith sensible summer shoes.

With plenty of summer ammunition in the way of attractive and suitable hot weather footwear—either in stock or readily accessible to shoe dealers anywhere—and with such strong motives of appeal and available items of local and general interest to put pep in his selling—the fault would seem to lie wholly with himself, if the shoe dealer doesn't round up a lot of business selling hot weather footwear during the next few weeks.

Cid McKay.



Where Tips Land at Last.

Seldom if ever before has any employer admitted as frankly as did Mr. Lincoln of the Pullman Car Company that where employes depend upon tips, as thousands of that corporation's employes do, it is really the public that pays their wages. Mr. Walsh, chairman of the Industrial Relations Commission, insisted upon putting it in that light, and Mr. Lincoln agreed that "as a mathematical proposition it amounts to that." The wonder is, not that he manifested his realization of the somewhat humiliating element of the situation he reluctantly described, but that the many other indirect beneficiaries of the tipping system do not have and confess to the same feelings.

Between the man who takes tips and the man who will not take them there always has yawned and always must yawn an unbridged and unbridgeable social abyss. On the one hand is asserted superiority and on the other confessed inferiority, and the difference cannot be ignored or forgotten, even where the doctrine of equality is most vehemently preached and most sincerely practiced. Work—any work—honestly done for an agreed wage is honorable, but the tip is almost invariably the product of extortion or of servility, and whoever receives it, either directly or indirectly, is, to say the very least of him, put on the defensive and confronted by an extremely hard job.

The steamship steward, the hotel and restaurant waiter, the barbers—all the great and seemingly increasing army of tip hunters—are only collectors for folk who retain their self-respect and the respect of others by means of a laboriously maintained forgetfulness of the situation as it is. Yet the abolition of tipping seems to be impossible—that it is even really desirable is not quite sure. Some men will give tips just as some men will take them, and there is apparently no help for it. While those two classes exist, practically everybody else is compelled either to tip or to be tipped and to suffer the inevitable demoralization that follows in both cases.



Obliging.

Mr. Bowen was having dinner with the Reillys and the 7 year old son of the family was present.

"And what are you going to be when you grow up, young man?" asked Mr. Bowen of the little boy.

"Well," replied the boy, thoughtfully, "after I've been a minister to please mother, an' a judge to please father, I'm going to be a policeman."

Thank YOU

Our actual gain in net shipments to retailers for the first six months of 1915 over the first six months of 1914 was

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Hood Tennis lead all others.

Grand Rapids Shoe & Rubber Co.

The Michigan People

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A Hay Maker

"Make hay while the sun shines."

To the shoe dealer this means, Sell your customer *what* he wants *when* he wants it, with satisfaction to him and profit to yourself.

WHAT he wants is *service*; WHEN he wants it is when he calls on you to make the purchase, and until he has

had his money's worth of comfort and wear out of the shoes.

Rouge Rex Shoes

satisfy the demand, and the profits are to the dealer whose stock is complete.

Size up to-day, your next customer may want the size you are out of.

Our Bike cut work shoes are in demand for the harvest fields. We tan the leather, sole and upper. We make the shoes, and workmanship is guaranteed.

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THE MEAT MARKET

An Old Time Butcher to His Son.

It is a surprising fact to me how some men get an idea into their heads and cling to it for the rest of their natural lives, despite overwhelming evidence that their idea is false.

For instance, there is the butcher who is positive that his trade will not buy meat from him unless it is trimmed close before it goes on the scale. All the argument in the world, all the examples of butchers who are doing large and profitable businesses on a policy entirely opposite to this, will fail to convince him that he is wrong. And what makes this idea have such a strong hold on him? Simply the fact that he has always done business in that fashion and a failure to realize that there can be any other way of doing it.

Such a frame of mind is responsible for many of the failures which take place in the retail butcher business. A man who is a merchant must not allow his thoughts to get into a rut; he must have a mind that is flexible enough to meet with changing conditions and adopt a policy by which he can turn these changes to his profit. A certain amount of conservatism in a man's make-up is a necessity, but too much of it is just as bad as the opposite extreme in radicalism.

This brings me back to an old hobby of mine. Retail merchants do not pay enough attention to the people with whom they are dealing. Hundreds of them do not take the trouble to study their trade. They do not figure that the consumer is the ultimate dictator of the policy of their stores, and consequently they are usually at the rear of the procession, taking the other man's dust and complaining about the hard times they are contending with.

The wise merchant is the man who possesses foresight enough to forestall the wants of his customers. The man who can do this, to some extent at least, is assured of success. Now, take this trimming question, for example. At first glance it would seem that every consumer would be dead set against it. Nine butchers out of ten who have considered the question at all are convinced of that. It is only the tenth butcher who sees that the consumer to-day is really ready to accept her meat on this basis, on the argument of lower prices combined with the utilization of all the meat she purchases, instead of wasting a large part of it as she does at present. Even arguing in this way, and convincing the consumer of these facts, the retail butcher who sells his meat as it falls stands a

chance of better profits and a good deal better method of selling than he does under the ordinary conditions of selling his meat trimmed before it goes on the scale.

There are a hundred other things in the retail meat market which could be improved to the betterment of the entire retail trade if it were not for the fact that the retail butcher stands in his own light through a refusal to change his ideas to meet changed conditions. Times change and so must man. Delivery systems may be more economically conducted if the butcher will take the trouble to educate his trade to realize that deliveries at certain times will conduce to more economical marketing. Outside forces are helping him here; he has only to link up the influence of his own standing with his customers to show almost instantaneous results. And there is no one who can deny the advantages of such a change in methods to the butcher.

My boy, keep in tune with the conditions around you. Watch your customers closely. Don't allow your own preconceived ideas to carry you away. Be on the job, and when you find that the customer is ready to meet you halfway along certain lines, do not allow your own conservatism to prevent you from going as far as she will go. And that's the word of an old man, who, according to the general idea, should be more conservative than any of you young fellows. —Butchers' Advocate.

Brussels Mosaic Sausage.

Take a leg of fresh pork, either fore or hind. Carefully remove all sinews, cut it up and add to it one-third as much lean veal. Rub this well with a pickle made of salt, saltpeter and cane sugar, and let it stand for twenty-four hours in a stone jar,

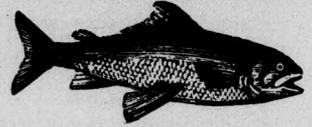
well pressed down and covered. At the end of this time it should have a fine red color. For 15 pounds of pork and 5 pounds of veal add 12 ounces of salt, ½ ounce saltpeter, 1 ounce cane sugar. After taking out of the jar mince it fine, adding the following spices while mincing: 1 ounce white pepper, 1-3 ounce mace, 1-3 ounce ginger, 1-6 ounce cardamon.

Put the mixture into casings measuring 6 inches in diameter and 7 or 8 inches in length. Fill them three-quarters full. To make the mosaic work cut up a fine red ox tongue in long four-cornered pieces, each wrapped round neatly with a piece of raw bacon fat—just a shred; also some fine blood sausage or liver sausage. Set them into the large sausage among the meat at equal distances, covering these other sausages also with a thin wrapping of bacon. Before setting them in take a wet stick which is slightly thicker than the pieces for inlaying. Push this stick into the sausage and then slip in the mosaic. If the stick is not used the bacon fat would be pulled away from the meat it is wrapped around. When all the pieces have been carefully set in tie up the sausages and hang them to smoke gently for an hour at a temperature of 64 degrees F. Then put them into the pot and let them simmer for three-quarters of an hour. Both while smoking and cooking and afterwards stand the sausage upright, so that the inlay may not be pushed off the straight. Then smoke them again lightly with sawdust, to which a few juniper berries may be added.

G. B. READER

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A fat pig gave a shrill little squeal.
"I'm going to make sausage for somebody's meal;
Someone will eat me, but that is all right,
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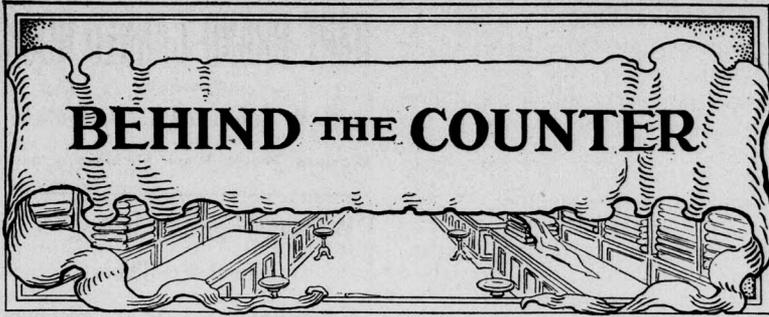
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Letter of a Retail Merchant to His Force.

If you took the trouble to ask me what in my opinion is mainly the difficulty in this business, I should say—your cynicism. It is the underlying handicap that confronts every merchant during his business life and it is the principal fault that contributes to keep the worker in the ranks where he is to-day. The cynicism to which I refer is the laborer's creed that he shall do not more than that for which he is paid, that he shall keep his interest and that of his employer apart, that his enthusiasm, fidelity, ambition and effort shall be measured in accordance with the recompense that he is actually receiving for his services. I have 200 men on my pay-roll and 175 of them are guided by that creed!

Every man who employs help realizes that nine men out of ten are not giving all they can to the interest of his business. The fault is not lack of ability or intelligence, or experience; it lies entirely in the attitude of the worker to his task, an utter misunderstanding of the relationship between employer and employe, a cynical feeling that you can measure out for me \$20 of service a week in return for an envelope that contains the same amount.

Don't you see that it's all wrong? I cannot buy your enthusiasm or your interest beyond a certain point, and your success and mine depend on your willingness to go further than that point. You salesmen who work on commission and lie down after you've sold a certain amount, you clerks who hustle through your appointed duties so that you may idle for an hour or two, you wonder every one of you how long you're going to work for a salary and I tell you for the rest of your lives while you hold

the views that you do at present. Let a man permit himself to fall into this habit of dealing out his service by the ounce and allow him to continue it long enough—and you have a first class failure as are eight men out of ten! Why, he forgets even what enthusiasm means, he hasn't nerve enough left to be ambitious and he grows smaller and smaller until all chance is gone for redemption. You hold yourselves aloof from me and mine but the greater injury is done to you in the process. No man can practice such a course for years without affecting everything that makes for his own success in life. You become a machine that is wound up at 8 in the morning and is all run down by 6 at night; it runs along with the forced regularity that habit and necessity dictate and because I must have a certain amount of service, your berth remains here until I can get someone better to fill it.

Why did I have to look about six months when I wanted a general manager last year and then found it necessary to send to a Western city because my own material was so poor to choose from? There was not a single man on all my staff who measured up to the position and a stranger to our house and methods had to be engaged. All were unfit, none was large enough. They were all doling out their regular services by the ounce, good fellows enough, doing their work with average ability, but the spark essential to the job was missing in all of them.

I can always send to the West, but why should I? Don't you see that a really earnest attitude toward your work is the only possible means of raising yourself? Don't you know that whatever possible benefit may accrue for me in such a view-point is, from your own stand, the very step

by which you rise and develop and the means by which your capability is enhanced? To foster enthusiasm and willingness and ambition, all these help the employer, but, boys, I'm not in it with the good you are doing yourselves by so planning your efforts. You, individually you, are building for your own future success all the while your efforts are concentrated on making the most of your time and opportunities. If I could surround myself with men and boys who all were determined to become some day my business rivals and who would bend every fiber to make themselves merchants while in my employ, there would be no looking Westward for enthusiasm and brains. How many of you haberdashery men could step into the buyer's job if he should happen to go to-morrow? Could I get an efficient retail manager from any of you salesmen? Who knows anything about woollens or designing, or running an office or shipping department except the men who are in the positions to-day? Tomorrow may be your day; these things happen over night; are you prepared?

The best men I've ever employed are those who wanted to make the most of the thing for themselves. This business and every retail business depends upon collective effort from all; where there is no unison there can be no real success. Figure out the most that you could possibly accomplish in this house—and set the possibility high—make up your mind that it is within your scope, shake off the idea that you are pouring gold into my coffers, go ahead for number one every time and I'll take the chance not to lose by it. Enthusiasm is the keynote; we can do nothing without it; it is the very spirit of success, that golden something which, if it be in a man's heart, shall point the way out for him and be his guide.

I don't want to buy your service as I buy raw material—weighed to the ounce, so much for so much and not a bit more. I'm not dealing in clay or machines. This business needs loyalty and zeal and willingness without which you are no more than inanimate things. My own success is made up of your individual triumphs over difficulties and you in your own particular sphere progress according to your interest and contribution to

the general welfare. If we are going to get anywhere, you will have to handle the shipment—I'm the man that pays the freight.—Haberdasher.

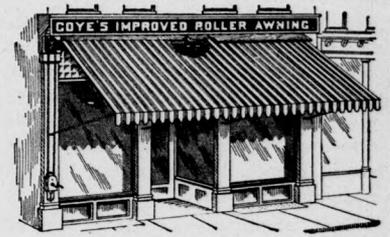
Fortunate.

The German scout car had blundered into the midst of a French outpost, and, in a hail of rifle bullets, was making all speed to get away. Suddenly the man beside the driver put his hand to his shoulder and shivered.

"Why did you shiver, baron?" said the man at the wheel, too busy with his driving to look around.

"I couldn't help it," was the reply; "a bullet just went through my arm, and I thought what would have happened if it had hit a tire."

AWNINGS

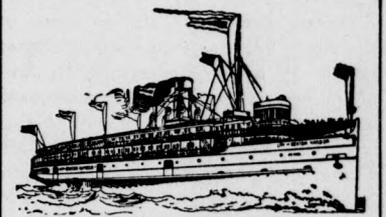


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Michigan Poultry, Butter and Egg Association.

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.

Prejudice Against Cold Storage Gradually Subsiding.

The misunderstanding and prejudice in the public mind concerning the cold storage business a few years ago has been corrected in a large measure. Nevertheless, certain questions still arise which must be answered. The cold storage warehousemen have met the challenge of a misinformed public by demanding full investigation and seeking the light of wide-open publicity.

Such enquiries as the following have been frequently propounded: are the refrigerating warehouses a menace or a facility? Are they used to artificially manipulate markets, or are the beneficent agencies for the conservation of our perishable foods, carrying over the surplus production from the flush to the scant season?

During the year 1910, in spite of the fact that the range of prices of nearly all articles entering into human consumption had been advancing, there began an agitation blaming cold storage for high prices. There were held a series of investigations to determine the facts, and without exception all the investigations pronounced in favor of cold storage as a valuable modern public utility in performing the function of conserving our perishable foods, preventing deterioration and waste and affording a highly developed method by which the great surplus products of the flush season could be wholesomely preserved for consumption during nature's period of scant production. In 1911 there were 860 public cold storage warehouses having about 169,541,000 cubic feet of storage space and representing an investment of about \$75,000,000. In 1914 898 cold storage warehouses were reported with 200,000,000 cubic feet of cold storage space. It is estimated that the value of goods stored in one year ranges from \$500,000,000 to \$700,000,000. It is, however, calculated that not more than 5 to 10 per cent. of the annual production of such foods as eggs, butter, poultry and meats are placed in cold storage for periods of over thirty days.

The problem of feeding the vast population of our cities is very different from what it was twenty years ago. Then the supply came from near at hand; now the transfer of our population from the country to the

cities has increased the consuming class and decreased the producing class, so that adequate conservation of all we can raise is a vital necessity. Eggs are produced in large quantities in April, May and June, but there are very few available in the fall and winter. Butter is made in flush quantity in June and July, when the grass is at its best, but in the winter very little is forthcoming. Poultry is at its best and is killed in surplus supply in the fall and early winter for use in the late winter, spring and summer. Thus cold storage serves as a balance of supply and demand and an equalizer of distribution.

A common impression is that the public cold storage warehousemen own the goods stored. This is not true. The very existence of the cold storage warehouse makes it possible for a large number of dealers, many of them small merchants, to have advantages of such facilities, regardless of the quantity they are able to store.

The history of cold storage legislation in the United States presents an interesting study of the processes by which laws are made in our several states. Several years ago the cold storage industry was under severe attack in the press, based upon popular prejudice as to the wholesomeness of products carried in cold storage, and the prevalent idea that our cold storage warehouses were used to withhold goods from the market in order to raise prices, thus increasing the cost of living.

If the first legislative proposals had been made law the cold storage business could not have existed, but by investigations, hearings and Government reports the true facts appeared and the restrictions were modified.

New York, New Jersey, Massachusetts and Pennsylvania, four of our large Eastern states, depending largely upon the West for food supplies, now have cold storage laws. The people of these States consume more than they produce and are amply provided with cold storage facilities. These laws vary greatly. The New York law covers public warehouses only, and does not apply to goods carried in private plants. This is a discrimination against the warehousemen and is grossly inefficient. The New Jersey law covers all food but liquids, the New York law excepts nuts, fruits, cheese and vegetables and the Massachusetts and Pennsylvania laws specifically apply to fresh meats, fish, poultry, butter and eggs.

In all the agitation in connection with the question of cold storage, the first remedy for the supposed abuses

was an arbitrary limit. The more ignorant or biased the legislator, or newspaper writer, the shorter and more drastic were the limits proposed. The Massachusetts rule in this regard, as in most points, is the best under consideration. It provides for a limit of twelve months, the natural cycle of the year, with privilege of extension on particular consignments by following the prescribed procedure. New Jersey has an extension privilege, but the limit on all goods is fixed at ten months. The New York law provides an arbitrary limit of ten months on meat, poultry, fish and eggs and twelve months on butter.

Any time limit less than one year is not effective in the interest of the consuming public, but adds a burden of cost, because production is discouraged and a period is left during which certain articles cannot be adequately supplied to the market.

Bulletin No. 93 of the United States Department of Agriculture, issued April 5, 1913, demonstrates the ineffectiveness of time limit legislation. This report read as follows regarding business in all of the cold storage warehouses of the country during 1909-10: "Let the percentages for the deliveries of ten months be stated. These are represented by 99.7 per

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cent. for fresh mutton, 99.9 per cent. for fresh pork, 98.9 per cent. for dressed poultry, 97.8 per cent. for butter and 99.9 per cent. for eggs. The important observation to be made is that the receipts into cold storage are entirely or very nearly exhausted by the deliveries within ten months." The very law of supply and demand and profitable commercial usage decides that very little is carried over ten months and practically nothing over twelve months. It is interesting to note the conclusions of the above report with regard to the average length of storage for the year 1909-10, as follows: Fresh beef, 2.28 months; fresh mutton, 4.45 months; fresh pork, .88 month; butter, 4.43 months; poultry, 2.42 months, and eggs, 5.91 months.

These facts clearly indicate that time limits as a means of regulation are ineffective, as the evils aimed at do not exist to any appreciable extent. The provision for marking packages with date of receipt and in most cases with date of withdrawal is not seriously objectionable as a record of fact. Its effectiveness, however, lies in the interpretation of such information if it should reach the consumer. Except in Pennsylvania, the laws do not require the dating to follow the goods to the consumer, and in wholesale handling the facts are known anyway.

The desirability of uniform laws among our states, regulating any of the processes of human interests, either commercial or social, requires no argument. This is becoming true of cold storage legislation, both from the fact of differing laws and the absence of any specific regulation whatever in many states. The following states have passed cold storage laws: California, Delaware, Indiana, Iowa, Kansas, Louisiana, Massachusetts, Nebraska, New Jersey, New York, North Dakota and Pennsylvania. The laws differ greatly, and, of course, affect only the cold storage plants in the respective commonwealths having regulation. The discrimination and injustice arises from the fact that products which have been stored in states having no laws come into the states for consumption where cold storage regulation exists, thereby placing the local warehouses and the products stored therein at a disadvantage.

To meet the requirements of this situation, a uniform law relating to the cold storage of certain articles of food has been approved and recommended for adoption by the conference of Commissions on Uniform State Laws, at its meeting in Washington, D. C., last October. This law has been introduced in several states and is regarded as the best piece of legislation which has been prepared to regulate the industry. The feeling of the cold storage warehousemen in states having unsatisfactory laws is that this bill should be substituted because of its reasonable provisions and the great desirability of uniformity. In states having no cold storage laws, the men feel that no legislation is really necessary, but if control is to be imposed it should be substantially

along the lines proposed in the uniform bill.

The adoption of this law by the various states would be a great step in advance in the matter of regulation, and it is hoped that various National food associations will endorse this measure and assist in its adoption in all the states where it may be introduced. Frank A. Horne, President American Association of Refrigeration.

Holland's Coffee Trade.

Rotterdam advices report Holland's coffee activities are seriously hampered by measures of the belligerents. Coffee from the Dutch colonies is admitted without restriction, while the export of coffee is prohibited by France, and imports from countries of production and from New York will only be permitted if consigned to the Netherlands Oversea Trust Company. This means that such coffee can only be used for home consumption or for export to neutral states under rigorous stipulations, and infringements being liable to heavy penalties.

This must necessarily curtail the coffee trade in Holland, and will be felt by several producing countries, especially Brazil, even more acutely in summer and in autumn, when the new crop will be ready for shipment. The financial situation in Brazil is chiefly dependent on rubber and coffee. Rubber is contraband of war, and the trade must suffer to some extent. Should exports of coffee to the Allies fail to offset the diminution of exports to neutral European states, the effect on the finances of Brazil, as a result, may be severe.

Valuable Vocabulary.

The employer who was willing to pay \$3 a week for an office boy advertised for a boy. About 100 replied. To the most likely looking lad he said:

"You look all right, but I must test your vocabulary. You know what 'vocabulary' means?"

"Yes, sir."

"Very well, I want a boy with a vocabulary. My customers are well-bred, educated people, and I must have a boy who can answer them with something more intelligent than 'Uh-huh,' 'Yep,' and 'I guess so.'"

He put several questions to the boy and received satisfactory replies.

"You will do," he said. "You may go to work now."

"I beg your pardon," said that amazing boy, "but there is one example of my vocabulary that you have not heard."

"Well, what is it?"

"I am sorry, sir, but I could not think of using this kind of language for \$3 a week. It is worth \$5."

The employer concluded that it was and paid it.

Neither Could Afford It.

"What?" exclaimed the motorist, who had run over a farmer's toe, "you want \$500 for a crushed foot? Nonsense! I'm no millionaire."

"Perhaps not," cried the suffering farmer; "and I'm no centipede, either."



"White House" Coffee

is not for those who will drink anything called coffee, but for discriminating people who care—people who want a pure coffee with a rich, rare flavor that is satisfying, and at only an economical cost per cup.

If you'll only sift 'em out, you'll find you have a "raft" of customers of the "White House" kind. Put it up to them.

Distributed at Wholesale by
Judson Grocer Co., Grand Rapids, Mich.

WHY NOT?

KC is pure. KC is healthful. It really does make lighter, nicer biscuits, cakes and pastry than the old fashioned single acting baking powders.

And you pay only a fair price for it. No baking powder should sell for more.



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

K C BAKING POWDER

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

JAQUES MFG. CO., CHICAGO



Grand Council of Michigan U. C. T.
 Grand Counselor—Walter S. Lawton, Grand Rapids.
 Grand Junior Counselor—Fred J. Moutier, Detroit.
 Grand Past Counselor—Mark S. Brown, Saginaw.
 Grand Secretary—Maurice Heuman, Jackson.
 Grand Treasurer—Wm. J. Devereaux, Port Huron.
 Grand Conductor—John A. Hach, Jr., Coldwater.
 Grand Page—W. T. Ballamy, Bay City.
 Grand Sentinel—C. C. Starkweather, Detroit.
 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—Traverse City, June 2 and 3, 1916.

Michigan Division T. P. A.

President—Fred H. Locke.
 First Vice-President—C. M. Emerson.
 Second Vice-President—H. C. Cornellus.
 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.

THEN AND NOW.

Comparison of Old-Time and Present Day Traveler.

Regardless of the fact that traveling salesmen from all over the State are with us, there has been no particular activity noted among the foreign missionary bands. Neither are any additional prayer meetings called nor extra police authorized. And for all this inactivity there is a reason, for times have changed in the last quarter of a century. To prove the change James F. Hammell, Sr., for forty years a "toter" of the grip, but now State Hotel Inspector, points out that the U. C. T. did not hesitate to select Lansing as its convention city because it offered no place on which to rest the weary foot or hook the arm in friendly exchange of fibs relative to fat orders, which were never taken.

And everything that veteran "Jim" says is like the laws of the Medes and Persians. If "Jim" hadn't been so truthful, it is averred, he might have landed a job higher up under the present Democratic regime.

Mr. Hammell fondled a chestnut he has lately carried to remind him of the stories of the road and turning from the protest of a patron of a Trout Lake Junction hotel, Mr. Hammell threw aside his official dignity and elucidated on the twentieth century traveling salesman. The protest could wait, he said, since it was merely a "kick" because a Junction cook had lost her handkerchief in an Irish stew. And anything may happen in Trout Lake Junction, except finding your watch after the third drink.

"The world is growing better," declared Mr. Hammell reminiscently.

"This is indicated by our humane garnishment laws; the ease with which alimony is obtained on the slightest provocation, and the exceptionally high standard of morality now maintained and demanded by men in general.

"There was a time," continued the inspector of hotels, "when actors, traveling salesmen, newspaper men and any other male or female being, who made only occasional visits home were considered outside the circle of dignified citizens, but trav-

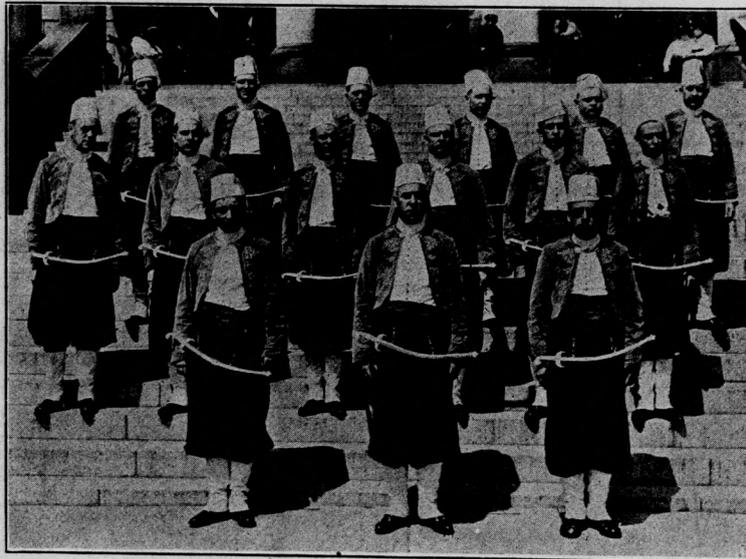
shaken hands with him and went home to special prayer.

"Fifty years ago—that was before my time—the old timers tell me a man's annual sales depended on his capacity, for the country merchant expected a salesman to donate drinks and cigars before a deal was made.

"But notice, if you please, the present conditions of the road. Nowadays a traveling man no more dares to ask a customer to drink with him than he would to enter the place of business with the scent of highballs about his person. Customers, that is the old friendly ones, may be occasionally treated to a sack of peppermints or a package of gum, but not often, for the customer does not want to be obligated.

"Instead of seeking the hotel whose bar set up the highest beers, as was the case fifty years ago, the present day traveling salesman will generally pass up the hotel with a bar and prefers a room with a Gideon bible in it rather than one with a fire escape.

Members of Absal Patrol, Photographed at Lansing.



First Row at Top, Left to Right: W. Lypps, R. L. Ormsby, E. Stott, O. E. Jenne, H. M. Mann, Jno. D. Martin.
 Second Row: J. H. Shumaker, C. R. Lawton, Hudson, C. C. Perkins, E. G. Hamel, Savery.
 Third Row: H. W. Harwood, Capt. W. N. Burgess, Fred De Graff.

eling salesmen especially were considered subjects for prayer. They were weeds in the vineyard of the Lord, as it were.

"There was a time, my friend, when a traveling salesman, no matter if he were selling the life of the apostles, was not permitted any further than the porch. There a girl's father drew the dead line and your traveling salesman had to talk about the weather or advocate a bounty on crows, for all other conversation was taboo and the censorship committee, consisting of father and mother, sat in judgment nearby in their slippers.

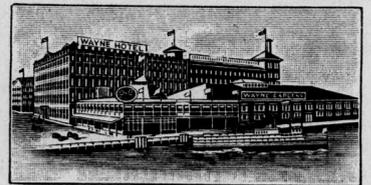
"A traveling man might be able to quote scripture; be an advocate of cold water for other purpose besides a shower bath, and yet he shouldered a certain stigma, the social cross of a prejudiced people. Every country merchant counted his fingers after a traveling man had

"Unlike the traveler of fifty years ago, the salesman of to-day is welcomed in all homes. In fact, father generally looks his guest up in Dun's report; sees how many shares of poultry farm stock he owns and what his annual commissions are. And as they say in Battle Creek: 'There's a reason,' The salesman of to-day not only does not have a girl in every port, but is a man who loves a home and home comforts. He hustles for these rather than for worldly pleasures and the 'dates' he makes now-days are with his customers."

Interrupting this testimonial of good citizenship, the interviewer interjected this: "But, Mr. Hammell, aren't there any joys in this traveling life outside of reading Gideon bibles and sending money home to mother? Aren't there some little diversions, say, like the movies or taking kodak pictures of churches in strange towns?"

"Oh, my yes," replied Mr. Hammell, many of them, my boy, many of them. "For instance many of us spend a very pleasant evening re-heeling socks or laundering our rubber collars. Then again many of us get amusement during the night by trying to sleep on our backs, so as to get a uniform crease in our trousers which we place under the mattress.

"Then, again, in some hotels in the North we have such little diversions as hunting intruders that steal little pieces of sirloin out of our limbs. In the morning we frequently have little diversions before breakfast, such as shaving with cold water or prying a tack out of our foot.



THE NEW \$100,000 WAYNE MINERAL BATH HOUSE DETROIT (Third and Jefferson Ave's) MICH.

Completely equipped for giving every approved form of hydropathic treatment for Rheumatism, Blood Disorders, Nervous Troubles, Dyspepsia, Constipation, etc. The Sulpho-Saline water is not excelled in therapeutic value by any spring in America or Europe.

WAYNE HOTEL AND GARDENS
 In connection. Delightfully located on river front, adjacent to D. & C. Nav. Co's Wharfs. Coolest spot in Detroit. European plan, \$1.00 per day and up.
 J. R. Hayes, Prop. F. H. Hayes, Asst. Mgr.

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 Breslin 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 COPLE-Y PLAZA HOTEL, BOSTON
 EDWARD C. FOGG, Managing Director
 ROY L. BROWN, Resident Manager

HOTEL CODY
 EUROPEAN
 GRAND RAPIDS, MICH
 Rates \$1 and up. \$1.50 and up bath.

"Don't think for a minute that the business of being a traveler is entirely solemn and Puritanical. While not often, we occasionally swear. This has been noticed, for instance, on the Boyne City, Gaylord & Alpena Railroad, where conductors are waxing rich receiving rewards for lost teeth. When a traveler who is saving up his money to start a chicken farm or is investing in Southern lemon groves, these little tolls cause a flow of language not recognized in the best society.

"We occasionally have excitement when a postmaster holds up our salary by getting our initials mixed up with somebody else's in the general delivery. Getting chillblains waiting outside the locked-up depots for 3 o'clock morning trains, also offers salvation from ennui.

"You might also class being sick in the night from undigested pork and beet pickles and having a strange doctor treat you for pneumonia as fun on the road. Separating your laundry from another traveler's is also fun especially if you get No. 18 collars with a No. 14 shirt and try to fit them by the light of a kerosene lamp.

"Oh, there's plenty of joys on the road, don't forget that."

"But what do you consider, Mr. Hammell, is the real big joy of the road?" persisted the interviewer.

"Why, I can't just answer that off hand," replied Inspector Hammell. "But I should imagine being snowed in up in the copper country and getting a wire that your uninsured home burned down while your wife was in the hospital presenting you with twins."—Lansing State Journal.

Late News of Interest to Travelers.

Herbert Agans, who has made a remarkable record as manager of the Petoskey branch of the Cornwell Beef Company for several years has been instructed to remove the branch to Traverse City, which will be his headquarters after July 1. Mr. Agans is one of the best posted and most successful meat salesmen in the country and enjoys the confidence and respect of all who know him.

Fred Eldridge, representing Isaac Prouty & Co., Spencer, Mass., was in town last week showing his line of "Matchless" shoes to the trade. Mr. Eldridge reported that he has found business conditions to be excellent.

Edward Herrington, former manager of the "Queen Quality" store, at Detroit, has quit the retail game, at least temporarily, and is now representing J. & T. Cousens Co., of Brooklyn. His territory is Michigan and Indiana. Mr. Herrington was in this city last week calling on the local trade and reported that he has had considerable success so far in his new venture.

The Grand Rapids Barrel Co., organized by Krell Bros. who came to this city from Detroit recently, has located at Franklin street and Buchanan avenue and will soon start operations, buying old barrels and making new ones out of them.

Few women are up to date in the matter of birthdays.

SUPREME COUNCIL.

Michigan Man Now Holds Highest Office.

The Supreme Council, U. C. T., which convened in Columbus, Ohio, last Tuesday, continued the session until Saturday. Michigan carried off more than her share of the honors. Frank C. Ganiard, of Ann Arbor, was Junior Supreme Counselor and naturally expected to be elected Supreme Counselor at the close of the meeting. As a matter of fact, Supreme Counselor Duval was ill at his home in Hutchinson, Kansas, and Mr. Ganiard, on extremely short notice, was compelled to serve as presiding officer and direct the work of the meeting from start to finish. He acquitted himself so well that the delegates were loud in praise of his fairness and executive capacity. Michigan was honored in other directions also. Michael G. Howarn, of Detroit, was one of the special committee appointed on the C. T. Daniels matter. E. A. Welch, of Kalamazoo, was made chairman of the Mileage and Per Diem Committee. Fred C. Richter, of Traverse City, was appointed a member of the Supreme Auditing Committee. Mark S. Brown, of Saginaw, was recognized as one of the strongest speakers on the floor and his talk in support of the nomination of Mr. Ganiard for Supreme Counselor was a masterful one. When Mr. Ganiard was escorted to his station, after election to the highest office in the gift of the organization, the Michigan delegation rose to their feet and sang Michigan, My Michigan. The delegates from this State were as follows:

Mark S. Brown, Saginaw.
Michael G. Howarn, Detroit.
John Q. Adams, Battle Creek.
Fred C. Richter, Traverse City.
John D. Martin, Grand Rapids.
Eugene A. Welch, Kalamazoo.

The Tradesman is enabled to publish the following summarized report of the meeting:

A constitutional amendment making it unlawful to sell or allow to be used the emblem of the order to advertise or favor any special line of merchandise or industry was adopted.

It was decided that no more charters should be issued for subordinate councils with less than twenty-five charter applicants.

The Supreme Council abolished the plan of paying two members of the Executive Committee to devote all of their time to affairs of the order.

Harry L. Doud of Columbus, Supreme Attorney, was commended for his active work in defeating the proposed Michigan constitutional amendment to allow fraternal insurance organizations to do business in Michigan without a ritual. This, it is said, would have permitted straight life insurance companies to have operated in the State along with fraternal insurance lines.

The Council adopted the amendment providing for an extra emergency assessment of \$2 a member. The reserve fund cannot now be drawn on to pay benefits until after the regular and

emergency assessments have been exhausted.

A report submitted to the Council showed that twenty-four out of sixty deaths on which death claims were paid during the last year were the result of automobile accidents. Because of this it was necessary to draw on the reserve fund to the amount of \$78,000 to pay claims.

The proposition to change the method of paying assessments in five installments of \$2 each to two payments of \$5 each was voted down.

The time necessary for a traveling man to be on the road before being eligible to membership in the order was cut down from one year to six months. The proposal to admit an applicant to membership on probation from the time he goes on the road, with insurance privileges, was defeated. Another amendment that was defeated proposed to change the time for the annual election of officers of local councils from March to April.

Excess baggage rates was the subject of a report submitted by A. P. Fleckenstein, who has represented the commercial travelers for several years in an effort to secure a more satisfactory and uniform system of excess charges in the various states. He reported concessions in a number of states that are now saving traveling men who carry excess baggage considerable expense each year. He is endeavoring to secure a uniform rate of 10 cents per 100 pounds, based on a car fare of 60 cents and continuing in units of 1 cent additional for every 5 cents additional car fare paid. Traveling men, he said, are objecting to the requirement that a valuation be placed on baggage and that the excess rate be based on that.

The Council went into executive session and heard a report on the matter of the shortage of former Supreme Secretary C. C. Daniels. A special committee of five members was appointed to recommend to the Supreme Council the course to be pursued. This committee subsequently presented a report recommending that the settlement of the \$30,000 defalcation be referred to the Executive Committee, with full power to act and to make the most advantageous settlement possible with the fidelity companies interested in the defalcation. Among the last resolutions adopted by the Council was one authorizing the appointment of a committee to take up the matter of securing, through interstate regulations, improvements in accommodations on railroads.

Complaints are frequently made that no towels are furnished in coaches that have other washing accommodations and that the drinking water is very bad. These conditions are controlled by health authorities in Ohio and many other states, but the principal trouble comes on the interstate roads that cannot be controlled by state authorities.

B. F. Heistand, of San Francisco, attempted to obtain authority to organize a council in Honolulu, but action was deferred until an investiga-

tion can be made into the insurance laws and conditions of Honolulu. Heistand said there are 118 traveling men living in Honolulu eligible to membership. Some of these have been taken into the council of San Francisco.

Election of officers resulted as follows:

Supreme Counselor—Frank S. Ganiard, Jackson, Mich.
Supreme Junior Counselor—George E. Hunt, Everett, Mass.
Supreme Treasurer—W. L. Whitacre, Columbus, Ohio.
Supreme Conductor—T. J. Phelps, Bluefield, W. Va.
Supreme Page—F. J. C. Cox, Winnipeg, Manitoba.
Supreme Surgeon—Dr. C. M. Taylor, Columbus, Ohio.
Supreme Sentinel—R. A. Tate, New York.

Supreme Executive Committee—M. J. Hemmens, of Wisconsin and D. P. McCarthy, of Fostoria.

Supreme Counselor Ganiard announced the personnel of the standing committees for the ensuing year as follows:

Jurisprudence—W. B. Emerson, Iowa; C. V. Holderman, Tennessee; George De Land, Massachusetts.

State of the Order—J. F. Collver, Illinois; E. E. Abbott, Nebraska; H. A. Pritchett, Indiana.

Auditing—P. M. Duggan, Pennsylvania; Fred C. Richter, Michigan, and C. W. Trenary, Virginia.

J. M. Moore, of Zanesville, Ohio, was reappointed Supreme Chaplain.

At the final session of the Supreme Council Saturday morning the quota of officers was completed by the election of Harry L. Doud, of Columbus, Supreme Attorney; M. J. Hemmens of Wisconsin, Supreme Auditor, and C. E. Barker, Columbus, editor of the Sample Case.

Friday evening the ceremonial meeting of the Imperial Guild, Ancient Order of Bagmen of Bagdad, was held at United Commercial Travelers' hall. Walter S. Lawton, of Grand Rapids, was elected Inside Gatekeeper.

Annual Picnic of Flint Grocers.

Flint, June 28.—The members of the Retail Grocers' Association held their annual outing at Thread Lake Park last Thursday. The afternoon was spent in running the races arranged by the different committees. The following were the results of the races:

Ball game won by the Retail Grocers from the Greissell Bread Co. by the score of 13 to 3.

100 yard dash—Titts, Gay and Lapid.

Tugs of war—The grocers in the south end won from the grocers in the north end, while the clerks of the north end won from the clerks of the south end.

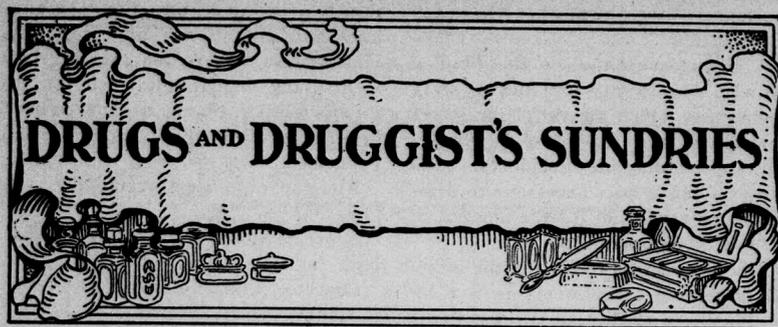
Women's 50 yard foot race—Miss J. Wilson, Miss M. Wilson, Miss S. Poole, Miss M. Sill.

Woman's rowing race—Miss Faye Rowley, Miss E. Snively and Miss E. DeRoo.

Men's rowing race—Greenway, Falk and Labinch.

Backward running race—Pitts, Chapman and Cruther.

Not often does the young man marry the girl who has lived next door to him all her life.



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.

Michigan State Pharmaceutical Association.

President—C. H. Jongejan, Grand Rapids.
 Secretary—D. D. Alton, Fremont.
 Treasurer—John S. Steketee, Grand Rapids.
 Next Annual Meeting—Detroit, June 7, 8 and 9, 1916.

Michigan Pharmaceutical Travelers' Association.

President—W. H. Martin, Orion.
 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.

Note on Compressed Tablets.

Considerable has, at various times, been written on the subject of compressed tablets, their history and development up to the present-day method of manufacture. The various excipients and diluents, such as sugar, starch, etc., used at various times in their manufacture, have also been dealt with in detail. This article, therefore, is only intended to add a few more facts that have come out in the course of some investigations made by the writer.

Recently, in doing some work on commercial compressed tablets and tablet triturates, it was found that at the present time white dextrin is the most generally used diluent and disintegrator, both for compressed tablets and tablet triturates.

White dextrin is of variable quality. Different samples of it differ widely as to degree of conversion; some reduce Fehling's solution readily, while others hardly affect it at all, and between the two extremes one can get almost any degree of reduction of Fehling's solution with different samples.

White dextrin appears to be well fitted as a disintegrator and lubricant for insoluble material. It causes rapid disintegration of a compressed tablet, provided it is used in sufficient quantity and a careful working method is adopted. Some substances require more, others less dextrin to bring about an immediate disintegration. Thus, for instance, commercial tablets of acetyl salicylic acid contain only 30 per cent. of dextrin, while those of the basic bismuth salts and of salol contain between 40 and 50 per cent. of it.

The immediate breaking up of a tablet on contact with water does not, however, mean that such a tablet is fit for solution and consequent assimilation. The adhesive substance

used in granulating the material is a factor of no small importance. Indeed, the complete disintegration of a tablet depends largely upon it. For instance, if gelatine or glue is used in granulating, such tablets require two or three hours in water before the individual granules absorb sufficient water to become softened.

A tablet, therefore, prepared from material granulated with gelatine, is not what, on superficial observation, it looks to be; for, while it does break up readily into granules, these in turn do not soften rapidly, and consequently ready disintegration and solution of the medicinal substance is out of the question.

Furthermore, it seems some manufacturers have gotten into a rather routine method of manufacturing compressed tablets, the same excipient being used for all kinds of material. It certainly is not good practice to use dextrin in the making up of tablets of soluble materials. A readily soluble salt like sodium salicylate does not need a disintegrator at all. In fact, in such tablets dextrin does more harm than good, because, on contact with water, it forms a thick starch paste, enveloping the soluble substance in such a way as to prevent ready solution.

Such tablets require from two to three hours for solution, while the same kind of tablets prepared without dextrin are completely dissolved in fifteen to twenty minutes' time.

To sum up, then, it is safe to say that, while dextrin is a good and valuable disintegrator in the manufacture of compressed tablets, it should not be used indiscriminately, and when it is used it should be done with intelligence, otherwise more harm than good will be the result to the patient, whose welfare should always be kept in mind. S. Bertha Muller.

Greetings From the Newly-Elected President.

Grand Rapids, June 28.—Impelled by a modesty, which is natural to me I committed an error at the recent convention, which I sincerely regret and which I wish to remedy, if possible at this opportunity.

It was to express my thanks for the honor which the members of the M. S. P. A. conferred upon me by electing me to the Presidency, and allow me to assure you that this feeling comes from the heart. I hope that my administration may exceed your expectations, and it certainly will do so if my efforts in behalf of the pharmaceutical profession and our Association are supported as they should be.

I, therefore, ask you to give me the support our cause is entitled to and needs. Let each one of us do

a little and we will accomplish great things.

The coming year is sometimes called a quiet year, an off year, but it is my opinion that we have no such years in our Association. I think that this year we should work as hard as in a legislative year, because now is the time to prepare for the coming year. Now is the time to lay our plans. Now is the time to strengthen our organization. Now is the time to prepare the ammunition, which we may need later on.

Therefore, brothers, once more I ask your cordial assistance and I will prove that my contention is right. I hope later on to give you a more definite idea of my plans for this year's work.

C. H. Jongejan,
 Pres. M. S. P. A.

The 80 Per Cent. Clause in Plain English.

Will you please explain in everyday English just what is meant by the 80 per cent. co-insurance clause? I have asked my local fire insurance agent and he "explained" it fully. But I do not yet understand. I doubt if he knows a great deal more about it than I do myself.—J. P. G.

The question asked by this correspondent is of such general interest that we are going to answer it here rather than through a letter. This merchant need not be discouraged over his inability to understand the clause in every detail. If the truth were to be known, it could be said that a considerable percentage of the local fire insurance agents of the country themselves do not thoroughly understand the whys and wherefores of this rather troublesome division of fire insurance.

What is the 80 per cent. co-insurance clause and what does it mean?

Well, you have a stock of say \$10,000 and insure it for \$6,000. Your policy contains an 80 per cent co-insurance clause. Your store burns and the damage done by the fire amounts to at least \$6,000—the face value of your policy.

How much money do you get—\$6,000?

Not a bit of it.

You get just \$4,500.

Quite an awakening isn't it?

Now, why is this?

Let's get this thing straight right here. It is one of the snags many merchants strike in obtaining insurance. The lack of understanding of this clause has had serious consequences. For it is a serious thing to get a considerable sum less than you expected.

The way this clause works out, the insurance company is not liable for a greater proportion of the loss than the sum insured bears to 80 per cent. of the cash value of the property insured. In other words, the owner agrees to keep his property insured for 80 per cent. of its value, and if he fails to do this he becomes a co-insurer for the balance of the value not so covered.

This is the technical way the companies explain co-insurance. And here, reduced to plain English is how the thing works:

The \$6,000 policy on the \$10,000 stock mentioned above brings only \$4,500 when the store is damaged to the extent of \$6,000. The reason for this is that the policy contained an 80 per cent. co-insurance clause. Under the provisions of this clause, the policy, to be good for all the damage, should have been for 80 per cent. of the cash value, or \$8,000. In this instance, the full amount of the damage—\$6,000 or any other sum up to \$8,000—would have been paid.

Here are the figures:

Cash value of stock, \$10,000.

Eighty per cent. of this cash value is \$8,000.

The amount insured (\$6,000) is three-fourths of 80 per cent. of the cash value (\$8,000) and can only be collected in that proportion. The company is obligated, then, to pay only three-fourths of the amount insured.

Three-fourths of \$6,000 is \$4,500.

Four thousand five hundred dollars, therefore, is the amount collectible under the policy—that is, if the property is damaged to the extent of \$6,000. Smaller claims for damages, of course, would be settled on the same basis.

If at least 80 per cent. of the cash value had been insured for, no such proportion would have held, and the company would have been liable for the whole amount of the loss.

Do you want some more examples?

Well, suppose you have a \$20,000 stock and insure it for \$10,000, the policy containing an 80 per cent. clause.

Eighty per cent. of \$20,000 is \$16,000.

Ten thousand dollars is five eighths of \$16,000, thus making the company liable for five-eighths of the amount insured.

Soda Fountain Supplies

Wire Chairs, Stools and Tables, Bent-wood Chairs, Spoons, Ladles, Dishers, Soda Glass Holders, Straws, Straw Dispensers, Strainers, Ice Chippers, Etc.

We are the sole agents in Western Michigan for the
Knight Sanitary Vitreous Iceless Soda Fountains
 (The safe guard of sanitation)

Grand Rapids Store Fixture Co.

No. 7 Ionia Ave., N. W.

Grand Rapids, Michigan

On your way up town from the Union Depot.

Amount collectible, five-eighths of \$10,000, or \$6,250.

Or, you put a \$5,000 policy on a \$15,000 stock.

Eighty per cent. of \$15,000 is \$12,000.

Five thousand dollars is five-twelfths of \$12,000.

Amount collectible, five-twelfths of \$5,000 or \$2,083.

If your stock is worth \$3,000 and you insure it for \$1,200 with an 80 per cent. clause, the returns would look like this:

Eighty per cent. of \$3,000 is \$2,400.

One thousand two hundred dollars is one-half of \$2,400.

Amount collectible, one-half of \$1,200, or \$600.

A policy of \$1,000 on a \$5,000 stock would bring, under this clause, only \$250.

Eighty per cent. of \$5,000 is \$4,000.

One thousand dollars is one-fourth of \$4,000.

Amount collectible, one-fourth of \$1,000, or \$250.

The philosophy of the thing seems to be about this: The insurance companies apparently want their risks divided up as much as possible. They are willing to make a little concession in rates with the insured if he will agree to carry at least 80 per cent. of the total cash value of the property insured. It is likely to induce the insured to carry more insurance. Also he is likely to split it up among various companies, thus dividing the burden of a possible loss. These examples illustrate the work-

ings of the 80 per cent. clause in the case of partial losses only.

If the loss is total, what then?

In case of a total loss, the company is liable for the whole amount the policy calls for without regard to any co-insurance clause.

If the policy contains an 80 per cent. or any other percentage co-insurance clause be sure you absolutely know where you stand before you accept a policy. Know your policy. Make your agent show you.—Butler Way.

Men laugh at trouble and women cry over it—at least, that's the way they usually act at a wedding.

PURITAN INSTITUTE

SHELDON AND OAKES
GRAND RAPIDS, MICHIGAN.

ECZEMA

AND ALL SKIN AND SCALP DISEASES
SUCCESSFULLY TREATED

Puritan Plaster Method for External CANCER REMOVAL

Interested persons are invited to investigate our methods of treatment. Prompt and permanent relief must be accomplished before settlement is made.

A. T. HOXIE, M. D., Supervising Physician
ALVAH BROWN, S. V. MAC LEOD, Secretary
President

JESSE J. FOX, Superintendent
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Send for Cancer and Eczema Booklet

WHOLESALE DRUG PRICE CURRENT

Prices quoted are nominal, based on market the day of issue.

Acids	Acetic 6 @ 8	Boric 10 @ 15	Carbolic 1 71 @ 1 75	Citric @ 1 00	Muriatic 1 3/4 @ 5	Nitric 7 @ 12	Oxalic 27 1/2 @ 35	Sulphuric 1 3/4 @ 5	Tartaric 53 @ 36																																																																							
Ammonia	Water, 26 deg. ... 6 1/2 @ 10	Water, 18 deg. ... 4 1/2 @ 8	Water, 14 deg. ... 3 1/2 @ 6	Carbonate 13 @ 16	Chloride 10 @ 25																																																																											
Balsams	Copaiba 75 @ 1 00	Fir (Canada) ... 1 50 @ 1 75	Fir (Oregon) ... 40 @ 50	Peru 4 75 @ 5 00	Tolu 75 @ 1 00																																																																											
Berries	Cubeb 85 @ 90	Fish 15 @ 20	Juniper 10 @ 15	Prickley Ash ... @ 50																																																																												
Barks	Cassia (ordinary) 25 @ 30	Cassia (Saigon) 65 @ 75	Elm (powd. 30c) 28 @ 30	Sassafras (pow. 30c) @ 25	Soap Cut (powd.) 35c 23 @ 25																																																																											
Extracts	Licorice 27 @ 30	Licorice powdered 30 @ 35																																																																														
Flowers	Arnica 30 @ 40	Chamomile (Ger.) 90 @ 1 00	Chamomile (Rom) 55 @ 60																																																																													
Gums	Acacia, 1st 50 @ 60	Acacia, 2nd 45 @ 50	Acacia, 3rd 40 @ 45	Acacia, Sorts ... 20 @ 25	Acacia, powdered 30 @ 40	Aloes (Barb. Pow) 22 @ 25	Aloes (Cape Pow) 20 @ 25	Aloes (Soc. Pow.) 40 @ 50	Asafoetida 60 @ 75																																																																							
Asafoetida, Powd.	Pure @ 1 00	U. S. P. Powd. ... @ 1 25	Camphor 58 @ 62	Guaiaac 40 @ 45	Guaiaac, powdered 50 @ 55	Kino 70 @ 75	Kino, powdered 75 @ 80	Myrrh @ 40	Myrrh, powdered @ 50	Opium 8 50 @ 8 75	Opium, powd. 10 00 @ 10 25	Opium, gran. 10 25 @ 10 50	Shellac 28 @ 35	Shellac, Bleached 30 @ 35																																																																		
Tragacanth	No. 1 2 25 @ 2 50	Tragacanth pow 1 25 @ 1 50	Turpentine 10 @ 15																																																																													
Leaves	Buchu 1 65 @ 1 75	Buchu, powd. 1 75 @ 2 00	Sage, bulk @ 40	Sage, 1/8 loose ... @ 45	Sage, powdered ... @ 50	Senna, Alex 30 @ 35	Senna, Tinn. 30 @ 35	Senna Tinn powd 35 @ 40	Uva Ursi 18 @ 20																																																																							
Oils	Almonds, Bitter, true 6 50 @ 7 00	Almonds, Bitter, artificial 3 00 @ 3 25	Almonds, Sweet, true 1 25 @ 1 50	Almonds, Sweet, imitation 50 @ 60	Amber, crude 25 @ 30	Amber, rectified 40 @ 50	Anise 2 00 @ 2 25	Bergamont 4 25 @ 4 50	Cajeput 1 35 @ 1 60	Cassia 1 75 @ 2 00	Castor, bbls and cans 12 1/2 @ 15	Cedar Leaf 90 @ 1 00	Citronella 75 @ 1 00	Cloves 1 75 @ 2 00	Cocoonut 20 @ 25	Cod Liver 1 75 @ 2 00	Cotton Seed ... 85 @ 1 00	Croton 2 00 @ 2 25	Cupbebs 3 75 @ 4 00	Eigeron 1 75 @ 2 00	Eucalyptus 1 00 @ 1 20	Hemlock, pure ... @ 1 00	Juniper Berries 2 50 @ 2 75	Juniper Wood ... 70 @ 90	Lard, extra 80 @ 90	Lard, No. 1 65 @ 75	Laven'r Flowers. @ 6 00	Lavender, Gar'n 1 25 @ 1 40	Lemon 2 00 @ 2 25	Linseed, boiled, bbl. @ 59	Linseed, bld. less 62 @ 70	Linseed, raw, bbl. @ 58	Linseed, raw, less 61 @ 68																																															
Mustard, true 9 00 @ 9 50	Mustard, artifi'l 5 00 @ 5 25	Neatsfoot 70 @ 80	Olive, pure 2 50 @ 3 50	Olive, Malaga, yellow 1 55 @ 1 65	Olive, Malaga, green 1 50 @ 1 60	Orange Sweet 2 50 @ 2 75	Organum, pure @ 2 50	Organum, com'l @ 2 75	Pennyroyal @ 2 75	Peppermint 2 50 @ 2 75	Rose, pure 14 50 @ 16 00	Rosemary Flows 1 50 @ 1 75	Sandalwood, E. L. 7 00 @ 7 25	Sassafras, true @ 1 10	Sassafras, artifi'l @ 60	Sparmint 3 25 @ 3 50	Sperm 90 @ 1 00	Tansy 4 00 @ 4 25	Tar, USP 30 @ 40	Turpentine, bbls. @ 48	Turpentine, less 55 @ 60	Wintergreen, true @ 50	Wintergreen, sweet birch 3 00 @ 3 25	Wintergreen, art 2 00 @ 2 25	Wormseed 3 50 @ 4 00	Wormwood 4 00 @ 4 25																																																						
Potassium	Bicarbonate 36 @ 40	Bichromate 27 @ 30	Bromide 1 25 @ 1 35	Carbonate 30 @ 35	Chlorate, xtal and powdered 42 @ 45	Chlorate, granular 47 @ 50	Cyanide 30 @ 45	Iodide @ 3 77	Permanaganate .. 85 @ 90	Prussiate, yellow @ 1 10	Prussiate, red 1 65 @ 1 75	Sulphate 20 @ 25																																																																				
Roots	Alkanet 30 @ 35	Blood, powdered 20 @ 25	Calamus 40 @ 70	Elecampane, pwd. 15 @ 20	Gentian, powd. 15 @ 25	Ginger, African, powdered 15 @ 20	Ginger, Jamaica 22 @ 25	Ginger, Jamaica, powdered 22 @ 28	Goldenseal pow. 6 50 @ 7 00	Ipecac, powd. 4 75 @ 5 00	Licorice 18 @ 20	Licorice, powd. .. 12 @ 13	Orris, powdered 30 @ 35	Poke, powdered 20 @ 25	Rhubarb 75 @ 1 00	Rhubarb, powd. 75 @ 1 25	Rosinweed, powd. 25 @ 30	Sarsaparilla, Hond. ground @ 65	Sarsaparilla Mexican, ground 20 @ 35	Squills 20 @ 35	Squills, powdered 40 @ 60	Tumeric, powd. 12 @ 15	Valerian, powd. 25 @ 30																																																									
Seeds	Anise 20 @ 25	Anise, powdered @ 25	Bird, ls @ 12	Canary 8 @ 12	Caraway 15 @ 20	Cardamon 2 00 @ 2 25	Celery (powd. 40) 30 @ 35	Coriander 10 @ 18	Dill 20 @ 25	Fennel 40 @ 45	Flax 5 @ 10	Flax, ground 5 @ 10	Foenugreek, pow. 8 @ 10	Hemp 6 @ 10	Lobelia @ 50	Mustard, yellow 16 @ 20	Mustard, black 16 @ 20	Mustard, powd. 22 @ 30	Poppy 15 @ 20	Quince 1 00 @ 1 25	Rape @ 15	Sabadilla @ 35	Sabadilla, powd. @ 40	Sunflower 12 @ 15	Worm American 20 @ 25	Worm Levant .. 1 00 @ 1 10																																																						
Tinctures	Aconite @ 75	Aloes @ 65	Arnica @ 75	Asafoetida @ 1 35	Belladonna @ 1 65	Benzoïn @ 1 00	Benzoïn Compo'd @ 1 00	Buchu @ 1 50	Cantharadies ... @ 1 80	Capsicum @ 90	Cardamon @ 1 50	Cardamon, Comp. @ 2 00	Catechu @ 60	Cinchona @ 1 05	Cinchona @ 75	Cubebes @ 1 20	Digitalis @ 80	Gentian @ 75	Ginger @ 95	Gualac @ 1 05	Gualac Ammon. @ 80	Iodine @ 2 00	Iodine, Colorless @ 2 00																																																									
Paints	Lead, red dry .. 8 @ 8 1/2	Lead, white dry 8 @ 8 1/2	Lead, white oil .. 8 @ 8 1/2	Ochre, yellow bbl. 1 @ 1 1/4	Ochre, yellow less 2 @ 5	Putty 2 1/2 @ 5	Red Venet'n bbl. 1 @ 1 1/2	Red Venet'n less 2 @ 5	Vermillion, Eng. 1 25 @ 1 50	Vermillion, Amer. 15 @ 20	Whiting, bbl. .. 1 1-10 @ 1 1/2	Whiting 2 @ 5	L. H. P. Prep'd 1 25 @ 1 35																																																																			
Insecticides	Arsenic 10 @ 15	Blue Vitrol, bbl. @ 8	Blue Vitrol, less 9 @ 15	Bordeaux Mix Pst 8 @ 10	Hellebore, White powdered 15 @ 20	Insect Powder .. 30 @ 50	Lead Arsenate .. 8 @ 16	Lime and Sulphur Solution, gal. .. 15 @ 25	Paris Green 20 @ 25																																																																							
Miscellaneous	Acetanalid 1 00 @ 1 10	Alum 6 @ 8	Alum, powdered and ground 7 @ 10	Bismuth, Subnitrate 2 97 @ 3 10	Borax xtal or powdered 6 @ 12	Cantharades po 2 00 @ 7 00	Calomel 1 65 @ 1 79	Calsium 30 @ 35	Carmine 4 25 @ 4 50	Cassia Buds @ 40	Cloves 30 @ 35	Chalk Prepared 6 @ 8 1/2	Chalk Precipitated 7 @ 10	Chloral Hydrate 1 25 @ 1 45	Cocaine 4 60 @ 4 90	Cocoa Butter .. 55 @ 65	Corks, list, less 70% Copperas, bbls. .. @ 01	Copperas, less ... 2 @ 5	Copperas, powd. .. 4 @ 6	Corrosive Sublim 1 53 @ 1 65	Cream Tartar ... 40 @ 45	Cuttlebone 45 @ 50	Dextrine 7 @ 10	Dover's Powder .. @ 2 50	Emery, all Nos. 6 @ 10	Emery, powdered 5 @ 8	Epsom Salts, bbls. @ 2	Epsom Salts, less 4 @ 6	Ergot 2 00 @ 2 25	Ergot, powdered 2 75 @ 3 00	Flake White 15 @ 20	Formaldehyde lb. 10 @ 15	Gambier 10 @ 15	Gelatine 56 @ 70	Glassware, full cases 80%	Glassware, less 70 & 10%	Glauber Salts bbl. @ 1 1/4	Glauber Salts less 2 @ 5	Glue, brown 11 @ 15	Glue, brown grd. 10 @ 15	Glue, white 15 @ 25	Glue, white grd. 15 @ 20	Glycerine 26 @ 35	Hops 45 @ 60	Indigo 1 25 @ 1 50	Iodoform 4 55 @ 4 80	Iodoform 5 20 @ 5 80	Lead Acetate 15 @ 20	Lycopodium 1 35 @ 1 50	Mace 85 @ 90	Mace, powdered 95 @ 1 00	Menthol 3 50 @ 3 75	Morphine 5 65 @ 5 90	Nux Vomica @ 15	Nux Vomica pow. @ 20	Pepper, black pow. @ 30	Pepper, white @ 35	Pitch, Burgundy .. @ 15	Quassia 10 @ 15	Quinine, all brds 33 @ 43	Rochelle Salts .. 32 @ 40	Saccharine 3 25 @ 3 75	Salt Peter 20 @ 25	Seidlitz Mixture . 23 @ 32	Soap, green 15 @ 20	Soap, mott castile 12 @ 15	Soap, white castile case @ 6 75	Soap, white castile less, per bar ... @ 75	Soda Ash 1 1/4 @ 5	Soda Bicarbonate 1 1/4 @ 5	Soda, Sal 1 @ 4	Spirits Camphor @ 75	Sulphur roll 2 1/2 @ 5	Sulphur Subl. 3 @ 5	Tamarinds 15 @ 20	Tartar Emetic ... @ 60	Turpentine Venice 40 @ 50	Vanilla Ex. pure 1 00 @ 1 50	Witch Hazel 65 @ 1 00	Zinc Sulphate ... 7 @ 10

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

Hazeltine & Perkins Drug Co.
Grand Rapids, Mich.

GROCERY PRICE CURRENT

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

ADVANCED

- Galvanized Pails
Galvanized Tubs
Steel Cut Oats
Imported Macaroni

DECLINED

Farina

Index to Markets

By Columns

Table listing various grocery items and their prices, organized by column (A, B, C, D, F, G, H, J, M, N, O, P, R, S, T, V, W, Y).

Main table of grocery prices, organized by section (AMMONIA, AXLE GREASE, BAKED BEANS, BATH BRICK, BLUING, BREAKFAST FOODS, BROOMS, BRUSHES, BUTTER COLOR, CANDLES, CANNED GOODS, CATSUP, CHEESE, CLAMS, CLOTHES LINE, COCOA, COCOANUT, COFFEES ROASTED, CRACKERS, etc.).

Continuation of the main table of grocery prices, including sections for CHEWING GUM, CHOCOLATE, CLOTHES LINE, COCOA, COCOANUT, COFFEES ROASTED, CRACKERS, CONFECTIONERY, and various other products.

6

7

8

9

10

11

Butter	
N B C Square	7 1/2
Seymour Round	7 1/2
N B C Sodas	7 1/2
N B C Picnic Oysters	7 1/2
Gem Oysters	7 1/2
Soda	
N B C Sodas	7
Premium Sodas	8
Select Sodas	10
Saratoga Flakes	13
Saltines	13
Oyster	
N B C Picnic Oysters	7
Gem Oysters	7
Shell	8 1/2
Sugar Wafer Specialties	
Adora	1 00
Nabisco	1 00
Nabisco	1 75
Festino	1 50
Festino	2 50
Lorna Doone	1 00
Anola	1 00
Champagne Wafers	2 50
Above quotations of National Biscuit Co., subject to change without notice.	
CREAM TARTAR	
Barrels or Drums	38
Boxes	39
Square Cans	41
Fancy Caddies	46
DRIED FRUITS	
Apples	
Evapor'd Choice blk	
Evapor'd Fancy pkg.	
Apricots	
California	9@12
Citron	
Corsican	16 1/2
Currants	
Imported, 1 lb. pkg.	8 1/2
Imported, bulk	8 1/2
Peaches	
Muir-Choice, 25lb.	6 1/2
Muir-Fancy, 25lb.	7 1/2
Fancy, Peeled, 25lb.	12
Peel	
Lemon, American	12 1/2
Orange, American	12 1/2
Raisins	
Cluster, 20 cartons	2 25
Loose Muscatels, Cr. 7 1/2	
Loose Muscatels, 3 Cr. 7 1/2	
L. M. Seeded, 1 lb. 8 1/2@9 1/4	
California Prunes	
90-100 25lb. boxes	@ 7 1/2
80-90 25lb. boxes	@ 8 1/4
70-80 25lb. boxes	@ 8 3/4
60-70 25lb. boxes	@ 9 1/4
50-60 25lb. boxes	@ 9 3/4
40-50 25lb. boxes	@ 10 1/2
FARINACEOUS GOODS	
Beans	
California Limas	6 1/2
Med. Hand Picked	3 40
Brown Holland	3 20
Farina	
25 1 lb. packages	1 60
Bulk, per 100 lb.	5 00
Original Holland Rusk	
Packed 12 rolls to container	
3 containers (40) rolls	3 20
Hominy	
Pearl, 100 lb. sack	2 50
Maccaroni and Vermicelli	
Domestic, 10 lb. box	60
Imported, 25 lb. box	3 50
Pearl Barley	
Chester	3 75
Portage	5 00
Peas	
Green, Wisconsin, bu.	2 90
Split, lb.	6 1/2
Sago	
East India	5
German, sacks	5
German, broken pkg.	
Tapioca	
Flake, 100 lb. sacks	5 1/2
Pearl, 100 lb. sacks	5 1/2
Pearl, 36 pkgs.	2 25
Minute, 36 pkgs.	2 75
FISHING TACKLE	
1/4 to 1 in.	6
1 1/4 to 2 in.	7
1 1/2 to 2 in.	9
1 3/4 to 2 in.	11
2 in.	15
3 in.	20
Cotton Lines	
No. 1, 10 feet	5
No. 2, 15 feet	7
No. 3, 15 feet	9
No. 4, 15 feet	10
No. 5, 15 feet	11
No. 6, 15 feet	12
No. 7, 15 feet	15
No. 8, 15 feet	18
No. 9, 15 feet	20
Linen Lines	
Small	20
Medium	26
Large	34
Poles	
Bamboo, 14 ft., per doz.	55
Bamboo, 16 ft., per doz.	60
Bamboo, 18 ft., per doz.	80

FLAVORING EXTRACTS	
Jennings D C Brand	
Extract Lemon Terpenless	
Extract Vanilla Mexican	
Both at the same price.	
No. 1, F box 1/2 oz.	85
No. 2, F box, 1 1/2 oz.	1 20
No. 4, F box, 2 1/2 oz.	2 25
No. 3, 2 1/2 oz. Taper	2 00
No. 2, 1 1/2 oz. flat	1 75
FLOUR AND FEED	
Grand Rapids Grain & Milling Co.	
Winter Wheat	
Purity Patent	6 20
Fancy Spring	6 90
Wizard Graham	6 20
Wizard, Gran. Meal	4 60
Wizard Buckw't cwt.	3 60
Rye	6 60
Valley City Milling Co.	
Lily White	6 50
Light Loaf	6 00
Graham	2 80
Granena Health	2 90
Gran. Meal	2 00
Bolted Med.	1 90
Voigt Milling Co.	
Voigt's Crescent	6 50
Voigt's Royal	6 90
Voigt's Flourloigt	6 50
Voigt's Hygienic Graham	5 60
Watson-Higgins Milling Co.	
Perfection	6 35
Tip Top Flour	5 85
Golden Sheaf Flour	5 50
Marshalls Best Flour	7 00
Worden Grocer Co.	
Quaker, paper	6 00
Quaker, cloth	6 00
Kansas Hard Wheat	
Calla Lily	
Worden Grocer Co.	6 50
American Eagle, 1/2 s	6 80
American Eagle, 1/4 s	6 70
American Eagle, 1/2 s	6 60
Spring Wheat	
Roy Baker	
Mazeppa	6 50
Golden Horn, bakers	6 40
Wisconsin Rye	6 35
Bohemian Rye	6 80
Judson Grocer Co.	
Ceresota, 1/2 s	7 40
Ceresota, 1/4 s	7 50
Ceresota, 1/2 s	7 60
Voigt Milling Co.	
Columbia	7 10
Worden Grocer Co.	
Wingold, 1/2 s cloth	7 70
Wingold, 1/4 s cloth	7 60
Wingold, 1/2 s cloth	7 50
Wingold, 1/2 s paper	7 55
Wingold, 1/4 s paper	7 50
Meal	
Bolted	4 40
Golden Granulated	4 60
Wheat	
New Red	1 08
New White	1 00
Oats	
Michigan carlots	49
Less than carlots	51
Corn	
Carlots	80
Less than carlots	82
Hay	
Carlots	16 00
Less than carlots	18 00
Feed	
Street Car Feed	33 00
No. 1 Corn & Oat Fd	33 00
Cracked Corn	32 00
Coarse Corn Meal	32 00
FRUIT JARS	
Mason, pts., per gro.	4 65
Mason, qts., per gro.	5 00
Mason, 1/2 gal. per gro.	7 40
Mason, can tops, gro.	2 25
GELATINE	
Cox's, 1 doz. large	1 45
Cox's, 1 doz. small	90
Knox's Sparkling, doz.	1 25
Knox's Sparkling, gr.	14 00
Knox's Acidu'd doz.	1 25
Minute, 2 qts., doz.	1 10
Minute, 2 qts., 3 doz.	3 25
Nelson's	1 50
Oxford	75
Plymouth Rock, Phos.	1 25
Plymouth Rock, Plain	90
GRAIN BAGS	
Broad Gauge	18
Amoskeag	19
Herbs	
Sage	15
Hops	15
Laurel Leaves	15
Senna Leaves	25
HIDES AND PELTS	
Hides	
Green, No. 1	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
Pelts	
Old Wool	60@125
Lambs	15@25
Shearlings	10@20

Tallow	
No. 1	@ 5
No. 2	@ 4
Wool	
Unwashed, med.	@ 24
Unwashed, fine	@ 20
HORSE RADISH	
Per doz.	90
Jelly	
5lb. pails, per doz.	2 30
15lb. pails, per pail	65
30lb. pails, per pail	1 25
JELLY GLASSES	
1/2 pt. in bbls., per doz.	15
1/2 pt. in bbls., per doz.	16
3 oz. capped in bbls., per doz.	18
MAPLEINE	
2 oz. bottles, per doz.	4 00
1 oz. bottles, per doz.	2 25
1/2 oz. bottles, per doz.	1 10
MINCE MEAT	
Per case	2 85
MOLASSES	
New Orleans	
Fancy Open Kettle	42
Choice	35
Good	22
Fair	20
Half barrels 2c extra	
Red Hen, No. 2 1/2	1 75
Red Hen, No. 5	1 75
Red Hen, No. 10	1 65
MUSTARD	
1/2 lb. 6 lb. boxes	16
OLIVES	
Bulk, 1 gal. kegs	10@120
Bulk, 2 gal. kegs	105@115
Bulk, 5 gal. kegs	100@110
Stuffed, 5 oz.	90
Stuffed, 8 oz.	1 25
Stuffed, 14 oz.	2 25
Pitted (not stuffed)	
14 oz.	2 25
Manzanilla, 8 oz.	90
Lunch, 10 oz.	1 35
Lunch, 16 oz.	2 25
Queen, Mammoth, 19 oz.	4 25
Queen, Mammoth, 28 oz.	5 75
Olive Chow, 2 doz. cs.	2 25
PEANUT BUTTER	
Bel-Car-Mo Brand	
24 lb. fibre pails	09 1/2
14 lb. fibre pails	10
23 oz. jars, 1 doz.	2 25
2 lb. tin pails, 1 doz.	2 85
6 1/2 oz. jars, 2 doz.	1 80
PETROLEUM PRODUCTS	
Iron Barrels	
Perfection	5 9
Red Crown Gasoline	9 9
Gas Machine Gasoline	16 9
V M & P Naphtha	9 4
Capitol Cylinder	29 9
Atlantic Red Engine	12 9
Summer Black	6 7
Polarine	28 9
PICKLES	
Medium	
Barrels, 1,200 count	7 50
Half bbls., 600 count	4 25
5 gallon kegs	1 90
Small	
Barrels	9 50
Half barrels	5 00
5 gallon kegs	2 25
Gherkins	
Barrels	13 00
Half barrels	6 25
5 gallon kegs	2 50
Sweet Small	
Barrels	16 00
Half barrels	8 50
5 gallon kegs	3 20
PIPES	
Clay, No. 216, per box	1 75
Clay, T. D. full count	60
Cob	90
PLAYING CARDS	
No. 90, Steamboat	75
No. 15, Rival assorted	1 25
No. 20, Rover, enam'd	1 50
No. 572, Special	1 75
No. 98, Golf, Satin fin.	2 00
No. 808, Bicycle	2 00
No. 632, Tourist whist	2 25
Babbitt's, 2 doz.	1 75
PROVISIONS	
Barreled Pork	
Clear Back	22 00@23 00
Short Cut	20 00@21 00
Bean	16 00@17 00
Brisket, Clear	27 00@28 00
Pig	
Clear Family	26 00
Dry Salt Meats	
S P Bellies	14 1/2@15
Lard	
Pure in tierces	11 1/2@12
Compound Lard	8 1/2@9
80 lb. tubs	advance 1/2
50 lb. tubs	advance 1/2
20 lb. pails	advance 3/4
10 lb. pails	advance 1/2
5 lb. pails	advance 1/2
8 lb. pails	advance 1
Smoked Meats	
Hams, 14-16 lb.	15 1/2@15 1/2
Hams, 16-18 lb.	14 1/2@15
Hams, 18-20 lb.	14 1/2@15
Ham, dried beef	
sets	29 @30
California Hams	10 1/2@11

Picnic Boiled	
Hams	19 1/2@20
Boiled Hams	22 @23
Mixed Ham	12 @12 1/2
Bacon	15 @24
Sausages	
Bologna	10 1/2@11
Liver	9 1/2@10
Frankfort	12 @12 1/2
Pork	11 @12 1/2
Veal	11
Tongue	11
Headcheese	10
Beef	
Boneless	20 00@20 50
Rump, new	24 50@25 00
Pig's Feet	
1/4 bbls.	1 00
3/4 bbls., 40 lbs.	2 00
1/2 bbls.	4 25
1 bbl.	8 50
Tripe	
Kits, 15 lbs.	90
1/4 bbls., 40 lbs.	1 60
3/4 bbls., 80 lbs.	3 00
Casings	
Hogs, per lb.	35
Beef, rounds, set	20@21
Beef, middles, set	85@90
Sheep, per bundle	90
Uncolored Butterine	
Solid Dairy	12 1/2@16 1/2
Country Rolls	13 @19 1/2
Canned Meats	
Corned beef, 2 lb.	4 70
Corned beef, 1 lb.	2 50
Roast beef, 2 lb.	4 70
Roast beef, 1 lb.	2 50
Potted Meat, Ham	
Flavor, 1/2 s	48
Potted Meat, Ham	
Flavor, 1/2 s	90
Deviled Meat, Ham	
Flavor, 1/2 s	48
Deviled Meat, Ham	
Flavor, 1/2 s	90
Potted Tongue, 1/2 s	48
Potted Tongue, 1/2 s	90
RICED	
Fancy	7 @7 1/2
Japan Style	5 @5 1/2
Broken	3 1/2@4 1/4
ROLLED OATS	
Rolled Avena, bbls.	6 75
Steel Cut, 100 lb. sks.	3 40
Monarch, bbls	6 50
Monarch, 90 lb. sks.	3 10
Quaker, 18 Regular	1 45
Quaker, 20 Family	4 80
SALAD DRESSING	
Columbia, 1/2 pint	2 25
Columbia 1 pint	4 00
Durkee's, large, 1 doz.	4 50
Durkee's, small, 2 doz.	5 25
Snider's large, 1 doz.	2 35
Snider's, small, 2 doz.	1 35
SALERATUS	
Packed 60 lbs. in box.	
Arm and Hammer	3 00
Wyandotte, 100 1/4 s	3 00
SAL SODA	
Granulated, bbls.	80
Granulated, 100 lbs. cs.	90
Granulated, 36 pkgs.	1 25
SALT	
Common Grades	
100 3 lb. sacks	2 60
70 4 lb. sacks	2 40
60 5 lb. sacks	2 40
28 10 lb. sacks	2 25
56 lb. sacks	40
28 lb. sacks	20
Warsaw	
56 lb. sacks	26
28 lb. dairy in drill bags	20
Solar Rock	
56 lb. sacks	26
Common	
Granulated, Fine	1 10
Medium, Fine	1 15
SALT FISH	
Cod	
Large, whole	@ 8
Small, whole	@ 7 1/2
Strips or bricks	9@13
Pollock	@ 5
Smoked Salmon	
Strips	9
Hallbut	
Strips	18
Chunks	19
Holland Herring	
Y. M. wh. hoop bbls.	
Y. M. wh. hoop 1/2 bbls.	
Y. M. wh. hoop kegs	
Y. M. wh. hoop Milchers kegs	
Standard, bbls.	11 75
Standard, 1/2 bbls.	6 13
Standard, kegs	80
Trout	
No. 1, 100 lbs.	7 50
No. 1, 40 lbs.	2 25
No. 1, 10 lbs.	90
No. 1, 2 lbs.	75
Mackerel	
Mess, 100 lbs.	15 50
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.	4 00
40 lbs.	2 10
10 lbs.	60
8 lbs.	54

SEEDS	
Anise	20
Canary, Smyrna	9
Caraway	15
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	85
Miller's Crown Polish	85
SNUFF	
Scotch, in bladders	37
Maccaboy, in jars	35
French Rapple in jars	43
SODA	
Boxes, English	5 1/2

SPECIAL PRICE CURRENT

12

Table with 2 columns: Item Name and Price. Includes categories like Smoking, Pilot, and various tobacco products.

13

Table with 2 columns: Item Name and Price. Includes categories like Pilot, Soldier Boy, and various tobacco products.

14

Table with 2 columns: Item Name and Price. Includes categories like Faucets, Mop Sticks, Palls, and various household items.

15

Table with 2 columns: Item Name and Price. Includes BAKING POWDER, ROYAL, and CIGARS.

16

White House COFFEE advertisement featuring a can of coffee and text: 'White House, 1 lb. White House, 2 lb.'

17

Table with 2 columns: Item Name and Price. Includes Proctor & Gamble Co., Swift & Company, and Soap Compounds.

OLD MASTER COFFEE advertisement featuring a portrait of an old man and text: 'Old Master Coffee San Marto Coffee'

ROYAL GARDEN TEA advertisement featuring a tea box and text: 'Royal Garden Tea, pkgs. 40 THE BOUR CO. TOLEDO, OHIO.'

The only 5c Cleanser advertisement featuring a can of cleanser and text: 'Guaranteed to equal the best 10c kinds 80 - CANS - \$2.90'

FITZPATRICK BROTHERS' SOAP CHIPS advertisement with text: 'White City (Dish Washing) 210 lbs. 3c per lb'

FOOTE & JENKS' COLEMAN'S (BRAND) Terpenless Lemon and High Class Vanilla advertisement with text: '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 advertisement with text: 'The Highest in Quality Greatest in Demand' and 'Putnam Factory GRAND RAPIDS MICHIGAN'

MICA GREASE advertisement featuring a can of grease and text: 'MICA GREASE' and 'M. O. DEWEY CO., Jackson, Mich.'

CHARCOAL advertisement with text: 'Char lots or local shipments, bulk or sacked in paper or jute. Poultry and stock charcoal. M. O. DEWEY CO., Jackson, Mich.'

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—Finest hat store, best location in Indianapolis; long lease, low rent. Invoice \$4,000. Lifetime opportunity. Templeton & Alspaugh, Canton, Ohio. 257

For Sale—Kelleher store fixtures—17 clothing cabinets, seven 341 triplicate department store cash registers; 12 stations improved flyer cash carriers to attach to shelves; one Burroughs adding machine; 15 five light shower fixtures complete, and counters. Address the Toeller-Dolling Company, Battle Creek, Mich. 258

Wanted—Small stock of general merchandise in central Michigan. Address Box 212, Cass City, Mich. 259

Small Manufacturing Plant—Will take partner, salesman preferred, with capital to exploit new wooden novelties, or to expand with old product. Or will sell plant for \$2,035. Three good buildings; new cement block machine shop, large frame main building, and frame paint and finishing room. Full equipment power and wood working machinery and blacksmithing tools. At present manufacturing an article that keeps plant operating from five to seven months, and making a yearly showing of \$2,500 to \$3,000. Want to begin production of wooden novelties to supplement to keep plant operating twelve months. Preston M. Miles, Syracuse, Indiana. 246

Wanted to hear from owner of good general merchandise store for sale. State cash price. D. F. Bush, Minneapolis, Minn. 247

For Rent—Space for shoe department on main floor of fast growing, moderate sized department store. Excellent prospect for popular priced line. Address, Goldstein Bros., Indianapolis, Ind. 248

Jewelry, delicatessen, millinery outfits cheap. Auto wanted for piano. Box 281, Chicago. 249

Ten Per Cent. Side Line—"Mirth" for tired, sore, tender feet. Easy seller in all stores. Drug stores, shoe stores, department stores, etc., etc. The James A. Limle Co., Portland, Indiana. 251

The new way to sell your store. Information free. Address, Hart-Clooney & Co., Suite 506-7, 36 West Randolph street, Chicago, Ill. 252

For Sale or Trade—A five light Allen Gasoline lighting system in good condition. Would trade for floor case or cash register. C. B. Harvey, Hastings, Mich. 253

For Sale—Cider and vinegar press in Cheboygan, Michigan. Press made by Hydraulic Press Co. Mount Gilead, Ohio, operated one season. Building and lot will also be disposed of if wanted. Plenty of apples to operate factory can be had in immediate vicinity. Will be sold cheap. For particulars address, A. W. Ramsay, First National Bank, Cheboygan, Mich. 256

For Rent—Fully equipped moving picture house, machine, screen and seating capacity for 250 people. In one of best show cities in the State; five automobile factories, including the famous Buick factories, employing over 6,000 working-men alone. For further particulars write Chas. E. Cruseo, 205 Flint P. Smith Bldg., Flint, Michigan. 232

Home in Northville, 2½ acres land, all modern conveniences and outbuildings; exchange for small fruit farm, hardware or furniture stock Michigan. Chas. Maynard, Milan, Michigan. 229

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

For Sale—5 and 10c store doing good business in city of 15,000. Good location. cheap rent. Best reasons for selling. W. M. Walter, Mishawaka, Indiana. 228

For Sale—Stock of general merchandise, consisting of dry goods, clothing, shoes and groceries, all staples, at seventy-five cents on the dollar. Will invoice about \$4,000. Good farming community. Good store building. Low rent. A fine opportunity for someone to continue the business. Must sell on account of broken health. Robert Ardis, McBain, Michigan. 237

For Sale—Fish market; established profitable business; owner must change climate. Chas. Eiferle, Battle Creek, Michigan. 233

For Sale—About 30 feet tincture shelving with small drug drawers beneath. The same length patent medicine shelving with glass swing doors. C. E. Harvey, Hastings, Mich. 254

For Sale—Only bakery in county seat town of 1,200; doing good business. Brick rooms; reasonable rent; best location in town. Roberts oven No. 60, 1½ barrels. Triumph mixer gas engine all in first-class condition. No bread shipped in. Cigar factory, button factory with a running pay roll of \$1,200 per week. A bargain for \$700. Address C. A. Mills, Oquawka, Illinois. 207

Shoes—We are stock buyers of all kind of shoes, large or small, parts of or any kind of merchandise. Largest prices paid. Write at once. Perry Mercantile Co., 524 Gratiot avenue, Detroit, Michigan. 209

For Sale—Home surrounded by beautiful grounds on river. Address 624 Main street, Marine City, Michigan. 211

For Lease

MODERN CORNER STORE, 43x60, FULL BASEMENT, 2 FLATS. BEST LOCATION on Jefferson East in Fairview, Detroit.

ESTABLISHED GENERAL MERCHANDISE

business. First-class opening for furniture, drugs and books, 5 AND 10c STORE OR ANY RETAIL BUSINESS. Address Metropolis, care Mich. Tradesman.

For Sale—Grocery, old stand, in a good neighborhood, corner store, large order route and good transient trade; clean stock, store and fixtures up to date; will sell at a reasonable price. Grocery 45, care Tradesman. 204

We sell and exchange real estate and businesses everywhere. Let us handle yours. Templeton & Alspaugh, Canton, Ohio. 197

For Sale—A stock of dry goods and millinery in a town of 1,500 population in Western Michigan; stock inventories \$5,600; only one other dry goods store in town. This stock must be sold at once. Don't write unless you mean business. Address M. B. Covell, Guardian, Whitehall, Michigan. 198

Want to buy stock merchandise not to exceed \$20,000. Give full details. James A. Flynn, 1131 South 32nd street, Omaha, Nebraska. 200

Here is a chance to buy a thriving fuel and feed store in Grand Rapids, in fine location. Owner must sell for a very good reason. Address Fuel and Feed, care Tradesman. 202

Sacrifice 160 improved, corn, stock, level farm near city—Spring Lake. Part trade. \$8,000. J. Topping, Muskegon, Michigan. 188

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—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—Clean stock dry goods and groceries. Michigan town; good farming community, on railroad. Inventory \$5,000, easily reduced. Low rent. Bargain. Templeton & Alspaugh, Canton, Ohio. 239

Two-dollar hat store, and renovating plant in connection, for sale. Live city, 25,000. Well-established, making very good money. Everything up-to-date; no old stock. A lifetime opportunity. Invoice about \$2,000. Hurry! Berniers' \$2.00 Hat Store, Fargo, N. Dak. 226

Five drawer National cash register for sale cheap. A. Salomon & Son, Kalamazoo, Michigan. 219

For Sale—A meat market, fixtures and building; everything new; will sell cheap if sold at once. Address 524 Richfield Road, Flint, Michigan. 221

Wanted—I want to buy a shoe stock for spot cash. Price must be low. Address "Hartzell," care Tradesman. 907

Merchandise Sales Conductor. For closing out entirely or reducing stocks, get Flood, Dexter, Michigan. 18

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

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. Kaufner, 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

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. Krusenga, 44-54 Ellsworth Ave., Grand Rapids, Michigan. 870

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

For Sale—Lease of best room in city of 5,000. A good opening for dry goods or clothing. Address Lease, care Tradesman. 255

Shows where your money goes—That's what the F. & B. journal cash book does. It is complete financial record of your business, showing sales, purchases, cash and distribution of expenses. Price \$2.50. Fleming & Benedict, 8 Spruce street, New York. 238

Hotel—Allegan, Mich.—Fine two-story colonial building; accommodates thirty people; located on bank Kalamazoo River; only two blocks from stores; worth \$8,000; for quick sale \$5,500; one-half down. John Stein, owner, Allegan, Mich. 231

If you want cash for your general stock, shoes or clothing, write R. W. Johnson, Fort Pierre, So. Dakota. 218

For Sale—Extra chance to buy stock of dry goods, shoes, groceries. One of the best towns in Eastern Michigan. About \$4,500. Physically unable to attend to business. Address No. 206, care Tradesman. 206

For Sale—Four Station cash carrier for \$25. David Gibbs, Ludington, Mich. 181

For Sale—Clean department store stock of china, dry goods, notions, house furnishings. Located in live manufacturing town 3,500, with first-class farming country. C. J. Tucker, Grand Ledge, Michigan. 215

HELP WANTED.

Mr. Drug Clerk—\$2,500 cash and \$500 security will set you up in business in good location in best city of 50,000 in the State. Good fixtures, complete stock, good fountain, and \$20 daily sales to start with that can be doubled. Address No. 227, Michigan Tradesman. 227

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

Wanted—Young man with \$2,000 or \$3,000 cash to take half interest in clothing store doing good business; reason for selling, I wish to buy out my partner's interest. Address J. G. Buter, 358 Maple avenue, Holland, Mich. 245

SITUATIONS WANTED.

Young merchant familiar with everything in merchandise and merchandising, leaving retail business, desires wholesale connection, traveling preferred. Nominal salary to start if opportunity exists. Address 250 care Tradesman. 250

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.

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

Conservative Investors Patronize Tradesman Advertisers

After Dinner Mints by Noah Artie Choke.

Written for the Tradesman.

I was sitting on the platform by the depot over at Fennville the other day waiting for a train and in the meantime reading the Tradesman, when Arthur Krause, who, by the way, wears shoes like he sells, spoke up saying: "Noah, why don't you write some foolish stuff for the Tradesman? Not but what it has some along that line, but something really labeled foolish, so that we won't get fooled when we think we are reading serious dope."

"Well," said I, "Maybe I shall, but if I do I want it distinctly understood that no one is obliged to read it."

Billy Watkins, who is the prune agent for Sprague, Warner & Co., and who was standing near listening to our conversation, said: "I tell you, Noah, just tell them right out that you do not pay as much to have your matter insterted as to those who are running the advertisements, and that they can stop reading them any old time they wish to and take up the advertisements again and then there will be no harm done."

Billy always did have reasonably good sense, so I told them I would try it out on that basis, even if it put the Tradesman out of business.

This line of talk is called "After Dinner Mints" because such mints are supposed to aid your digestion. If there is anything the matter with you this dope ought to help you—if you don't take too much. Noah isn't my real stage name, but no one knows that except Hoppough, who sends an occasional order to Worden's and Martin Smith, who charges up expense to Crowley Bros., Detroit, and they won't tell. If you think they will ask them.

Weakly poem by Roy Knapp, Hartford:

When you have coin
We'll shake your hand,
In sunshine or stormy weather;
But when you're broke
Please understand,
We'll shake you altogether.

C. O. Evans, who looks after the interest of Marshall Field & Co. in Kalamazoo, was busy the other day when his 6 year old girl came in and said: "Papa, I want an ice cream sundae." "All right," said C. O. "Call my attention to it later. This is only Thursday."

Lafe Hoozus, who travels out of Jackson, got quite a bite in the neck last week. Lafe had his false teeth in his trousers pocket and slipped on a banana peel and fell and bit a big chunk out of the back of his neck. Lafe says he changed his trousers but forgot to change his teeth.

Phoebe B. Beebe, who runs a millinery store over near Jackson, caught a swarm of bees last week, by pounding on tin pans. Good for you, Phoebe!

Question Department.

(Questions of interest to our readers will be answered in this column. If you wish a private reply please enclose a sandwich and a movie ticket.—Noah.)

Dear Noah—I have a good automobile which I have used only five years. It seems to miss fire some. What can I do to ensure a steady firing of the cylinders? I. H. Coffin, Jackson.

Go out in the swamp and catch some lightning bugs and put two in each cylinder. These will make sure the spark and your car will run like it did last year.—Noah.

Dear Noah—My neighbors' chickens come over and scratch up my garden. I run a grocery store and my neighbors are good customers; owe a considerable and sometimes more. How can I help the chickens out and not offend them (the customers). Billy Ryan, Bangor.

Dead easy. Catch the chickens when they come over and tie some cheese cloth on the feet of each chick and let them go. They can't scratch a bit and your neighbors will continue ordering groceries.—Noah.

Come on with your questions. I am crazy to hear from you.

Anyway, isn't it as good as reading the Current Prices?

Keep your eye on the circulation list. Noah Artie Choke.

Moving From Petoskey to Traverse City.

Petoskey, June 28.—The Cornwell Beef Company, which has maintained cold storage plant and offices here in Petoskey for fourteen years, is moving its headquarters for this part of the State and its cold storage plant to Traverse City. Herbert Agans, the Petoskey manager, and Roy D. Bradshaw, assistant manager, will go to Traverse City Tuesday and the books of the company will also be moved there Tuesday morning.

For some time there has been in Michigan a company known as the Saginaw Beef Company and the Cornwell Beef Company and a few weeks ago these companies were consolidated and July 1 will open business under the firm name of the Cornwell Beef Company, with headquarters in Saginaw.

The managers have decided to enlarge the territory of each branch office and cold storage and as Traverse City already has a fine large plant and considering the fact that if it remained in Petoskey the plant would have to be rebuilt at a considerable cost, it was decided to move the Petoskey office to Traverse City and consolidate the two territories.

Messrs. Agans and Bradshaw will go there at once, Miss Fannie Kurtz, the book-keeper, will remain at the office here for some little time, and the deliveryman, John Hanselman, will remain here during the summer.

Mrs. Agans and family and Mrs. Bradshaw will remain in Petoskey for some time but will move to Traverse City during the course of the summer.

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

Buffalo, June 30.—Creamery butter, fresh, 25@28c; dairy, 20@24c; poor to common, all kinds, 19@20c.

Cheese—Selling well; new fancy, 15c; new choice, 14@14½; held fancy, 15½@16c.

Eggs—Choice fresh, 19@21c. Poultry (live)—Broilers, per lb., 22@27c; cox, 11@12c; fowls, 15@16c; ducks, 14@17c.

Beans—Medium, new, \$3.35; pea, \$3.25; Red Kidney, \$3.75; White Kidney, \$3.90@4; Marrow, \$3.75@4.

Potatoes—25@30c per bu.; new, \$1.50@2 per bu. Rea & Witzig.

Sparks from the Electric City.

Muskegon, June 28.—The Barden Grocery Co., of Watervliet, is successor to T. B. Dustin. Mr. Barden has had considerable experience in the grocery game, having worked for H. Merrifield for a number of years.

On account of the good weather, quite a few of the boys disappointed A. Peters by not attending his rum party. However, Mrs. and Mr. Herman Anderson and the writer attended and enjoyed ourselves immensely. After the game refreshments were served and we went home, voting Mrs. Peters a delightful hostess.

The Tradesman extends A. Luloff hearty sympathy on account of the death of his grandmother.

Orla Clay has purchased the W. B. Goss meat market at Coloma.

Afternoon trains are now in operation on the Pentwater division.

The White Lake Inn has remodelled its dining room with mission wood work all around the room. Screen doors lead to the dining room, which helps to keep the place clean. Charles Schierstaedt, the proprietor, has had the reputation of running one of the best hotels on the Pentwater division and it looks as if he is trying hard to keep up his rep. Keep it up, Charley, the boys all appreciate your efforts.

The Goodrich line will run the Indiana to Manistee July 5 for an excursion. The fare will be \$1 for round trip.

It is surprising to note the progress the A. W. Stevenson boom has taken. Editor Stowe wrote us he will be glad to give us a page and a half in Steve's interest. We thank you, heartily, Mr. Stowe, and will take you up on your kind offer at a later date. Muskegon Council is entitled to some consideration and we would ask our brother counselors from other councils to boost and help elect A. W. Stevenson Grand Sentinel.

Grand Haven will have an aeroplane ascension and fire works display for the benefit of its visitors July 5.

Milton Stindler.

Detroit Disgusted With Eastern Time

Jackson, June 29.—John R. Wood, of Detroit, publisher of the well-known railroad guide and an apostle of railroad time, was in Jackson yesterday.

Detroit is already tired of the confusion of Eastern time, according to Mr. Wood, and will, in his opinion, soon go back to Central Standard time.

"The life of the cities of Michigan depends on the railroads; they and the time of their trains enters somewhat into the life of every citizen," said Mr. Wood. "It is conceded, even by the most ardent advocates of 'more daylight,' that it is out of the question for the railroads to change their time tables to conform in any degree to local desires. The railroads have adopted the present system after years of experimentation, and the zones were arranged with careful consideration for the convenience of the people in the entire country which they serve.

"Now, inasmuch as the railroads cannot change their time, what is the sense of communities here and there complicating a problem which was settled after years of intolerable confusion?"

"The one argument for Eastern time is that it affords more hours of daylight for manufacturers, and less expense for lighting their shops, and more hours of daylight liberty for workmen. Many workmen tell me they do not like the idea of getting to work an hour earlier. But if there is anything in this argument it would be vastly more simple to change the hour of beginning work.

"I am certain Detroit will soon go back to Central time. No one is really satisfied with one time for the city and another for the railroads, courts, etc. It has already shown it-

self to be a nuisance. Jackson, one of the big railroad centers of the State, with its large population of railroad workers, is sensible in paying little heed to the talk of a change, which is really inspired by a few 'special interests' in Detroit."

What Some Michigan Cities Are Doing.

Written for the Tradesman.

The new State law gives the fire warden authority to condemn and raze wooden fire traps in cities. Lansing has thirty-six old buildings that must go.

Saginaw has ordered 16-inch high pressure water mains in four streets.

Nashville has organized a Board of Trade with the following officers: President, George C. Deane; Vice-President, R. C. Townsend; Second Vice-President, Len W. Feighner; Treasurer, F. K. Nelson. Dinner meetings will be held once a month.

The franchise of the Kalamazoo Gas Company expires in July, 1916, and the city is negotiating for the purchase of the plant. The company's price is \$1,875,000 and the city offers \$821,150. An engineer employed by the city placed the physical value of the plant at \$746,500.

Libby, McNeill & Libby are building a pickle plant at Cadillac.

Kalamazoo will lay over a mile of water mains in outlying districts.

The University of Michigan has engaged Frank Law Olmstead, landscape designer, to make a study of the campus, in connection with plans of the Civic Association of Ann Arbor and the Park Commissions of Ann Arbor and Ypsilanti. It is intended to make these two cities, with the intervening ten miles of Huron River valley, a beauty spot and show place.

Allegan needs more houses to take care of the families of workers in the new automobile factory.

Charlotte has ordered sixty boulevard lights and has entered into a five-year lighting contract with a private company for \$45 each per year, with lights turned off at 12 o'clock.

Dowagiac will build twenty-two new sidewalks this summer.

Plans are being prepared for a Masonic temple at Adrian to cost \$50,000.

Three Rivers has voted to sell bonds and build a municipal lighting plant and waterworks.

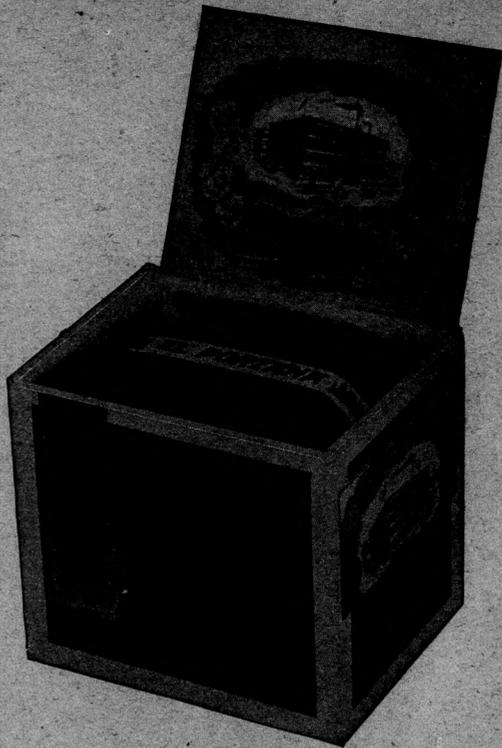
Pontiac has let contracts for a garbage reduction plant, the concrete building to cost \$2,760 and the machinery and equipment, \$4,143. The plant will be located on city property out Mt. Clemens street. It is claimed there will be no odors and that all kinds of refuse will be cared for, including dead animals. Grease and fertilizer will have commercial value and will help offset the expense of operation. Almond Griffen.

BUSINESS CHANCES.

For Sale—Blacksmith and woodwork business in good locality. A1 business. Good reasons for selling. For particulars address James Wilson, Gilford, Michigan. 260

For Sale—Only bakery town of 600. Fine opportunity for right party. Rich farming community. Chance for lunch room and ice cream parlor in connection. Good for \$20 a week for baker who can do own work. Address 261, care Tradesman. 261

El Portana Cigar



This is size No. 5
THE POPULAR SHAPE
Handled by all jobbers—sold by all dealers

G. J. JOHNSON CIGAR CO. Grand Rapids

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

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.



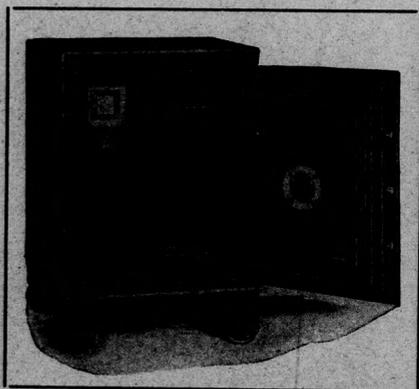
Adam Was Downed by an Apple



SOME of Mr. Adam's brothers down through the years have made practically the same mistake he did. They have been tempted to do the things they ought not to have done and to leave undone the things they ought to have done, and so they have gathered unto themselves much trouble and many regrets.

**Be Cautious To-day and You'll
Be Happy To-morrow**

If you are full of worry you cannot be happy, and you certainly ought to be full of worry if you are not properly protecting your valuable books and papers. Write us to-day for prices on dependable safes; buy one and have the satisfaction of knowing that you are discharging your duty to yourself and your family.



Grand Rapids Safe Co.

Tradesman Building

Grand Rapids, Michigan